

Minnesota Association of



Government COMMUNICATORS

2010 MAGC Fall Conference

The New Normal: Using the tools of our trade to lead the way

It's become clear to just about everyone that there is a new normal in government – tighter budgets, closer taxpayer scrutiny and the ever-present pressure to do more with less. At this year's MAGC fall conference, learn how to turn the challenge of the new normal into an opportunity for you and your organization!

MAGC Fall Conference Thursday, November 18, 2010

Registration: 8 – 8:30 a.m.

Conference: 8:30 a.m. – 4 p.m.

LOCATION:

**Continuing Education and Conference Center
University of Minnesota, St. Paul Campus
1890 Buford Ave., St. Paul**

For directions to the conference center location, please visit:

www.cce.umn.edu/conferencecenter/directions.html

COST:

\$75 for MAGC members, \$99 for non-members

Continental breakfast, buffet lunch and refreshments are included. On-site parking is included with conference fee.

Non-members can join MAGC now (\$60 investment) and attend the Fall Conference at the member rate. MAGC memberships run on a calendar year basis (January-December). Current members are welcome to renew their membership for 2010 with this conference. MAGC members are able to attend workshops and events at a reduced member rate.

Registrations are firm as of November 9, 2010. Cancellations and no-shows will be billed.

QUESTIONS?

Call Sara Swenson at (651) 675-4434.

MAGC FALL CONFERENCE SESSIONS

The new normal: a state and city perspective

From his days as state finance commissioner under Governor Arne Carlson, to his current position as city manager of the city of Minnetonka, to his recent run for lieutenant governor with DFL-endorsed gubernatorial candidate Margaret Anderson Kelliher, John Gunyou is uniquely positioned to understand “the new normal” that has arrived for government. He’ll set the stage for our conference with his perspective on what the financial realities will be for states, counties and cities moving forward, how public employees can help engage taxpayers who are increasingly cynical about government, and the advantages that will be realized by those who see the new normal as an exciting opportunity for some needed changes.

How to build your brand within your organization

We all know the value communications brings to an organization, but in tough economic times you may worry your projects – or your job – will be on the chopping block. Personal branding can help you get promoted or avoid being laid off. Find out how to easily and authentically “Know Yourself, Be Yourself and Express Yourself” in the workplace. Speaker and fellow MAGC member Denise Felder is the editor of MnCareers, and a content and outreach specialist for ISEEK.org and CareerOneStop.org.

Vendor Showcase

From 11 a.m. to 1 p.m., take the opportunity to network with vendors who want to meet you – the people who make the decisions about products and services for your agency. Take the time to meet technology, printing, audiovisual, website and design experts – all in one spot!

Communications Challenge

Stuck in a communications rut? Need a fresh approach to the annual snow removal story or the agency’s annual report? Maybe you need to launch a public information campaign or market a new service on a shoestring budget. If you have a communications challenge, your fellow communicators are here to help! This small-group brainstorming session will offer creative solutions you can put to work.

If you’d like help from your peers on a sticky problem, you can ask to be part of the communications challenge on the conference registration application. Describe a project or issue that is challenging you, your timeline, and financial resources, if applicable. Attendees will be divided into small groups, and each group will select one or more (if time permits) problems to tackle, brainstorm solutions, and report outcomes to the reassembled larger group. Guaranteed to be lively, educational, and entertaining!

A Panel of Your Peers

A panel of communications professionals representing state, county, city and schools will share their recent experiences with the new normal. What are they doing differently at their agencies? What new and innovative practices have they implemented? How are they using the new economic reality to their advantage? Listen and learn, then ask questions. Panel participants are:

- Valerie Burke, Volunteer Coordinator, Edina Public Schools
- Carolyn Marinan, Director of Public Affairs, Hennepin County
- Kirsten Morell, Communications, Analysis and Research Director, MN Department of Employment and Economic Development
- Shannon Tyree, Marketing and PR Manager, St. Paul Public Works
- Mary-Margaret Zindren, Director of Communications and Strategic Initiatives, League of Minnesota Cities

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Fall Conference Registration

Deadline to register is Tuesday, November 9, 2010.

To register, email Sara Swenson (sswenson@dakotacda.state.mn.us) or call her at (651) 675-4434 and provide the following information. This form can also be faxed to (651) 675-4444 to Sara Swenson's attention.

Name: _____

Agency: _____

Email Address: _____

SUBMIT YOUR COMMUNICATION CHALLENGE!

Would you like your communication challenge to be discussed during the afternoon session at the fall conference? Please **describe your challenge in less than 200 words and submit it along with your registration.** The conference committee will choose topics from among all submitted challenges.

FALL CONFERENCE REGISTRATION	COST
<input type="checkbox"/> MAGC Member	\$75
<input type="checkbox"/> Non-Member Joining MAGC	\$75
<input type="checkbox"/> Non-Member	\$99

JOINING/RENEWING MAGC MEMBERSHIP (through 12/31/2011)	COST
<input type="checkbox"/> MAGC Membership – Active	\$60
<input type="checkbox"/> MAGC Membership – Affiliate (not currently employed by a government agency)	\$75
<input type="checkbox"/> MAGC Membership – Student	\$30

*MAGC memberships are individual memberships.

PAYMENT TYPE (MAGC State Vendor #060958006-00)

- Invoice PO# _____
 Pay at door

Checks should be payable to the MAGC.

Payment can be brought to the conference or mailed in advance to: Sara Swenson, Dakota County CDA, 1228 Town Centre Drive, Eagan, MN 55123.

PARKING

Parking is included with the conference registration fee. Please carpool if at all possible.

Number of parking spaces needed: _____