



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		R E G I S T R A T I O N & C O N T I N E N T A L B R E A K F A S T * SEQUOIA WEST & SOUTH FOYER*			
10:30 - 12:00 PM Plenary Sessions	<p>STAR TREK – THE FINAL FRONTIER – Spock * SEQUOIA BALLROOM D *</p> <p>FEDERAL FEDERATION DISRUPTION</p> <p>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.</p> <p>MODERATOR: Christy Marie Lopez, Esq. Partner, Aleshire & Wynder LLP President, SCAN NATOA * *</p> <p>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</p>		<p>TOTAL RECALL - Douglas Quaid * WISTERIA ROOM *</p> <p>“VIDEOGRAPHER, I AM YOUR VIEWER” HOW TO ATTRACT A SOCIAL MEDIA AUDIENCE</p> <p>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.</p> <p>MODERATOR: Suzanne Bartole Multimedia Designer, County of San Diego President-Elect, SCAN NATOA * *</p> <p>SPEAKERS: Tom Christensen Communications Specialist, County of San Diego Michelle Mowad Communications Specialist, County of San Diego</p>		
	12:15 - 2:00 PM				
2:00 - 3:30 PM		S T A R A W A R D S L U N C H E O N & C E R E M O N Y BYRON NEWSOME Master of Ceremony * Sequoia North Ballroom E - H * G U A R D I A N S O F T H E G A L A X Y - P e t e r “ S t a r l o r d ” Q u i l l			
	REGULATORY	TRADE SHOW	GOVERNMENT ACCESS	PRODUCER/TALENT	
	<p>THE RIGHT STUFF - Chuck Yeager DIVCA the Sequel * SEQUOIA BALLROOM A*</p> <hr/> <p>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?</p> <p>MODERATOR: Javan Rad, Chief Assistant City Attorney – City of Pasadena</p> <ul style="list-style-type: none">Garth Ashpaugh, CPA, Ashpaugh & Sculco, CPAs, PLCSue Buske, President, The Buske GroupTony Ruggieri, City TV Production Supervisor, Santa Barbara City TV <p>(MCLE)</p>	<p>THE FIFTH ELEMENT - Korben Dallas * SEQUOIA SOUTH FOYER & ROOM B *</p> <hr/> <p>OPEN FLOOR - 10:30 AM – 4:30 PM COORDINATOR: Darren P. Doerschel Principal Doerschel & Associates</p> <ul style="list-style-type: none">IEEI TV, Dealer JVC, ManufacturerJVCKENWOOD USA CorporationMedia Control Systems, Systems Integrator/DealerPacific Design & IntegrationPanasonic System Solutions CompanyPrime GovTightrope Media SystemsTV Pro GearWestern Audio Visual <p>One-on-One Huddles Demo's & Pricing SEQUOIA ROOM B</p>	<p>THE MATRIX RELOADED - Neo No and Low Costs Online Solutions * WISTERIA ROOM *</p> <hr/> <p>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?</p> <p>MODERATOR: Michael Russo, County of San Diego</p> <ul style="list-style-type: none">Autumn Endara Multimedia Designer County of San DiegoRobert Cetl Computer Graphics Designer City of El Segundo	<p>CONTACT - Ellie Arroway Be an Influencer - Create Bingeable * SEQUOIA ROOM C*</p> <hr/> <p>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!</p> <p>Join us to hear from experts in becoming an influencer and a creating a new vision for your local content.</p> <p>Most of you are online, now you have to drive them to watch, to follow, to share and to like.</p> <p>MODERATOR: Jin Chun, City of Torrance</p> <ul style="list-style-type: none">Aimee Helfand, Founder/CEO FamileagueChristine Lee, President/CEO Kimbop TV LLC.Cholee Spicer, Founder/CEO Femargent	
3:30 - 5:00 PM		H o s t e d R e c e p t i o n F L A T S C R E E N T V R A F F L E W I N N E R S A N N O U N C E D * Sequoia South Foyer *			
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