

# COMMUNICATIONS & ADMINISTRATION WORKSHOP

*Strategies for Success*

Hosted by:



MARCH 12-14, 2017  
**TAMPA, FLORIDA**

**PROGRAM**

# COMMUNICATIONS AND ADMINISTRATION WORKSHOP

## *Strategies for Success*

Welcome to Tampa! We all have goals, objectives, strategies and plans which must be executed in an environment of constant change. Communication, both internally and externally, is the key to every element of our business. This Workshop will focus on understanding the impact that communications has on our strategies and goals, as well as emphasize the best approaches to positioning your resources to manage your communication efforts. We'll evaluate social media outreach, human resources, legal and procurement processes, as well as protecting our customer data. Our experts aim to share their experiences, field your questions and facilitate discussions that will provide *Strategies for Success*.

### ABOUT OUR HOST



As an independent agency of the state, the Tampa-Hillsborough Expressway

(THEA), maintains and operates four facilities within Hillsborough County: The Lee Roy Selmon Expressway, the Brandon Parkway, Meridian Avenue and the Selmon Greenway. THEA was established by the Florida Legislature in 1963 as a transportation option to bring roadway infrastructure projects online sooner using non-conventional funding. Since then, THEA has led the charge in state-of-the-art transportation options on a local and national level.

### CERTIFICATION/PROFESSIONAL DEVELOPMENT HOURS

IBTTA recognizes the need for professional engineers and planning professionals to demonstrate continuing professional competency in their respective fields and earn certification maintenance (CM) credit or professional development units (PDU). IBTTA will provide interested attendees with a certificate of attendance following the workshop.



For this meeting, IBTTA is recognized by The Society for Human Resource Management (SHRM) as a provider of Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP. Sessions noted in the agenda with this symbol **SHRM | 1.5**, are valid for 1.5 PDCs.

Additional information will be available onsite.

### ABOUT IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 20 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21<sup>st</sup> Century.

## EXHIBITORS



Faneuil, Inc., is one of the nation's leading providers of outsourced customer care and business processing solutions, particularly in the transportation industry and in other complex, highly regulated environments. In partnership with transportation authorities across the U.S., we deliver extensive customer-facing and back-office support for manual and electronic toll programs, as well as the deployment and operation of new and transitioned multichannel contact centers and violation processing centers. Utilizing advanced applications and a team of more than 4,000 service professionals, we also provide broad support to an extensive portfolio of government and commercial clients operating in other diverse environments, including utilities, health and human services, government services and commercial services. Whether Faneuil's involvement is turnkey or provided in collaboration with other participating vendors, our continuing focus is on the consistent delivery of exemplary customer service that positions our clients as leaders in their respective industries. [www.faneuil.com](http://www.faneuil.com)



Information Logistics, Inc. is a technology services company that focuses primarily on the transportation industry. We provide mobile and web application development and design, and leverages cloud technologies to deliver cost-effective products and services. The company is federally (US) registered as a Woman-Owned Small Business, and recognized as a Disadvantaged Business Enterprise in several states. The newest product from Information Logistics is IRIS, a two-way emergency communication system that helps agencies communicate with travelers who are trapped on roadways. [www.ilogcorp.com](http://www.ilogcorp.com)



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## MEETING PLANNING GROUP

### Co-Chief Meeting Organizers



Michelle Maikisch  
Central Florida Expressway Authority



Anna Salvagin  
AECOM

### Track Leaders

#### ADMINISTRATION

Marcelle Jones, Esq., Jacobs Engineering Group

#### COMMUNICATIONS

Cherie Gibson, HNTB Corporation

### Meeting Planning Group Members

Rachel Bell  
Kansas Turnpike Authority

Megan Castle  
Colorado DOT

Susan Chrzan  
Tampa-Hillsborough  
Expressway Authority

Priya Clemens  
Golden Gate Bridge,  
Highway and  
Transportation District

Erin Courtney  
Maine Turnpike Authority

Carole Défossé  
ASECAP

Mario Diaz  
Miami-Dade Expressway  
Authority

Adam Greenslade  
Ohio Turnpike and  
Infrastructure Commission

Lauren Hakos  
Ohio Turnpike and  
Infrastructure Commission

Dee Anne Heath  
Central Texas Regional  
Mobility Authority

Greg Hulsizer  
HNTB Corporation

Kimberly Jackson  
North Texas Tollway  
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Heather Johnson  
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Jacob Kramer  
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Ohio Turnpike and  
Infrastructure Commission

Sheri Norris  
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Commission

Donna Obuchowski  
Tampa-Hillsborough  
Expressway Authority

Alexa Pecorella  
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Anna Petridou  
Attikes Diadromes

Kim Poulton  
Florida's Turnpike  
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Elizabeth Veliz  
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## HOTEL INFORMATION

### LOCATION

**Grand Hyatt Tampa Bay**  
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**BADGES:** Badges are required to gain entry into all sessions. In consideration of other attendees, please wear your name badge to all scheduled functions.

**White:** Delegate (Member)      **Blue:** Companion/Guest      **Yellow:** Media  
**Orange:** Delegate (Non-member)      **Green:** Exhibitor

**CERTIFICATION MAINTENANCE:** IBTTA will forward a certificate of attendance to all who sign the attendance form at the IBTTA registration desk.

**COMPETING EVENTS:** It is against IBTTA policy for other organizations to schedule events or meetings during the program.

**CONSIDERATIONS:** During the meeting, please silence all cellular phones and take side conversations outside of the room.

**DRESS:** Business or business casual is encouraged for all sessions.

**MEDIA:** Members of the media are permitted to attend sessions only and can be identified by green ribbons on their badges.

**MEMBER PUBLICATIONS AND COLLATERAL:** All members of IBTTA are welcome to place their publications in the registration area.

**NEW ATTENDEES:** First-time attendees will have an aquamarine ribbon attached to their badge. New IBTTA members will have purple ribbons. Get to know your new colleagues and help introduce them to other IBTTA members.

**PRESENTATIONS:** Presentations authorized for distribution will be posted on IBTTA's website within two weeks following the meeting.

**RECORDING OF SESSIONS:** Personal recording of any session is strictly prohibited. IBTTA reserves the right to video and record sessions for future repurposing.

**REGISTRATION FEES AND EVENT TICKETS:** Delegate and Speaker fees include all meals, functions and sessions. Tickets may be available to evening and other events.

**SATISFACTION SURVEY:** Please help IBTTA improve future meetings by completing the survey that will be emailed to you following the conference.

**SPECIAL ACCOMMODATIONS:** If you need special accommodations to fully participate in IBTTA events, please notify the staff at the IBTTA registration desk.

**SPONSOR INFORMATION:** Please support our generous sponsors and exhibitors by reviewing the Sponsor and Exhibitor section of this program as well as the material tables in the registration area.

# AGENDA

## SUNDAY MARCH 12, 2017

7:00am – 2:00pm

### EXHIBITS SET-UP

(Audubon B-F)

9:00am – 5:00pm

### REGISTRATION

(Audubon Foyer)

2:30pm – 3:00pm

### GENERAL SESSION

#### OPENING REMARKS

(Audubon A)

Emanuela Stocchi, President, IBTTA and Director of International Affairs, AISCAT, Rome, Italy

Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC

Joseph Waggoner, Executive Director & CEO, Tampa-Hillsborough Expressway Authority, Tampa, FL

Michelle Maikisch, Chief of Staff/Public Affairs Officer, Central Florida Expressway Authority, Orlando, FL and Anna Salvagin, Senior Program Manager, Transportation, AECOM, Lexington, SC, Co-Chief Meeting Organizers

3:00pm – 5:00pm

### GENERAL SESSION

#### TRANSPORTATION POLICY AND POLITICS

(Audubon A)

Toll agency/facility leaders will address hot button issues that require thoughtful strategies, internal planning and external communications with policymakers, elected officials and the community at large.

MODERATOR: Patrick Jones, Executive Director and CEO, IBTTA, Washington, DC

Diane Gutierrez-Scaccetti, Executive Director and CEO, Florida's Turnpike Enterprise, Ocoee, FL

Cynthia Ward, Manager, Metropolitan Washington Airports Authority, Fairfax, VA

Samuel Johnson, Chief Tolling Operations Officer, Transportation Corridor Agencies, Irvine, CA

Greg Bedalov, Executive Director, Illinois Tollway, Downers Grove, IL

5:30pm – 7:00pm

### WELCOME RECEPTION WITH EXHIBITORS

(Audubon B-F)

## MONDAY MARCH 13, 2017

7:30am – 5:30pm

### REGISTRATION

(Audubon Foyer)

7:30am – 9:00am

### BREAKFAST WITH EXHIBITORS

(Audubon B-F)

(for all registered attendees)

9:00am – 10:30am

### GENERAL SESSION

#### CYBER SECURITY – MANAGING THREATS TO CUSTOMER DATA AND PRIVACY

SHRM | 1.5

(Audubon A)

Beyond the ongoing challenges of protecting infrastructure and people, this session will focus on protecting customer data and privacy. And if you think your data is safe, think again. Hear from industry leaders, law enforcement and public relations experts who will discuss current threats, costs of data breaches, the strategies employed to protect your systems and data and how to react and recover from incidents when they occur.

MODERATOR: Rosa Rountree, CEO, Egis Projects Inc., Orlando, FL

Waseem Naqvi, Director, Technology, Raytheon HTMS, Marlborough, MA

Adam Losey, Senior Counsel, Foley and Lardner LLP, Orlando, FL

Andrew Lenzen, Special Agent, Federal Bureau of Investigation, Maitland, FL

10:30am – 11:00am

### REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

11:00am – 12:30pm

### BREAKOUT SESSIONS

#### ADMINISTRATION TRACK

(White Ibis)

#### Winning the War for Talent

SHRM | 1.5

The war for talent is on and it's intensifying. Companies that fail to adapt their approach to talent management will fall into a newly-opened crevasse from which they may never escape. In this session, you'll learn how the war on talent developed and what leading organizations are doing to respond, survive and thrive.

MODERATOR: Jacob Kramer, Human Resources Generalist, E-470 Public Highway Authority, Aurora, CO

Alexa Pecorella, Marketing Coordinator, E-470 Public Highway Authority, Aurora, CO

Robert Bertini, Ph.D., P.E., Director, Center for Urban Transportation Research (CUTR), Professor of Civil and Environmental Engineering, University of South Florida, Tampa, FL

Lieutenant Colonel Jerry Wood, Southeast Regional Director, U.S. Army Soldier for Life Program, Washington, DC

Alfio Carrocetto, Senior Consultant, The Omnia Group, Tampa, FL

## COMMUNICATIONS TRACK

(Audubon A)

### We've Been Hacked! Responding to Customers in the Digital Age

Building on the General Session on cyber security, this breakout provides attendees with some rarely understood historical context about cyber threats in order to better understand how to prevent and manage the organizational costs of hacking to an organization's image and reputation. Panelists will discuss the anatomy of a hack and offer communicators best practices on managing customer information from identifying stakeholders, to responding to the 24 hour news cycle, to the necessary tools to navigate multiple disciplines from legal and operations, to external news organizations and social media.

**MODERATOR: Cherie Gibson**, Mid-Atlantic Communications Director, HNTB Corporation, Arlington, VA

**Rhonda Bentz**, President and CEO, Bentz Strategies LLC, Washington, DC

**Colin Arnold**, Director of International Affairs, National Cyber Partnership, Tampa, FL

**Rosetta Jones**, Vice President of Issues Management/Corporate Relations, Visa, Inc., Charlotte, NC

**12:30pm – 2:00pm**

## LUNCH WITH EXHIBITORS

(for all registered attendees)

Audubon B-F)

**2:00pm – 3:30pm**

## BREAKOUT SESSIONS

### ADMINISTRATION TRACK

(White Ibis)

#### Procurement: The Pros and Cons of Bundled vs. Unbundled Customer Service

Electronic tolling has changed toll agency's operations and expanded their areas of expertise. Customers now expect the equivalent of retail customer service and experience, including sophisticated account management and back-office systems, interactive websites and phone systems, seamless billings and collections and friendly, well-informed service representatives. This session will explore the delivery options agencies have considered and help you determine the best service delivery model for your agency and the variables to consider.

**MODERATOR: James Hofmann**, Assistant Executive Director, Operations, North Texas Tollway Authority, Plano, TX

#### Unwinding Your DBOM

**Russ McCarty**, National Director of Managed Lanes, Jacobs Engineering Group Inc., Bellevue, WA

#### Florida's Performance-Based Back Office Adventure

**Carlos Vargas**, Senior Call Center Manager, Florida's Turnpike Enterprise, Ocoee, FL

#### The Discussion of Separating Procurements

**Scott Sorensen**, Vice President, Account Management and Business Development, Faneuil, Inc., Hampton, VA

## COMMUNICATIONS TRACK

(Audubon A)

### Crisis Communications – Creating a Working Plan

Is the crisis communication plan you've created outdated? Perhaps you don't have one at all? Having prepared statements aren't enough, especially if you can't get them to the right audience. This panel of experts will discuss various steps in collaborating and putting a working plan together and how to get buy-in from all levels within your agency.

**MODERATOR: Kimberlee Poulton**, Director of Communications and Marketing, Florida's Turnpike Enterprise, Pompano, FL

### Crisis Communications – Avoiding the Ostrich Effect

**Kimberly Jackson**, Senior Director of Public Affairs, North Texas Tollway Authority, Plano, TX and **Eliza Perez**, Public Affairs Manager, Riverside County Transportation Commission, Riverside, CA

### Crisis Communications During a Labor Disruption

**Anthony Pickett**, Chief Corporate Services Officer, The Federal Bridge Corporation Limited, Ottawa, Ontario, Canada

### No Longer Unreachable – Innovations in Trapped Queue Communication

**Lorie Gray**, Manager of Customer Communications and **Kelli Roberts**, Manager, Marketing and Business Development, Pennsylvania Turnpike Commission, Harrisburg, PA

**3:30pm – 4:00pm**

## REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

**4:00pm – 5:30pm**

## GENERAL SESSION

### BEST PRACTICES IN ORGANIZATIONAL ALIGNMENT AND TEAM ENGAGEMENT

**SHRM | 1.5**

(Audubon A)

The most effective organizations align their activities from top to bottom and have team members who are fully committed to and engaged with a common vision, values and priorities. But it is a challenge to deliver on that promise, particularly in today's constantly changing environment. Political and executive leadership changes, tightening budgets, mergers with other public agencies such as State DOTs, or business acquisitions can wreak havoc on an organization's focus and energy. What best practices do you use at your organization?

**MODERATOR: Greg Hulsizer**, Vice President, Toll Market Practice Leader, West Division, HNTB Corporation, Parsippany, NJ

**Laura Kelley**, Executive Director, Central Florida Expressway Authority, Orlando, FL

**Tim Anderson**, Toll Projects Section Manager, Texas Department of Transportation, Austin, TX

**Barbara Davis**, Express Lanes Development Administrator, Florida's Turnpike Enterprise, Ocoee, FL

**Dr. Barbara Gannon**, Principal, GannonConsult, Gloucester, MA

**6:30pm – 9:30pm**

## EVENING EVENT – SPLITSVILLE

Join us for a night of networking and bowling fun! Splitsville offers bowling lanes and billiard tables along with plenty of food and refreshments! **Buses depart at 6:15pm in the hotel lobby!**



## TUESDAY MARCH 14, 2017

**7:30am – 2:00pm**

### REGISTRATION

(Audubon Foyer)

**7:30am – 9:00am**

### BREAKFAST WITH EXHIBITORS

(for all registered attendees)

(Audubon B-F)

**9:00am – 10:30am**

### ROUNDTABLES

(Audubon A)

Join us for these interactive discussion forums, meant to facilitate meaningful and useful conversation. Each roundtable will give you the opportunity to share experiences, pose challenges, learn about solutions. Each team member leader will moderate 20-minute conversation sessions, giving attendees the opportunity to attend up to 4 different discussions.

#### Facebook is Still King!

Learn why Facebook is still the top social platform for reaching customers and the best practices for developing content, targeting the right audiences, using paid promotion and killer metrics.

**LEADER: Mike McGurk**, Lead, External Communications, Transurban, Alexandria, VA

#### On the Record – Best Tips for Media Relations

Whether you're launching a new tolling system or sharing information regarding an established toll highway, communication is key. Not only must the message be clear and concise, but you have to find the best way to spread the word. Members of the media can be your allies. Find out tips for working with the media, and why playing offense is the best defense. This session will focus on best practices for media relations and public outreach. Getting your message heard paves the way for success.

**LEADER: Mindy Peterson**, Vice President, C2 Strategic Communications and Spokesperson for RiverLink, Louisville, KY

#### Internal Communication – Employees as Ambassadors **SHRM | 1.5**

This session will be an engaging opportunity to hear more about improving engagement, implementing new internal programs, delivering employee transition plans and recruiting and retaining millennials. You will take away new ideas, contacts and renewed energy to last far beyond the conference.

**LEADER: Percy Dangerfield**, SHRM-SCP, Chief Administrative Officer, Maryland Transportation Authority, Baltimore, MD

#### Say This, Not That...Most of the Time

Soft Skills Training: WHAT you say, HOW you say it and WHY. Learn a dozen communication skills proven to increase clarity and produce higher customer satisfaction scores. We will cover word selection, voice tone, listening skills, questioning skills, sentence bookends and other soft skills. Each attendee gains "take away" value receiving a helpful hints guide and a template to custom build your own glossary of what to say and not say.

**LEADER: Greg Alcorn**, CEO, Global Contact Services, Salisbury, NC

#### Willing but Not Quite Able to Pay – How to Serve Lower-Income Customers – Virginia's Toll Relief Program

The first program of its kind in the U.S. – The Virginia Department of Transportation (VDOT) has developed a Toll Relief Program to administer funds intended to help ease the financial burden of tolls on area residents hardest hit by tolls on the Elizabeth River Tunnels (ERT). This session will consider the demographics of tolling today and in the future in addressing price-sensitive customers.

**LEADERS: Grindly Johnson**, Deputy Secretary of Transportation and **Shannon Marshall**, Assistant Director, Communications, Virginia Department of Transportation, Richmond, VA

#### Employee Training and Development – Retaining Good Talent **SHRM | 1.5**

Statistics show that offering learning, training opportunities and skill development is a competitive advantage for today's businesses. While this sounds like a winning combination, it's not always as easy to strike the right balance and obtain organization-wide buy-in to successfully implement these programs. This roundtable will explore this a strategic priority, cover some challenges that occur while launching T&D programs and how to implement change so it becomes part of the agency's or organization's culture.

**LEADER: Lauren Hakos**, Training and Development Manager, Ohio Turnpike and Infrastructure Commission, Berea, OH

#### Organically Growing a Diverse Workforce – Finding and Refining Employee Talent **SHRM | 1.5**

How do you recruit diverse, enthusiastic and talented employees to meet the mushrooming labor demands of the transportation industry? This roundtable discussion will look at internal and external components in growing and developing your workforce.

**LEADERS: Mary Brooks**, Vice President, and **Jill Cappadoro**, Vice President, Quest Corporation of America, Inc., Tampa, FL

#### Working with Small Business Enterprises **SHRM | 1.5**

The Disadvantaged Business Enterprise (DBE) Program is a U.S. Department of Transportation (USDOT) program that was established to ensure that firms owned by minorities, women and other socially and economically disadvantaged persons have an equal opportunity to participate in federally assisted projects. Come learn how your organization can work to create a level playing field on which DBE's can compete fairly and achieve your goals of hiring a diverse workforce and build your community.

**LEADER: Sandra Norman**, Civil Rights Division Administrator, Virginia Department of Transportation, Richmond, VA

**10:30am – 11:00am**

### REFRESHMENT BREAK WITH EXHIBITORS

(Audubon B-F)

**11:00am – 12:30pm**

**BREAKOUT SESSIONS**

**ADMINISTRATION TRACK**

*(White Ibis)*

**Current and Emerging Legal Challenges in Tolling**

This session will update participants on legal challenges and decisions in the toll industry. The panel will discuss challenges and issues related to “onerous” and “discriminatory” tolls and fees; pay-by-mail toll collection versus violation collection methods; interstate violation enforcement; as well as customer privacy expectations and requirements.

**MODERATOR: Marcelle Jones, Esq.**, Senior Transportation Policy Advisor, Jacobs Engineering Group, Dallas, TX

**William O’Gara**, Principal, Pannone Lopes Devereaux & West LLC, Providence, RI

**Deanna Longo**, Attorney, Linebarger Goggan Blair & Sampson, LLP, Houston, TX

**Merryl Mandus**, General Counsel, State Road & Tollway Authority and Georgia Regional Transit Authority, Atlanta, GA

**COMMUNICATIONS TRACK**

*(Audubon A)*

**Website Optimization – Are You Reaching Your Customers?**

Websites are an essential tool for disseminating an organization’s information to customers. However, your site is only effective if the people you want to reach are visiting and finding the information they need. This session will look at what constitutes a good website, tips for improving your search engine optimization (SEO), creating engaging content that resonates with audiences and developing strategies to reach your target market.

**MODERATOR: Casey Self**, Marketing Manager, Perceptics, LLC, Farragut, TN

**Embracing the Challenge to Satisfy a Great Diversity of Visitors with Three Websites**

**Carole Défossé**, Communication & Information Manager, ASECAP, Brussels, Belgium

**Message Delivered – Leveraging the Digital World**

**Elizabeth Story**, Public Involvement Manager, Atkins, N.A. and **Steve Pustelnyk**, Director of Community Relations, Central Texas Regional Mobility Authority, Austin, TX

**Optimizing Your Website When Delivering an AET Highway**

**Orla Kearns**, Head of Customer Operations, emovis Ireland Ltd., Dublin, Ireland

**12:30pm – 1:30pm**

**LUNCH WITH EXHIBITORS**

(for all registered attendees)

*(Audubon B-F)*

**1:30pm – 3:00pm**

**GENERAL SESSION**

**THE TRUTH AND NOTHING BUT THE TRUTH – HOW TO COMMUNICATE WITH YOUR CUSTOMERS**

*(Audubon A)*

As communication professionals, it is our intent to convey clear and relevant messages to our customers, the public and the media. New communication tools present both challenges and opportunities to communicate in real-time – but is everyone receiving the same message? This panel will address the ever-changing rules of social engagement and how to communicate with your customers using the various platforms.

**MODERATOR: Mario Diaz**, Public Information Manager, Miami-Dade Expressway Authority, Miami, FL

**Knowing Your Customers Before You Communicate with Them**

**Craig Bettmann**, Vice President, Client Solutions, Cogensia, Schaumburg, IL

**Communicating the Big Lift – Highly Disruptable Infrastructure Projects**

**Alison MacDonald**, Communications Manager, Halifax Harbour Bridges, Dartmouth, Nova Scotia, Canada

**Be Choosy! Pick a Social Media Strategy that Works for You**

**Megan Castle**, HPTE Communications Manager, Colorado Department of Transportation/HPTE, Denver, CO

**Listen, Understand, Be There! How to Maintain a Good Relationship with Your Customers**

**Frank Del Pizzo**, Chief Sales Officer, Telepass SpA, Rome, Italy

**3:00pm**

**WRAP-UP AND ADJOURN**





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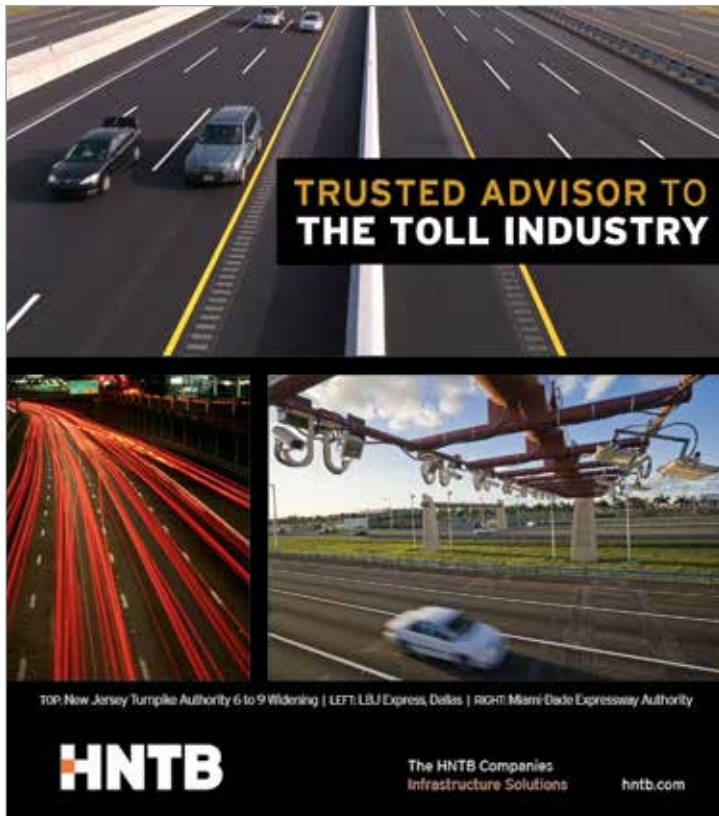
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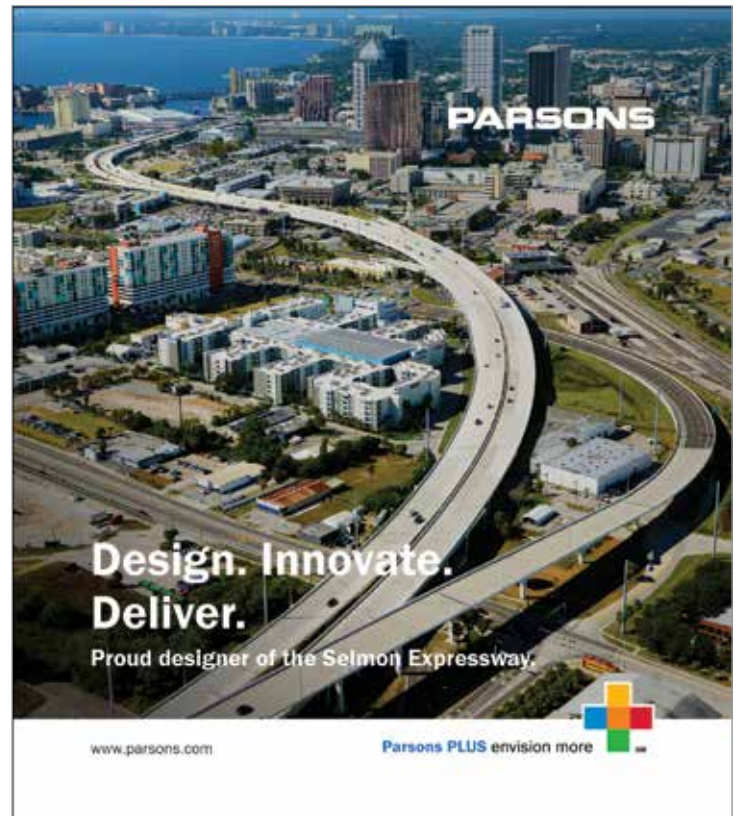


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TOP: New Jersey Turnpike Authority 6 to 9 Widening | LEFT: LBJ Express, Dallas | RIGHT: Miami-Dade Expressway Authority

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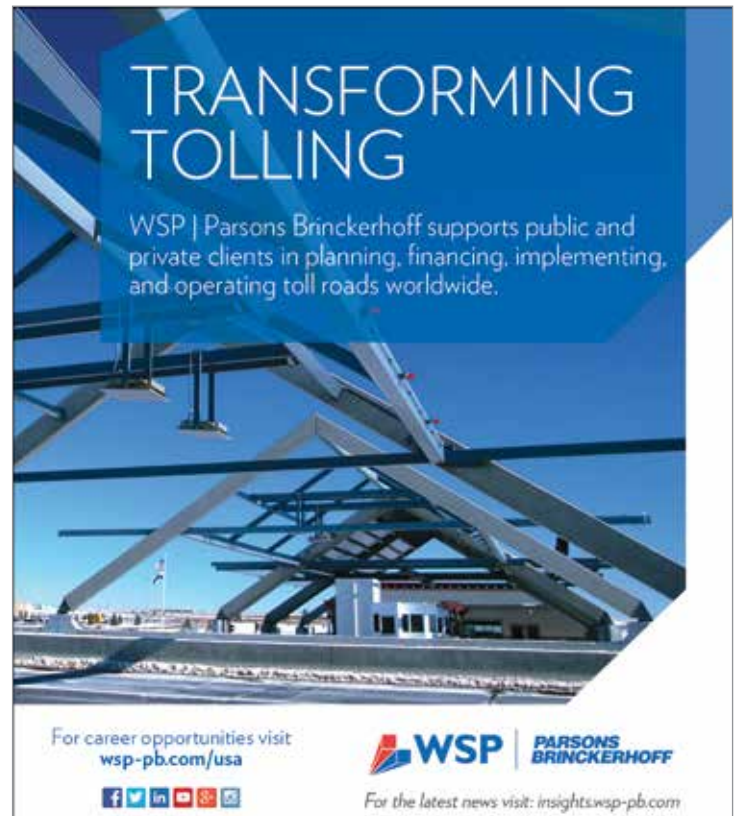


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