



National Association of Government Web Professionals



September 9-12, 2014

Crowne Plaza St. Paul, Minnesota  #nagw2014



Conference Room Map

Need Assistance?

We hope you enjoy your time during NAGW's 2014 National Conference.

If you have a conference related question or concern, or require assistance, please visit the **Registration Desk** on the hotel **Lower Level** and we will be happy to help you.

Registration Desk hours:

Tues & Wed 7 a.m.

Thur 7:30 a.m.

Fri 7:45 a.m.

Computer & Printer Access

The hotel has a Business Center with computers and a printer in the Lobby for printing boarding passes or conference handouts from nagw.org.

Wifi Access

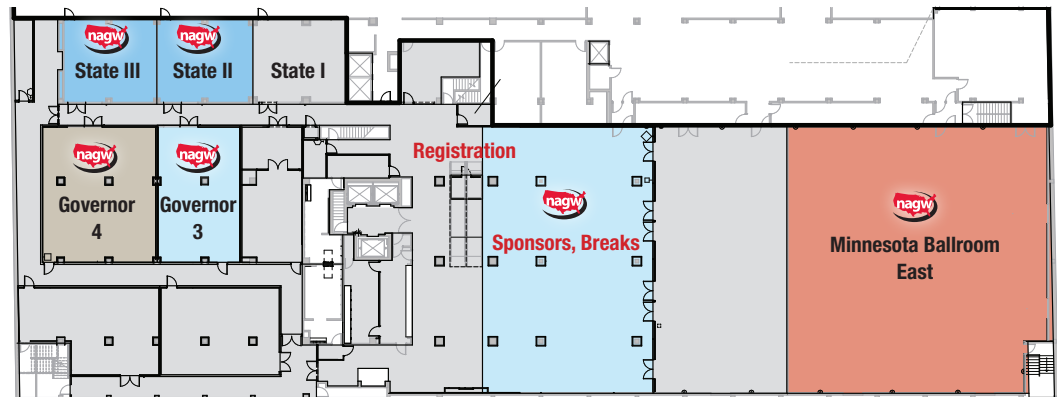
The wifi access will be available in all NAGW event rooms. There is a single password for all event rooms: **1234567890**

Yes, really.

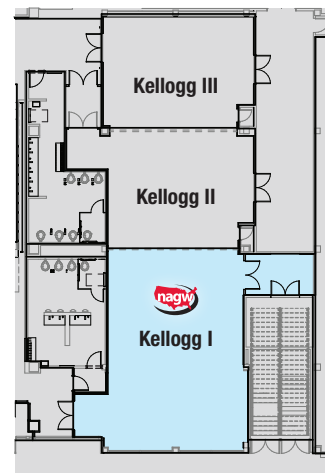
Sponsor Passport

Visit with our sponsors in the sponsor area on the **Lower Level**, get your sponsor passport stamped, then turn it in to the **Registration Desk** (next to sponsor area) to be eligible for some great giveaways on Thursday at 4:30 in the **sponsor area**! You'll find the passport in your conference bag.

Lower Level



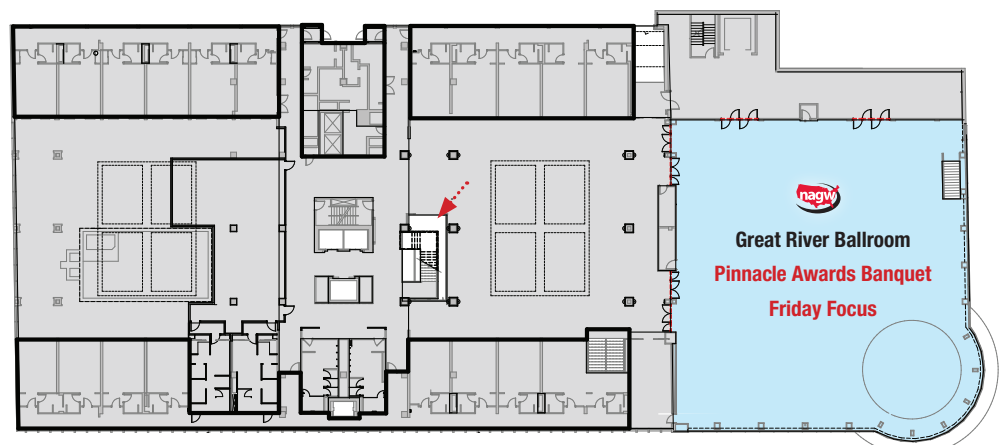
Lobby Level



WELCOME RECEPTION

The Tuesday evening Welcome Reception will be held in "Windows" located on the top floor of the hotel.

First Floor



Schedule At A Glance

Tuesday, September 9 PRE-CONFERENCE WORKSHOPS

7 - 8 am: Breakfast for Pre-Conference Attendees

8 am - 12 noon: Morning Workshops

- | | |
|--|-----------------------|
| Rapid Deployment of Small WordPress Websites | AJ Van Beest |
| User by User: Framing your Audience for Design | Valle Hansen |
| 12 Tips to Instantly Create Better Videos | Jake Sturgis |
| Intro to Drupal 7 | Nick Grace, Gordon Ng |

1 - 2:00 pm: Lunch

2 - 5 pm: Afternoon Workshops

- | | |
|--|-----------------|
| Introduction to Google Analytics | Colette Johnson |
| Nuts and Bolts of Powering a More Accessible Web | Elle Waters |
| Develop a Mobile App with HTML5 and Sencha Touch | Steve Drucker |
| Create your Content Once, Publish Everywhere | Carolyn Shannon |

7 - 9 pm: Welcome Reception sponsored by  **GitHub**
Cocktails and light refreshments served. Ticket required.

Wednesday, September 10 GENERAL SESSIONS

8 - 9 am: Breakfast

9 - 10:30 am: Opening Keynote

Laziness in the Time of Responsive Design Ethan Marcotte

10:30 - 11 AM: BEVERAGE BREAK IN SPONSOR AREA

11 am - 12:15 pm: General Sessions

- | | |
|---|--------------|
| What a Blind User Needs You to Know | Aaron Cannon |
| Content Strategy Case Study Report | Tom Fuller |
| Improving Performance with Responsive Images | David Newton |
| Neighbors Online – Engaging Government to Community Inclusion | Steven Clift |

12:15 - 1:30 PM: REGIONAL LUNCH

1:30 - 2:45 pm: General Sessions

- | | |
|--|------------------|
| Accessible Non-HTML Content on Your Site | Janet Peters |
| Don't Just Add Social Media: Integrate It | Jessica Best |
| Brown M&Ms of Responsive Web Design | Jeremy Vanderlan |
| Open Source Demystified: Command Line to Community Involvement | Ben Balter |

2:45 - 3:15 PM: BREAK IN SPONSOR AREA

3:15 - 4:30 pm: General Sessions

- | | |
|---|----------------|
| Successfully Integrating Accessibility into Web Development Cycle | Denis Boudreau |
| Writing for the Web | James Hopper |
| Designing Responsively through Design Systems | Gordon Ng |
| Open Data – Breaking Barriers, Building Bridges | Mark Leech |

4:30 - 4:45 PM: VISIT OUR SPONSORS

4:45 - 5:45 pm: NAGW Annual Meeting (*NAGW Members Only*)

6 pm: NAGW Nighttime Networking Join us! CivicPlus: details Pazzaluna;
GovDelivery: 6-9 pm, American Burger Bar; Siteimprove: 7-9 pm, Pazzaluna 

Room:

◀ WINDOWS

- ◀ GOVERNORS 3
- ◀ KELLOGG I
- ◀ STATE II AND III
- ◀ GOVERNORS 4

◀ WINDOWS

- ◀ GOVERNORS 4
- ◀ KELLOGG I
- ◀ GOVERNORS 3
- ◀ STATE II AND III

◀ WINDOWS

◀ MN EAST BALLROOM

◀ MN EAST BALLROOM 

◀ BALLROOM LOBBY

- ◀ KELLOGG I 
- ◀ GOVERNORS 4
- ◀ STATE II AND III
- ◀ GOVERNORS 3

◀ MN EAST BALLROOM

- ◀ GOVERNORS 3
- ◀ STATE II AND III
- ◀ GOVERNORS 4
- ◀ KELLOGG I 

◀ BALLROOM LOBBY

- ◀ GOVERNORS 3
- ◀ STATE II AND III
- ◀ KELLOGG I 
- ◀ GOVERNORS 4

◀ BALLROOM LOBBY

◀ KELLOGG I

◀ SOMEWHERE FABULOUS

Room:

MN EAST BALLROOM ▶

📺 MN EAST BALLROOM ▶

GOVERNORS 4 ▶

STATE II AND III ▶

📺 KELLOGG I ▶

GOVERNORS 3 ▶

MN EAST BALLROOM ▶

GOVERNORS 4 ▶

STATE II AND III ▶

GOVERNORS 3 ▶

📺 KELLOGG I ▶

GOVERNORS 3 ▶

📺 KELLOGG I ▶

GOVERNORS 4 ▶

STATE II AND III ▶

📺 GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

GREAT RIVER BALLROOM ▶

Schedule At A Glance

Thursday, September 11 GENERAL SESSIONS

8 - 9 am: Breakfast

9 - 10:30 am: Keynote

The State of Government Websites – Best Practices from the Field Cathilea Robinett

10:30 - 11 AM: BEVERAGE BREAK IN SPONSOR AREA

11am - 12:15 pm: General Sessions

Accessibility as a Design Tool

Derek Featherstone

Lessons from Implementing Content Strategy

S. Guzman, K. Krause, M. Shepherd

The Digital Front Door

Cyd Harrell, Mike Migurski

Open Data is Not About Transparency

Jason Hare

12:15 - 1:30 pm: Lunch

1:30 - 2:45 pm: General Sessions

User Centered Design for the Web

Chuck Johnston

Legal, Policy, & Archival Issues for Social Media in Government

Luke Stowe, Anil Chwala

Intro to the Power of Sass & Compass

Nick Grace

API 1st Development: Open Data as a Foundation for Better Websites

Mark Headd

2:45 - 3:15 PM: SNACK BREAK IN SPONSOR AREA – BALLROOM LOBBY

3:15 - 4:30 pm: General Sessions

App for that

Colin Lee

Surviving the Flood

CO members

Ordinances, Polices & Code

Carolyn Shannon

Civic Technology on the Front Lines

Christopher Whitaker

4:30 - 5:00 PM: SPONSOR PASSPORT DRAWING IN SPONSOR AREA – BALLROOM LOBBY

6 - 8 pm: Pinnacle Awards Banquet sponsored by

6 pm reception, 6:30 pm dinner, 7:15 pm awards



Friday, September 27 Friday Focus: Content Strategy

8 - 9 am: Breakfast

9 - 10:30 am: Keynote

Content/Communication

Kristina Halvorson

10:30 - 11 AM: BEVERAGE BREAK IN GARDEN COURT (located outside the Great River Ballroom)

10:45 am - 12:30 pm

Connect with Site Visitors by Using Plain Language

Brian Lieb

12:00 - 1:00 pm: Lunch

1:00 - 2:15 pm

Make Your Content Accessible

Derek Featherstone

2:15 - 2:30 PM: BREAK IN GARDEN COURT (located outside the Great River Ballroom)

2:30 - 3:45 pm

Pitching the Need for Evolving Communications... and Getting the Money Michael Melham

3:45 - 4:15 PM: CLOSING REMARKS & GIVEAWAYS

2014 Pinnacle Awards

The NAGW Pinnacle Awards are judged by volunteer web professionals from inside and outside of government. They are awarded to the best entries based on the scoring criteria listed below, in each of three population categories for cities and counties, as well as categories for microsites and special features, and states and NGOs. Additionally, this year the Member's Choice Awards were voted on by the NAGW membership from all entries in the city/county and microsite categories.

Cities/Counties – Low Population (under 100,000)

City of Independence, MO	www.ci.independence.mo.us
City of Lawrence, KS	www.lawrenceks.org
Town of Fishers, IN	www.fishers.in.us
York County, VA	www.yorkcounty.gov

Cities/Counties – Medium Population (100,000-500,000)

Kansas City, MO	kcmo.gov
City of Plano, TX	www.plano.gov
City of McKinney, TX	www.mckinneytexas.org

Cities/Counties – High Population (over 500,000)

Hennepin County, MN	www.hennepin.us
San Jose Police Department	www.sjpd.org
Baltimore County, MD	www.baltimorecountymd.gov
Fort Bend County, TX	www.fortbendcountytexas.gov

Microsite/Special Site Feature

Santa Clara Film Office	filmsantaclarita.com
Office of the Morris County Clerk	morriscountyclerk.org
Mahaffie Stagecoach Stop & Farm Historic Site	mahaffie.org
Ready PBC: Know Your Zone	www.readypbc.org

State/NGOs

Montana Department of Justice	dojmt.gov
Official Website of the Aloha State	portal.ehawaii.gov
The New Oregon.gov	www.oregon.gov

Sponsored by:



Each entry receives a complimentary Quality Assurance Check from Siteimprove.

Thank you to our volunteer judges!

Brooks Bennett
 Jera Brown
 Rodger Burden
 Kristy Dalton
 Mitchell Darer
 Matthew Esquibel
 Jamie Klenetsky Fay
 Jill Goodman
 Sarah Lawrence
 Teresa Lee
 Diane Nordstrom
 Charles Purma III
 Joel Radke
 Matthew Vanderhorst
 Dawn Watkins

Scoring Criteria

Entries are judged on each of the following criteria:

- Team Size: 30 pts
- Content: 10 pts
- Organization: 10 pts
- Design: 10 pts
- Performance & Flexibility: 10 pts
- Accessibility: 10 pts
- Standards: 10 pts
- Interactivity: 10 pts

For full details on scoring criteria, visit nagw.org.



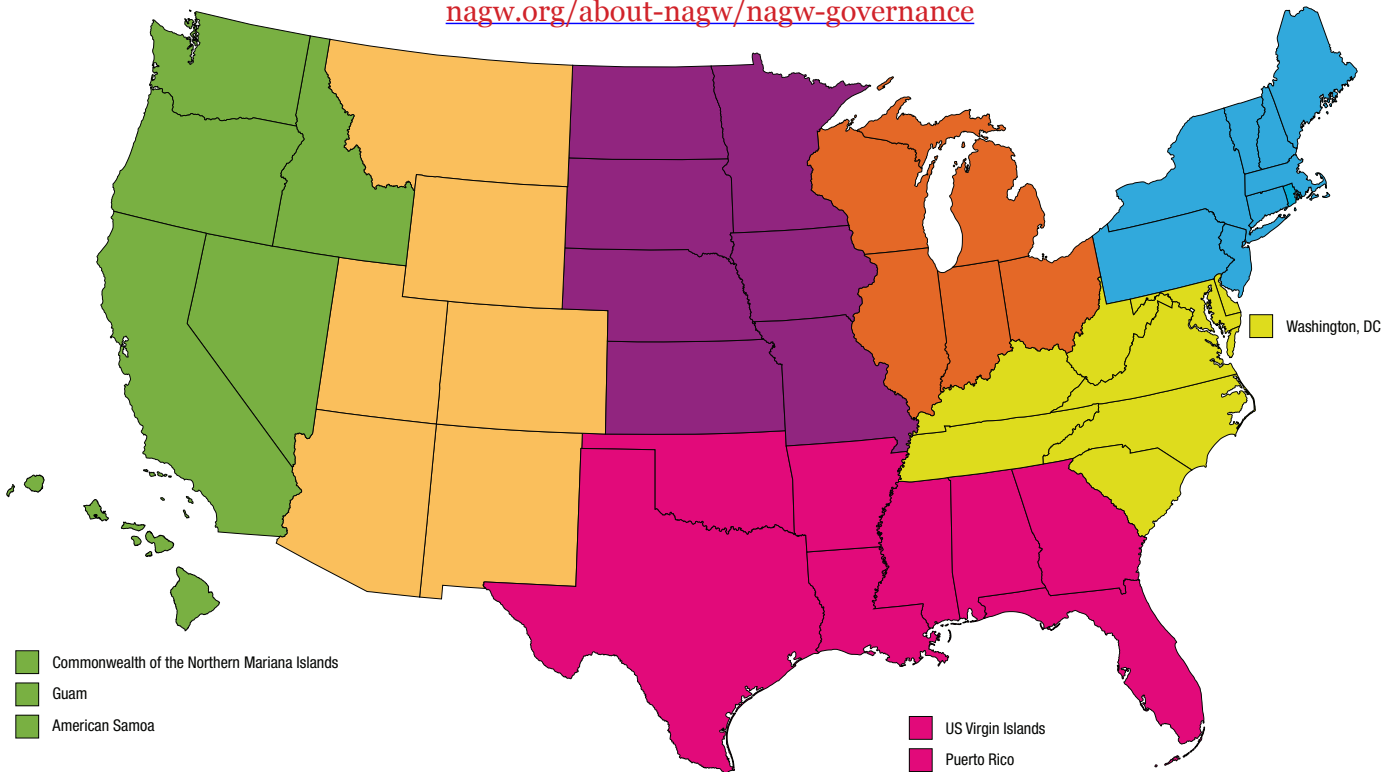
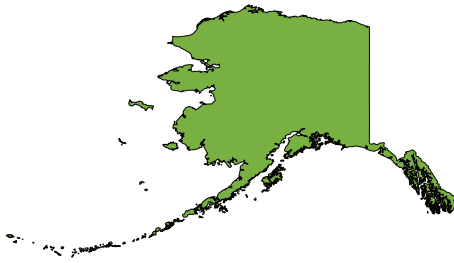
Conference Attendees

Paul Andre	MN Pollution Control Agency	St. Paul, MN	Jack Horner 5	Matanuska-Susitna Borough	Palmer, AK
Heidi Andrea	City of Blaine	Blaine, MN	Jason Huber 5	City of St. Louis Park	St. Louis Park, MN
Chris Audano	City of Overland Park	Overland Park, KS	Trish Hughes	Boulder County	Louisville, CO
Brandon Bakken	Minnesota Department of Commerce	St. Paul, MN	Colette Johnson	State of Minnesota	St. Paul, MN
Dan Ballek	Department of Human Services/State of Minnesota	St. Paul, MN	Chuck Johnson	Sitecrafting	Tacoma, WA
Ben Balter	GitHub	Washington, DC	Brett Jones	Oklahoma Department of Rehabilitation Services	Oklahoma City, OK
Barbara Belli	City of Wilmington	Wilmington, DE	Erik Juhl	City of Bloomington MN	Bloomington, MN
Jessica Best	emfluence	Kansas City, MO	Taylor Kearns	Dept. of Human Services (DHS) MN	St. Paul, MN
Denis Boudreau	Deque Systems	Montreal, QC	Kay Korsgaard	Minnesota Department of Transportation	St. Paul, MN
Jessie Brodersen	City of Mesa, AZ	Mesa, AZ	Cheyenne Krause	Austin Transportation Department	Austin, TX
Hadiza Buge	CDC	Atlanta, GA	Astra Kredel	City of San Jose	Gilroy, CA
Matt Burghdorf 5	Wayne County	Lyons, NY	Leslie Labrecque	City of Boulder	Boulder, CO
Paul Burtness	County of Anoka, MN	Anoka, MN	Jason Lachowsky	Dakota County Technical College	Rosemount, MN
Sonya Carter	Department of Housing & Urban Development (HUD)	Washington, DC	Kim Lanahan-Lahti	Minnesota Department of Natural Resources	Cottage Grove, MN
Michael Casali	Percussion Software, Inc.	Woburn, MA	Richard Lange	County of Monterey	Salinas, CA
Caleb Casteo	City of Lees Summit	Lees Summit, MO	Barb Laun	City of Lakeville	Lakeville, MN
Anil Chawla	ArchiveSocial	Durham, NC	Mark Leech	City of Albuquerque	Albuquerque, NM
Susan Christophersen	Boulder County	Boulder, CO	Sharon Lencowski	State of Minnesota	St. Paul, MN
Diana Cleland	Hamilton County Gov., IN	Noblesville, IN	Kevin Lin	DuPage County Government	Wheaton, IL
Christopher Cloyd	MO Dept. of Conservation	Jefferson City, MO	Renelle Lott	Garfield County	Glenwood Springs, CO
Patty Cross	Utah County Government	Provo, UT	Renelle Lott	Garfield County	Glenwood Springs, CO
Clarissa Cutrell	City of Golden	Golden, CO	Nicole Maillet 10	Chesterfield County	Chesterfield, VA
Dory Dahlberg	Stearns County, Minnesota	St. Cloud, MN	Susan Mardele	City of McKinney, Texas	Christina McKinney, TX
Debbie Deacy	DuPage County	Wheaton, IL	Dan Marfield	City of Bloomington MN	Bloomington, MN
Jay Degener	State of Minnesota	St. Paul, MN	Jo Marsicano	Hennepin County	Minneapolis, MN
Kemal Demirhisar	Percussion Software, Inc.	Woburn, MA	Allen Masters	Larimer County	Fort Collins, CO
Sara Distler	Town of Fishers	Fishers, IN	Chris Matthews	Nevada Division of Tourism and Cultural Affairs	Carson City, NV
Ryan Drake	City of Santa Clarita	Santa Clarita, CA	Teresa McConnell	Iowa Utilities Board	Urbandale, IA
Steve Drucker	Fig Leaf Software	Washington, DC	John McKenna 10	Town of Blacksburg	Blacksburg, VA
Marc Drummond	City of Minnetonka	Minnetonka, MN	Jim McKenzie	City of Norfolk NE	Norfolk, NE
Tricia Drury	MN Department of Human Services	St. Paul, MN	Bill McMahon	State of Minnesota	St. Paul, MN
Geoffrey Dye	Fig Leaf Software	Washington, DC	Adam Mehl	Metro Transit	Minneapolis, MN
Jay Eason	City of Ankeny	Ankeny, IA	Michael Melham 5	AlphaDog Solutions	Belleville, NJ
Sara Eckhardt	Clark County, Washington	Portland, OR	Glenn Meyer	MN Pollution Control Agency	St. Paul, MN
Sarah Edgerton	City of Madison	Madison, WI	Joshua Miller	State of Minnesota	Saint Paul, MN
Kathy Ellis	City of Pflugerville	Pflugerville, TX	Julia Miller	Minnesota Department of Commerce	St. Paul, MN
Mike Ellsworth	State of Minnesota	St. Paul, MN	Jeff Montgomery	Athens-Clarke County Unified Government	Athens, GA
Debra Embrey	Currituck County Government	Currituck, NC	Susie Morris	Chester County Health Department	West Chester, PA
Victoria Endsley	City of Conroe Texas	Conroe, TX	Jacob Mundt	Weld County Colorado	Greeley, CO
Rachel Evans	Maricopa County	Phoenix, AZ	Paulette Neal-Allen	City of Thornton, Colorado	Thornton, CO
Derek Featherstone	Simply Accessible	Ottawa, ON	Jessica Newman 5	City of Harrisonburg	Harrisonburg, VA
Lynne Figg	Scott County, MN	Shakopee, MN	Chris Newton	State of Minnesota	St. Paul, MN
Barbara Fisher	Three Rivers Park District	Plymouth, MN	David Newton	St. Michael's Hospital	Toronto, ON
Steve Fisher	Washoe County Health District	Reno, NV	Gordon Ng	JBS International, Inc.	North Bethesda, MD
Danielle Fossum	City of Madison	Madison, WI	John Nixon	City of Austin	Austin, TX
Tom Fuller	State of Oregon Transportation Department	Salem, OR	Kirk Oberg	Cook County MN	Grand Marais, MN
Theresa Gaffey	MN Pollution Control Agency	St. Paul, MN	Eric Olson	City of Madison	Madison, WI
Leon Gentrup 5	City of Norfolk NE	Norfolk, NE	Sue Pearlman 5	City of Johns Creek, GA	Johns Creek, GA
Scott Glime	Dakota County Technical College	Rosemount, MN	Anthony Perrone	Buncombe County Government	Asheville, NC
Drew Gorton	Gorton Studios	Eagan, MN	Rene Phillips 5	Town of Hilton Head Island	Hilton Head Island, SC
Nick Grace	JBS International, Inc.	North Bethesda, MD	Tom Picklesimer	City of Casa Grande	Casa Grande, AZ
Katherine Haase	Gunnison County	Gunnison, CO	Allison Pimm	Upper Dublin Township	Fort Washington, PA
Erin Hargrove	GovDelivery, Inc.	St. Paul, MN	William Prankard	City of Fayetteville NC	Fayetteville, NC
Matt Harrington	City of Albany, OR	Albany, OR	Ron Pringle	City of Boulder	Boulder, CO
Jerry Harris	Orlando International Airport	Orlando, FL	Paul Ramsey	City of Sherwood	Sherwood, AR
Judy Hauschild	Minnesota Department of Human Services	St. Paul, MN	Divya Rathanlal	City of Austin	Austin, TX
Mark Headd	Accela, Inc.	Philadelphia, PA	Jim Reed	City of Vancouver, Washington	Vancouver, WA
Lisa Herges	Mille Lacs County	Milaca, MN	Brian Reed	City of Virginia Beach	Virginia Beach, VA
Blaine Herman	Hannon Hill	Atlanta, GA	April Reiling	Town of Trophy Club	Trophy Club, TX
David Hill	State of Minnesota	Saint Paul, MN	Rachel Reynolds	City of Keller	Keller, TX
Anthony Hogue	City of Bowie, MD	Bowie, MD	Alejandro Rivas	El Paso County, Texas	Horton City, TX

Seven Regions, One NAGW

The National Association of Government Web Professionals is made up of seven geographical regions, each represented by a seat on the Board of Directors. Board members are elected to two year terms and volunteer their time to lead the organization. Two at-large directors are elected to complete the nine member board.

For more information on the bylaws and governance of NAGW, visit nagw.org/about-nagw/nagw-governance



Thank You Conference Volunteers!

Volunteers are essential to the National Association of Government Web Professionals. Be sure to thank the individuals listed below who help with conference tasks that make this conference happen.

We have volunteer opportunities throughout the year. If you are interested in helping, see a board member or contact board@nagw.org.

Jason Huber
City of St. Louis Park, MN

Pat and Bob Schinstock
City of West Point, NE

Nancy SooHoo
Hennepin County, MN

Sara Distler
Town of Fishers, IN

Kathy Ellis
City of Pflugerville, TX

Allen Masters
Larimer County, CO

Rachel Evans
Maricopa County, AZ

Jo Marsicano
Hennepin County, MN

Heidi Andrea
City of Blaine, MN

2013-2014 Board of Directors



Marc Drummond

PRESIDENT
MIDWEST REGION (1)

City of Minnetonka, MN
midwest@nagw.org



Ryan Drake

TREASURER
WEST REGION (6)

City of Santa Clarita, CA
west@nagw.org



Carolyn Shannon

SECRETARY
LAKES REGION (2)

City of St. Charles, IL
lakes@nagw.org

NAGW Staff



Carol Spencer
Finance Director
Morris County, NJ



Katya Wowk

NORTHEAST REGION (3)

Township of Montclair, NJ
northeast@nagw.org



Barbara Belli

EAST REGION (4)

City of Wilmington, DE
east@nagw.org



John Nixon

SOUTH REGION (5)

City of Austin, TX
south@nagw.org



Chris Audano
Conference Director
City of Overland Park, KS



Paulette Neal-Allen

MOUNTAIN REGION (7)

City of Thornton, CO
mountain@nagw.org



Leslie Labrecque

AT-LARGE POSITION 1

City of Boulder, CO
leslie@nagw.org



Jay Eason

AT-LARGE POSITION 2

City of Ankeny, IA
jaye@nagw.org

Session Descriptions

12 Tips to Instantly Create Better Videos

Jake Sturgis

This workshop will equip you with the skills to take your video productions to the next level. Learn the five elements of telling a great story through video and the three mistakes most people make when making videos. This workshop will take you through the process of composing great shots, recording good audio, and editing your video quickly and professionally. *(Tuesday, September 9, 8:00 am – 12:00 pm, State II and III)*

Accessibility as a Design Tool

Derek Featherstone

Designing for extreme use cases – outliers – results in a design process that leads to greater success in developing products that are more easily used by everyone. By systematically factoring these extremes into our designs we spark creativity and behaviors that encourage divergent thinking and help to ensure that what we create can be used by everyone, including people with disabilities.

This session will look at design considerations for the extremes, how they impact our work, and what we can do to make sure that our products – web sites, applications, native smart phone applications and more – are accessible to everyone, regardless of their abilities. *(Thursday, September 11, 11:00 am – 12:15 pm, Governors 4)*

Accessible Non-HTML Content on Your Site

Janet Peters

Introduction to the basic framework of accessible information technology, specifically accessibility of PDFs, Video, Documents and other items on websites that are not html. *(Wednesday, September 10, 1:30-2:45 p.m., Governors 3)*

API First Development: Open Data as a Foundation for Better Websites

Mark Headd

Providing an overview of API First Development and how it relates to open data. We'll show you the benefits of this development approach, and some of the potential challenges. We'll also highlight how open data APIs can be deployed to support cutting edge government websites. *(Thursday, September 11, 1:30-2:45 pm, Kellogg I)*

An App For That

Colin Lee

Many people misunderstand the cost and value of mobile apps. This session is about deciding when a mobile app is really appropriate, what the alternatives are, and what makes a mobile app or website more valuable to its audience. *(Thursday, September 11, 3:15-4:30 pm, Governors 3)*

The Brown M&M's of Responsive Web Design

Jeremy Vanderlan

In the multi-device landscape responsive web design is an essential tool, especially for government agencies and organizations that need ubiquitous support for most devices and browsers. Whether it is your first crack at responsive design or you are an old pro, it helps to have a toolkit that lets you know you are on the right track. Hence, Brown M&Ms, Van Halen's famous concert rider – an ingenious management tool which we'll apply to responsive design and emerging social media channels for an overarching plan for success. *(Wednesday, September 10, 1:30-2:45 p.m., Governors 4)*

Civic Technology on the Front Lines

Christopher Whitaker

While civic hacking has become more mainstream, there are not nearly enough apps that focus on the day-to-day work of government. This session is about using civic user testing and user centric design to bring the focus back on doing real work. *(Thursday, September 11, 3:15-4:30 pm, State II and III)*

Content Strategy Case Study Report

Tom Fuller

The state of Oregon embarked on a three-year effort to develop a new web portal from the ground up. We used the principals of content strategy from the 2011 NAGW conference in that effort. Now in 2014 our new site has been launched. Tom Fuller, chair of the Oregon gov E-governance Board will report on how the effort turned out, and his efforts of implementing a content strategy at his agency. This session will focus on what worked, what didn't, and may provide a good case study for other organizations thinking of using content strategy to redesign their sites. *(Wednesday, September 10, 11 am – 12:15 pm, Governors 4)*

Designing Responsively through Design Systems

Gordon Ng

The most efficient method for designing responsive Web sites is the "Design Systems" approach. We will explore the origins of this approach, the design challenges that it helps overcome, and how attendees can apply it to their projects and site builds. We will provide an overview of specific tools and methods involved, including style tiles, layout sketches, and element collages. We will also discuss the process that has proven successful with our Federal clients. *(Wednesday, September 10, 3:15-4:30 p.m., Kellogg 1)*

Develop a Mobile App with HTML5 and Sencha Touch

Steve Drucker

During this three-hour bring-your-own-laptop session you will learn how to use HTML5, Sencha Touch, and Sencha Architect to create a mobile app that runs across a broad variety of devices (iOS, Android, Blackberry, Windows Mobile). *(Tuesday, September 9, 1:00 to 5:00 pm, Governors 3)*

Session Descriptions

The Digital Front Door

Cyd Harrell, Michal Migurski

Everyone hates their own website. Municipal government websites have historically been *about* the government, and it's time for them to *be* the government, doing the people's business online. Code for America is undertaking a pilot project to make this transition possible for every city by redesigning the website redesign. The Digital Front Door project is a collection of research, proofs of concept, and key tools that allow government websites to truly engage with residents' needs. *(Thursday, September 11, 11:00 am – 12:15 pm, Kellogg I)*

Don't Just Add Social Media - Integrate It

Jessica Best

In 2014, you can't just launch a social media profile or assign it to the person who is least busy in the office. Social media should be fully integrated into your business, from research & development to customer service to awareness and advocacy. It's not just how you talk, it's how you listen. Learn how to seamlessly integrate current and emerging social media channels into your organization's overarching plan for success. *(Wednesday, September 10, 1:30-2:45 p.m., State II and III)*

Improving Performance with Responsive Images

David Newton

Dave Newton will talk about the web's hunger for more, bigger, and higher-resolution images, and the performance problem this creates. He'll give a brief history of the new (and occasionally controversial) "picture" element, and discuss some other exciting new standards and techniques that are on the horizon. Attendees can expect concrete examples of how "picture" works, and to learn how they can use responsive (and responsible!) images right now to improve performance and deliver the best possible experience to users. *(Wednesday, September 10, 11 am – 12:15 pm, State II and III)*

Intro to Drupal 7

Nick Grace, Gordon Ng

In this workshop, we will introduce basic Drupal concepts including Content Type, Node, Block, Module and Theme. We will also discuss best practices for Drupal site building and theming, including how to set up and test a Drupal site on your local computer, how to install and use popular modules like Views and Panels, and how to approach troubleshooting and maintaining security updates.

This class is a stepping-stone for you to get into the Drupal world. Whether you are a manager, designer, developer, or a decision maker, a better understanding of the Drupal ecosystem can help you consider whether Drupal is a fit for your project or agency. *(Tuesday, September 9, 8:00 am to 12:00 pm, Governors 4)*

Introduction to Google Analytics

Colette Johnson

This workshop will introduce you to the basics of web analytics such as tracking referral sources, improving web design and content, and identifying visitor preferences. You will be introduced to these fundamentals and then shown how to apply these Google Analytics skills on your own website. Attendees leave with a better understanding of how Google Analytics works, how and why to implement a measurement plan, and how to create reports that would best serve their agency/organization. *(Tuesday, September 9, 1:00 to 5:00 pm, Governors 4)*

Intro to the Power and Magic of Sass + Compass

Nick Grace

Structuring and maintaining CSS stylesheets can be difficult, especially with CMS-driven sites, but Sass and Compass can help ease the pain. Sass simplifies writing and maintaining CSS by integrating variables, mixins, and selector inheritance into stylesheets. Compass extends Sass further with CSS3 mixins and other helpers, and compiles Sass into Compressed CSS files. This session will provide attendees with an overview of the power and magic of Sass and Compass, how to install them on your computer, and how to set up your projects and file structures. *(Thursday, September 11, 1:30-2:45 pm, Governors 3)*

Just Text Me: Mobile Communications, Government, and You

Tamara Manik-Perlman

Who says you can't have government in your pocket? This talk will go over case studies of government meeting citizens on their phones. Texting for crowd-sourced input or simple timely notifications of everything from transit delays to renewing food stamps. Smarter call centers. MMS for potholes. We'll go over some of the simplest solutions that are saving government resources, and people time. *(Thursday, September 11, 3:15-4:30 pm, Governors 4)*

Legal, Policy, & Archival Issues for Social Media in Government

Luke Stowe

Perhaps the number one reason that government agencies do not have a social media presence or limit their engagement is legal, policy, and archival issues. In this special presentation, we'll go through best practices to reduce fears about government agencies participating in social media. *(Thursday, September 11, 1:30-2:45 pm, State II and III)*

Session Descriptions

Multi-Channel, Multi-Platform: Using Multiple Channels to Get Your Stories Out

Carolyn Shannon

Gone are the days where you can just post a news item on your website, and you're done. The content you create needs to be shared by email, RSS, on Twitter and Facebook, in newsletters, and the future will only bring new platforms.

In a perfect world, you would just create your content once and then publish it everywhere. That might sound like a pipe dream, but in this workshop we'll learn how, by properly structuring our content, that dream can approach reality. *(Tuesday, September 9, 1:00 to 5:00 pm, State II and III)*

Neighbors Online – Engaging Government to Community Inclusion

Steven Clift

Discover strategies and tools for connecting neighbors to neighbors online for community engagement with inclusion. From using Facebook Groups to respond to disasters, to parents' networks to over 1000 households, connecting in community life unleashes exciting opportunities for local communities and public services. E-Democracy's "top ten" list of how 20,000+ neighbors connect online based of their BeNeighbors.org project in the Twin Cities will be shared along with unique insights into different tools (Facebook Groups, NextDoor, i-Neighbors, and more) and their engagement with government. *(Wednesday, September 10, 11 am – 12:15 pm, Governors 3)*

The Nuts and Bolts of Powering a More Accessible Web

Elle Waters

Learn practical, applicable skills in this half-day accessibility program workshop. First you'll get to know your organization building the business case for accessibility and conducting analysis exercises. We'll work in teams to look at a broad range of scenarios that will identify your key risks, most important priorities, and your accessibility strategy. Next, you will craft an accessibility policy and process that is right for your organization. We will explore the many moving parts required for the effective integration of accessibility into the entire project life cycle. *(Tuesday, September 9, 1:00 to 5:00 pm, Kellogg 1)*

Open Data - Breaking Barriers, Building Bridges

Mark Leech

Albuquerque's Open Data Portal is now in its second year. Built entirely using in-house tools and expertise, it gained national notice for the what it is able to deliver. The journey has been challenging, fun and is leading to exciting ways of engaging and collaborating with citizens. Learn about our successes with buy-in, our struggles with data formats and what the idea of a bike and brew tour showed us about the structure and function of government. *(Wednesday, September 10, 3:15-4:30 p.m., Governors 4)*

Open Data is not about Transparency

Jason Hare

Open Data is the idea that data should be freely available for everyone to access, use and republish as they wish, published without restrictions from copyright, patents or other mechanisms of control. Public sector information made available to the public as open data is termed "Open Government Data". Open data is not open source nor is it open government. *(Thursday, September 11, 11:00 am – 12:15 pm, Governors 3)*

Open Source Demystified: from Command Line to Community Involvement

Ben Balter

Government is using open source software and participating in the open source community with increasing frequency, but taking the plunge can be intimidating, especially for the uninitiated. Fork? Pull request? Licensing? Community Management? Ben Balter from GitHub, the world's largest open source community, will walk through everything you need to know to begin using open source software and collaborating in the open. No prior experience necessary, this crash course will teach common git command line commands, GitHub for Mac/Windows, and web-based collaboration as well as "soft" skills such as the "ground rules" of open source, licensing, and community involvement for government. *(Wednesday, September 10, 1:30-2:45 p.m., Kellogg 1)*

Rapid Deployment of Small WordPress Websites

AJ Van Beest

Municipalities often want small websites developed and deployed "on the side." Even if these sites are just a few pages, they still carry most of the development, deployment, and maintenance burden of a much larger site. Deploying WordPress in a managed hosting environment can alleviate much of that time and effort.

Learn how to make a base install of WordPress in a VPS environment, including automated backups and remote monitoring of server performance. You'll also learn to leverage the existing WordPress themes and plugins to rapidly and easily iterate websites for their stakeholders. *(Tuesday, September 9, 8:00 am – 12:00 pm, Governors 3)*

Session Descriptions

Successfully Integrating Accessibility in your Organization's Web Development Lifecycle

Denis Boudreau

The Section 508 Refresh is right around the corner and with it, the expectation to make all government web properties compliant to WCAG 2.0 AA. For most organizations, this is nothing short of a nightmare. But does it really need to be? Accessibility requirements challenge development practices and jeopardize a project's profitability. As accessibility affects every contributor, it is not advisable to base its liability on a single person's shoulders. Sharing responsibilities between different specialists is the key to making accessibility happen. What if the only things an organization needed were a roadmap, a strategy and the right mindset? *(Wednesday, September 10, 3:15-4:30 p.m., Governors 3)*

Surviving the Flood: Lessons Learned from a Natural Disaster

Ron Pringle, Susan Christophersen, Susan Wolak, Leslie Labrecque

In September of 2013 the Boulder area experienced a natural disaster of unprecedented proportions. During this panel session IT staff from the City of Boulder, City of Longmont and Boulder County will discuss how our websites held up (or not) to the surge in traffic, how we worked together to overcome obstacles, what tools we used (including social media), and lessons learned from the front lines. *(Thursday, September 11, 3:15-4:30 pm, Kellogg 1)*

The Unanticipated Consequences of Doing the Right Thing: Lessons Learned from Implementing Content Strategy

Susanna Guzman, Katherine Krause, Min Shepherd

You're ready to stage a content strategy revolt. What kinds of unexpected challenges await you in a comprehensive website redesign? Get a real-life preview of some of the tactical, cultural, and governance issues that can surface in the process. Walk away with questions and tips that you can leverage for your redesign project success (and survival). *(Thursday, September 11, 11:00 pm – 12:15 pm, State II and III)*

User-by-User: Framing Your Audience for Design

Valle Hansen

Good experiences are all about the user - but before you can design a truly user-centered experience, you need to figure out who your end users are, what they need, and why they need it.

In this workshop, we'll work through identifying the primary audiences of your site or system, then create personas and scenarios that align with their needs, goals, and behaviors with respect to your site or system. Finally, we'll show you how to turn those personas and scenarios into the first step toward designing an experience tailor-made to your users. *(Tuesday, September 9, 8:00 am – 12:00 pm, Kellogg I)*

User-Centered Design for the Web

Chuck Johnston

This session will explore how to incorporate user-centered techniques for all sizes of projects no matter the stage. From a brand new site to improving a site that's already been built, utilizing a user-centered design process helps create sites that align with user needs. We'll cover the UCD process from research to production and all stops in between. *(Thursday, September 11, 1:30-2:45 pm, Governors 4)*

What a Blind User Wants You to Know about web Accessibility

Aaron Cannon

This presentation will teach attendees what they need to know in order to accurately test with a screen reader. We'll talk about how screen reader users navigate sites, as well as how screen readers communicate with browsers. Finally, we'll cover some common accessibility gotcha's, and their fixes. This talk will presuppose a reasonable level of familiarity with the basics of web accessibility.

You will learn how to navigate and interact with a web site on a basic level with a screen reader, how web browsers communicate with screen readers, and how to avoid the most common mistakes made by developers attempting to make their sites accessible. *(Wednesday, September 10, 11 am – 12:15 pm, Kellogg 1)*

Writing for the Web

James Hopper

Can social media and digital storytelling impact day-to-day communications? Stories are not just things we tell each other. They constitute an important way of knowing, thinking and feeling that is beyond smart, a way that can embrace our lives with a fullness not possible by any other means. Focusing on storytelling techniques, understanding the grammar and style of digital media is an efficient, fun and powerful way to communicate. New technologies and evolving mobile device technologies means that we have the opportunity and ability to chat with our audience. Isn't it time we began the conversation? *(Wednesday, September 10, 3:15-4:30 p.m., State II and III)*

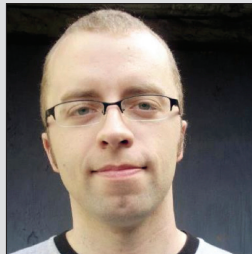
Speaker Bios

KEYNOTE SPEAKERS

Ethan Marcotte

Ethan Marcotte is an independent designer/developer who is passionate about beautiful design, elegant code, and the intersection of the two. Over the years his clientele has included People Magazine, New York Magazine, the Sundance Film Festival, The Boston Globe, and the W3C. Ethan coined the term “responsive web design” to describe a new way of designing for the ever-changing Web and, if given the chance, will natter on excitedly about it— he even went so far as to write a book on the topic.

Ethan lives in Cambridge, Massachusetts, and would like to be an unstoppable robot ninja when he grows up. Beep.



Cathilea Robinett

Cathilea Robinett is Executive Vice President of e.Republic, the parent company for Governing, Government Technology, Public CIO, Emergency Management and Converge magazines. With over 20 years experience in public sector media, she oversees magazines, Websites, conferences and events, as well as the Center for Digital Government and Center for Digital Education. Prior to this she was Executive Director of both the Center for Digital Government and Center for Digital Education, two of the company’s national research and advisory groups, where she successfully expanded operations in research, market intelligence, events and innovative media. Robinett was responsible for the development and management of the Center’s widely cited Digital States Survey and related programs.



Kristina Halvorson

Kristina Halvorson is widely recognized as one of the most important voices in content strategy. She is the CEO and founder of Brain Traffic; the author of Content Strategy for the Web, and the founder of Confab: The Content Strategy Conference.

Her agency Brain Traffic is home to a team of renowned content strategists, serving clients like Autodesk, Coca-Cola, Best Buy, Thedacare, Dell, Wells Fargo, and the University of Minnesota. Kristina lives in St. Paul, Minnesota with her two kids, who often get quoted on Twitter (@halvorson).



Aaron Cannon

Instructure, Inc.

Aaron Cannon is a totally blind developer and web accessibility consultant. He has provided accessibility support to several companies, including Supervalu, The American Foundation for the Blind, The LDS Church, and several others, many of which he can’t mention due to contractual stipulations. He currently works for Instructure, a provider of learning management software. Aaron was born blind, and has used a screen reader for over 25 years. He lives in Bloomington Minnesota with his wife and kids.

AJ Van Beest

Bayfield County

AJ loves the intersection of websites and government. He’s passionate about engaged citizenry, elegant solutions, and rapid iterations. He has somewhat less enthusiasm for “governmentese,” red tape, and sacred cows.

Anil Chawla

ArchiveSocial

Anil Chawla is the Founder & CEO of ArchiveSocial, a company that specializes in archiving social media in order to satisfy open records requirements. ArchiveSocial works with public entities ranging from small towns and fire departments, to prominent entities such as the City of Austin, State of North Carolina, and US National Archives. ArchiveSocial recently joined forces with Code for America to help promote the impact of social media in open government.

Ben Balter

GitHub

Ben Balter is a gov 2.0 evangelist working to hack government from the inside out, a GitHubber making government better, one repo at a time, and an aspiring attorney passionate about the disruptive potential of technology.

Brian Lieb

Hennepin County, MN

Brian works in the Public Affairs Office for Hennepin County and has a master’s degree

Speaker Bios

in English with a minor in education. He recently developed Hennepin County's plain language program, co-teaches the county's writing courses, and helped create and currently maintains the county's writing style guide. Prior to coming to Hennepin County, Brian was a writer and editor for various publications at the University of Minnesota, and was a freelance writer and editor, and a writing teacher.

Carolyn Shannon

City of St. Charles, IL

Carolyn Shannon lives in and works for the City of St. Charles, Illinois as their Web Administrator, managing development and design for five City websites. Carolyn's been in the tech industry for 25 years building computer networks, writing applications, managing IT departments and projects, and building websites and web applications. She has worked with Drupal, Joomla, WordPress, and ColdFusion-based content management systems, and is the founder of the Drupal on Windows group on Drupal.org.

Christopher Whitaker

CivicWhitaker, INC

Christopher Whitaker runs the civic technology consulting firm CivicWhitaker, which includes clients such as the Smart Chicago Collaborative and UI Labs. He utilizes his experience in government and community organizing to advance civic innovation in Chicago. Whitaker also serves as the Chicago Brigade Captain for Code for America, supporting civic hacking events and teaching a weekly Civic Hacking 101 class. He is a graduate of DePaul University (MPA) and Sam Houston State University (BA, Political Science).

Chuck Johnston

SiteCrafting, Inc.

Chuck is a User Experience Designer based out of Tacoma, WA where he makes websites with Sitecrafting. Originally from the East Coast, he will engage you in lengthy discussions about pizza and the "correct" way to pronounce words. He believes that empathy and putting the user first create the best designs and outcomes. Chuck is also a Masters student in the University of Washington's Human-Centered Design & Engineering program.

Colette Johnson

State of Minnesota

Colette works for the State of Minnesota, and has

having presented a number of conferences: 2012 – eDoc Accessibility, NAGW Kansas City ; 2010, 2011, 2012, 2013 – Minnesota Government IT Symposium (eDoc accessibility and Google Analytics Introduction).

Colin Lee

MentorMate

Colin is senior mobile engineer at MentorMate, a Minneapolis-based mobile app development company that imagines, designs and delivers custom software for its clients. Their rapidly-growing list of satisfied clients spans companies from start-ups to Fortune 500. MentorMate is a pioneer that led the way in mobile app development since 2001. Colin specializes in Android app development and also runs an app consultancy, ColinTheShots LLC. In his spare time, Colin organizes Hack for MN, the Minnesota event of the annual hackathon for public good – the National Day of Civic Hacking.

David Newton

St. Michael's Hospital

Dave Newton is a full-stack web developer, currently working in a research program at St. Michael's Hospital, who strongly believes in making web content accessible and usable. This goal has made Dave passionate about web standards, responsive design, progressive enhancement, accessibility guidelines, and web performance. Since October 2012 he has been a member of the W3C's Responsive Images Community Group, and is a co-editor of their Use Cases and Requirements for Standardizing Responsive Images.

Denis Boudreau

Deque Systems, Inc.

Denis is a senior Web Accessibility consultant working for Deque Systems and an invited expert of the World Wide Web Consortium (W3C) in various working groups, including Education and Outreach (EOWG) and Web Content Accessibility Guidelines (WCAG). He has been advocating social inclusion on the Web since 2001 and has been running the annual a11yMTL conference in Montreal, Canada since 2010. He actively tweets about Web accessibility and digital inclusion at @dboudreau.

Derek Featherstone

Simply Accessible

Derek Featherstone is an internationally-known speaker and authority on accessibility and web design. He works

with a great team at Simply Accessible, based in Ottawa, Canada. The team works with Fortune 500 corporations, educational institutions, public utilities, government agencies and other private sector clients. He always puts the user first and strives to make the web a better place by designing experiences that are easy to use for everyone, including people with disabilities.

Elle Waters

Simply Accessible Inc.

Evangelizing the growth of universal design as a best practice within large organizations, Elle works on behalf of Simply Accessible with enterprise level clients to build the foundation needed to integrate accessibility into every facet of corporate culture. She's seen amazing things happen, where the user's needs are the primary driver for change and innovation in a large scale web project, where teams succeed in meeting their specific objectives and achieve excellence, and where companies leap ahead of their competition, all by putting accessibility first.

Gordon Ng

JBS International, Inc.

Gordon is Director - UX and Web Development at JBS International, Inc., where he manages several large Web design and development projects for Federal clients, including the U.S. Department of Health and Human Services, the National Institutes of Health, and the U.S. Department of Justice. Prior to his work at JBS, Gordon served as Creative Director for Pangeum Interactive, a digital agency that designed and built sites for clients including AmericaOnline, National Geographic, the Discovery Channel, Embassy of Canada, and the Voice of America.

James Hopper

JCCC

Professor James F. Hopper is the current chair of web and digital communications at Johnson County Community College, Kansas, where he recently introduced a Web Technologies Associate of Applied Science degree, focusing on mobile web technologies. Professor Hopper is the first faculty member to be the recipient of a student grant in his name in the history of the college. He has taught at JCCC for 15 years where he introduces the web-curriculum to HTML, CSS, JavaScript, Adobe software, and other web technologies.

Speaker Bios

Janet Peters

Great Lakes ADA Center

Janet Peters is the Project Coordinator of Accessible Technology for the Great Lakes ADA Center. She has 20 years of experience with assistive and accessible technologies for individuals with disabilities. Janet has worked with a wide range of stakeholders to promote full and unrestricted participation in society for persons with disabilities through the promotion of technology that is accessible to all. She has a B.A. in Computer science and M.Ed in Learning Technologies from the University of Minnesota.

Jason Hare

The Open Data Institute of North Carolina

Passionate about open data, Jason has worked in municipal, state, national and international efforts to open government data. From Raleigh, to Newark, to Colorado, to North Carolina, Ireland and beyond, Jason has campaigned for data usability and citizen engagement with “data as infrastructure”. Jason Hare is a member of the Open Data Institute and the Open Data Program Manager for the City of Raleigh.

Jeremy Vanderlan

ICF Interactive

Jeremy Vanderlan is the Mobile Practice Lead at ICF Interactive working with public sector and commercial clients to build websites and mobile applications. He guides strategy and technical implementation on mobile and interactive projects—capitalizing on the significant cultural shift towards mobility—making them available anytime, anywhere, on any device.

Jessica Best emfluence

Jessica is one part massive email, social media and digital marketing nerd and one part permission-marketing evangelist. She acts as a strategic consultant and email marketing expert for both B2B and B2C brands and nonprofits, as well as the Kansas City chapter of the Direct Marketing Association, where she's serving as Vice President of the 2014 DM Day event. She's presented to audiences from Wichita to New York City to SXSW in Austin, all in the name of making smarter marketers.

Katherine Krause

American Academy of Family Physicians

Katherine Krause has been helping organizations to say what they mean (only better) for more than 18 years.

Experience and training in communication strategy, coaching, and organizational development enable her to see the big picture quickly, and interpret key messages across diverse audiences and channels. Her approach focuses on creatively leveraging emerging communication tools and insights to advance vital narratives in fresh ways.

Leslie Labrecque

City of Boulder, CO

Leslie Labrecque has worked in technology and the web for over 15 years, having held the position of Webmaster for the City of Boulder since 2002. At that time, she began managing several static HTML websites. In 2006 she implemented the city's first web content management system (CMS), Joomla!, which sparked her love for open source software. Following this effort, Leslie initiated the city's social media presence in 2008 starting with Twitter and Facebook.

Luke Stowe

City of Evanston, IL

With over 10 years experience in local government, Luke Stowe has advised and trained clients on web development, social media, and online payments/fundraising. He serves on the Member Benefits Committee of the National Association of Government Web Professionals and was recently elected to the Libertyville District 70 school board. Luke enjoys the challenges of leveraging technology to make government more open, effective, and responsive since he is currently the Digital Services Coordinator for the City of Evanston, IL

Mark Headd

Technical Evangelist, Accele

Mark Headd is the Technical Evangelist for Accele, working to build a developer community around the Accele Civic Platform. He was formerly Chief Data Officer for the City of Philadelphia and Director of Government Relations at Code for America. A coder and civic hacking veteran, he has worked as both a hands-on technologist & software developer, and as a high-level government official & policy maker.

Mark Leech

City of Albuquerque

Mark Leech is the Application Services Group Manager for the City of Albuquerque where he leads the City's efforts in open data, transparency, mobile apps and innovation. As a software developer, he has worked extensively in both public and private sectors. Mark moved from England to New Mexico in 2002 and holds an MSc. in Information Systems Engineering from the University of Wolverhampton, England. He tweets regularly on open data issues using the handle @leechmt.

Michael Melham

AlphaDog Solutions, Inc.

Michael Melham is a professional public webmaster and former city councilman from New Jersey, and was one of the first county webmasters in the country. Since then Melham has been providing local NJ governments with “Manage Municipal Websites” and communications services through his company AlphaDog Solutions. He has been featured in Public CIO Magazine, and is a featured author in *NJ League of Municipalities Magazine*.

Michal Migurski

Code for America

Michal Migurski (CTO) joined Code For America in 2013. Previous to CFA, Michal spent nine years as a partner and technology director at celebrated San Francisco design studio Stamen where he architected the technical aspects of Stamen's work, moving comfortably from active participant in Stamen's design process, designing database schemas and APIs, to creating the dynamic applications that Stamen delivers to clients. At Code For America, he is responsible for engineering standards and technical sustainability.

Min Shepherd

American Academy of Family Physicians

With an English degree in Professional Writing, Min Shepherd has 10 years' experience as communications specialist for both print and digital platforms. Min has worked as a UX Designer focusing on content strategy at Marriott International, creating content and critically assessing content needs and gaps to support the company's product lines, since 2010. Past roles have also afforded her working knowledge of marketing, branding, promotional and corporate communications.

Speaker Bios

Nick Grace

JBS International, Inc.

Nick Grace has been building Web sites since 1996 and pivoted to Drupal sites in 2010. As Senior Front-end Developer at JBS International, he works with an in-house team of designers and developers and serves as front-end lead on a few large-scale Drupal builds for various federal agencies including the National Institutes of Health, U.S. Department of Justice, and the U.S. Department of Health and Human Services. He is also Google Analytics certified and serves as Developer-in-Residence for General Assembly's Front-end Web Development course in Washington, DC.

Ron Pringle

City of Boulder, CO

Ron spent six years on the board of directors for NAGW, three as president. After serving the City of Aurora for eight years as webmaster, in 2012 Ron became a senior programmer at the City of Boulder where he also heads up the city's open data efforts. Ron currently serves on the board of OpenColorado, a non-profit organization advocating for open data in Colorado. Ron presented on Git at the 2013 NAGW conference.

Steve Drucker

Fig Leaf Software

Steve Drucker founded Fig Leaf Software and currently serves as its director of custom mobile and desktop apps. Throughout his 20+ year career in IT, he's authored over a dozen course books related to web technologies, taught courses worldwide, and developed custom desktop and mobile apps using web standards for Fig Leaf's customer base. Steve was the lead developer/architect for the Voice of America's web site from 2000-2005 and was an architect of the National Park Service web site (www.nps.gov).

Steven Clift

E-Democracy.org

Steven Clift is @democracy on Twitter. He launched E-Democracy.org in 1994 – the world's first election information website. His "government by day, citizen by night" insights were built as leader of the State of Minnesota's first e-government initiative. He spoke across 30 countries for over a decade on open government and civic participation to support non-partisan, volunteer-powered efforts for inclusive online local democracy. An Ashoka Fellow, today he is E-Democracy's Executive Director.

Susan Christophersen

Boulder County, CO

Susan Christophersen is a co-founder and former Secretary and Mountain Region Director of NAGW. She also founded the Colorado Government Webmasters. Susan is currently Sr. Web Administrator at Boulder County Colorado. A reader, walker, early riser and civic tech enthusiast, she shares a mountain view with her husband Paul and cat Nigel. Susan previously presented on Emergency Best Practices (2007) and SharePoint Use in Government (2008).

Susanna Guzman

American Academy of Family Physicians

Susanna leads organizational content strategy and builds and leads teams that deliver user-centric content and service experiences in the digital channel. She specializes in vision and strategy for digital content and services, patient engagement, editorial and digital services team development, personnel management, and operational content excellence (e.g., structured, semantically enhanced).

Tamara Manik-Perlman

PostCode

Tamara co-founded PostCode, where she leads company strategy, operations and user research. She's committed to building cities, governments and technologies that are both equitable and beautiful. As a 2013 Code for America fellow she helped build CityVoice, a tool for integrating community feedback into city decision-making processes.

Valle Hansen

Design for Use

Valle is a Senior User Experience Researcher. She has a master's degree in Information Studies from the University of Texas at Austin and a dual Bachelor's degree in Anthropology and Spanish from The Johns Hopkins University.

Before her switch to Texas and user experience, she worked in the publishing industry in New York City. She is currently learning to play the guitar with the hopes of someday earning a spot in the Holcombe Family Band. She plays a mean Neil Young.



"What's up with the plane?"

A number of folks have asked us why we have an airplane in the NAGW 2014 conference logo.

Its inclusion in our logo is our way of paying homage to a famous Minnesotan, Charles Lindbergh (February 1902 – August 1974), whose 1927 flight from New York to Paris launched a revolution in aviation. Lindbergh grew up on a farm in Little Falls, MN and the home where he lived is now a historic site.

Minnesotans are proud of their aviation hero: Minneapolis-St. Paul International Airport Terminal 1 was named the Lindbergh Terminal in 1985 when the building was rededicated to the famous aviator.

Should you visit the Minnesota State Capitol Mall (John Ireland Boulevard) during your stay in St. Paul,

be sure to take a selfie at the Charles Lindbergh Memorial, "The Boy and the Man" – a life-size bronze sculpture created by artist Paul Granlund in 1985. The statue depicts Lindbergh as a boy dreaming of flying and as a man seeing that dream become reality.





THANKS TO ALL OF OUR SPONSORS!

TITLE SPONSOR



RECEPTION SPONSOR

AWARD SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSOR



LIBRARY SPONSOR

