

# GOVERNING

Connecting America's Leaders

## Custom Events

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## COLLABORATION BETWEEN PUBLIC AND PRIVATE SECTOR PARTNERS

Building and strengthening relationships is a critical component to any successful organization doing business with state and local leaders.

By leveraging our editorial expertise and extensive market reach, GOVERNING can help you create a targeted environment for education, collaboration and networking across the state and local community that strengthens your business and delivers results.

### Custom Events

Do you have a case study that you want to spotlight? Do you have a customer that can discuss how your solution helped them successfully meet their mission? Do you want to showcase a specific content or focus area?

GOVERNING custom events can help you achieve these goals in a way that positions your company as a public sector thought or solutions leader.

- Executive roundtables/dinners
- Executive sessions
- Executive summits
- Custom session at a GOVERNING conference

Multi-city series/roadshows are recommended to deliver your message across jurisdictions with maximum impact.

### Sample Programs

#### 1. Economic Recovery and the Mobile Economy sponsored by CTIA

This roundtable's content was designed to support state and local government policymakers and utility commission executives with key information relevant to economic development through mobile telecommunications, tax/incentives and other wireless policy topics.

#### 2. Working Dialogue on Energy and Climate Policy sponsored by Shell

This roundtable brought state and local leaders together to discuss the future of integrated energy and climate strategy, as well as pending federal regulation and legislation.

#### 3. Report Card for America's Infrastructure: Key Solutions sponsored by American Society Civil Engineers

This roundtable focused on the development of national, state and regional infrastructure plans in response to ASCE's Infrastructure Report Card.

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**Economic Recovery and the Mobile Economy sponsored by** 

## **Objectives:**

- Create a shared understanding of mobility's role:
  - (a) as a catalyst for economic growth and competitiveness
  - (b) as a contributor to safe and healthy communities
- Present CTIA as a resource and thought-leader to state and local government executives
- Build broad and meaningful relationships in specific jurisdictions
- Present current research illustrating how telecom and wireless policy drives state and local economies
- Provide key information about current policy and programs at the federal, state and local level



**Locations:** Sacramento, CA; Albany, NY; Olympia, WA

## **Event Recap:**

- Welcome and Introductions (GOVERNING)
- Expert speaker opening  
The New Mobility Landscape: Understanding the Components of a Mobile Economy
- Discussion followed by buffet lunch:
- Emerging wireless telecommunications capabilities and their impact on state and local economies
- Policy implications of mobility trends in a world that is simultaneously local, global, social and mobile
- Tax reform/incentives

## **Audience Acquisition and Composition:**

GOVERNING built a targeted attendee database through custom research:

- Host state and local political landscape around mobility
- Current applications and adoption of mobility in host state

## **Legislative Committee Members:**

Energy, Utilities and Communications, Revenue and Taxation, Commerce and Labor, Local Government, Jobs, Economic Development and the Economy, Technology, Energy and Communications, Libraries and Education Technology

## **Executive Branch:**

Attorney General, Cabinet Secretary, Agency Director, Policy Advisor, CIO, CTO, Mayor, Mayor Cabinet Members, Telecom Advisors, County Executive, City Manager, County/City Attorney

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Working Dialogue on Energy and Climate Policy sponsored by Shell



## Objectives:

- Engage state and local leaders in a discussion about integrated energy and climate strategy
- Discuss pending federal climate regulation and legislation
- Explore innovation, priorities and federalism

**Locations:** Sacramento, CA; Boston, MA; Chicago, IL; Washington, DC

## Event Recap:

- Continental breakfast, welcome and introductory remarks from GOVERNING Publisher
- Overview of Event Series and Sponsor Remarks
  - Moderator Philip R. Sharp, President, Resources for the Future
  - Marvin Odum, President, Shell Oil Company
- Discussion followed by conclusion from Moderator and Shell
  - Challenges: How important is it for the nation to have a comprehensive, integrated energy and climate strategy in mind even as we act in discreet areas? Do we agree that these areas do call out for action? Will defining areas of agreement help us address needs?
  - Areas of Agreement: Do we agree that something needs to be done about carbon emissions, including cap and trade or tax? What about oil development in the OCS, our use of coal to generate electricity and nuclear power? What areas can we act on?
  - Working Together: How can we work together? What role will state and local governments play? Assuming that we are moving toward national legislation in these areas, how can state (and local) experience and intelligence inform action at the federal level? Once national policy is set, what do the states (and localities) need to implement that policy successfully and effectively? What are possible next steps?

## Audience:

- Mike Chrisman, Secretary for Natural Resources, State of California
- Kristen Grenfell, Legal Director, Western Energy and Climate Projects, Natural Resources Defense Council
- Randy Iwasaki, Chief Deputy Director, California Department of Transportation (Caltrans)
- Martha Krebs, Deputy Director for Energy Research and Development, California Energy Commission
- Mary Nichols, Chairman, California Air Resources Board
- The Honorable Fran Pavley, Chair, California State Senate Committee on Natural Resources and Water
- Dorothy Rothrock, Vice President/Government Relations, California Manufacturers & Technology Association
- Eileen Tutt, Deputy Secretary for Climate Change and Environmental Justice, California EPA
- The Honorable Joe Barton, U.S. House of Representatives (R-Texas)
- Daniel J. Weiss, Senior Fellow and Director of Climate Strategy, Center for American Progress
- George Kaiser, Chairman, BOK Foundation
- The Honorable Eileen Claussen, USCAP, President, Pew Center on Global Climate Change
- Paul Walker Bledsoe, Director of Communications and Strategy, National Commission on Energy Policy
- Debbie Boger, Director, U.S. Climate Policy, World Resources Institute
- Mark Brownstein, Managing Director, Business Partnerships, Environmental Defense Fund
- Frank Sesno, Special Correspondent, CNN -- Conversation Facilitator/Moderator

# GOVERNING

**Report Card for America's Infrastructure: Key Solutions  
Sponsored by the American Society of Civil Engineers**



## **Objectives:**

- Explore and discuss the 5 Key Solutions
  - Increase federal leadership
  - Promote sustainability
  - Develop national, state and regional infrastructure plans
  - Address life cycle costs
  - Increase and improve infrastructure investment
- Share findings from the 2009 America Infrastructure Report Card
- Influence state, local and regional support for infrastructure planning and projects

**Locations:** Houston, TX; Sacramento, CA; Boston, MA; Omaha, NE; Raleigh, NC

## **Event Recap:**

- Opening Remarks:  
The Infrastructure Report Card and Federal Leadership in Infrastructure: GOVERNING and ASCE
- Discussions followed by lunch
  - Planning: Federal, Regional and State Infrastructure Plans
  - Sustainability and Resilience
  - Life Cycle Costs/Ongoing Maintenance
  - Funding and Investment

## **Audience Acquisition and Composition:**

GOVERNING generated a targeted invitation list comprised of public-sector relationships, readership and sponsor's "wish list."

**Legislative Committee Members (and/or staff):** Transportation and Housing, Budget and Fiscal Review, Natural Resources and Water, Ports and Goods Movement, Community Development, Public Safety, Public Works, Bridge and Highway, Public Infrastructure Advisory Council, Railroad and Transportation, Energy, Education

**Agency/Authority/Boards:** Transportation/Motor Vehicles, Alternative Energy, Hazardous Waste, Engineering, Schools, Boating and Waterways, Building Standards, Highway, Housing, Earthquake Authority, Resources/Recycling/Recovery, Contractors Board, Dams, Airports, Emergency Services

**Executive Titles:** Cabinet Secretary, Agency Director, Policy Advisor, Commissioner, Superintendent, Administrator, Mayor, Mayor Cabinet Members, County Executive, City Manager, County/City Attorney, Directors, School Board

**Title/Function:** Fleet Superintendent, Senior Planner, Maintenance, Highway Superintendent, Public Works, Engineer, Safety Officer, Water Director, Facilities Director, Procurement Specialist, Transportation Director