



SCAN NATOA SPRING CONFERENCE
States of California and Nevada Chapter of the
National Association of Telecommunications Officers and Advisors

c/o CityTV of Santa Monica
525 Broadway, Suite 100
Santa Monica, CA 90401

**SCAN NATOA, Inc.
TENTH ANNUAL
SPRING CONFERENCE**

**MAY 11, 2006
FAIRMONT MIRAMAR HOTEL
101 Wilshire Blvd.
SANTA MONICA, CA**



Viva SCAN NATOA! We’ve been on a roll and we celebrate our Tenth Annual Spring Conference by toasting the State of Nevada, one of the two states that compise our chapter! Once again, we have brought together top experts from around the country to share topical issues, the latest thinking and the newest technology so you can be more than just lucky in your approach to your job. We’ll see you in the buffet line on May 11th in Santa Monica!

9:00 a.m. to 10:45 a.m.
PLENARY SESSION

**Place Your Bet! Local, State, or
National Franchising...**

New legislation is being introduced on the State and National front that could change the face of local cable franchising forever. This panel will discuss the latest turn of events, its pros and cons, and what it means to local communities and local governments.

Moderator: Lori Panzino-Tillery, NATOA President and Division Chief, Franchise Programs, County of San Bernardino, CA

Speakers:
Ken Fellman, Mayor, City of Arvada, CO and Partner, Kissinger and Fellman, P.C., Denver, CO
Nick Miller, Partner, Miller Van Eaton, Washington, D.C.
Howard Peak, Director of External Affairs, AT&T, San Antonio, TX
Jeffrey Sinsheimer, California Cable and Telecommunications Association, Oakland, CA.

**10th Annual
“Lucky” Star
Awards**

12:15pm to 1:45pm

with Marc Istook

**Featuring the
SCANnettes!**

**Will Elvis be in the
house?**

**Frank and Sammy may
not be able to make it,
but maybe Dean and
Jerry can?**

SCAN NATOA SPRING CONFERENCE

Thursday, May 11, 2006
Registration Form

Please use one form per person. Feel free to make extra copies.

Name_____ **Title**_____

Organization_____

Address_____

City, State, Zip_____

Phone_____ **E-mail**_____

FULL REGISTRATION

Includes continental breakfast, Awards Luncheon, parking and all sessions

DRESS CODE: WEAR YOUR LUCKY SHIRT, PANTS, ETC.!

Received with payment prior to May 5 or
Faxed with purchase order to (310) 260-1568 or
Faxed Reservation by May 5 with commitment
to pay whether you show or not. Sorry, no phone reservations.

SCAN Member \$125
Non-Member \$149

After May 5 or At Door with cash or check

SCAN Member \$149
Non-Member \$175

STAR Awards Luncheon only (does not include parking) \$ **40**

TOTAL Enclosed/Owed/Committed \$ _____

Make check payable to: SCAN NATOA, Inc. Mail to: SCAN NATOA c/o CityTV, 525 Broadway #100, Santa Monica, CA 90401
Credit card payments can be made at www.scannatoa.org.

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ELECTED AND APPOINTED OFFICIALS TRACK

11:00 a.m. to 12:15 p.m.
Win, Lose or Draw!
Wi-Fi Policy
Marketplace. Partnership. Municipal operation. What are the policy issues that a local government should consider in determining how Wi-Fi services will provide winning opportunities for those who live, work or visit their community? Don't lose out. Draw from the experience of this panel's speakers who will discuss practical concerns that should be addressed in the Wi-Fi policy assessment process.

Moderator: Michael Friedman, Vice President, Telecommunications Management Corporation, Los Angeles, CA
Speakers: Chris Rich, Wi-Fi Project Manager, City of Long Beach, CA; Lori Sandoval, IT Planning & Project Manager, City of Pasadena, CA; and Jeffrey Sinsheimer, Vice President, Law and Public Policy, California Cable and Telecommunications Association, Oakland, CA.

2:00 p.m. to 3:15 p.m.
Royal Flush
Wi-Fi Case Studies
This panel presents three case studies highlighting successful public-private Wi-Fi projects. Featured projects include: 1) City of Mountain View's Partnership with Google; 2) City of Anaheim's Partnership with Earthlink, and City of Cupertino's Partnership with Metro-Fi, Inc. Panelists will share experiences and specifics of Wi-Fi projects in their respective cities paying special attention to the manner parties cooperated to address and overcome many practical and political hurdles.

Moderator: John Risk, President, Communications Support Group, Inc., Piedmont, CA
Speakers: Ellis Berns, Economic Development Manager, City of Mountain View, CA; Audra Hoynacki, Cable Product Manager, Earthlink, Pasadena, CA ; Rick Kitson, Public Communications Manager, City of Cupertino, CA.; and Ben Zifrony, Vice President of Business Development, Metro-Fi Inc., Mountain View, CA

3:30 p.m. to 4:45 p.m.
Poker Face
Future of Cable Franchising
This session will focus on negotiating agreements with telephone companies that intend to provide video services. Topics will include whether a franchise is needed, what terms are appropriate in a franchise, and terms that are typically proposed by AT&T and Verizon. We will also discuss the implications for incumbent cable franchises, including the State level playing field statute, level playing field provisions in franchise agreements and requests for modifications of existing franchise agreements.

Moderator: Carl Hilliard, President, Wireless Consumers Alliance, and Deputy Mayor, City of Del Mar, CA.
Speakers: Deborah Luppold, Vice President, Franchising and Government Affairs, Comcast, Beaverton, OR; Paul Valle–Riestra, Senior Assistant City Attorney, City of Walnut Creek, CA; and AT&T Representative (invited).

TELECOMMUNICATIONS & REGULATORY TRACK

11:00 a.m. to 12:15 p.m.
Spinning the Wheel
Can't We All Just COPE?
So you think the rules for Roulette are tricky? The wheel is spinning and it's anyone's guess on what number the franchising ball will land: national, state, or local franchising? For whom? Do you bet it all on red or black, odds or evens, or all on one? Panelists with perspectives from local and national government, and the cable and telephone industries deal out their ideas for the best bet on the future of telecommunications regulation. They will arrange the BITS and pieces of the legislative puzzle so that anyone around the table will be able to COPE with the changes that are happening faster than a dealer scooping your chips from a losing bet.

Moderator: Brenda Trainor, President, Frontier Trail, Inc.
Speakers: Michael Silacci, Vice President, External Affairs, AT&T; Tim Lay, Senior Counsel, Spiegel and McDiarmid, Washington, D.C.; and Jeremy Stern, Partner, Cole, Raywid and Braverman LLP, Los Angeles, CA

2:00 p.m. to 3:15 p.m.
Meet the New Owners
Time Warner – Adelphia – Comcast
What approaches are different cities using to deal with the upcoming transfer of Adelphia cable television franchises to Time Warner and Comcast? Hear the perspective and issues involved for cities that are denying the transfer and approving the transfer.

Moderator: Bill Marticorena, Partner, Rutan and Tucker, LLP, Costa Mesa, CA
Speakers: Jeff Melching, Partner, Rutan and Tucker, LLP, Costa Mesa, CA; William Morgan, Director of Consulting Services, Diehl, Evans & Company, LLP, Irvine, CA; and Time Warner Representative (invited)

3:30 p.m. to 4:45 p.m.
Improving Your Odds
Ask the Experts

Our popular open session where you get to ask your questions is back! We will assemble a panel representing different areas of expertise to field your technical, legal and policy questions.

Moderator: Jonathan Kramer, Principal, Kramer.Firm, Los Angeles, CA
Speakers: TBA



GOVERNMENT ACCESS TRACK

11:00 a.m. to 12:15 p.m.
High Rollers
Commercials on PEG
Recent research has shown that we may be able to be more commercial on our channels than any of us ever imagined, even if our franchise requires us to be non-commercial. What types of financial opportunities can this create for PEG channels?

Moderator: Barry Fraser, Cable Franchise Administrator, County of San Diego, CA
Speakers: Arick Wierson, General Manager, NYC Media Group & NYC TV, NYC TV, New York City, NY; and Matthew Tollin, Director of External Affairs, NYC TV, New York City, NY.

2:00 p.m. to 3:15 p.m.
Aces High
Improving Your Magazine Show
Magazine format shows are a colorful way to showcase stories from your community. Hear from our expert producers about how they produce entertaining and visual features for their award winning shows.

Moderator/Speaker: Dave Linder, Cable Station Manager, Clark County, NV.
Speakers: Gary Gibson, General Manager, The Seattle Channel, Seattle, WA; and Terry Quinn, Producer, Tucson 12, City of Tucson, AZ.

3:30 p.m. to 4:45 p.m.
Check Out the Shows
Metro Beat TV
Catch the Beat! Metro Beat TV is the innovative partnership between Comcast and local stations in the Denver, CO area that provides viewers with high-quality local programming. It's an effort that gives cable television a programming advantage over its competitors and may become the future of local cable programming!
Moderator: Robin Gee, Station Manager, City of Santa Monica, CA.
Speakers: Byron West, Director, Customer Information Services, City and County of Denver, CO; and Sheila Willard, Senior Vice President, Government Affairs, Comcast, Philadelphia, CA.

TECHNOLOGY AND FACILITIES TRACK

11:00 a.m. to 12:15 p.m.
Baby Needs a New Pair of Shoes!
Acquisition Format – Tape, Disc, Drive
With new tape formats, and now the option of going tapeless here before us, what formats are stations using and how is it working for them? And, is it time to take the tapeless plunge?
Moderator/Speaker: Darren Doerschel, Technical Supervisor, CityTV of Santa Monica, Santa Monica, CA.
Speakers: Mark Geddes, Cable Television Manager, BHN, City of Beverly Hills, CA; Renard Ricks, Production Supervisor, CitiCABLE, City of Torrance, CA.

2:00 p.m. to 3:15 p.m.
What Happens in Las Vegas...
Alternative Content Delivery Systems
Using cable television channels to reach out to the community is not the only way that government videos can be utilized. Learn about alternate content delivery systems that government channels are using to keep in tune with how residents are using technology to get information.

Moderator: Deborah Steller, Media Operations Director, City of Calabasas, CA
Speakers: Betsy Rosenfeld, Project Manager, Media Projects, Center for Governmental Studies, Los Angeles, CA; Tom Spengler, Chief Executive Officer, Granicus, San Francisco, CA; and John Whitehead, Senior Systems Engineer, Apple Computer, Cupertino, CA

3:30 p.m. to 4:45 p.m.
Neon Lights are Bright
Advanced Lighting Techniques
Good field lighting can make the difference between a first-class production and an amateur effort. Learn some advanced video lighting techniques in this session to improve your location footage.

Moderator/Speaker: Tor Johansen, Broadcast Coordinator, City of Glendale, CA. Other Speaker(s) to be added.

8:00-9:00 a.m. REGISTRATION AND CONTINENTAL BREAKFAST				
9:00 - 10:45 a.m. PLENARY SESSION PLACE YOUR BET! LOCAL, STATE OR NATIONAL FRANCHISING...				
	ELECTED& APPOINTED OFFICIALS	TELECOM & REGULATORY	GOVERNMENT ACCESS	GOV'T ACCESS TECHNOLOGY& FACILITIES
11:00 - 12:15 p.m.	Wi-Fi Policy	Can't We All Just COPE?	Commercials on PEG	Acquisition Formats
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