

***Powerful Messaging in a Post-Print World***  
**California State Information Officers Council**  
**Annual Training Day**  
**October 13, 2011**  
**8:30 a.m. - 4:00 p.m.**  
**California Highway Patrol Headquarters**  
**601 North 7<sup>th</sup>**  
**Sacramento, CA**

8:30 – 9:00 a.m.      **Registration/Continental Breakfast**

9:00 – 9:05            **Welcome and opening remarks**

**Speaker:**      Jeanie Esajian, SiOC President  
Deputy Director, Managed Risk Medical Insurance Board

9:05 – 10:00         **Affirmative Communications: Governor's Office**

After long periods of relaying somber news, delivering positive messages can challenge even the most seasoned communications pro. The Governor's press secretary shares what it takes to rebuild confidence in California.

**Speaker:**      Elizabeth Ashford  
Chief Deputy Press Secretary  
Office of Governor Edmund G. Brown, Jr.

10:00 –11:10        **Facebook and the State of California**

As social networks become the frontline for government communications, we need to know how to use Facebook strategically and securely. Facebook's public policy manager has trained the U.S. Congress, the California Legislature and the United Nations. Today he talks to us.

**Speaker:**      Adam Conner  
Associate Manager for Public Policy  
Facebook  
Washington, D.C.

11:10 – 12:00 p.m.   **Going Social: Best (New) Practices Panel**

How is the state using Facebook and other social marketing channels? These panelists meld their long-term experience to new methods every day. Learn how their agencies investigate, and use, today's communications tools.

**Speakers:**      Gennet Paauwe  
Deputy Communications Director  
California Air Resources Board

Michael Marando  
Director of Communications  
Department of Motor Vehicles

Daniel Berlant  
Information Officer  
CALFire

***SiOC Training Day/ October 13, 2011: Powerful Messaging in a Post-Print World (cont.)***

- 12:00 – 12:30      **The California Highway Patrol's Role in State Security**  
Beside riding motorcycles and handing out speeding tickets, our host serves an integral function in the state, providing protection and security to state officials and state employees and responding to incidents on state property. All good stuff to know if you need help.  
**Speaker:**      Chief Scott MacGregor,  
                         Chief, Protective Services Division  
                         California Highway Patrol
- 12:30 – 1:00      **Buffet Lunch**
- 1:00 – 1:45      **Disaster Service Worker Training**  
Disaster Service Worker Training is a mandated state-training for public employees to continue their public service during an emergency and to implement an emergency preparedness plan for themselves professionally and personally. Certificates of completion will be provided.  
**Speaker:**      Trish Taylor  
                         Chief, Emergency Preparedness Office  
                         California Department of Public Health
- 1:45 – 2:00      Break
- 2:00 – 2:50      **Communications in the Legislature: Tips and Tricks for PIOs**  
Learn about the highs and lows of communicating news to constituents (and everyone else) using new technologies. Hear how things have changed and where they are headed.  
**Speaker:**      Sabrina Lockhart  
                         Press Secretary  
                         California Assembly Republican Leader Connie Conway
- 2:50- 3:50      **California's Mobile Strategy: Putting State Resources in the Palm of Your Hand**  
California is working to bring state information to people on their mobile devices or smart phones to broaden its reach to citizens. The California Technology Agency has worked with nearly 50 state agencies to bring them into the mobile technology world and is looking for more.  
**Speaker:**      Robert Meza  
                         Project Lead for California Mobile  
                         California Technology Agency
- 4 p.m.      **Adjourn**

***Watch for news about our next meeting – November 10, 2011***