



Colorado Municipal League (CML) and the Greater
Metro Telecommunications Consortium (GMTC)
present



Communications and the Future

A Cost-Effective Local Government Conference
Focused on Telecommunications Law and Policy,
Cable and Wireless Regulation, Technology
Initiatives and Advancements, and the Power
of Public Information, Public Relations and
Video Production.

April 14-15, 2010

The Arvada Center for the Arts and Humanities
6901 Wadsworth Boulevard
Arvada, Colorado 80003-3499

\$170.00 – Both days if received by March 26
\$95.00 – One day only, if received by March 26

Attorneys: CLE credits have
been applied for select sessions.

Managers: Several sessions
can be applied toward ongoing
maintenance of ICMA credential
requirements.

For registration & hotel information visit www.cml.org>training>calendar
For questions please call 303.831.6411 or 1-866-578-0936

Who Should Attend

Elected Officials, City Managers, Assistant Managers, City Attorneys, Information and Technology Managers and staff, Communications Directors, Public Information Officers, Web Masters, Public Works and Planning staff, and any other staff member(s) who provide oversight over any or all areas of focus of the conference.



Program Schedule

(tentative with more exciting speakers being confirmed)

Wednesday, April 14, 2010

9:00 – 10:00 a.m. Registration and Continental Breakfast Co-Sponsored by RealEyes

**10:00 – 11:30 a.m.
Opening General Session**

The Future of Communications: Taking Social Media to the Next Level

We've all heard of social media and many communities are now using it to communicate with citizens. The rise of social media provides local governments with opportunities to engage their citizens in new ways, but it is not without its pitfalls. Hear from this exciting panel of experts as they focus on social media and its impact on your community and organization's public relations, legal considerations for protection of the organization and employees, and technology advancements with its powerful use.

Presenters:

Diane Mulligan, Mulligan & Co.
Michele Hovet, Information Technology Director, City of Arvada
Nancy Rodgers, Kissinger & Fellman, P.C.

**12:00 – 1:30 p.m.
General Session Luncheon**

Presenter: To Be Announced

**2:00 – 3:30 p.m.
Concurrent Sessions**

Storytelling

Maintaining Effective Communications with All Audiences in the Wake of Budget Cuts

Most communication programs are not seen as essential services and are placed on the chopping block during challenging economic times. Hear from communities, both large and small, on techniques and strategies to communicate effectively and efficiently with their audiences. Presenters will also share their challenges and lessons learned communicating with internal and external audiences about budget challenges, service cuts, and layoffs.

Presenters:

Eric Brown, Communications Director, City of Denver
City of Denver, Channel 8 (invited)
Natalie Stevens, Marketing Technician, City of Greeley
Water Department
John Leavitt, Senior Public Communications Specialist,
City of Colorado Springs

Regulatory/Legislative

Introduction to Local Government's Role in Telecommunications Oversight

Existing Federal and State laws impact local authority over rights-of-way, land use, taxation, provision of services and other regulatory relationships with communications infrastructure and services. Legislation and regulatory proceedings are pending that may impact net neutrality, open access, and government cable channels, among other issues. Hear from experts in government and the industry about the local government role – now and in the future.

Presenters:

Ken Fellman, Partner, Kissinger & Fellman, P.C. and President of National Association of Telecommunications Officers and Advisors
Pete Kirchhof, Executive Vice-President, Colorado Telecommunications Association
John Aragon, Vice-President, Government Affairs, Comcast
Qwest (invited)

Technology

State and Local Broadband Innovations

What is Colorado doing as a State to promote truly high speed, affordable broadband to all of our residents and businesses? What is the local government's role in broadband deployment and promotion? Hear from the State and its localities that are leading the way with broadband deployment.

Presenters:

John Conley, Executive Director, Statewide Internet Portal Authority
Dr. Rick Smith, Mayor, Bayfield Colorado and Systems Operations Manager for Southern Ute Shared Services

**3:30 – 3:45 p.m.
Break Sponsored by Civic Plus**

**3:45 – 5:15 p.m.
Concurrent Sessions**

Storytelling

Insider Secrets of the Media in Today's Technology Age

Innovations like Government 2.0 and social media are changing the process for how and what the media prints, publishes to the web, and broadcasts to its viewers. Learn the insider secrets about how the media currently works to get the most from your public relations pitching, gain the best coverage, and better manage difficult situations. Learn how to translate this insider information to get outstanding results in your organization!

Presenters:

Steven Silvers, Principal, GBSM, Inc.
Patti Dennis, News Director, 9 News (invited)
Brian Maass, Investigative Reporter, Channel 4
The Denver Post (invited)
Your Hub (invited)
Channel 7 (invited)

Regulatory/Legislative

Cable Franchising Still Lives: Preparing for the Next Round of Negotiations

Many communities are gearing up for cable franchise renewal negotiations – activities we undertake only in 5 to 15 year intervals. Learn how the law has changed since your last franchise, the current issues faced by local government and the cable industry, and strategies to help conclude a successful negotiation.

Presenters:

Ken Fellman, Partner, Kissinger & Fellman P.C. and President of National Association of Telecommunications Officers and Advisors
John Aragon, Vice-President, Government Affairs, Comcast
Wendy DuBord, Deputy City Manager, Steamboat Springs

Technology

Community Anchor Networks: Why Cooperation and Shared Fiber Networks are the Wave of the Future

How can expansion and interconnection of networks connecting government buildings, schools, libraries and non-profits help deployment of bigger, faster broadband networks throughout our communities? This presentation will explore what is happening across the nation and in Colorado in deploying and expanding communications networks through community anchor institutions. Find out how your organization can be involved.

Presenters:

Joanne Hovis, President CTC and President Elect of the National Association of Telecommunications Officers and Advisors (NATOA)
Perry Movick, Centennial BOCES

5:30 p.m:
Mix and Mingle Sponsored by Comcast

Thursday, April 15, 2010

8:00 – 9:00 a.m.
Continental Breakfast Sponsored by Vision Graphics

9:00 – 10:30 a.m.
Concurrent Sessions

Storytelling

Real Life Crisis Communications: Mistakes and Lessons Learned

Most communities have a crisis communications plan or procedures in place, but never have had to use them. Hear from communities around the State on several crisis incidents they faced that placed them in the media spotlight, how they managed the communications, and lessons learned to help their colleagues be prepared for when the crisis shows up on your doorstep.

Presenters:

Jim Alderden, Sheriff, Larimer County
Dave Minshall, Minshall Media Strategies
Glen Trainor, Chief of Police, Winter Park
Alamosa County (invited)

Regulatory/Legislative

Wireless Facilities and Local Government Land Use Authority

The Telecommunications Act of 1996 preserved most local land use authority in connection with siting of wireless facilities. However, the Federal Communications Commission (FCC) has recently acted to limit authority in some significant respects. Learn about the new Order, practical steps to take to comply, the status of the legal challenge to those rules, and how local government and industry can work together more effectively.

Presenters:

Matt Butler, Network Real Estate Manager-Mountain Region, Verizon
Rick Sullivan, Real Estate Manager, Rocky Mountain Cluster, AT&T Mobility T-Mobile (invited)
Ken Fellman, Partner, Kissinger & Fellman, P.C. and President of National Association of Telecommunications Officers and Advisors

Technology

Technology Trends Changing Communication Strategies for Local Government

New technology like web conferencing, automated dialers and teleconferencing systems are providing new and improved channels for reaching customers. Learn about the technology governments are using today to bring information and interaction to residents instead of waiting for them to show up at your building.

Presenters:

Curt Cerveney, pdConnect.net
Kevin Capp, Chief Technology Officer, Town of Castle Rock
Jeff Dicker, Product Specialist, RealEyes Connect

10:30 – 10:45 a.m.
Break Sponsored by AT&T

10:45 a.m. – 12:15 p.m.
Concurrent Sessions

Storytelling

Big-Time Video Production with Only a Shoestring Budget

Changes in technology have made using video a cost-effective option for virtually any municipality. In this session, you will be introduced to recommended equipment options and effective storytelling techniques to get you started for just a few thousand dollars. We will also explore the path to grow your video operation into the future. Integrating video into your communications operations has never been easier.

Presenters:

Todd Barnes, Communications Manager, City of Thornton

Regulatory/Legislative

National Broadband Plan and Impact on Your Community

The Federal Communications Commission (FCC) was required to deliver a National Broadband Plan to Congress on February 17, 2010. This session will discuss the substance of the plan, what changes might be implemented by Congress, the FCC or other agencies, and how the plan is likely to impact states and local governments.

Presenters:

Joanne Hovis, President, Columbia Telecommunications Corporation, Kensington, Maryland and President-Elect of the National Association of Telecommunications Officers and Advisors

Technology

Why Colorado Governments Are Leading the Nation in Award Winning Technology

Many Colorado communities and the State are being recognized at a national level for their efforts in technology solutions. From award winning websites, Best in Programming, and digital cities/counties awards, how are these organizations doing it during these tight economic times? Learn how your community can become a top digital community.

Presenters:

Mark Pray, Chief Information Officer, City of Aurora
David Puntteney, Information Technology Director, City of Westminster
Michelle Hovet, Information Technology Director, City of Arvada

12:45 p.m. – 2:00 p.m.
General Session Luncheon

Jason Hewlett, "Signature Moves: Standing Out in a Sit Down World"

6060 South Quebec Street
Greenwood Village, CO 80111

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Sessions include:

The Future of Communications:
Taking Social Media to the Next Level

Maintaining Effective Communications in the
Wake of Budget Cuts

Introduction to Local Government's Role in
Telecommunications Oversight

State and Local Broadband Innovations
Insider Secrets of the Media in Today's
Technology Age

Cable Franchising Still Lives:
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Community Anchor Networks:
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Real Life Crisis Communications:
Mistakes and Lessons Learned

Wireless Facilities and Local Government Land
Use Authority

Technology Trends Changing Communication
Strategies for Local Government

Big-Time Video Production with Only a
Shoestring Budget

National Broadband Plan and Impact on Your
Community

Why Colorado Governments Are Leading
the Nation in Award Winning Technology

...and much more!

Communications and the Future

April 14-15, 2010

About the Host Organizations

Colorado Municipal League (CML)

The Colorado Municipal League, founded in 1923, is a nonprofit, nonpartisan organization that provides advocacy, information and training to build stronger cities and towns. Currently, 265 of Colorado's 271 municipalities (representing more than 99 percent of the state's population) are members of CML.

Colorado Municipal League
1144 Sherman Street
Denver, CO 80203-2207
303-831-6411 / 866-578-0936
303-860-8175 (f)
www.cml.org
Sam Mamet, Executive Director



Greater Metro Telecommunications Consortium (GMTC)

The Greater Metro Telecommunications Consortium is a board of local government representatives comprised of 34 communities in the greater metropolitan Denver, Colorado area. Formed in 1992 to facilitate franchise agreements with local cable television companies, the GMTC has since realized bargaining strength and recognition in all areas of telecommunications expertise.

To contact the GMTC with questions or to inquire about membership, please call:

Greater Metro Telecommunications Consortium
c/o City and County of Denver
201 West Colfax Avenue, Dept. 702
Denver, CO 80202
303-321-6114
www.gmtc.org
Darryn Zuehlke, President



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TACITO DESIGN INC



April 14-15, 2010

The Arvada Center for the Arts
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present

- **Network with your colleagues:** Exchange information, ideas and challenges with other local government professionals across the State. Learn from your colleagues on what works, what doesn't, and what you can do differently to improve your efforts to get a better outcome.
- **Questions and Answers:** Get the opportunity to ask questions and get the answers you need to perform your position more effectively and protect the interests of your community.
- **Important Updates:** Learn about the latest developments for your industry including state and federal regulation, legislation, and advancements.
- **Predictions for the Future for Local Government:** What does the future hold for social media? What role will communications and public relations play given budget cuts, and will the media be a partner? Will local government continue to have oversight over telecommunications and cable issues with the new administration or proposed State legislation? When will all Colorado residents and businesses have access to broadband services, and what will communities have to do to keep up with technology in order to be a community of choice? These and other important topics will be discussed that you don't want to miss.

Communications and the Future

The Colorado Municipal League (CML) and Greater Metro Telecommunications Consortium (GMTC) present a statewide local government conference, "Communications and the Future". This event will focus on telecommunications law and policy, cable and wireless regulation, technology initiatives and advancements, and public information, public relations and video production. Expected attendees include Elected Officials, City Managers, Assistant Managers, City Attorneys, Information and Technology Managers and staff, Communications Directors, Public Information Officers, Web Masters, Public Works and Planning staff, and any other staff member(s) who provide oversight over any or all areas of focus for the conference.

Attendees may register for Wednesday only, Thursday only, or both days. Registration covers a continental breakfast on both days, lunch on both days, and a mixer the evening of the first day.

Name: _____ Title: _____

Organization/Municipality/County, etc: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City, _____ State, _____ Zip _____

Non-refundable registration fees

____ \$170: Both days if registered by Friday, March 26 (\$190 if registered after March 26)

____ \$95: Wednesday only if registered by Friday, March 26 (\$115 if registered after March 26)

____ \$95: Thursday only if registered by Friday, March 26 (\$115 if registered after March 26)

____ Check here for vegetarian meal

____ Check enclosed ____ Visa ____ MasterCard

Visa/MC# _____ Exp. Date: _____

Name on card _____ Signature: _____

Mail or fax this form and send payment to: CML, 1144 Sherman St. Denver, CO 80203-2207; fax: 303-860-8175; Make checks payable to Colorado Municipal League. Registration is also available online at www.cml.org.

Registrations may be canceled up to seven days prior to the scheduled event. Canceled registrations received prior to this time will be refunded, less a \$25 processing fee. Cancellations less than seven days prior to the event cannot be accepted, however substitutions can be made at any time. If you fail to attend the event you are still responsible for payment. Your registration will not be final until payment is received.

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