# Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>8–8:30 a.m.</td>
<td>Registration, breakfast and vendor fair</td>
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<tr>
<td>8:30–8:35 a.m.</td>
<td>Welcome</td>
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<tr>
<td>8:35–9:30 a.m.</td>
<td>Fun with Social Media</td>
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<tr>
<td>9:30–9:45 a.m.</td>
<td>Break and vendor fair</td>
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<tr>
<td>9:45–10:45 a.m.</td>
<td>Breakout sessions   &lt;br&gt; • Captive Moments in Photography  &lt;br&gt; • Inviting the Angry Mob to Dinner: Benefits of Community Engagement</td>
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<tr>
<td>10:45–11 a.m.</td>
<td>Break and vendor fair</td>
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<tr>
<td>11–11:30 a.m.</td>
<td>30 Ideas in 30 Minutes</td>
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<tr>
<td>11:30 a.m. – 1 p.m.</td>
<td>Lunch</td>
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<tr>
<td>Noon–1 p.m.</td>
<td>Keynote: Fun is Good</td>
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<tr>
<td>1–1:15 p.m.</td>
<td>Break and vendor fair</td>
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<tr>
<td>1:15–2:15 p.m.</td>
<td>Breakout sessions   &lt;br&gt; • Crisis Communications  &lt;br&gt; • Being Strategic: Creating or Updating Your Communications Plan</td>
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<tr>
<td>2:15–2:25 p.m.</td>
<td>Break and vendor fair</td>
</tr>
<tr>
<td>2:25–3:30 p.m.</td>
<td>How to Handle the “Unfun” of Social Media</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Announcements, prizes and wrapup</td>
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have been preserved and protected.

Deborah has spent more than 21 years capturing images of places that 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.

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.

Deborah Rose

Deborah Rose is the City of Albert Lea, and the previous six as a staffer for members of the Chicago City Council.

Jerry Gabrieletos

Jerry Gabrieletos is a meteorologist who double as social media managers within the Twin Cities Weather Forecast Office, managing content and analytics for more than 15,000 followers on Twitter and 120,000 followers on Facebook (@NWStwCtis). In addition to forecasting day-to-day weather conditions, his background includes training in communication, radio and risk-based decision support services.

Tyler Hasenstein

Tyler Hasenstein 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 15,000 followers on Twitter and 120,000 followers on Facebook (@NWStwCtis). In addition to forecasting day-to-day weather conditions, his background includes training in communication, radio and risk-based decision support services.

Paul Hoppe

Paul Hoppe 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.

Paul Hoppe

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 crisis management and increasing staff capacity. You’ll leave with resources to help you develop a strategic checklist for your organization’s engagement processes.

Meghan Ruble

Meghan Ruble is a strategic information management and public relations professional and 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 crisis management and increasing staff capacity. You’ll leave with resources to help you develop a strategic checklist for your organization’s engagement processes.

Paul Omodt

Paul Omodt 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.

Mike Veeck

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Mike Veeck
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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