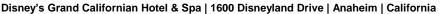


## SCAN NATOA INC. TWENTY-THIRD ANNUAL SPRING CONFERENCE

"One Small Step For Mankind, One Giant Leap For Local Government."

Disney's Grand Californian Hotel & Spa | 1600 Disneyland Drive | Anaheim | California





09:30 – 10:15 AM	REGISTRATION & CONTINENTAL BREAKFAST * SEQUOIA WEST & SOUTH FOYER*			
10:30 - 12:00 PM Plenary Sessions	STAR TREK – THE FINAL FRONTIER – Spock  * SEQUOIA BALLROOM D *  FEDERAL FEDERATION DISRUPTION  Regulation of Small Cell Wireless Facilities has been significantly impacted by a recently adopted FCC order. Come hear from leading experts on the impacts this has to your local jurisdiction and the response from Capitol Hill. In addition, the T-Mobile v. San Francisco case was argued earlier this year, the panel will address the results of this case and its impact to aesthetic regulation. Finally, the FCC also issued an order that allows for franchise fee deductions for all in-kind payments. The panel will address the impacts to the fees received.  MODERATOR: Christy Marie Lopez, Esq.   Partner, Aleshire & Wynder LLP   President, SCAN NATOA  **  SPEAKERS: Garth Ashpaugh   CPA   Ashpaugh & Sculco, CPAs, PLC  Dr. Jonathan L. Kramer Esq.   Telecom Law Firm, P.C.  Bill Sanders, Esq.   Deputy City Attorney   City and County of San Francisco		TOTAL RECALL - Douglas Quaid  * WISTERIA ROOM *  "VIDEOGRAPHER, I AM YOUR VIEWER" HOW TO ATTRACT A SOCIAL MEDIA AUDIENCE  A long time ago in a galaxy far, far away multimedia teams created video, but social media was a brand-new world. Now—video producers do it all! Go from a young Padawan to a Jedi master of social media in this session. Learn tips and techniques for posting to Facebook, Twitter, YouTube and Instagram. Train to increase engagement, avoid the dark side and understand your analytics to make the most of your creative content.  MODERATOR: Suzanne Bartole   Multimedia Designer, County of San Diego   President-Elect, SCAN NATOA  * *  SPEAKERS: Tom Christensen   Communications Specialist, County of San Diego Michelle Mowad   Communications Specialist, County of San Diego	
12:15 - 2:00 PM	STAR AWARDS LUNCHEON & CEREMONY BYRON NEWSOME   Master of Ceremony   * Sequoia North Ballroom E - H * GUARDIANS OF THE GALAXY - Peter "Starlord" Quill			
2:00 - 3:30	REGULATORY	TRADE SHOW	GOVERNMENT ACCESS	PRODUCER/TALENT
PM	THE RIGHT STUFF - Chuck Yeager DIVCA the Sequel * SEQUOIA BALLROOM A*	THE FIFTH ELEMENT - Korben DallaS  * SEQUOIA SOUTH FOYER & ROOM B *  OPEN FLOOR - 10:30 AM - 4:30 PM	THE MATRIX RELOADED - Neo No and Low Costs Online Solutions * WISTERIA ROOM *	CONTACT - Ellie Arroway Be an Influencer - Create Bingeable * SEQUOIA ROOM C*
	Thirteen years after passage of the Digital Infrastructure and Video Competition Act of 2006, what measures of local control over cable companies, including revenue from PEG fees and franchise fees, remain?  MODERATOR: Javan Rad, Chief Assistant City Attorney – City of Pasadena  Garth Ashpaugh, CPA, Ashpaugh & Sculco, CPAs, PLC  Sue Buske, President, The Buske Group  Tony Ruggieri, City TV Production Supervisor,	COORDINATOR: Darren P. Doerschel   Principal Doerschel & Associates  • IEEI TV, Dealer JVC, Manufacturer  • JVCKENWOOD USA Corporation  • Media Control Systems, Systems Integrator/Dealer  • Pacific Design & Integration  • Panasonic System Solutions Company  • Prime Gov  • Tightrope Media Systems  • TV Pro Gear  • Western Audio Visual	When should you use whiteboard video tools? Are they effective, are they easy to use, does animation clearly communicate your ideas, is this a cost-effective solution in today's digital world? Have you used Doodly, vyond, powtoons, videoscribe?  MODERATOR: Michael Russo, County of San Diego  • Autumn Endara   Multimedia Designer   County of San Diego  • Robert Cetl   Computer Graphics Designer	We are losing our audience due to cord-cutting. Under 40s are not watching much cable and if you're not on broadcast, the audience is mostly seniors. How do you get those other viewers to your content? Become an influencer! Reimagine your content!  Join us to hear from experts in becoming an influencer and a creating a new vision for your local content.  Most of you are online, now you have to drive them to watch, to follow, to share and to like.  MODERATOR: Jin Chun, City of Torrance
	Santa Barbara City TV (MCLE)	One-on-One Huddles Demo's & Pricing SEQUOIA ROOM B	City of El Segundo	Aimee Helfand, Founder/CEO FamiLeague     Christine Lee, President/CEO Kimbop TV LLC.     Cholee Spicer, Founder/CEO Femargent
3:30 - 5:00 PM	Hosted Reception  FLAT SCREEN TV RAFFLE WINNERS ANNOUNCED  *Sequoia South Foyer *			
	Visit DISNEYLAND and/or DISNEY ADVENTURE			