

OREGON MAYORS ASSOCIATION

SUMMER CONFERENCE

Driftwood Shores Resort, Florence

July 26-28, 2012

Preliminary Program

Communications: The New Normal

Transportation from the Driftwood Shores Resort will be provided for off-site group events.

Wednesday, July 25

2:30 p.m. - 4:30 p.m.

9-hole Scramble Golf Tournament (*Ocean Dunes Golf Course*)
(*Pre-registration required*)

6:00 p.m. - 9:00 p.m.

OMA Board of Directors Dinner Meeting
(*Driftwood Shores Resort*)

Thursday, July 26

9:00 a.m. – 4:00 p.m.

Registration (*Driftwood Shores Resort Conference Rooms Lobby*)

10:00 a.m. – 5:00 p.m.

Mayoral Summit (*Driftwood Shores Resort*)
(*Pre-registration required*)

Sponsored by: OMA, LOC, NLC and OregonASK

(*See enclosed flyer for program details. Register to attend on the OMA conference registration form.*)

6:00 p.m. – 7:30 p.m.

Get-Acquainted Reception and Silent Auction
(*Driftwood Shores Resort*) (*Pre-registration required*)

Mayors, spouses and guests are invited to join guests from the community for a hosted reception and participate in our sixth annual OMA Scholarship fundraiser auction. The silent auction will feature gift baskets brought by participating mayors.

7:30 p.m.

Dinner on Your Own

8:30 p.m. – 10:00 p.m.

OMA President's Welcome Reception (*President's Suite*)

Friday, July 27

7:00 a.m. – 11:30 a.m.

Registration (*Driftwood Shores Resort Conference Rooms Lobby*)

7:30 a.m. – 8:45 a.m.

Networking Breakfast (*Driftwood Shores Resort*)
(*Pre-registration required*)

9:00 a.m. – 10:00 a.m.

Opening Ceremonies, Introductions and Networking

Flag Ceremony: US Coast Guard Color Guard, Siuslaw Station

Invocation: Daryl Murphy, Chaplain, Siuslaw Valley Fire and

Presider: Keith Mays, Mayor, Sherwood; OMA President

Welcome: Phil Brubaker, Host City Mayor, Florence; OMA Director

Recognition: First Time Attendees and Scholarship Recipients

- 9:00 a.m. – 11:30 a.m. **Spouse/Guest Tours: Sea Lion Caves & Heceta Light Station**
(Pre-registration required)
- Visit the Sea Lion Caves – nature’s home for wild Sea Lions and a variety of birds – an unforgettable experience: “Nothing Short of Wild!” The tour will then move to the spectacular Heceta Light Station where the mayors will join spouses/guests for a tour and lunch. *(Transportation will be provided)*
- 10:15 a.m. – 11:45 a.m. **State Agency Directors Forum** *(Driftwood Shores Resort)*
Presider: Keith Mays, Sherwood; OMA President
- Enjoy a special opportunity to meet Greg Wolf, State Director of Intergovernmental/Regional Solutions and several state agency directors in a facilitated forum complete with Q & A.
- 12:00 noon **Mayors and Spouses/Guests Board the Buses for Heceta Light Station Tour & Lunch**
- 12:30 p.m. – 1:30 p.m. **Lunch at Heceta Lighthouse Station**
(Pre-registration required)
- Join us for a once-in-a-lifetime experience and have lunch at the historic Heceta Light Station overlooking the Pacific Ocean.
(Transportation will be provided)
- 1:30 p.m. **Mayors & Spouses Board Bus for Return Trip to Driftwood Shores**
- 2:00 p.m. – 3:15 p.m. **Understanding the Mayor’s Role as Key Communicator**
Moderator: Julie Manning, Mayor, Corvallis
Presenter: Sarah Tripp Stephan, Senior Vice President, Pyramid Communications
- Mayors spend much of their time communicating – with city staff, councilors and other elected officials, business and community leaders, the media, and the general public. How do you focus your message to emphasize key elements of your city’s “brand” and “story”? How do you target those messages for your various audiences? Learn how to work with other city leaders to develop and strengthen your communication strategy and maximize its impact.
- 3:20 p.m. – 4:35 p.m. **What Constitutes News: Media Relations Tips from the Pros**
Moderator: Phil Brubaker, Mayor, Florence
Facilitator: Sarah Tripp Stephan, Senior Vice President, Pyramid Communications
Presenters: Radio: Bob Sneddon, News Director, KCST Radio, Coast Broadcasting;
TV/Visual: Rick Dancer, President, Rick Dancer Media Services
Print: Invited *Register-Guard* reporter/columnist
- Mayors often serve as media spokespersons for their city. Mayors may also be involved in proactively contacting local media about potential story ideas and coverage. A local media panel will share their insights on what stories make the morning paper or evening news, and why. Learn about the unique role of single-media cities, and how to develop effective relationships with media contacts. The growing use and influence of social media and blogging will also be discussed.

4:45 p.m. **Mayors and Spouses Board the Bus for Siuslaw Pioneer Museum Reception**

5: 00 p.m. – 6:00 p.m. **Reception at the Siuslaw Pioneer Museum**
(Pre-registration required) (Transportation will be provided)

This wonderful pioneer museum is a real treasure trove of Oregon history. If you love the Oregon Coast, you will truly enjoy this unique location for our reception where there's a lot to learn and see. *(If you are not participating in the Dine Around, a bus will take you back to the Driftwood Shores Resort following the reception.)*

6:00 p.m. – 8:30 p.m. **New this year!! “Dine Around” in Old Town**
(Pre-registration required) (Transportation will be provided)

A dining experience to remember! A “Dine Around” dinner in Old Town Florence has been set up for your enjoyment by our host mayor, Phil Brubaker. Great fun for all! Following dinner, buses will be staged at the Siuslaw Pioneer Museum for return trips to Driftwood Shores.

7:30 p.m. – 9:00 p.m. **Scheduled return trips to Driftwood Shores Resort**

Saturday, July 28

7:30 a.m. – 11:30 a.m. **Registration** *(Driftwood Shores Resort, Conference Rooms Lobby)*

8:00 a.m. – 10:00 a.m. **OMA Breakfast and Business Meeting** *(Driftwood Shores Resort)*
(Pre-registration required)
Presider: Keith Mays, Mayor, Sherwood; OMA President

10:00 a.m. – 10:15 a.m. **BREAK**

10:00 a.m. – 11:45 a.m. **Spouse/Guest Tours: Siuslaw Estuary Ecology and Old Town Historic Tour** *(Pre-registration required) (Transportation provided)*
Enjoy a bus tour to see and learn how the Greater Florence area is protecting water and aquatic habitat as a complete system. Then round out the morning with a Florence Old Town historic and shopping tour. Following the tour, join the mayors at the Florence Event Center for lunch.

10:15 a.m. – 10: 30 a.m. **Mayors Board Bus for Florence Event Center**

10:45 a.m. – 12:00 p.m. **Oregon Government Ethics Training** *(Florence Event Center)*
Moderator: Keith Mays, Sherwood; OMA President
Presenter: Tammy R. Hedrick, Program Analyst/Trainer,
Oregon Government Ethics Commission

Oregon ethics laws affect public officials at all levels of government – state, county, city and special district – whether elected or appointed, paid employees or volunteers. This training includes analyses of existing laws and rules for public officials and ensures that you are able to understand and meet the intent of all the applicable laws and rules that regulate you in your official capacity as a public official. This session will explain allowed financial benefits, restricted financial benefits, conflicts of interest, and more. There will be an open “Ask the Trainer” Q & A time at the end.

