

AGENDA

SUNDAY MARCH 12, 2017

7:00am – 2:00pm

EXHIBITS SET-UP

(Audubon B-F)

9:00am – 5:00pm

REGISTRATION

(Audubon Foyer)

2:30pm – 3:00pm

GENERAL SESSION

OPENING REMARKS

(Audubon A)

Emanuela Stocchi, President, IBTTA and Director of International Affairs, AISCAT, Rome, Italy

Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC

Joseph Waggoner, Executive Director & CEO, Tampa-Hillsborough Expressway Authority, Tampa, FL

Michelle Maikisch, Chief of Staff/Public Affairs Officer, Central Florida Expressway Authority, Orlando, FL and Anna Salvagin, Senior Program Manager, Transportation, AECOM, Lexington, SC, Co-Chief Meeting Organizers

3:00pm – 5:00pm

GENERAL SESSION

TRANSPORTATION POLICY AND POLITICS

(Audubon A)

Toll agency/facility leaders will address hot button issues that require thoughtful strategies, internal planning and external communications with policymakers, elected officials and the community at large.

MODERATOR: Patrick Jones, Executive Director and CEO, IBTTA, Washington, DC

Diane Gutierrez-Scaccetti, Executive Director and CEO, Florida's Turnpike Enterprise, Ocoee, FL

Cynthia Ward, Manager, Metropolitan Washington Airports Authority, Fairfax, VA

Samuel Johnson, Chief Tolling Operations Officer, Transportation Corridor Agencies, Irvine, CA

Greg Bedalov, Executive Director, Illinois Tollway, Downers Grove, IL

5:30pm – 7:00pm

WELCOME RECEPTION WITH EXHIBITORS

(Audubon B-F)

MONDAY MARCH 13, 2017

7:30am – 5:30pm

REGISTRATION

(Audubon Foyer)

7:30am – 9:00am

BREAKFAST WITH EXHIBITORS

(Audubon B-F)

(for all registered attendees)

9:00am – 10:30am

GENERAL SESSION

CYBER SECURITY – MANAGING THREATS TO CUSTOMER DATA AND PRIVACY

SHRM | 1.5

(Audubon A)

Beyond the ongoing challenges of protecting infrastructure and people, this session will focus on protecting customer data and privacy. And if you think your data is safe, think again. Hear from industry leaders, law enforcement and public relations experts who will discuss current threats, costs of data breaches, the strategies employed to protect your systems and data and how to react and recover from incidents when they occur.

MODERATOR: Rosa Rountree, CEO, Egis Projects Inc., Orlando, FL

Waseem Naqvi, Director, Technology, Raytheon HTMS, Marlborough, MA

Adam Losey, Senior Counsel, Foley and Lardner LLP, Orlando, FL

Andrew Lenzen, Special Agent, Federal Bureau of Investigation, Maitland, FL

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

11:00am – 12:30pm

BREAKOUT SESSIONS

ADMINISTRATION TRACK

(White Ibis)

Winning the War for Talent

SHRM | 1.5

The war for talent is on and it's intensifying. Companies that fail to adapt their approach to talent management will fall into a newly-opened crevasse from which they may never escape. In this session, you'll learn how the war on talent developed and what leading organizations are doing to respond, survive and thrive.

MODERATOR: Jacob Kramer, Human Resources Generalist, E-470 Public Highway Authority, Aurora, CO

Alexa Pecorella, Marketing Coordinator, E-470 Public Highway Authority, Aurora, CO

Robert Bertini, Ph.D., P.E., Director, Center for Urban Transportation Research (CUTR), Professor of Civil and Environmental Engineering, University of South Florida, Tampa, FL

Lieutenant Colonel Jerry Wood, Southeast Regional Director, U.S. Army Soldier for Life Program, Washington, DC

Alfio Carrocetto, Senior Consultant, The Omnia Group, Tampa, FL

COMMUNICATIONS TRACK

(Audubon A)

We've Been Hacked! Responding to Customers in the Digital Age

Building on the General Session on cyber security, this breakout provides attendees with some rarely understood historical context about cyber threats in order to better understand how to prevent and manage the organizational costs of hacking to an organization's image and reputation. Panelists will discuss the anatomy of a hack and offer communicators best practices on managing customer information from identifying stakeholders, to responding to the 24 hour news cycle, to the necessary tools to navigate multiple disciplines from legal and operations, to external news organizations and social media.

MODERATOR: Cherie Gibson, Mid-Atlantic Communications Director, HNTB Corporation, Arlington, VA

Rhonda Bentz, President and CEO, Bentz Strategies LLC, Washington, DC

Colin Arnold, Director of International Affairs, National Cyber Partnership, Tampa, FL

Rosetta Jones, Vice President of Issues Management/Corporate Relations, Visa, Inc., Charlotte, NC

12:30pm – 2:00pm

LUNCH WITH EXHIBITORS

(for all registered attendees)

(Audubon B-F)

2:00pm – 3:30pm

BREAKOUT SESSIONS

ADMINISTRATION TRACK

(White Ibis)

Procurement: The Pros and Cons of Bundled vs. Unbundled Customer Service

Electronic tolling has changed toll agency's operations and expanded their areas of expertise. Customers now expect the equivalent of retail customer service and experience, including sophisticated account management and back-office systems, interactive websites and phone systems, seamless billings and collections and friendly, well-informed service representatives. This session will explore the delivery options agencies have considered and help you determine the best service delivery model for your agency and the variables to consider.

MODERATOR: James Hofmann, Assistant Executive Director, Operations, North Texas Tollway Authority, Plano, TX

Unwinding Your DBOM

Russ McCarty, National Director of Managed Lanes, Jacobs Engineering Group Inc., Bellevue, WA

Florida's Performance-Based Back Office Adventure

Carlos Vargas, Senior Call Center Manager, Florida's Turnpike Enterprise, Ocoee, FL

The Discussion of Separating Procurements

Scott Sorensen, Vice President, Account Management and Business Development, Faneuil, Inc., Hampton, VA

COMMUNICATIONS TRACK

(Audubon A)

Crisis Communications – Creating a Working Plan

Is the crisis communication plan you've created outdated? Perhaps you don't have one at all? Having prepared statements aren't enough, especially if you can't get them to the right audience. This panel of experts will discuss various steps in collaborating and putting a working plan together and how to get buy-in from all levels within your agency.

MODERATOR: Kimberlee Poulton, Director of Communications and Marketing, Florida's Turnpike Enterprise, Pompano, FL

Crisis Communications – Avoiding the Ostrich Effect

Kimberly Jackson, Senior Director of Public Affairs, North Texas Tollway Authority, Plano, TX and **Eliza Perez**, Public Affairs Manager, Riverside County Transportation Commission, Riverside, CA

Crisis Communications During a Labor Disruption

Anthony Pickett, Chief Corporate Services Officer, The Federal Bridge Corporation Limited, Ottawa, Ontario, Canada

No Longer Unreachable – Innovations in Trapped Queue Communication

Lorie Gray, Manager of Customer Communications and **Kelli Roberts**, Manager, Marketing and Business Development, Pennsylvania Turnpike Commission, Harrisburg, PA

3:30pm – 4:00pm

REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

4:00pm – 5:30pm

BEST PRACTICES IN ORGANIZATIONAL ALIGNMENT AND TEAM ENGAGEMENT

GENERAL SESSION

SHRM | 1.5
(Audubon A)

The most effective organizations align their activities from top to bottom and have team members who are fully committed to and engaged with a common vision, values and priorities. But it is a challenge to deliver on that promise, particularly in today's constantly changing environment. Political and executive leadership changes, tightening budgets, mergers with other public agencies such as State DOTs, or business acquisitions can wreak havoc on an organization's focus and energy. What best practices do you use at your organization?

MODERATOR: Greg Hulsizer, Vice President, Toll Market Practice Leader, West Division, HNTB Corporation, Parsippany, NJ

Laura Kelley, Executive Director, Central Florida Expressway Authority, Orlando, FL

Tim Anderson, Toll Projects Section Manager, Texas Department of Transportation, Austin, TX

Barbara Davis, Express Lanes Development Administrator, Florida's Turnpike Enterprise, Ocoee, FL

Dr. Barbara Gannon, Principal, GannonConsult, Gloucester, MA

6:30pm – 9:30pm

EVENING EVENT – SPLITSVILLE

Join us for a night of networking and bowling fun! Splitsville offers bowling lanes and billiard tables along with plenty of food and refreshments! **Buses depart at 6:15pm in the hotel lobby!**

TUESDAY MARCH 14, 2017

7:30am – 2:00pm

REGISTRATION

(Audubon Foyer)

7:30am – 9:00am

BREAKFAST WITH EXHIBITORS

(for all registered attendees)

(Audubon B-F)

9:00am – 10:30am

ROUNDTABLES

(Audubon A)

Join us for these interactive discussion forums, meant to facilitate meaningful and useful conversation. Each roundtable will give you the opportunity to share experiences, pose challenges, learn about solutions. Each team member leader will moderate 20-minute conversation sessions, giving attendees the opportunity to attend up to 4 different discussions.

Facebook is Still King!

Learn why Facebook is still the top social platform for reaching customers and the best practices for developing content, targeting the right audiences, using paid promotion and killer metrics.

LEADER: **Mike McGurk**, Lead, External Communications, Transurban, Alexandria, VA

On the Record – Best Tips for Media Relations

Whether you're launching a new tolling system or sharing information regarding an established toll highway, communication is key. Not only must the message be clear and concise, but you have to find the best way to spread the word. Members of the media can be your allies. Find out tips for working with the media, and why playing offense is the best defense. This session will focus on best practices for media relations and public outreach. Getting your message heard paves the way for success.

LEADER: **Mindy Peterson**, Vice President, C2 Strategic Communications and Spokesperson for RiverLink, Louisville, KY

Internal Communication – Employees as Ambassadors **SHRM | 1.5**

This session will be an engaging opportunity to hear more about improving engagement, implementing new internal programs, delivering employee transition plans and recruiting and retaining millennials. You will take away new ideas, contacts and renewed energy to last far beyond the conference.

LEADER: **Percy Dangerfield**, SHRM-SCP, Chief Administrative Officer, Maryland Transportation Authority, Baltimore, MD

Say This, Not That...Most of the Time

Soft Skills Training: WHAT you say, HOW you say it and WHY. Learn a dozen communication skills proven to increase clarity and produce higher customer satisfaction scores. We will cover word selection, voice tone, listening skills, questioning skills, sentence bookends and other soft skills. Each attendee gains "take away" value receiving a helpful hints guide and a template to custom build your own glossary of what to say and not say.

LEADER: **Greg Alcorn**, CEO, Global Contact Services, Salisbury, NC

Willing but Not Quite Able to Pay – How to Serve Lower-Income Customers – Virginia's Toll Relief Program

The first program of its kind in the U.S. – The Virginia Department of Transportation (VDOT) has developed a Toll Relief Program to administer funds intended to help ease the financial burden of tolls on area residents hardest hit by tolls on the Elizabeth River Tunnels (ERT). This session will consider the demographics of tolling today and in the future in addressing price-sensitive customers.

LEADERS: **Grindly Johnson**, Deputy Secretary of Transportation and **Shannon Marshall**, Assistant Director, Communications, Virginia Department of Transportation, Richmond, VA

Employee Training and Development – Retaining Good Talent

SHRM | 1.5

Statistics show that offering learning, training opportunities and skill development is a competitive advantage for today's businesses. While this sounds like a winning combination, it's not always as easy to strike the right balance and obtain organization-wide buy-in to successfully implement these programs. This roundtable will explore this a strategic priority, cover some challenges that occur while launching T&D programs and how to implement change so it becomes part of the agency's or organization's culture.

LEADER: **Lauren Hakos**, Training and Development Manager, Ohio Turnpike and Infrastructure Commission, Berea, OH

Organically Growing a Diverse Workforce – Finding and Refining Employee Talent

SHRM | 1.5

How do you recruit diverse, enthusiastic and talented employees to meet the mushrooming labor demands of the transportation industry? This roundtable discussion will look at internal and external components in growing and developing your workforce.

LEADERS: **Mary Brooks**, Vice President, and **Jill Cappadoro**, Vice President, Quest Corporation of America, Inc., Tampa, FL

Working with Small Business Enterprises

SHRM | 1.5

The Disadvantaged Business Enterprise (DBE) Program is a U.S. Department of Transportation (USDOT) program that was established to ensure that firms owned by minorities, women and other socially and economically disadvantaged persons have an equal opportunity to participate in federally assisted projects. Come learn how your organization can work to create a level playing field on which DBE's can compete fairly and achieve your goals of hiring a diverse workforce and build your community.

LEADER: **Sandra Norman**, Civil Rights Division Administrator, Virginia Department of Transportation, Richmond, VA

10:30am – 11:00am

REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

11:00am – 12:30pm

BREAKOUT SESSIONS

ADMINISTRATION TRACK

(White Ibis)

Current and Emerging Legal Challenges in Tolling

This session will update participants on legal challenges and decisions in the toll industry. The panel will discuss challenges and issues related to “onerous” and “discriminatory” tolls and fees; pay-by-mail toll collection versus violation collection methods; interstate violation enforcement; as well as customer privacy expectations and requirements.

MODERATOR: Marcelle Jones, Esq., Senior Transportation Policy Advisor, Jacobs Engineering Group, Dallas, TX

William O’Gara, Principal, Pannone Lopes Devereaux & West LLC, Providence, RI

Deanna Longo, Attorney, Linebarger Goggan Blair & Sampson, LLP, Houston, TX

Merryl Mandus, General Counsel, State Road & Tollway Authority and Georgia Regional Transit Authority, Atlanta, GA

COMMUNICATIONS TRACK

(Audubon A)

Website Optimization – Are You Reaching Your Customers?

Websites are an essential tool for disseminating an organization’s information to customers. However, your site is only effective if the people you want to reach are visiting and finding the information they need. This session will look at what constitutes a good website, tips for improving your search engine optimization (SEO), creating engaging content that resonates with audiences and developing strategies to reach your target market.

MODERATOR: Casey Self, Marketing Manager, Perceptics, LLC, Farragut, TN

Embracing the Challenge to Satisfy a Great Diversity of Visitors with Three Websites

Carole Défossé, Communication & Information Manager, ASECAP, Brussels, Belgium

Message Delivered – Leveraging the Digital World

Elizabeth Story, Public Involvement Manager, Atkins, N.A. and **Steve Pustelnyk**, Director of Community Relations, Central Texas Regional Mobility Authority, Austin, TX

Optimizing Your Website When Delivering an AET Highway

Orla Kearns, Head of Customer Operations, emovis Ireland Ltd., Dublin, Ireland

12:30pm – 1:30pm

LUNCH WITH EXHIBITORS

(for all registered attendees)

(Audubon B-F)

1:30pm – 3:00pm

GENERAL SESSION

THE TRUTH AND NOTHING BUT THE TRUTH – HOW TO COMMUNICATE WITH YOUR CUSTOMERS

(Audubon A)

As communication professionals, it is our intent to convey clear and relevant messages to our customers, the public and the media. New communication tools present both challenges and opportunities to communicate in real-time – but is everyone receiving the same message? This panel will address the ever-changing rules of social engagement and how to communicate with your customers using the various platforms.

MODERATOR: Mario Diaz, Public Information Manager, Miami-Dade Expressway Authority, Miami, FL

Knowing Your Customers Before You Communicate with Them

Craig Bettmann, Vice President, Client Solutions, Cogensia, Schaumburg, IL

Communicating the Big Lift – Highly Disruptable Infrastructure Projects

Alison MacDonald, Communications Manager, Halifax Harbour Bridges, Dartmouth, Nova Scotia, Canada

Be Choosy! Pick a Social Media Strategy that Works for You

Megan Castle, HPTE Communications Manager, Colorado Department of Transportation/HPTE, Denver, CO

Listen, Understand, Be There! How to Maintain a Good Relationship with Your Customers

Frank Del Pizzo, Chief Sales Officer, Telepass SpA, Rome, Italy

3:00pm

WRAP-UP AND ADJOURN