National Association
of Government Web Professionals

NAGW 2015
National Conference
ALBUQUERQUE • NEW MEXICO

September 23-25, 2015
Hyatt Regency • Albuquerque, NM   #nagw2015

FIG LEAF
SOFTWARE

CIVICPLUS
HELPING COMMUNITIES ENGAGE & INTERACT

Conference Room & Walking Route Maps

Need Assistance?

We hope you enjoy your time during NAGW's 2015 National Conference.

If you have a conference related question or concern, or require assistance, please visit the **Conference Office** in the **Boardroom East/Alcove** and we will be happy to help you.

Office hours:
Tues 7 a.m. to 9 p.m.
Wed 7 a.m. to 5 p.m.
Thur 7:30 a.m. to 4 p.m.
Fri 7:45 a.m. to 4 p.m.

Computer & Printer Access

The hotel has computers available in the hotel front lobby for printing boarding passes.

Wifi Access

The wifi access will be available in all NAGW event rooms. The login is **NAGWConference**; the password is **NAGW2015**.

Sponsor Passport

Visit with our sponsors in the sponsor area, get your sponsor passport stamped, then turn it in to the **Conference Office** (in **Boardroom East/Alcove**) to be eligible for some great giveaways on **Thursday!** You'll find the passport in your conference bag.
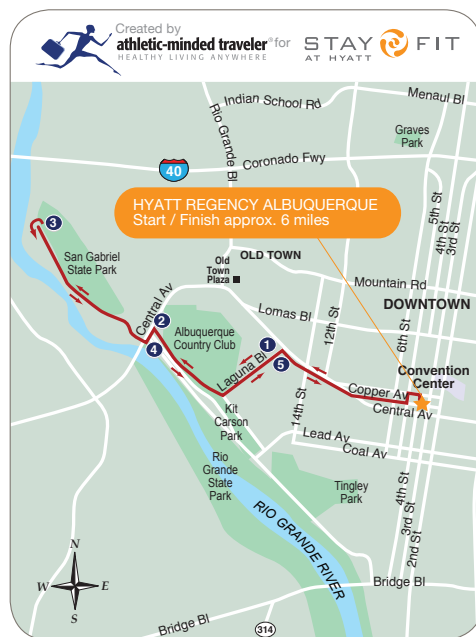
Enjoy Walking?

Join the walking group every morning at 6:00 am in front of the Starbucks. We don't always follow the route on the map.

FLOOR PLAN LEVEL 2

WALKING ROUTE

Route for Hyatt Regency Albuquerque
(Numbers on the map indicate miles)

1. Exit the hotel, head L along Tijeras & turn L at 5th St
2. Turn R at Copper Ave & follow the sidewalk
3. Remain on the sidewalk as it merges onto Central Ave
4. Cross Central Ave at 12th St, then turn L at Laguna Blvd
5. Continue straight past the tennis courts at the end of Laguna
6. Turn R onto the dirt trail & run NW
7. At Central Ave, the dirt trail ends; turn L, cross Tingley Dr & pick up the paved path on the other side
8. Turn R (beneath the bridge) & follow the paved path north
9. Turn around after passing San Gabriel State Park & retrace your steps back to the Hyatt Regency for 6 miles

HYATT REGENCY ALBUQUERQUE
AT ALBUQUERQUE CONVENTION CENTER

(505) 842-1234

•Disclaimer: The attached running/walking course identifies distances and routes and was created by an independent mapping source (the "Creators"). This map was not created by the Hotel. It is provided as a courtesy to our guests. The identified routes are on public streets and ways. As the Hotel and Creators have no direct or indirect control over public areas, we urge you to use common sense for your own safety and security. The Hotel and Creators in no way guarantee the safety or condition of the identified routes. Please observe all rules and posted signs and warnings, including traffic signals.

1. We do not recommend that you jog alone or jog at night.
2. Always carry identification.
3. Please be careful around intersections and roadways.
4. You are jogging at your own risk. Just as you may be careful in a familiar area, you should be more careful in an unfamiliar area. Be aware of your surroundings at all times and keep alert. The Hotel and Creators accept no responsibility for any guest who chooses to jog.
5. Auto and pedestrian traffic is least congested between 10 am and 3 pm.

Schedule At A Glance

Tuesday, September 22 PRE-CONFERENCE WORKSHOPS

		Room:
7 - 8 am: Breakfast for Pre-Conference Attendees		◀ **PAVILION III**
8 am - 12 pm: Morning Workshops		
• HTML5 & CSS3 Fundamentals: A Hands-On Approach	Dave Gallerizzo	◀ **ENCHANTMENT A-B**
• GovOps Web Security	Mike Nescot	◀ **ENCHANTMENT C-D**
• Hacking the Business Model Canvas for Government	Charles Purma	◀ **ENCHANTMENT E-F**
12:00 - 1:00 PM: LUNCH		◀ **PAVILION III**
1 - 5 pm: Afternoon Workshops		
• Design Thinking – We're All Designers Now	Chuck Johnston	◀ **ENCHANTMENT A-B**
• Hello Drupal!	Steve Drucker	◀ **ENCHANTMENT C-D**
• Confessions of a Content Whisperer: My Favorite Content Strategy Tools	Katherine Krause	◀ **ENCHANTMENT E-F**
7 - 9 pm: Welcome Reception sponsored by ⚙ GEARLAB Cocktails and light refreshments served. Ticket required.		◀ **ATRIUM**

Wednesday, September 23 GENERAL SESSIONS

8 - 9 am: Breakfast		◀ **PAVILION IV-VI**
9 - 10:15 am: Opening Keynote		
• Looking Back to Move Forward: Building the Modern Web	Rachel Andrew	◀ **PAVILION IV-VI**
10:15 - 10:45 AM: BREAK IN ENCHANTMENT & PAVILION HALLWAYS		
10:45 - 11:45 pm: Morning Sessions		
• alpha.phila.gov	Aaron Ogle	◀ **ENCHANTMENT A-B**
• Mobile-Friendly Websites in a Mobile-Centric World	Mary Chen	◀ **ENCHANTMENT C-D**
• Improving Search: Lessons Learned from the Trenches	Ron Pringle	◀ **PAVILION I-II**
• Section 508 Refresh – Understanding the New Requirements	Tim Springer	◀ **ENCHANGMENT E-F**
11:45 AM - 12:45 PM: LUNCH		◀ **PAVILION IV-V**
12:45 - 2 pm: Keynote		
• Government as a Platform in the Age of the App	Tim O'Reilly	◀ **PAVILION IV-V**
2:15 to 3:15 pm: Afternoon Sessions		
• Embedding an ROI Framework into Your Content Strategy	Sid Burgess	◀ **ENCHANTMENT A-B**
• OpenTrails: Brining Together Open Data, Outdoors & Awesome People	Suzy Christophersen	◀ **ENCHANTMENT C-D**
• DIY Government Redesign Revolution	Alex Chaparro, Chris Stangland	◀ **PAVILION I-II**
• Being Agile When You are the Only One	Paulette Neal-Allen	◀ **ENCHANTMENT E-F**
3:15 - 3:45 PM: BREAK IN ENCHANTMENT & PAVILION HALLWAYS		
3:45 - 4:45 pm: General Sessions		
• Risk Management, Security & Analytics for #SocialGov	Luke Stowe, Anil Chawla	◀ **ENCHANTMENT A-B**
• The Power Of Visual Context in Web Design	James Hopper	◀ **ENCHANTMENT C-D**
• Your Server Got Hacked; Now What?	AJ Van Beest	◀ **PAVILION I-II**
• Trends in 311 – How Managers Use Technology to Improve Services	Ben Berkowitz, Aditya Agrawal	◀ **ENCHANTMENT E-F**
7 pm: n³ NAGW Nighttime Networking Join us! (Location to be announced.)		

Room:

Schedule At A Glance

Thursday, September 24 GENERAL SESSIONS

PAVILION IV-VI ▶ | 8 - 9 am: Breakfast

PAVILION IV-VI ▶ | 9 - 10:15 am: Keynote

- **The 10 Challenges of Citizen-Facing Communications: What Every Government Web Manager Must Master** — **Dr. Alan Shark**

10:15-10:45 AM: BREAK IN ENCHANTMENT & PAVILION HALLWAYS

10:45 am - 11:45 am: General Sessions

ENCHANTMENT C-D ▶ | • **Your Web Project as a Startup** — **Matt Esquibel**
PAVILION I-II ▶ | • **Bootstrapping Your Open Data Efforts** — **Mark Leech**
ENCHANTMENT E-F ▶ | • **Easy Responsive Design with Bootstrap, LESS and SASS** — **David Engelhart**

PAVILION IV-VI ▶ | 11:45 am - 1 pm: LUNCH & VENDOR GIVEAWAYS

1:00 - 2:00 pm: General Sessions

ENCHANTMENT A-B ▶ | • **Creating a Video Engagement Strategy** — **Tom Fuller**
ENCHANTMENT C-D ▶ | • **HTTPS in .gov and Everywhere: the Web's Next Chapter** — **Eric Mill**
PAVILION I-II ▶ | • **Experience with WordPress** — **Sandy Modesitt**
ENCHANTMENT E-F ▶ | • **Models for Monitoring Digital Accessibility Compliance** — **Tim Springer**

2:00 - 2:30 PM: ENCHANTMENT & PAVILION HALLWAYS

2:30 - 3:30 pm: General Sessions

ENCHANTMENT A-B ▶ | • **Content Modularization Is Here!** — **Luis Majano**
ENCHANTMENT C-D ▶ | • **Selling UX** — **Chuck Johnston**
PAVILION I-II ▶ | • **JavaScript Programming with HTML5 and CSS3** — **Paulette Neal-Allen**
ENCHANTMENT E-F ▶ | • **How Beacons and Wearables are Changing the Game for Open Data and Mobile** — **Lisa Abeyta**

ENCHANTMENT C-D ▶ | 3:45 - 5 pm: Members Meeting (members only), Givaways

PAVILION IV-VI ▶ | 6:30 - 9 pm: **Pinnacle Awards Banquet sponsored by**
6:30 Cocktails, 7:00 - 9:00 Pinnacles Banquet (ticket required) — Siteimprove

Friday, September 27 Friday Focus

PAVILION IV-VI ▶ | 8 - 9 am: Breakfast

9 - 10:15 am: Keynote

PAVILION IV-VI ▶ | • **Data, Design, and Delivery** — **Abhi Nemani**

10:15 - 10:45 AM: BREAK IN ENCHANTMENT & PAVILION HALLWAYS

PAVILION IV-VI ▶ | 10:45 - 11:45 am

- **Facilitating Possibility: Appreciative Inquiry as a Tool for Content Strategy** — **Katherine Krause**

11:45- 12:45 PM: LUNCH IN PAVILION IV-VI

12:45 - 1:45 pm

PAVILION IV-VI ▶ | • **Training Methods: How to Train Your Staff to Get the Most out of Your CMS** — **Susan Wolak**

1:45 - 2:00 PM: BREAK IN ENCHANTMENT & PAVILION HALLWAYS

12:45 - 1:45 pm

PAVILION IV-VI ▶ | • **Igniting Intrapreneurial Success** — **Dawn Elyzabeth**

PAVILION IV-VI ▶ | 3:00 - 3:30 pm Closing Remarks & Giveaways

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2015 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 – Small Population (up to 50,000)

City of Montgomery, Ohio	*www.montgomeryohio.org*
City of Rogers, Minnesota	*www.rogersmn.gov*
Montgomery Township, New Jersey	*www.twp.montgomery.nj.us*
City of Kennesaw, Georgia	*kennesaw-ga.gov*
City of West Hollywood, California	*www.weho.org*

Cities/Counties – Medium-Low Population (50,0001 – 95,000)

City of Manhattan, Kansas	*www.cityofmhk.com*
City of Greenville, South Carolina	*www.greenvillesc.gov*
City of Mansfield, Texas	*www.mansfieldtexas.gov*
City of Kirkland, Washington	*www.kirklandwa.gov*
City of Bloomington, Minnesota	*bloomingtonmn.gov*
City of Sugar Land, Texas	*www.sugarlandtx.gov*
City of Longmont, Colorado	*longmontcolorado.gov*

Cities/Counties – Medium-High Population (95,001 - 150,000)

City of Sandy Springs, Georgia	*www.sandyspringsga.gov*
City of Round Rock, Texas	*www.roundrocktexas.gov*
City of Boulder, Colorado	*bouldercolorado.gov*
City of Carlsbad, California	*www.carlsbadca.gov*
City of Pueblo, Colorado	*www.pueblo.us*
Douglas County, Kansas	*www.douglascountyks.org*
City of Independence, Missouri	*www.independencemo.org*

Cities/Counties – High Population (150,001 and more)

City of Fort Lauderdale, Florida	*www.fortlauderdale.gov*
Prince William County, Virginia	*www.pwcgov.org*
Baltimore County, Maryland	*www.baltimorecountymd.gov*
Oakland County, Michigan	*oakgov.com*

State/NGOs

New York State Department of Motor Vehicles	*dmv.ny.gov*

Microsite/Special Site Feature

Clark-Vancouver Television (Vancouver, WA)	*www.cvtv.org*
Newhall Walking Tour (City of Santa Clarita, CA)	*otn.mobapp.at*
InvestBroomfield.com (Broomfield, CO)	*www.investbroomfield.com*
Vital Signs (San Francisco Bay Area, CA)	*vitalsigns.mtc.ca.gov*

Thank you to our volunteer judges!

Sandra Alexander
Kristen Bender
Brooks Bennett
Jera Brown
Gray Craig
Bud Finney
Jaima Helbert
Trevor Johnson
JoAnn Mewborn
Robert O'Brien
Suzanne Oliver
Joel Radtke
Tim Reed
Lynette Shaul
Terrie Talbert
Mike Taylor
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
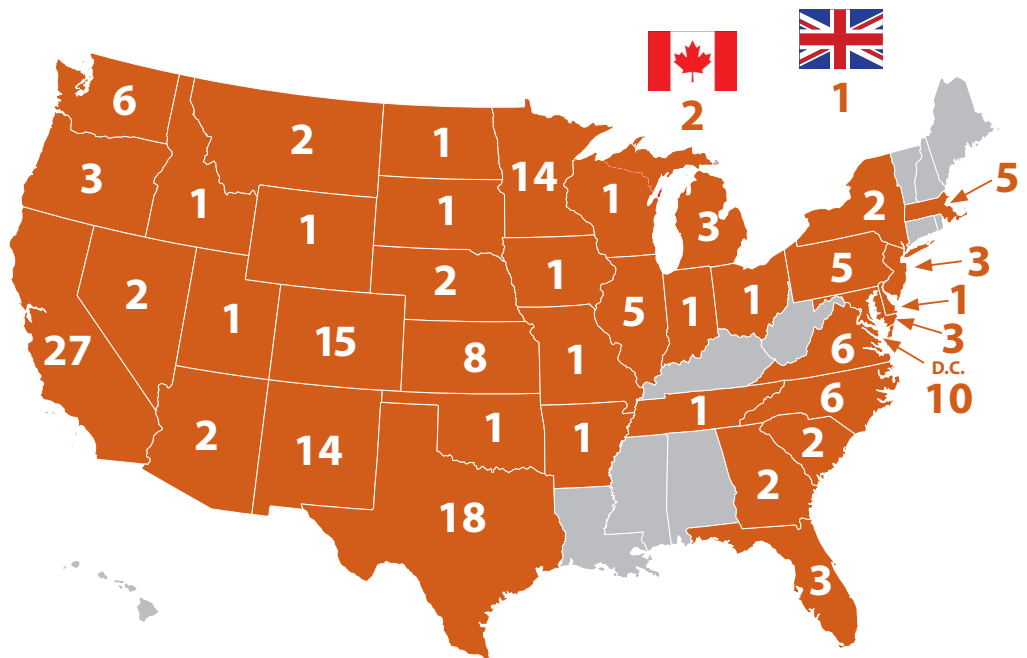
Vincent Agtarap	Montana Department of Justice	Helena, MT
Kristy Anderson	City of Cheyenne	Cheyenne, WY
Heidi Andrea	City of Blaine	Blaine, MN
Rachel Andrew	edgeofmyseat.com	Bristol, UK
Kimberly Andrews	Sandoval County	Bernalillo, NM
Chris Audano	City of Overland Park	Overland Park, KS
Barbara Belli	City of Wilmington	Wilmington, DE
Frances Berriman	Code for America	San Fransico, CA
Robert Bittner 5	City of Troy, MI	Troy, MI
Augusta Branham	City of Fayetteville, AR	Fayetteville, AR
Eric Brown	CivicPlus	Manhattan, KS
Hadiza Buge 5	DOJ - ATF	Washington, D.C.
Bryan Bullock	City of Boulder	Boulder, CO
Dawn Buras	Bureau of Ocean Energy Management	Washington, D.C.
Sid Burgess	GovDelivery	St. Paul, MN
Matt Burghdorf	Wayne County	Lyons, NY
Erin Cahill	Thurston Regional Plannig Council	Olympia, WA
Evelyn Cano	County of Monterey	Salinas, CA
Mike Carlson	Siteimprove	Bloomington, MN
Woody Carr	Chesterfield Economic Development	Chesterfield, VA
Alejandro Chaparro	Travis County	Austin, TX
Anil Chawla	ArchiveSocial	Durham, NC
Mary Chen,	Google	Mountain View, CA
Suzy Christophersen	Boulder County	Boulder, CO
Diana Cleland 10	Hamilton County Gov., IN	Noblesville, IN
Nick Colvin	Sitecrafting	Tacoma, WA
Bruce Crain	PageFreezer Software, Inc.	Vancouver, BC, Canada
Paul Crickard	City of Albuquerque	Albuquerque, NM
Bobby Cuomo	City of Pueblo, CO	Pueblo, CO
Clarissa Cutrell	City of Golden	Golden, CO
Olivia Davis	Chesterfield County, VA	Chesterfield, VA
Debbie Deacy	DuPage County, IL	Wheaton, IL
Marco de Waart	City of Santa Fe, NM	Santa Fe, NM
Tracy Dingmann	Bernalillo County	Albuquerque, NM
Josh Ditthardt	Siteimprove, Inc.	Bloomington, MN
Ryan Drake	City of Santa Clarita	Santa Clarita, CA
Geoff Dye	Fig Leaf Software	Washington, D.C.
Jay Eason 10	City of Ankeny	Ankeny, IA
Debra Embrey	Currituck County Government	Currituck, NC
Victoria Endsley	City of Conroe Texas	Conroe, TX
Lauren Enea	SeamlessGov by SeamlessDocs	New York, NY
David Engelhart	City of St. Louis Park	Minneapolis, MN
Matthew Esquibel	City of Austin	Austin, TX
Rachel Evans	Maricopa County	Phoenix, AZ
Joe Fazekas	Delaware Valley Regional Planning Commission	Philadelphia, PA
Joanna Foote	City of Eagan	Eagan, MN
Jennifer Forsythe	City of San Mateo	San Mateo, CA
Cynthia Francis	Code for America	San Francisco, CA
Rochelle Francisco	DOI Bureau of Land Management	Reno, NV
Ashley Fruechting	Vision Internet	Santa Monica, CA
Tom Fuller 5	State of Oregon Transportation Department	Salem, OR
Lisa Gallardo	Town of Oro Valley	Oro Valley, AZ
David Gallerizzo	Fig Leaf Software	Washington, D.C.
Tim Grant	CivicPlus	Manhattan, KS
Rebeka Gresham	Bexar County Information Technology	San Antonio, TX
Edna Guebara 5	Fort Bend County, I.T.	Richmond, TX
Katherine Haase	Gunnison County	Gunnison, CO
Julie Habiger	Los Alamos County	Los Alamos, NM
Matt Harrington	City of Albany, OR	Albany, OR
Jerry Harris	Orlando International Airport	Orlando, FL
Janet Hayes	City of San Jose Environmental Services	San Jose, CA
Krystle Herbrandson	Sucuri	Menifee, CA
Carlos Hernandez	The City of Sugar Land	Sugar Land, TX
Sidney Hill	Sandoval County	Bernalillo, NM
Anthony Hogue	City of Bowie, MD	Bowie, MD
James Hopper	Johnson County Community College	Overland Park, KS
Jack Horner	Matanuska-Susitna Borough	Palmer, AK
Jason Huber	City of St. Louis Park	St. Louis Park, MN
Laurie Huelga	City of Monterey	Monterey, CA
Jennifer Isbell	City of Wilmington, NC	Wilmington, NC
Ahron Jones,	CivicPlus	Manhattan, KS
Pamela Justice	Los Alamos County	Los Alamos, NM
Brenda Kerr	Washtenaw County	Ann Arbor, MI
Emily Kim	Acquia	Boston, MA
Jamie Klenetsky Fay 5	County of Morris	Morristown, NJ
Cameron Kooy	PageFreezer Software, Inc.	Vancouver, BC, Canada
Heather Kotula	Access Innovations, Inc.	Albuquerque, NM
Merrick Kranz	Acquia	Boston, MA
Katherine Krause	American Academy of Family Physicians	Leawood, KS
Astra Kredel	City of San Jose	San Jose, CA
Joe Kroger	Acquia	Boston, MA
Leslie Labrecque	City of Boulder	Boulder, CO
Seth Land	FigLeaf Software	Washington, D.C.
Dzmitry Lavrenov	CivicLive	Scotts Valley, CA
David Lee	Acquia	Boston, MA
Mark Leech	City of Albuquerque	Rio Rancho, NM
Javier Lopez	Palm Beach County	West Palm Beach, FL
Cathy Loveland	City of Lees Summit	Lees Summit, MO
Jack Madans	Code for America	San Fransico, CA
Nicole Maillet	Chesterfield County	Chesterfield, VA
Luis Majano	Ortus Solutions, Corp	Tomball, TX
Susan Mardele 5	City of McKinney, Texas	McKinney, TX
Jo Marsicano	Hennepin County	Minneapolis, MN
Dustin Marson	Siteimprove	Blommington, MN
Allen Masters	Larimer County	Fort Collins, CO
Michael Masterson	City of Naperville	Naperville, IL
Chris Matthews	Nevada Division of Tourism	Carson City, NV
Steve Mayhew 5	Tulsa County	Tulsa, OK
Kathleen McGrath	City of Santa Clarita	Santa Clarita, CA
Stacey McGuire	Siteimprove	Bloomington, MN
John McKenna	Town of Blacksburg	Blacksburg, VA
Glenn McLelland	City of Mansfield, Texas	Mansfield, TX
Justin Meyer	Office of the State Courts Administrator	Tallahassee, FL
Michal Migurski	Code for America	San Francisco, CA
Eric Mill	General Services Administration	Washington, D.C.
Sandra Modesitt	DuPage County	Wheaton, IL
Jeff Montgomery	Athens-Clarke County Unified Government	Athens, GA
Phillip Moore	GovDelivery	St. Paul, MN
Sue Morris	County of Chester	West Chester, PA
Holly Morton	CDC	Atlanta, GA
Rob Mullin	City of Kirkland	Kirkland, WA
Miguel Navrot	City of Albuquerque	Albuquerque, NM
Paulette Neal-Allen 10	City of Thornton	Thornton, CO
Mike Nescot	JBS International	Washington, D.C.
Jessica Newman	City of Harrisonburg	Harrisonburg, VA
John Nixon	City of Austin	Austin, TX
Tim O'Reilly	O'Reilly Media	Sabastopol, CA
Padraig O'Shea	CivicLive	Scotts Valley, CA
Aaron Ogle	City of Philadelphia	Merion Station, PA
Jennifer Pahlka	Code for America	San Francisco, CA
Jennifer Paphatsalang	Siteimprove	Bloomington, MN
Tom Pepe	County of Montgomery, Penna.	Norristown, PA

Conference Attendees

Anniversary Pins

The ten **10** and five **5** year anniversary pins are given to those who have attended at least five or ten National Conferences, including the 2003 and 2004 conferences hosted by the Kansas City Metro Area Government Webmasters (MAGWeb).

Tony Perez	Sucuri	Los Angeles, CA
Anthony Perrone	Buncombe County Government	Asheville, NC
Denise Petrulis	Vision Internet	Santa Monica, CA
Rene Phillips	Town of Hilton Head Island	Hilton Head Island, SC
Chris Powell	Montana Department of Justice	Helena, MT
William Prankard	City of Fayetteville NC	Fayetteville, NC
Ron Pringle **10**	City of Boulder	Boulder, CO
Charles Purma	City of Austin	Austin, TX
Santosh Puttappa	Houston-Galveston Area Council	Houston, TX
John Redfern	Vision Internet	Santa Monica, CA
Jim Reed	City of Vancouver, Washington	Vancouver, WA
Richard Reibeling	BSEE	Washington, D.C.
Rachel Reynolds	City of Keller	Keller, TX
Betsy Robbins	City of Rockville, Maryland	Rockville, MD
Julissa Rokohl	City of Corpus Christi	Corpus Christi, TX
Adam Russell	Congressional Budget Office	Washington, D.C.
Deb Ryan	Celtic, Inc.	Chicago, IL
Tom Salmon	Olmsted County	Rochester, MN
Kathy Santos	Town of Lexington, MA	Pepperell, MA
Wiladene Sawyer	City of Bakersfield	Bakersfield, CA
Patty Schinstock	City of West Point	West Point, NE
Carey Schreiner	North Dakota Department of Transportation	Bismarck, ND
Elizabeth Schulte	City of Sioux Falls	Sioux Falls, SD
Wende Schwingendorf	Bernalillo County	Albuquerque, NM
Dave Seabeck	Weld County Government	Greeley, CO
David Segura	Bernalillo County	Albuquerque, NM
Carolyn Shannon	City of St. Charles	St. Charles, IL
Alan Shark	Public Technology Institute	Washington, D.C.
Jamie Shannon	CivicPlus	Manhattan, KS
Keith Sheehan	City of Gresham	Gresham, OR
Mais Shelor	County of Monterey	Salnas, CA
MJ Simpson	City of Greenville, SC	Greenville, SC
Eric Slezak	Siteimprove	Bloomington, MN
Cindy Sloan	Johnson County Kansas	Olathe, KS
Carol Spencer	Stormzero LLC	Morristown, NJ
Kate Spencer	Travis County	Austin, TX
Tim Springer	SSB BART Group	McLean, VA

Chris Stangland	Travis COunty, TX, ITS	Austin, TX
Aimee Stephenson	State of Idaho, Office of the Attorney General	Boise, ID
Amy Stillman	GearLab	Tacoma, WA
Jesse Strangfeld	Delaware Valley Regional Planning Commission	Philadelphia, PA
Sean Strode	Garfield County	Glenwood Springs, CO
Lynn Stuart	City of Sunnyvale	Sunnyvale, CA
David Suminski	Garfield County, Colorado	Glenwood springs, CO
Shari Taylor	City of Albuquerque	Albuquerque, NM
Cristina Tejeda	City of Fontana	Fontana, CA
Craig Terrill	The City of Takoma Park, Maryland	Takoma Park, MD
Marcus Townsend	City of Fayetteville, North Carolina	Fayetteville, NC
Erika Tucci	Tacoma Public Utilities	Tacoma, WA
Tom Turk	City of Collegedale	Collegedale, TN
Gregg Turnbull	Larimer County	Fort Collins, CO
A.J. Van Beest	Bayfield County	Washburn, WI
Matthew Vanderhorst	City of Montgomery	Montgomery, OH
Greg Wallace **5**	City of Carlsbad	Carlsbad, CA
Jay Ven Eman	Access Innovations, Inc.	Albuquerque, NM
Dawn Watkins **5**	Employees Retirement System of Texas (ERS)	Austin, TX
Catherine Weaver **5**	City of Littleton, Colorado	Littleton, CO
Brett White	City of West Hollywood	West Hollywood, CA
Susan Wolak **10**	City of Longmont	Longmont, CO
Kim Womack	City of Corpus Christi	Corpus Christi, TX
Ed Woolstenhulme	Summit County	Coalville, UT
Katya Wowk	Township of Montclair, NJ	Montclair, NJ
Cassy Zakens	Oakland County	Waterford, MI

❖ Previous National Conferences ❖

2003 Kansas City, MO	2007 Valley Forge, PA	2011 Cincinnati, OH
2004 Overland Park, KS	2008 St. Charles, IL	2012 Kansas City, MO
2005 Denver, CO	2009 Galveston, TX	2013 Louisville, KY
2006 Washoe County, NV	2010 St. Louis, MO	2014 St. Paul, MN

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

West

Mountain

Midwest

Lakes

Northeast

Washington, DC

East

South

Commonwealth of the Northern Mariana Islands

Guam

American Samoa

US Virgin Islands

Puerto Rico
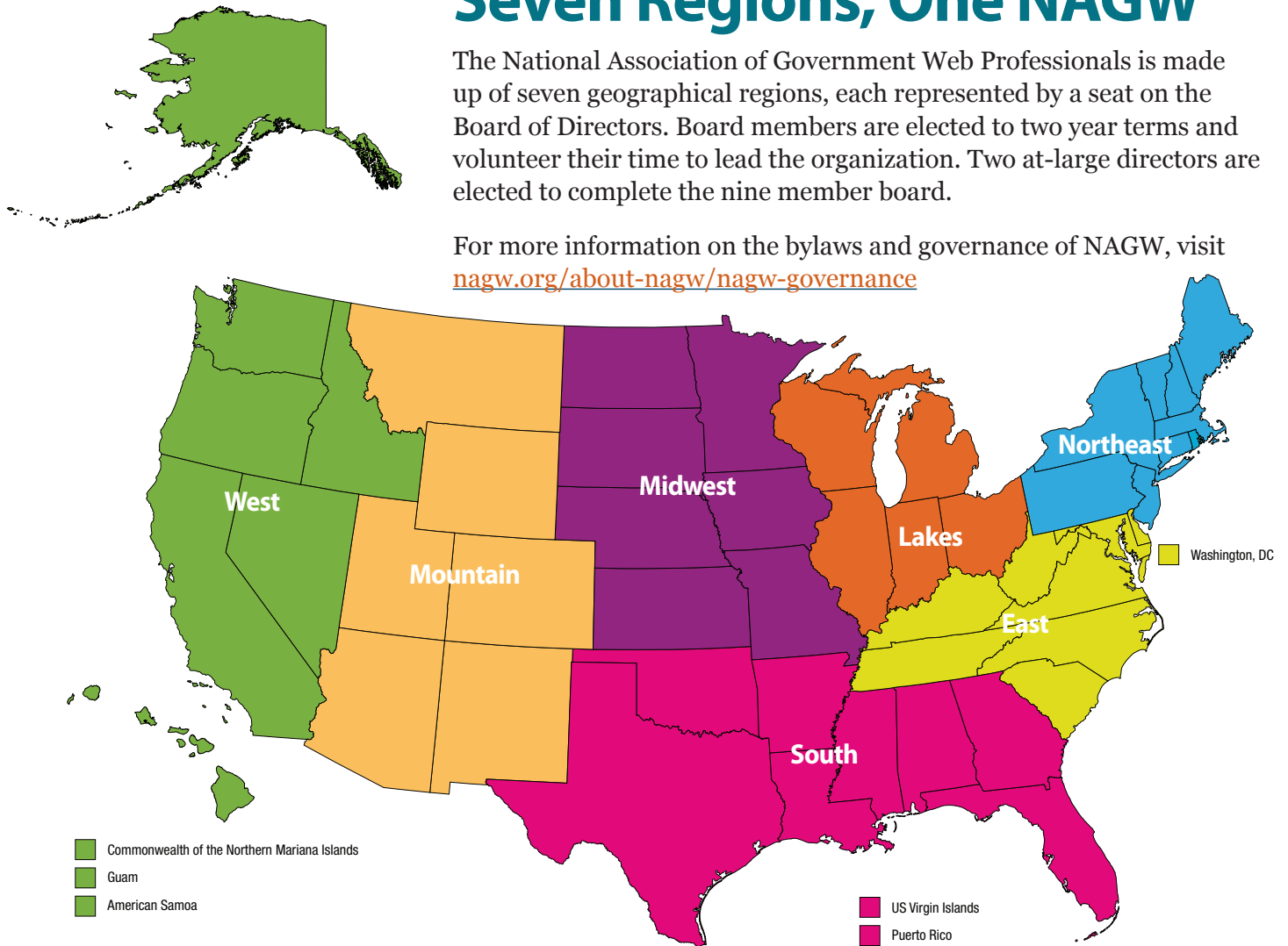
Thank You Conference Volunteers!

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.

Kristy Anderson *Cheyenne, WY*	Suzy Christophersen *Boulder County, CO*	David Engelhart *St. Louis Park, MN*
Rachel Evans *Maricopa County, AZ*	Matt Harrington *Albany, OR*	Pat and Bob Schinstock *City of West Point, NE*
Anthony Segura *Bernalillo County, NM*	Carolyn Shannon *City of St. Charles, IL*	Cathy Weaver *City of Littleton, CO*

2014-2015 Board and Staff

John Nixon

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Ryan Drake

TREASURER
WEST REGION

City of Santa Clarita, CA
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Leslie Labrecque

SECRETARY
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Katya Wowk

NORTHEAST REGION

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Barbara Belli

EAST REGION

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Jay Eason

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Paulette Neal-Allen

MOUNTAIN REGION

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Jason Huber

MIDWEST REGION

City of St. Louis Park, MN
midwest@nagw.org

Debbie Deacy

LAKES REGION

DuPage County, IL
lakes@nagw.org

Our Staff

Chris Audano (NAGW)
Conference Director

Deb Ryan (Celtic Chicago)
Director, Event Management

Denise Illing (Celtic Chicago)
Association Director

Stacey Nussbaum (Celtic Chicago)
Association Account Executive

Robin Doubek (Celtic Chicago)
Association Customer
Service Represetative

Sessions

Tuesday, September 22
Pre-Conference Sessions

❖ **Morning Sessions 8:00 am to 12:00 pm** ❖

HTML5 & CSS3 Fundamentals: A Hands-On Approach
Dave Gallerizzo

This session is a review of the state of the fast-moving HTML5 and CSS3 landscape, how these exciting new technologies are being implemented in browsers today, and a hands-on approach to working with the technology. Attendees will leave the session understanding the fundamentals of HTML5 and CSS3. *Enchantment A-B*

GovOps Web Security
Mike Nescot

DevOps is an IT and web development movement more commonly associated with the private sector. This session will look at how DevOps concepts such as continuous integration and tools and technologies including Jenkins, Git, Puppet, and Docker, can be used effectively to streamline application delivery, and enhance overall security, compliance with government standards, and our ability to manage potential security threats by increasing automation and fostering collaboration between developers, system administrators, and security professionals. *Enchantment C-D*

Hacking the Business Model Canvas for Government
Charles Purma

As horizons for IT strategies become shorter and less stable due to rapid changes in technologies tools are needed in government to facilitate collaboration, iteration, and pivot. For years, the lean start-up world has used the Business Model Canvas to describe, design, challenge, invent, and adapt business models. This workshop will teach you the fundamentals of Canvas and how to tailor it to work with your teams, your leadership, and your communities based on case studies from the City of Austin, TX. *Enchantment E-F*

❖ **Afternoon Sessions 1:00 to 5:00 pm** ❖

Design Thinking - We're All Designers Now
Chuck Johnston

Every day we have to solve difficult problems and design solutions for them. Congratulations, you're a designer and you didn't even know it! This workshop will help equip you with the tools you need to leverage Design thinking – a process of problem solving that focuses on innovative human solutions. The process typically follows seven stages: define, research, ideation, prototype, choose, implement and learn. You will learn how to define problems, research solutions, rapidly brainstorm, create solutions, pick a winner, implement them and gather feedback to continue refining your solution. *Enchantment A-B*

Hello Drupal!
Steve Drucker

This is a course for people who are curious about the Drupal content management system and want to find out more about it. Whether you're an experienced web developer or implementing your first web content management system, your Drupal guide will tailor the presentation to suit your needs. *Enchantment C-D*

Confessions of a Content Whisperer: My Favorite Content Strategy Tools & How to Use Them with Your Team
Katherine Krause

The idea of implementing content strategy feels as exhilarating as fresh, mountain air to you – but others in your organization are sucking wind when it comes to being ready adopters. It is tempting simply to push change through, but you need to engage the knowledge and creativity of The Reluctant. It is time for you to bring the magic. It is time to become a Content Whisperer. We'll discuss ways to frame content strategy conversations and explore three ultra-practical tools that can help you to facilitate content strategy effectively while collaborating with others who may be less invested at the start. *Enchantment E-F*

Wednesday, September 23

❖ **Opening Keynote 9:00-10:15 am** ❖

Looking Back to Move Forward: Building the Modern Web
Rachel Andrew

Rachel is still as excited about the possibilities of the web as she was 15 years ago. She takes a keen interest in emerging specifications, and her latest work has been digging into the new CSS Grid Layout specification. She's been talking about Grid, sharing examples and encouraging other developers and designers to offer feedback to the Working Group creating that spec.

Rachel will demonstrate some of the ways our past informs our present. How regular web designers and developers have shaped the web we have today, demonstrating why it is so important that we continue to contribute. *Pavilion IV-VI*

❖ **Morning Sessions 10:45 to 11:45 am** ❖

alpha.phila.gov
Aaron Ogle

The City of Philadelphia is building a government website that is simple, crisp, respectful and delightful, and they are doing it out in the open at alpha.phila.gov. Philly's scrappy team of software developers, designers, and content strategists are starting with the needs of users, testing assumptions, building iteratively, open-sourcing software and reworking content to be plain and simple. This presentation will be a candid conversation about the city's strategy, successes and missteps on its way to a better phila.gov. *Enchantment A-B*

Mobile-Friendly Websites in a Mobile-Centric World
Mary Chen

It's no secret that mobile has become an indispensable part of our everyday lives. But does your website adapt well to mobile users? Learn the tools and tips to make your site accessible and searchable for the mobile web user. The topics covered will be stats about mobile usage; what makes a site mobile-friendly; tools and tips such as Webmaster Tools, Mobile-Friendly Test, PageSpeed Insights; best practices; common mistakes; and a Q&A session at the end. *Enchantment C-D*

Improving Search: Lessons Learned from the Trenches
Ron Pringle

This session focuses on lessons learned while leading the City of Boulder's Integrated Search project which drives their web search. Topics covered will include making content searchable, improving the user's search experience, testing, what to index and how to index it and how to fine tune the search experience. Specific examples will be based on Ron's experiences with Elasticsearch, an open source enterprise level search application, and Google Search Appliance. *Pavilion I-II*

Sessions

Section 508 Refresh: Understanding the New Requirements

Tim Springer

In February the U.S. Access Board submitted an official proposed rule to revise and update the ICT Standards and Guidelines as covered by Section 508 to reflect modern technology. The Section 508 Refresh will include a broad application of the Web Content Accessibility Guidelines (WCAG) 2.0. WCAG 2.0 includes a series of guidelines that cover four universal design concepts and three levels of fulfillment criteria. Many features that currently meet Section 508 requirements will no longer be compliant under WCAG 2.0. This talk will focus on the key differences between the current Section 508 requirements and the proposed requirements of the 508 Refresh. *Enchantment E-F*

❖ **Afternoon Keynote 12:45-2:00 pm** ❖

Government as a Platform in the Age of the App

TimO'Reilly

Tim O'Reilly is the founder and CEO of O'Reilly Media Inc. His original business plan was simply "interesting work for interesting people," and that's worked out pretty well. He publishes books, runs conferences, invests in early-stage startups, urges companies to create more value than they capture, and tries to change the world by spreading and amplifying the knowledge of innovators. *Pavilion IV-VI*

❖ **Afternoon Sessions 2:15 to 3:15pm** ❖

Embedding an ROI framework into your Content Strategy

Sid Burgess

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. *Enchantment A-B*

OpenTrails: bringing together open data, outdoors and awesome people

Suzy Christophersen
Ron Pringle, Mark Leech, Ryan Branciforte

People love hiking trails. But planning a hike can be frustrating with different trail owners, rules and websites. Enter OpenTrails. The Open Trail System Specification (OpenTrails) provides simplified, standardized trail data. Learn how Boulder County, the City of Boulder, and the City of Albuquerque used OpenTrails formatted data to demonstrate the power of an Open Data standard while engaging the community. Show citizens the impact of open data by having better maps and applications to get out into the parks they love. *Enchantment C-D*

DIY Government Redesign Revolution

Alex Chaparro, Chris Stangland

Learn how to create a better website without having huge startup costs and development time. Using open-source software and free tools from Google, Alex and Chris came up with an architecture that can be applied to government sites. This foundation will provide you with a highly extensible CMS that is responsive, flexible, affordable, and user-friendly. Learn how easy it is to empower yourself to make government better, how to get buy-in from management, deal with pitfalls, and what they learned as they rolled out a new website. *Pavilion I-II*

Being Agile When You are the Only One

Paulette Neal-Allen

Adjusting Agile project management for use in a small shop to get your work done and make your internal customers happy. *Enchantment E-F*

❖ **Afternoon Sessions 3:45 to 4:45 pm** ❖

Risk Management, Security & Analytics for #SocialGov

Luke Stowe, Anil Chawla

Here are three key questions government agencies ask when it comes to social media strategy:

- How can we best protect ourselves as an agency as we utilize these third-party cloud services?

- We have a social media policy - but how do we enhance and enforce it?

- And how we measure our success on social media?

Join in a discussion on best practices related to risk management, policy enforcement, security and analytics tools. And if you haven't asked these questions before, maybe you should... *Enchantment A-B*

The Power Of Visual Context In Web Design

James Hopper

Why are visuals so important for how we perceive information and why do they have such an impact on the user experience of a website? Visuals deliver the context you need to communicate your messages effectively. Visual context is important to help your visitors make sense of the content you offer on your site. To be more precise, visuals help you to communicate a message in detail, without having to write an essay. *Enchantment C-D*

Your server got hacked; Now what? - Tools, Techniques, Tips, and Tricks for Recovering from a "Security Incident."

AJ Van Beest

We'll look how common types of cyber attacks work, how to tell you've been hacked in the first place, how to figure out what happened, how to clean up, and how to better protect yourself in the future.

There will be technical-ish discussions, case studies (from my very own hacked servers!), demos, a lot of tools (all arranged for easy downloading when you're back at the ranch!), and a smattering of "Uncle AJ's Scary Hacker Stories" thrown in for good measure. *Pavilion I-II*

Trends in 311 – How Managers Use Technology to Improve Service

Ben Berkowitz, Aditya Agrawal

311 centers around the country have proven to be valuable resources for citizen service – fostering engagement and assistance. There are two important trends related to 311 in the United States – both enabled by new technology.

- Smaller towns are leveraging software to connect distributed teams to offer the services of 311 centers that were previously limited to much larger cities.

Sessions

• Cities of all sizes are finding value in increased operational transparency – improved accessibility to data is allowing for more informed citizens and better decisions. *Enchantment E-F*

Thursday, September 24

❖ **Keynote 9:00-10:15 am** ❖

The 10 Challenges of Citizen-Facing Communications: What Every Government Web Manager Must Master

Alan Shark

Today's government web manager's position isn't what it used to be. When looked upon as a group, the 10 challenges are nothing short of mystifying and most already know what they are. The challenge is how to best respond to this fast moving current and stay ahead and not drown in the sea of change. The 10 challenges are all related and knowing how and when to navigate is more essential to one's career than ever before. Dr. Shark, through his hands on experience in working with local governments for the past 11 years, will provide many practical tips making in this a "don't miss" interactive session filled with lots of information, as well as a call to action. *Pavilion IV-VI*

❖ **Morning Sessions 10:45 to 11:45 am** ❖

Your Web Project as a Startup

Matt Esquibel

Learn how the City of Austin used the principles of a startup company to accomplish their website redesign project in 2011 and how those lessons changed how the city does business today. Matt will detail how a slow and problematic purchasing process, changes in leadership and an organization resistant to change almost killed any chance at success. The project was saved by using open source technology, agile methods and a startup mentality to get it done in six months. Lessons learned led to strides in open data, partnerships with Code for America and a productive relationship with the community (users, civic hackers and policy advocates). The session will highlight challenges and successes since 2011 and give a preview what's to come in the next AustinTexas.gov iteration. *Enchantment C-D*

Bootstrapping Your Open Data Efforts

Mark Leech

Feel intimidated by open data? Worried about the cost? What happens if I get it all wrong? What about legal aspects? What do I do with all this data? More importantly, where do I begin?

Aimed at beginners and seasoned open data experts alike, this session will walk through the process of starting an open data initiative to try to answer these questions. Using the Code for America Open Data Playbook and the lessons and experiences of other organizations, this session will give you the confidence to ignite your own efforts. *Pavilion I-II*

Easy Responsive Design with Bootstrap, LESS and SASS

David Engelhart

Are you tired of coding all of the dynamic JavaScript capabilities of professional navigational menus, image sliders, or other features that often are imported through a variety of jquery plugins or other scripts? Does your CSS code seem like a never ending maze of style rules? This presentation provides you with many dynamic and mobile responsive features for the web using Bootstrap and leveraging efficiency in creating and updating stylesheets using CSS Preprocessors like SASS and LESS. *Enchantment E-F*

❖ **Afternoon Sessions 1:00 to 2:00 pm** ❖

Creating a Video Engagement Strategy

Tom Fuller

Today people turn to video more than ever. The second most searched site on the Internet is YouTube.com. Government entities don't often think of communicating with video, nor do they have massive budgets to hire a video production company. With a fairly modest investment of money and time, you can reach people where they are looking for information in a format that they will easily understand. A video engagement strategy helps get your messages directly to the public and to news media. *Enchantment A-B*

HTTPS in .gov and Everywhere: the Web's Next Chapter

Eric Mill

Every .gov website, no matter how small, should give its visitors a secure, private connection. That means enforcing an HTTPS connection across the board. Unencrypted connections are trivially intercepted and modified, and on today's Internet this happens all the time. It's not just the government: the entire web is transitioning quickly to use HTTPS everywhere. Fortunately, in recent years, the HTTPS protocol has seen incredible improvement in strength and performance. Today, there's no excuse not to use HTTPS on every website you operate. Eric will show the why and how of offering a secure, private connection for all of your visitors. *Enchantment C-D*

Experience with WordPress

Sandy Modesitt

DuPage County has no web designers or graphic artists on staff. In order to implement redesigns on new and existing 'mini-sites', they started using WordPress, purchasing templates from various sources. This way they are able to quickly create a new look through customization using images, options within the themes and CSS. There are a number of learning points with this method, such as picking a flexible theme/template, using plugins, securing the site and working around some of the themes' limitations. The county now has six WordPress websites. The most recent 'new' site was completed in two weeks. *Pavilion I-II*

Models for Monitoring Digital Accessibility Compliance

Tim Springer

Web sites and applications face a variety of risks, including compliance risks under accessibility requirements such as Section 508. A key activity in managing that risk is to ensure that all web systems are automatically monitored for compliance on an ongoing basis. With many hands touching digital assets, patching code, and adding content, you also have many points where compliance might be compromised. Regular monitoring, including automatic, manual and functional testing ensures compliance health on an ongoing basis. This presentation will discuss the models and methods, requirements and levels of accessibility compliance monitoring. *Enchantment E-F*

Sessions

❖ **Afternoon Sessions 2:30 to 3:30 pm** ❖

Content Modularization Is Here!
Luis Majano

In today's ever-changing world of mobile and cloud content we need to be agile and be able to deliver our applications and content modularly, securely and usually to more than just a website. Traditional content management engines are based on monolithic architecture approaches that are hard to scale, decouple and secure. This session will focus on how to implement a content strategy using a modular CMS, ContentBox, that relies on industry standard methodologies for development such as MVC, Object Oriented and Relational Content Model, Aspect Oriented Programming, Distributed Content Caching, Modules, Segregated Deployments, and much more.

We will review the architecture differences between monolithic and modular content strategies, segregated modular deployment, a 10,000 ft view of ContentBox and actually create a working modular site. We will then proceed to cluster our site and provide session/content distribution and even segregate the entire administrator to a secure instance. *Enchantment A-B*

Selling UX
Chuck Johnston

You understand the value of usability and UX, but quantifying that value for managers can be difficult. Additionally, resources are limited and getting time and money allocated can seem impossible. Although UX and Human-Centered Design can sometimes seem like a "squishy science", usability and UX have real quantifiable ROIs. We'll discuss UX metrics and successful government usability case studies within the context of how to sell UX within your organization. *Enchantment C-D*

JavaScript Programming with HTML5 and CSS3
Paulette Neal-Allen

Build a basic web application using JavaScript, HTML5, and CSS3. Session covers basic JavaScript, a discussion on HTML5 and what works now with CSS3 *Pavilion I-II*

How Beacons and Wearables are Changing the Game for Open Data and Mobile
Lisa Abeyta

There are some very exciting apps powered by open data that are solving big problems, but as new technology rolls out, how does this change the industry and what new possibilities are opening up? Learn about some of the exciting solutions already being developed by agencies and communities and how new technological advancements such as beacons and wearables make it possible to deploy affordable innovations that not only broaden ADA enhancement opportunities but to also solve expensive internal bottlenecks to empower citizens to access information and interact with agencies more easily and independently. See exciting examples from food banks innovating to feed the hungry and reward volunteers to interactive apps for ADA-enhanced public parks as well as beacon-enhanced public transit apps that enable off-boarding analytics as well as auto-verification for mobile ticketing. *Enchantement E-F*

Friday, September 25
Friday Focus Sessions

❖ **Keynote 9:00-10:15 am** ❖

Data, Design, and Delivery
Abhi Nemani
Pavilion IV-VI

❖ **Morning Session 10:45 to 11:45 am** ❖

Facilitating Possibility: Appreciative Inquiry as a Tool for Content Strategy
Katherine Krause

Content strategists often have a reputation for being "fixers" of bad or underperforming content or websites. But this corrective orientation doesn't really help when working with others. Besides, content strategy is far more about vision than revision. How can we rescue the content conversation from focusing on failure to co-creating future success?

Appreciative Inquiry is a change management methodology that works fabulously with content strategy. Get a basic overview of Appreciative Inquiry and learn how to use this positive model to facilitate important content strategy conversations and decisions at the topic and/or enterprise level. *Pavilion IV-VI*

❖ **Afternoon Session 12:45 to 1:45 pm** ❖

Training Methods: How to Train Your Staff to Get the Most out of Your CMS
### Susan Wolak

We all have a system that we use to build our content for our websites. You may still be creating static HTML pages or you may be using a custom CMS. But whatever the back end software is, do you have a system in place to train your new users in a consistent manner to give them the knowledge they need? Giving them access without a good overall web foundation could mean trouble for you and your website down the road. If you are managing staff who need to be given CMS editing permissions, where do you start? What do they need to know? How detailed does your training need to be? How do you know when they should be given publishing permissions? Susan will show you her two-day user training sessions. Attendees will receive her Day 1 web foundation agenda along with copies of handouts and a detailed CMS training outline which includes everything covered when students are introduced to a new CMS. In addition, you'll also see the agenda and training materials for hands-on training each student must complete. This hands-on training requires them to build two mini websites using the new system which is then reviewed in class. *Pavilion IV-VI*

❖ **Afternoon Session 2:00 to 3:00 pm** ❖

Igniting Intrapreneurial Success
Dawn Elyzabeth

Have you heard of the Golden Rule? Treat others the way we want to be treated. This rule is only 25% of the communication puzzle. The other 75% is The Platinum Rule: communicate with others the way they want to be communicated with. This presentation will take a look at who we are as individuals and what we can do to work better with those around us. *Pavilion IV-VI*
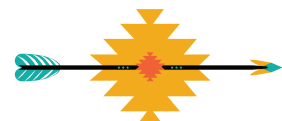
Speaker Bios

KEYNOTE SPEAKERS

Tim O'Reilly

Tim O'Reilly is founder and CEO of O'Reilly Media, thought by many to be the best computer book publisher in the world. His original business plan was simply "interesting work for interesting people," and that's worked out pretty well. He publishes books, runs conferences, invests in early-stage startups, urges companies to create more value than they capture, and tries to change the world by spreading and amplifying the knowledge of innovators. (Wednesday – Lunch)
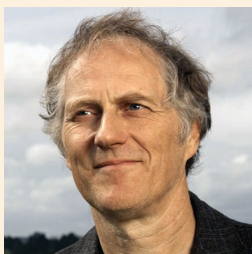
Rachel Andrew

Rachel Andrew is founder and managing director of the UK-based software company edgeofmyseat.com, whose flagship product is the Perch CMS. She has more than 16 years of web development experience and is a successful author of numerous articles and two self-published books – The Profitable Side Project Handbook and CSS3 Layout Modules (now in its second edition). (Wednesday – Breakfast)

Dr. Alan Shark

Dr. Alan Shark is Executive Director and CEO of Public Technology Institute (PTI), a national organization focusing on technology issues that impact local government and thought-leaders in the public sector. He is the recipient of the prestigious 2012 National Technology Champion Award from the National Association of State Chief Information Officers and the author of *7 Trends That Will Transform Local Government Through Technology* (2012) and co-author of the book *Web 2.0 Civic Media in Action* (2011). (Thursday – Breakfast)

Abhi Nemani

Abhi Nemani became Chief Data Officer for the City of Los Angeles in September of 2014. He is a former Code for America (CfA) co-director who led the organization's strategic development and growth through multiple new programs, including the launch of a first-of-its-kind civic startup accelerator and the CfA Peer Network, designed to connect cities to help them work together. (Friday – Breakfast)

Aaron Ogle
City of Philadelphia, PA

Aaron Ogle is the Director of Civic Technology for the City of Philadelphia where he uses technology to better meet the needs of residents and businesses. He and his team are currently redesigning phila.gov to be simple, crisp, respectful, and delightful. Session: alpha.phila.gov

Aditya Agrawal
Socrata

Aditya Agrawal is Senior Manager of Ecosystem and Strategic Alliances at Socrata. Aditya has 15 years of experience that spans working in government, academia, and private sectors with organizations and governments at sub-national, national and global levels. Session: Trends in 311 – How Managers Are Using Technology to Improve Service

AJ Van Beest
Bayfield County, WI

AJ Van Beest has had a long and storied (in his mind, at least) career with both fighting and being the victim of cyber crime. On any given day, you can hear his pleas of "Wait! Don't click that!" echoing through the halls of Bayfield County where he alternately fends off cyber attacks and cleans up after them. Not only does AJ deal with the daily realities of cyber security, he's a graduate of the SANS GIAC program. He has a long and storied history with NAGW, having presented multiple times at national conferences. AJ's sessions are known for their fast pace, humor-filled discussions, and wild tangents. Session: Your server got hacked; Now what? – Tools, Techniques, Tips, and Tricks for Recovering from a "Security Incident."

Alex Chaparro
Travis County, TX

Alex Chaparro is a user interface designer based in Austin who enjoys experimenting with ideas that engage people in unexpected and memorable ways through art, print, and web. He believes that government websites should prioritize transparency and efficiency by empowering departments with tools to better serve their constituents. He has worked in print and web professionally for over eight years, previously with UT Austin and DreamWorks Animation. Unprofessionally he is a master doodler. Session: DIY Government Redesign Revolution

Speaker Bios

Anil Chawla
ArchiveSocial

Anil Chawla is the Founder & CEO of ArchiveSocial, a company that specializes in archiving social media for public records requirements. ArchiveSocial partnered with the State of North Carolina in 2010 to launch the world's first open interactive archive of social media. Since then, ArchiveSocial has enabled more than 150 government entities to ensure long-term transparency for government social media communications. Session: Risk Management, Security & Analytics for #SocialGov

Ben Berkowitz
SeeClickFix

Ben Berkowitz is a proud resident of New Haven, CT. The inspiration for SeeClickFix came from a desire to improve his own community with his neighbors and his government. At SeeClickFix he is CEO and a co-founder. Ben was named Huffington Post's 2010 Tech Gamechanger. Session: Trends in 311 – How Managers Are Using Technology to Improve Service

Charles Purma
City of Austin, TX

Charles Purma has lead web and software development initiatives for the City of Austin, TX for nearly ten years. He also supervises a team focused on collaboration, agile project management, and innovation services. Session: Hacking the Business Model Canvas for Government

Chris Stangland
Travis County, TX

Chris Stangland has been working in web design and development since the dark ages. He's been with Travis County, Texas since the only slightly after the dark ages. After all this time he still believes in the power of the web as a transformative, playfield-levelling tool for change in government.

Chris grew up on the east coast but the lure of easy living got him to Austin quickly. He formerly worked for Harper Collins Publishers, as well as a host of Internet startups. Session: DIY Government Redesign Revolution

Chuck Johnston
Site Crafting

Chuck Johnston is a designer and researcher. As User Experience Manager at SiteCrafting, he guides the creation of human-centered solutions for the web for businesses and organizations. Chuck is also a graduate student at the University of Washington's school of Human-Centered Design & Engineering. He believes that putting people first provides the best outcomes and advocates for designing for humans. Sessions: Design Thinking – We're all Designers Now; Selling UX

David Gallerizzoe
Fig Leaf Software

Dave Gallerizzo is the CEO of Fig Leaf Software, a leading digital agency with an international customer base. He also serves as a member of the Board of Directors. The firm operates worldwide through its major business units including consulting services (user experience, application development on mobile and desktop platforms, strategic analysis, and marketing), technical training, and product resale. The company maintains strategic partnerships with Google, Adobe, Amazon, Sencha, Acquia, Ektron, and Paperthin. Session: HTML5 & CSS3 Fundamentals: A Hands-On Approach

David Engelhart
City of St. Louis Park, MN

David holds a Bachelor's degree in business and computer science from Bethel University and a Master's Degree in education from the University of Minnesota. He spent eight years as a high school computer science teacher, igniting a passion for programming in his students through teaching classes on a variety of programming languages. David was also an adjunct Computer Science professor with North Hennepin Community College. After teaching, he spent the next two years working as a web developer for the University of Minnesota. In February 2015, David joined the City of St. Louis Park, MN as the Web Coordinator/Applications Developer. Session: Easy Responsive Design with Bootstrap, LESS and SASS

Dawn Elyzabeth
Igniting Intrapreneurial Success

Dawn has been a keynote speaker at numerous events, inspiring audiences all over the world, as well as appearing on dozens of television, radio and podcast shows. As a business consultant, Dawn has worked with numerous companies to help them work through the challenges of unmotivated employees, sales fluctuation, and lack of teamwork and/or leadership within the organization – ultimately helping organizations strengthen performance, productivity and profits. Session: Igniting Intrapreneurial Success

Eric Mill
18F, General Services Administration

Eric Mill currently works for a growing technology team called 18F, inside the General Services Administration. 18F builds modern, open, and secure technology for the US federal government. Before that, Eric spent five years as a technologist with the Sunlight Foundation working on open data infrastructure and policy. Session: HTTPS in .gov and Everywhere: the Web's Next Chapter

James Hopper
Johnson County Community College

James is Professor/Chair of Web Development and Digital Media at Johnson County Community College. He is responsible for the Web Development and Digital Media AAS curriculum, Web Technologies certificate, Web Development certificate, Digital Media certificate and the Web Applications Specialist certificate. What he enjoy smost about teaching is the "light bulb" moment, when a student puts all the pieces together and begins to understand that the process of web design and development is exciting and rewarding. Session: The Power Of Visual Context in Web Design

Katherine Krause
American Academy of Family Physicians

Katherine Krause serves as enterprise content strategist for the American Academy of Family Physicians, the professional organization for more than 120,000 family physicians nationwide. With a team of content strategists, she helps direct content for multiple online properties, including aafp.org which receives more than 41 million visits annually. Session: Facilitating Possibility: Appreciative Inquiry as a Tool for Content Strategy

Lisa Abeyta
APPCityLife, Inc.

Lisa Abeyta is the Founder/CEO of APPCityLife, Inc., a civic tech corporation focused on connecting cities and people globally through a patented non-developer enabled platform delivering mobile solutions for cities, non-profits and small businesses. Lisa is also cofounder of Hautepreneurs, LLC and HauteHopes, a nonprofit focused on helping women become financially independent by providing access to mentoring, scholarships and training. Session: How Beacons and Wearables are Changing the Game for Open Data and Mobile

Speaker Bios

Luis Majano
Ortus Solutions, Corp

Luis Majano is a computer engineer, author, and CEO of Ortus Solutions, Corp (www.ortussolutions.com), a consulting firm specializing in app development, architecture and professional open source support and services. His background includes over 15 years of software development experience, architecture and system design. Session: Content Modularization Is Here!

Luke Stowe
City of Evanston, IL

Luke Stowe is the Digital Services Coordinator for the City of Evanston, IL. He has worked in local government for over ten years, including technology related positions at Lake and Champaign Counties in Illinois. Luke is a frequent speaker and trainer on many topics including social media, civic technology and digital payments. Session: Risk Management, Security & Analytics for #SocialGov

Mark Leech
City of Albuquerque, NM

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

Mary Chen
Google

Mary works at Google as part of the Webmaster Relations team that teaches people how to make good websites and get those sites found in Google Search. When she's separated from technology, she enjoys hiking, rock climbing and exploring new restaurants. Session: Mobile-Friendly Websites in a Mobile-Centric World

Matt Esquibel
City of Austin, TX

Matthew Esquibel has been working in government technology for over 15 years and is currently the Technology Manager for the City of Austin website and open data portal. In this role, he helped lead the redesign of the City of Austin website using Open Source technology (Drupal). He implemented the first City of Austin data portal and was instrumental in the effort to partner with Code for America in 2012. Session: Your Web Project as a Startup

Mike Nescot
JBS International

Mike Nescot is Web Operations and Security Manager at JBS International, where he manages the web systems development and hosting infrastructure, continuous integration and deployment systems, and monitoring and security management systems both on site and in the cloud. He oversees a team of system engineers managing more than 20 websites for government and nonprofit clients. Session: GovOps Web Security

Paulette Neal-Allen
City of Thornton, CO

Paulette Neal-Allen is a Systems Analyst for the City of Thornton, Colorado, with 15 years of experience working on web projects from the IT perspective. She was also an Adjunct Professor of Computer Science and Information Technology at Colorado Technical University. Paulette has been a member of NAGW since 2005, and has presented at NAGW conferences on topics such as "Basic HTML for Non-Techies" and the "Server Side Shootout". She received her Master of Science in Computer Science in 2001, and also has her MCSD in .NET technologies. Sessions: Being Agile When You are the Only One; Build a basic web application using JavaScript, HTML5, and CSS3

Ron Pringle
City of Boulder, CO

Ron is senior programmer for the City of Boulder where he co-developed the Xpress CMS with the City of Arvada, CO. He also manages the city's Open Data program and has been highly focused on search, utilizing Elasticsearch for the past two years. Ron programs in PHP using various frameworks and is adept at MySQL and SQL query writing – he loves open source technologies. Ron currently serves on the board of directors of OpenColorado, a statewide open data focused non-profit. Sessions: Improving Search: Lessons Learned from the Trenches; OpenTrails: Bringing Together Open Data, Outdoors, and Awesome People

Ryan Branciforte
Trailhead Labs

Ryan is the CEO of Trailhead Labs and a key contributor and evangelist of the OpenTrails specification. During his career working for mostly public agencies and non-profits, Ryan has always had a passion for using technology to do good conservation work and connect people to the outdoors. Ryan has extensive experience training government staff, non-profits, outdoor companies, and conservation groups in the use of technology to solve complex problems primarily focused on outdoor recreation and conservation. Sessions: OpenTrails: Bringing Together Open Data, Outdoors and Awesome People

Sandy Modesitt
DuPage County, IL

Sandy has been a manager of a team of web developers, programmers and business analysts in a number of County web applications and software implementations, including the county website. In addition to managerial tasks, she completes web and SQL development projects in ASP.Net, SQL Services Reporting Services and SQL Services Integration Services. Before joining the County, she worked for Alcatel-Lucent for over 20 years and at a marketing firm doing back-end programming for clients' websites. Session: Experience with WordPress

Sid Burgess
GovDelivery

Sid Burgess, Solutions Consultant at GovDelivery and former firefighter, combat medic, and city councilman, has more than 12 years working with government agencies. Burgess is an industry visionary who has spoken on the national level about the intersection of technology and constituent services. He is a technologist and an advocate for livable communities and helps local governments use the internet to be more open, accessible, and connected to the public. Session: Embedding an ROI framework into your Content Strategy

Speaker Bios

Steve Drucker
Fig Leaf Software
Steve is the founder/president of Fig Leaf Software, a full-service web consulting firm. He is a certified technical trainer (CTT+) and certified to teach Sencha Touch, Ext JS 5, Acquia Drupal, Dreamweaver, ColdFusion, Adobe Acrobat, Adobe LiveCycle, Adobe Presenter, and Adobe Connect. He has been a featured speaker at numerous industry trade shows, including Adobe MAX. Session: Hello Drupal!

Susan Wolak
City of Longmont, CO
Susan is the City of Longmont's Web Administrator. She has been involved with technology since the early 80s and migrated into web development in 1996. She created the City of Longmont's first website and was later hired to continue to maintain it and has been working there ever since. Some of her passions are teaching others, constantly learning new things, and photography to name a few. Session: Training Methods – How to Train your Staff to Get the Most out of your CMS

Suzy Christophersen
Boulder County, CO
Suzy Christophersen is a co-founder and former Secretary and Mountain Region Director of NAGW. She also founded the Colorado Government Webmasters in 2001 and co-founded Code for Boulder in 2014. Suzy is currently IT Project Manager 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. Suzy previously presented on Emergency Best Practices (2007) and SharePoint Use in Government (2008), Surviving the Flood: Lessons Learned from a Natural Disaster (2014). Session: OpenTrails – Bringing Together Open Data, Outdoors and Awesome People

See y'all in San Antonio, TX September 20-23, 2016!

Tim Springer
SSB BART Group
Tim Springer founded SSB BART Group with the vision of creating a world where all digital systems are accessible to people with disabilities. For nearly two decades SSB has provided digital accessibility compliance solutions for corporations, government agencies and leading educational institutions. Tim views access to digital technology as a profound, empowering force in the lives of individuals with disabilities. Session: Models for Monitoring Digital Accessibility Compliance

Tom Fuller
Oregon Employment Department
Tom serves as the Communications Manager for the State of Oregon Department of Transportation. Tom also chairs the state's Egovernance Board which oversees the Oregon.gov web portal as well as agency websites. He is an Emmy-winning television reporter, a published author, and a web application developer for the Joomla content management system. Session: Creating a Video Engagement Strategy
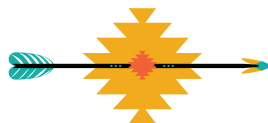
NAGW Steve Moore Pinnacle Award for Excellence

The National Association of Government Web Professionals is proud to present for the first time the Steven Michael Moore Pinnacle Award for excellence in a government web profession.

The award is the first of its kind and is intended to embody the legacy of our friend and colleague who passed away January 29, 2015. The award will be presented annually.

Steve Moore worked 37 years in the information technology field with the last 35 years at Larimer County, Colorado. Steve brought Larimer online in 1996 with the creation of Larimer.org, ultimately developing the site into a 2008 NAGW Pinnacle Award winner.

Steve represents what's best about our community. This award honors his legacy and selfless commitment to the profession and to his colleagues. The recipient of this award should exemplify these qualities, regardless of his/her years of service or area of specialization.

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