



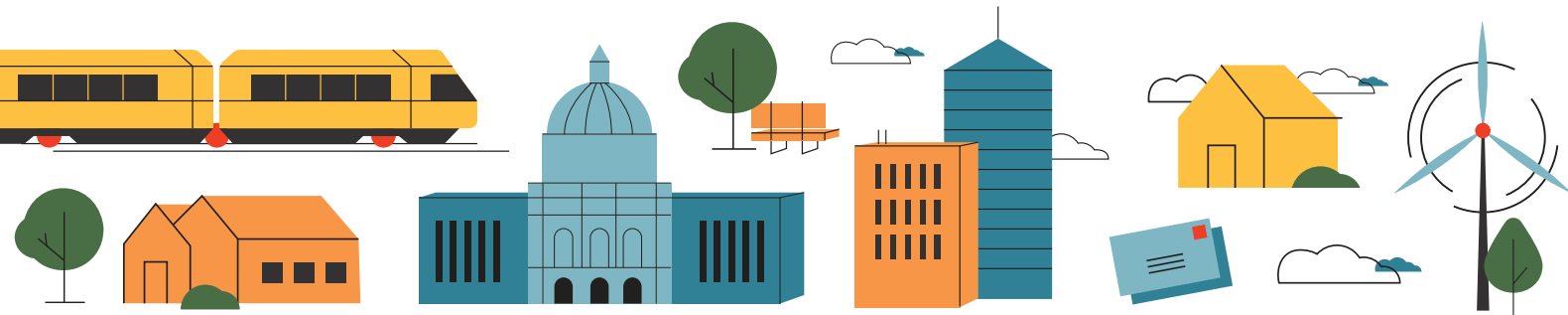
2019 MAGC Fall Conference

# FUN WITH FUNDAMENTALS

October 23 // 8 a.m. - 3:30 p.m.  
Earle Brown Heritage Center

## SCHEDULE

8-8:30 a.m.	<b>Registration, breakfast and vendor fair</b>	Noon-1 p.m.	<b>Keynote: Fun is Good</b>
8:30-8:35 a.m.	<b>Welcome</b>	1-1:15 p.m.	<b>Break and vendor fair</b>
8:35-9:30 a.m.	<b>Fun with Social Media</b>	1:15-2:15 p.m.	<b>Breakout sessions</b>
9:30-9:45 a.m.	<b>Break and vendor fair</b>		<ul style="list-style-type: none"> <li>• Crisis Communications</li> <li>• Being Strategic: Creating or Updating Your Communications Plan</li> </ul>
9:45-10:45 a.m.	<b>Breakout sessions</b>	2:15-2:25 p.m.	<b>Break and vendor fair</b>
	<ul style="list-style-type: none"> <li>• Captive Moments in Photography</li> <li>• Inviting the Angry Mob to Dinner: Benefits of Community Engagement</li> </ul>	2:25-3:30 p.m.	<b>How to Handle the “Unfun” of Social Media</b>
10:45-11 a.m.	<b>Break and vendor fair</b>	3:30 p.m.	<b>Announcements, prizes and wrapup</b>
11-11:30 a.m.	<b>30 Ideas in 30 Minutes</b>		
11:30 a.m. - 1 p.m.	<b>Lunch</b>		



# SESSIONS & SPEAKERS

## FUN WITH SOCIAL MEDIA | 8:35 – 9:30 a.m.

Garden City Ballroom

Learn how these communicators are bravely using humor to engage their community in the work of their organization. From the cabin fever Facebook funnies of the City of Albert Lea to the donut day debate in the Shakopee Police Department, you will get some ideas about how humor can be used effectively on social media.



### NICOLE CLIFTON // Shakopee Police Department

Nicole is the crime prevention specialist at the Shakopee Police Department. She also manages the department's social media accounts, bringing creativity and humor to how the department connects with residents. With a background in criminal justice, Nicole understands the importance of humanizing police officers and showing the lighter side of law enforcement.



### JERRY GABRIELATOS // City of Albert Lea

Jerry has worked in local government for 10 years, devising community engagement strategies for constituencies as diverse as Albert Lea and Chicago. He has spent the last four years as the assistant city manager in Albert Lea, and the previous six as a staffer for members of the Chicago City Council.



### TYLER HASENSTEIN // Twin Cities National Weather Service

Tyler is one of two meteorologists who double as social media managers within the Twin Cities Weather Forecast Office, managing content and analytics for more than 56,000 followers on Twitter and 120,000 followers on Facebook (@NWSTwinCities). In addition to forecasting day-to-day weather conditions, his background includes training in communication, radio and risk-based decision support services.



### PAUL HOPPE // Wyoming Police Department

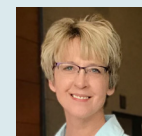
Paul is the director of public safety/police chief for the City of Wyoming, with 30 years of experience in law enforcement. He is the creative concept behind the police department's social media initiatives, which focus on building community engagement in a virtual community. Chief Hoppe and the Wyoming Police Department have been recognized twice by the Minnesota Chiefs of Police Association with their Excellence in Innovation Award for their work on social media and inclusive community programming.

## BREAKOUT SESSIONS | 9:45 – 10:45 a.m.

### CAPTIVE MOMENTS IN PHOTOGRAPHY

Garden City Ballroom

Photography is more than just taking pictures. Through photography you are able to capture moments in time and strategically use your photos to visually enhance your communications. Learn about the creative and technical elements of photography, tips on what makes the biggest impacts, and best photo programs and tools. Whether you're a pro or an amateur, you'll walk away learning something new!



### DEBORAH ROSE

Minnesota Department of Natural Resources

Deborah is an award-winning photographer, including an MAGC Northern Lights Award winner for the last two years. She has been taking pictures since she received an instamatic camera for Christmas when she was 10 years old. Deborah currently works for the Minnesota Department of Natural Resources, where she has spent more than 21 years capturing images of places that have been preserved and protected.

### INVITING THE ANGRY MOB TO DINNER: BENEFITS OF COMMUNITY ENGAGEMENT

Harvest Room

This interactive discussion will show you ways community engagement can have a meaningful impact on your organization and community, including bringing more residents into your conversations, empowering your agency, mitigating misinformation and increasing staff capacity. You'll leave with resources to help you develop a strategic checklist for your organization's engagement processes.



### MEGHAN RUBLE

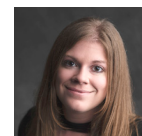
Bang the Table

Meghan is an engagement manager for Bang the Table, responsible for business development, education and client support. She previously spent five years supervising the marketing and communications team for the City of Lakewood, CO. Meghan is in an accelerated Master of Public Administration program at New York University's Robert F. Wagner Graduate School of Public Service.

## 30 IDEAS IN 30 MINUTES | 11 – 11:30 a.m.

Garden City Ballroom

In a round-robin format, our panel of experts will share their tips and tricks for fun ways to connect with their audiences.



### ASHLEY AUKES // Beruck Studios

Ashley is the owner of Beruck Studios, director of Bridging Brown County and digital marketing project manager for Redwood Valley Tech Solutions. She is one of two Certified Public Communicators in Minnesota. She also co-founded two Social Media Breakfast chapters in southern Minnesota and has presented on digital marketing at numerous state and national conferences. Ashley is a previous MAGC board member.



### KATIE ELENBERGER // Spark27 Creative

Katie is the founder and creative brand strategist at Spark27 Creative, a full-service creative design agency committed to strategic thinking, user experiences and the implementation of creative campaigns. She has an incredible depth of knowledge and understanding of what it takes to connect with your audience and bring your brand to the next level, and has been awarded with 17 American Advertising Federation ADDY awards for design work.



### MEGAN FOURNIER // Ramsey County

Megan helps lead Ramsey County's internal and external communications and supports the county's community outreach activities. She is also responsible for supporting the county's web platforms. Megan received a Bachelor of Arts in political science and a master's in public administration.



### STEPHANIE KASS // Lakeville Area Schools

Stephanie is the communications and public relations director for Lakeville Area Schools. Having worked in public relations for over a decade, she believes communication and understanding among all stakeholders are essential to achieving the goals of any organization. She knows that communities are stronger when the public is well-informed and involved in the issues facing their school district.



### ASHLEY KLEMER // City of Bloomington

Ashley is the City of Bloomington's main writer and photographer, responsible for producing content for two monthly newsletters, annual reports, press releases and the occasional social media post. She's passionate about showing the human side of local government and making connections between communities through storytelling. She also serves on MAGC's communications committee and the Northern Lights planning committee.

## KEYNOTE: FUN IS GOOD | Noon – 1 p.m.

Garden City Ballroom

Learn about Mike's Fun Is Good philosophy, where organizations can work to develop and sustain a positive, fun and creative culture for their employees and customers. The journey is a delicate balance of taking risks, being open to change, embracing diverse people and ideas, being kind and respectful, expressing gratitude and allowing creativity and innovation to thrive! This simple philosophy applies to every industry and can lead to success in any business.



### MIKE VEECK // Fun Is Good

Mike is a nationally renowned speaker, entrepreneur, college professor, philanthropist and marketing, promotions and customer care expert. He co-founded Fun Is Good, an employee engagement consulting firm, because he is passionate about helping organizations around the country develop and sustain a positive, fun and creative culture for their employees and customers. Mike and the Fun Is Good philosophy have been featured on the NBC Nightly News, 60 Minutes and many other national media outlets.

## BREAKOUT SESSIONS | 1:15 – 2:15 p.m.

### CRISIS COMMUNICATIONS

Garden City Ballroom

When crisis strikes, how prepared are we to manage the crisis and make the crisis actually work for us? Paul will show you how the best work we do in crisis is seldom seen, and yet the impact of great communication can set us up for future success.



### PAUL OMODT

Omodt & Associates Critical Communications

Paul is the owner and principal of Omodt & Associates Critical Communications, a full-service communication firm providing communications when communications are critical to your success. Paul's 30-year career has included everything from the 1998 Northwest pilot strike to the collapse of the I-35W bridge and the collapse of Denny Hecker's auto empire. Paul also served on the St. Louis Park City Council for a decade and regularly advises municipalities and government bodies on critical communications.

### BEING STRATEGIC: CREATING OR UPDATING YOUR COMMUNICATIONS PLAN

Harvest Room

Being strategic is about prioritizing where you focus your time and attention to achieve specific goals. A communications plan is something every successful organization should have to drive your priorities and see a positive return on your investment of time and resources. Learn about the necessary steps of creating and maintaining a successful communications plan.



### JANET SWIECICHOWSKI

CEL Marketing | PR | Design

Janet has spent most of her career in public service—leading communications for the Wayzata School District and then Minnetonka Public Schools, before becoming associate vice president at the University of St. Thomas. Today, as vice president of CEL Marketing, she works with local government agencies, schools, nonprofits and small businesses to be strategic with limited resources.

## HOW TO HANDLE THE “UNFUN” OF SOCIAL MEDIA | 2:25 – 3:30 p.m.

Garden City Ballroom

You log in to your social media account or a message pops up on your phone...a “keyboard warrior” just posted a comment to try to discredit your organization on social media. What should you do? Don’t hit that delete button! Find out the best practices of how to handle the “unfun” of social media management, including data practice requests and retention.



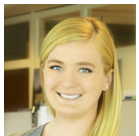
### JORDAN GILGENBACH // City of Minneapolis

As the digital communications coordinator for the City of Minneapolis, Jordan focuses primarily on web, social and other digital communications strategies and implementation. He has spent his entire career in local government communications, previously having worked for the City of Edina.



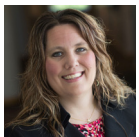
### KYLE HARTNETT // League of Minnesota Cities

Kyle is a staff attorney for the League of Minnesota Cities. He has spent almost his entire legal career working with local governments in Minnesota in several positions, including attorney at Kennedy & Graven representing cities and townships, Minnesota Association of Townships, Minnesota State Auditor’s Office, and as a clerk at the Minnesota Court of Appeals.



### KRISTIN LOOBEEK // Minnesota Department of Transportation

Kristin is the statewide social media coordinator for MnDOT. She monitors and safeguards all MnDOT social accounts, manages social advertising, creates daily public engagement opportunities and works to tell MnDOT’s story. Kristin has worked for the State of Minnesota for five years, three at MnDOT and two at the DNR.



### JENNIFER RADKE // National Institute for Social Media

Jennifer is an international speaker, author and strategic business leader with more than 15 years of experience in sales and marketing leadership. The real-world solutions she brings organizations around the globe make her a highly sought-after speaker and consultant. Currently, she serves as the CEO of the National Institute for Social Media and is certified both as a social media strategist and educator.



### CHARLES STECH // Minnesota Department of Transportation

Charles is the assistant records manager for MnDOT. He has worked in Minnesota government records management for more than 10 years, having previously worked for the Minnesota Attorney General’s Office, Hennepin County and Carver County. Charles is a Certified Records Manager and has a master’s degree in public administration.

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