

# OACAA and OCATO

*present*

## Communications and Technology Conference

September 27, 2010

The Concourse Hotel and Conference Center  
Columbus, Ohio

8 to 9 a.m.: Registration and Continental Breakfast, Stapleton Room

9 to 9:20 a.m.: Introduction and Announcements, Stapleton Room

**Reading: “Poverty Is Real” by Ivy Williams, CAP-Dayton**

9:30 to 11:30 a.m.: Concurrent “Super” Sessions

**O’Hare Room:** Writing for Understanding presented by Jackie Mueckenheim

**LaGuardia Room:** OCEAN Update for Technology Directors and Personnel presented by Jay Kastigar from the OCEAN Team

11:30 to 1:30 p.m.: Lunch with Keynote, Stapleton Room

**Keynote: Eric Schwartzman**

**Reconcilable Differences: Social Media Strategies that Work for both IT and PR**

**Drawing:** Win a Video Marketing Package (includes a camera). Must be present to win!

1:45 to 3 p.m.: Concurrent Breakout Sessions

**O’Hare Room:** Online Communications/E-Marketing Q&A with Eric Schwartzman

**LaGuardia Room:** Creating a Sustainable HELP Desk presented by Jackie Boehnlein and Adam Gill, Lorain County Community Action Agency

3:15 to 4:30: Concurrent Breakout Sessions

**O’Hare Room:** Marketing Outside the Box: Grassroots Outreach and Street Team Marketing presented by Tracy Taylor, IMPACT Community Action

**LaGuardia Room:** Technology Assessment and Planning presented by Jamie Ratcliff, GroundWorkgroup

4:30 to 5:30: Optional Sessions

**O’Hare Room:** Make an Appointment to have your communications evaluated! Experts in our network will look at your materials and answer your questions. Sign up for your 20-minute appointment at the registration table.

**LaGuardia Room:** Roundtable Discussion on Technology Issues: Stay late and talk to your colleagues about how they’re protecting their network, managing client data and more! (Facilitated by Mitch Gorsha, EOPA)