

2009 USMC PA LEADERS CONFERENCE AGENDA

Draft dated 27 Aug 2009

MONDAY, 14 SEPTEMBER 2009

| TIME | EVENT |
|-------------|--------------|
|-------------|--------------|

TRAVEL AND CHECK-IN

Crowne Plaza Marina, Hampton, Va

Tel: 757-727-9700 | Toll free: (866) 727-9990

www.ichotelsgroup.com

Arrive and check in. P/u Conference material

Arrival and Check in.

Registration Desk will open at 1300

Hospitality Suite (Dockside Ballroom) Opens 2000-2400

Exhibits & Book Signings: Pre-function area outside Ballrooms A/B/C

ADMIN NOTES

Welcome Reception:

PA Sessions: Ballroom

Uniform: All hands: Casual Business Attire

Awards Banquet: Ballroom

Uniform: All hands: Dress Blue White Bravos with ribbons and badges for Officers and SNCOs. Dress Blue Bravo w/blue trousers and ribbons and badges for Sergeants and below.

[Joint Sessions annotated in Blue](#)

All briefs due to GySgt. Varnadore NLT Aug. 14

TUESDAY, 15 SEPTEMBER 2009

(Ball Room – All Sessions)

| TIME | EVENT | LEAD |
|--------------------|--|--|
| 0700 | <u>Registration Desk Opens – Cloakroom near Ballrooms A, B, and C</u> | |
| 0800 – 0900 | <u>Admin Remarks & Chief's Remarks USMCCCA President Remarks Director's Welcome Remarks</u> | GySgt. Varnadore MGySgt. Mehringer Fred Lash Col. Salas |
| 0900 – 0915 | <u>Marines.mil</u> | Lisa Gleason |
| 0915 – 1030 | <u>New Communications in a Networked World</u> | David Wickenden Fleishman-Hillard |
| 1030 – 1130 | <u>Social Media Plan- Discuss drafted policy</u> | Mr. Greg Reeder Eric Schwartzman |
| 1130 – 1215 | <u>Social Media Panel –What the services are doing</u> | Lt. Cmdr. McInay (CHINFO) SSgt. Salmons (DINFOS) Paul Bove (USAF) |
| 1215 – 1330 | <u>CHOW</u> | Individual time |
| 1330 – 1430 | <u>Crisis Communication</u> | Mr. Hugh Munn Univ. of SC |
| 1430 – 1530 | <u>Case Study- University City F/A- 18 crash</u> | Maj. Dent Maj. Delarosa |
| 1530 – 1630 | <u>Online Visibility:The Importance of Search and SEO</u> | Cheryl Haas Fleishman- Hillard |
| 1630 – 1700 | <u>Wrap up: Highlights from the day's discussions</u> | Maj. O'Connor |
| 1830 – 2000 | <u>Oyster Alley: Welcome Reception (all hands)</u> | |
| 2000 – 2400 | <u>Dockside Hospitality Suite Open – DJ Allen Moore featured</u> | |

WEDNESDAY, 16 SEPTEMBER 2009

| TIME | EVENT | LEAD |
|--------------|--|------------------|
| 0630 – 0900: | <u>Chef's Choice Complimentary Continental Breakfast – Outside Ball Rooms A/B</u> | |
| 0700 | <u>Registration Desk Opens – Cloakroom near Ballrooms A, B, and C</u> | |
| 0700 – 0730 | <u>Marines.mil Complaints, Compliments and Solutions</u> Optional | |
| 0730 – 0830 | <u>Trademark Licensing</u> | Jessica O'Haver |
| 0830 – 0930 | <u>The Marine Corps Brand</u> | JWT/Maj. Devine |
| 0930 – 1000 | <u>Community Relations Programs</u> | Capt. Jones |
| 1000 – 1100 | <u>State of the Media</u> | Maj. Gen. Davis |
| 1100 – 1230 | <u>CHOW</u> | Individual time |
| 1230 – 1245 | <u>SYSCOM- Equipment Status</u> | SSgt. Antoine |
| 1245 – 1300 | <u>PA Emergent PA OCO Operational Requirements</u> | Maj. Fugler |
| 1300 – 1315 | <u>JCIDS 101/EFDS</u> | Maj. Fugler |
| 1315 – 1330 | <u>BREAK</u> | |
| 1330 – 1400 | <u>PA CONOP 2025 BRIEF</u> | Maj. Fugler |
| 1400 – 1500 | <u>PA CONOP DISCUSSION</u> | Maj. Fugler |
| 1500 – 1700 | <u>SNCO & OFFICER BREAKOUTS</u> | |
| 1500 – 1530 | OFFICER: <i>Ballroom</i> <u>PAO as counselor/Share the courage</u> | Col. Salas |
| 1530 – 1600 | <u>Social Media Discussion</u> | Mr. Reeder |
| 1600 – 1630 | <u>Manpower Summit Backbrief</u> | Maj. O'Connor |
| 1630 – 1700 | <u>Practicing StratComm at the MEF level and higher</u> | Mike Alvarez |
| 1500 – 1600 | SNCO: <i>Breakout room</i> <u>Leadership 101</u> | MGySgt Mehringer |
| 1600 – 1630 | <u>OccField Strength/ Way Ahead</u> | MGySgt Mehringer |
| 1630 – 1700 | <u>OMPF & MBS</u> | MSgt Oliva |
| 2000 – 2400: | <u>Dockside Hospitality Suite Open – Karaoke Contest featuring professional artist</u> | |

THURSDAY, 17 SEPTEMBER 2009

| TIME | EVENT | LEAD |
|--------------------|---|---|
| 0630 | <u>Prayer Breakfast</u> | Mr. Oliver |
| 0700 | <u>Registration Desk Opens – Cloakroom near Ballrooms A, B, and C</u> | |
| 0800 – 0815 | <u>Admin Remarks</u> | GySgt. Varnadore |
| 0815 – 0845 | <u>Plans (DOTMLPF)</u> | GySgt. Varnadore Capt. Schultz |
| 0845 – 0945 | <u>Combat Stress</u> | Steven Lineman COSC |
| 0945 – 1100 | <u>Geometry of Writing</u> | Chuck Jenks |
| 1100 – 1130 | <u>Strategic Communication</u> | Mr. Pinkelman |
| 1130 – 1230 | <u>CHOW</u> | |
| 1230 – 1330 | <u>Marine Corps Element- (DMA)</u> | Mr. Reeder/ GySgt. Weyland |
| 1330 – 1430 | <u>DINFOS</u> | Capt. Eskalis Keith Oliver |
| 1430 – 1500 | <u>DVIDS</u> | GySgt. McLaren |
| 1500 – 1530 | <u>Wrap-up: Highlights from day's discussions</u> | Maj. O'Connor |
| 1630 | <u>AWARDS DINNER PREP & SETUP</u> | Jack Paxton |
| 1830 | <u>RECEPTION</u> | Outside Ballrooms |
| 1930 | <u>AWARDS DINNER</u> | Mandatory All Hands |
| | <i>Dress Blue White Bravos with ribbons and badges fro Officers and SNCOs. Dress Blue Bravo w/blue trousers and ribbons and badges for Sergeants and below.</i> | |
| 2130 | <u>Dockside Hospitality Suite Opens</u> | DJ Allen Moore plus silent auction and door prizes |

FRIDAY, 18 SEPTEMBER 2009

| TIME | EVENT | LEAD |
|---------------------|--|---|
| 0800 – 0930: | <u>Business Breakfast Meeting</u> | Brig. Gen. Ben Blaz Former U. S. Rep. Former Director Public Affairs |
| 1000 – 1100: | <u>USMCCCA Annual Meeting and Election of Officers/Directors</u> | |
| 1100 – 1200: | <u>USMCCCA New Board Meeting followed by Foundation Board Meeting</u> | |
| 1200 | <u>Conference Officially Ends</u> | |
