



# THE NEW NORM

*Using the tools of our trade  
to lead the way.*

**2010 MAGC Fall Conference**

**Thursday, November 18, 2010**

University of Minnesota Continuing Education Center





### Speaker Bio:

Denise Felder is an experienced career adviser and writer (<http://denisefelder.com>). She uses her background as a communications professional and her career development know-how to show job seekers and employees of all levels how they can take simple

actions to use personal branding to clarify their talents and mission, and show the world their true potential.

Before becoming a career adviser, Denise worked in print and online journalism, and in television production, where she learned the importance of building a professional reputation with integrity, not just hype. She is now the editor of the annual *MnCareers* magazine and a content and outreach specialist for ISEEK.org and CareerOneStop.org. Denise volunteers as a career coach for adult job seekers and students. Denise is also a member of the Minnesota Association of Government Communicators, and is on the board of the Minnesota Career Development Association.

### 11:00 a.m. – 1:00 p.m.

#### Vendor Showcase

- CivicPlus
- Ken Stone Media Services
- Pernsteiner Creative Group
- Vision Internet

### 11:45 a.m. – 12:00 p.m.

#### MAGC Annual Business Meeting

- Announcement of 2011 MAGC Board Members

### 12:00 – 1:00 p.m.

#### Lunch

### 1:00 – 2:30 p.m.

#### 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. 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!

### 2:30-2:45 p.m.

#### Break

### 2:45 – 3:45 p.m.

#### 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.

#### Panelists include:

- **Valerie Burke**, Edina Resource Center & Community Volunteer Programs Coordinator
- **Carolyn Marinan**, Public Affairs Director, 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

**Valerie Burke** began her career in human resource management for Analysts International, then made a career switch after receiving her master's degree in education leadership from the University of St. Thomas in 1997. She has been the director of the Edina Resource Center since 2001 and began leading the Edina Public Schools' Community Volunteer Program Initiative in 2009.

**Carolyn Marinan** has served as the public affairs director for Hennepin County government since 1998. Prior to that, Carolyn spent nearly 20 years in television news and promotion, working for WCCO TV, KSTP TV and KARE 11. She's also done some talk radio and produced and hosted a local travel show on TPT. Carolyn graduated from the University of Minnesota with a bachelor of arts degree in speech-communication and guest lectures at the University of Minnesota School of Journalism in both television reporting and public relations. She has won numerous awards, including a New York Film Festival award, Telly Awards and Best of Gannett and AP, and is on the National Association of County Information Officers (NACIO) Board of Directors. Carolyn volunteers with several nonprofit and charitable organizations in a public relations/communication capacity.

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**Kirsten Morell** is the director of communications, analysis and research at the Minnesota Department of Employment and Economic Development (DEED). In this role, she directs the agency's Communications Office, Analysis and Evaluation Office and Labor Market Information Office. Kirsten also serves as DEED's Communications Director and media spokesperson. She leads a team of 14 who handle four core areas: media relations and writing, web and digital communications, marketing and event planning and graphic design / product creation. Kirsten has been with DEED since July 2007. Prior to that, Kirsten spent 11 years in government relations with UPS in Washington, D.C., and in Louisville, Ky., the home of the UPS Airlines and Worldport, the company's all-points, international air hub. Kirsten earned a Bachelor of Arts degree in Foreign Affairs from the University of Virginia and a Master of Arts degree in Public Policy from the Johns Hopkins University. She is originally from Washington, D.C.

**Shannon Tyree** has been the marketing and public relations manager for the city of St. Paul's Public Works Department since April 1, 2008. Prior to working for St. Paul, she worked for two engineering firms as the marketing manager, as a planner for the city of Eagan for 11 years, and blames her career on a terrific internship at the city of Bloomington. She is a certified planner; is an active member of the American Public Works Association, is the chair of the Outreach and Education Committee for the Center for Transportation Studies for the University of Minnesota, and is currently struggling through an "Exploring Photography" night class at Normandale Community College.



**Mary-Margaret Zindren** has been with the League of Minnesota Cities for 14 years, and in her current position for more than a decade. The communications department focuses on communicating with the general public, the media and influencers of policy and public opinion

about the issues important to Minnesota cities, while the strategic initiatives division focuses on board governance, strategic planning and special projects related to the future of the League organization. Prior to joining the League, Mary-Margaret worked for a public relations firm in Cleveland, Ohio, and for the Mayor of Cleveland as a liaison to the Cleveland Public Schools. In her early career, she worked for the National League of Cities as a lobbyist on unfunded mandates, education and labor laws, and as a policy analyst on public safety and crime prevention issues. She graduated from Miami University in Oxford, Ohio, and is currently working on her master's of public affairs degree at the Humphrey Institute.

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**3:45 - 4 p.m.**

### **Door Prizes & Evaluations**

You'll want to stick around for the very end of the conference. MAGC will be drawing names for FOUR one-year MAGC memberships. Must be present to win.

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### **Thank you for attending!**

For more information about MAGC visit [www.MAGCOnline.org](http://www.MAGCOnline.org)

### **2010 Conference Planning Committee**

Chair: Jacqueline Larson, City of Minnetonka  
Natalie Fedie, GovDelivery  
Yvonne Klinnert, Washington County  
Todd Pernsteiner, Pernsteiner Creative Group, Inc.  
Karen Underhill, State of Minnesota

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