

10:15 am—11:30 am	<p>General Session Cupples Ballroom</p> <p>“Driving Your Message” Tripp Frohlichstein, MediaMasters</p>
11:30 am – 1:00 pm	<p>Keynote Luncheon Promenade A & B</p> <p>“Recovery and Reauthorization” Jill Zuckman, Director of Public Affairs, USDOT</p>
1:15 pm – 2:00 pm	<p>Breakout Sessions</p> <p>Crisis/Issues Management Plaza A & B <i>Preparing for the 56th Presidential Inauguration, Karyn LeBlanc, District of Columbia DOT</i> <i>Silencing the Critics - The New I-64 Project, Linda Wilson, Missouri DOT</i></p> <p>Social Media Concourse A & B <i>‘Social’ Studies, Dana Alexander Nolve, Rhode Island DOT</i> <i>Web 2.0 and Bureaucratic Anxiety: Ongoing Issues for Government Communicators, Chris Lippincott, Texas DOT</i></p> <p>Message Mapping Commerce A & B <i>Highway to Messaging Success, Tripp Frohlichstein, MediaMasters</i></p>
2:15 pm – 3:00 pm	<p>General Session Cupples Ballroom</p> <p>“The Changing Media Landscape” <i>Navigating Traditional, Interactive and Social Advertising</i> Jack Miller, True Media</p>
3:00 pm – 3:30 pm	<p>Break 1st Floor Prefunction Area</p>
3:30 pm – 4:15 pm	<p>Breakout Sessions</p> <p>Work Zone Safety Plaza A & B <i>History of Work Zone Awareness Week, James Baron, American Traffic Safety Services Assoc.</i> <i>Teaching Teens to Drive Safely “Between the Barrels,” Julie Oaks, Tennessee DOT</i></p> <p>Communications: The MoDOT Way Concourse A & B <i>The Biggest Risk You Take is Not Taking One, Laura Holloway, Missouri DOT</i> <i>What You Measure Gets Better – Performance Measurement, Shane Peck, Missouri DOT</i></p> <p>Funding Commerce A & B <i>Paving the Way to a Successful Funding Campaign, Jeff Stratton, Idaho TD</i> <i>Communicating the Importance of Transportation, Shobna Varma, StarI sis Corp.</i></p>

- 4:30 pm – 5:30 pm Are We There Yet?: Buzz II Cupples Ballroom
 Join AASHTO for a reception and brainstorming session on our newest project: Identifying the toughest challenges you'll face in your state legislature in 2010. Also offer feedback on the "Are We There Yet?" campaign so far and the proposal for a national town meeting on transportation in 2010. Great ideas (and appetites) welcome!
 Tony Dorsey, AASHTO
- 6:30 pm – 9:00 pm Host State Event – Taking NTPAW to New Heights!
 See the Gateway Memorial Arch, ride to the top for a rare nighttime view of St. Louis and tour the Westward Expansion museum!

Tuesday, October 13

- 7:00 am – 5:00 pm Registration
 1st Floor Prefunction Area
- 7:00 am – 8:00 am Breakfast
 Promenade A & B
- 7:00 am – 8:00 am Executive Committee
 Marquee
- 8:00 am – 9:30 am Roll Call of the States – One Big Thing!
 Cupples Ballroom
 An opportunity to share one communication effort that worked great in your state.
- 9:30 am – 10:00 am Break
 1st Floor Prefunction Area
- 10:00 am – 10:45 am Breakout Sessions
Communicating Safety I **Plaza A & B**
Let's Get Ready to Rumble ... Strips, Cathy Gillen, Roadway Safety Foundation
Superhero Hypes the Benefits of Cable Guardrail, Bob Felt, Michigan DOT
- Virtual Public Involvement** **Concourse A & B**
Kansas Transportation Online Community, Patrick Quinn, Kansas DOT
I-70 Virtual Public Meetings, Bob Brendel, Missouri DOT and Betty Burry, HNTB
- Special Purpose Communications** **Commerce A & B**
Celebrating a Centennial, Valerie Burnette Edgar, Maryland State Highway Administration
Picture Perfect for National Television Productions, Roger Wetherell, Alaska DOT
- 11:00 am – 11:45 am Breakout Sessions
Communicating Safety II **Plaza A & B**
Communicating Safety Across Different Cultures – Lucha Libre Campaign, Stacey Stegman, Colorado DOT
Targeting Teens and Texting, Nile Easton, Utah DOT
- YouTube** **Concourse A & B**
How to Make Your YouTube Views Explode, Jeff Caldwell, Virginia DOT
Transportation TV, Tony Dorsey, AASHTO
News Tube, Bill Shreck, Michigan DOT
- Greener DOTs** **Commerce A & B**
Clean the Air with a Healthy Competition, Dave Smith, Utah DOT

Ever Greener – How the Evergreen State Touts Environmental Efforts, Lloyd Brown, Washington DOT

- 12:00 pm – 1:30 pm NTPAW Awards Luncheon Promenade A & B
Join in the celebration of the best-of-the best public affairs efforts!
- 2:00 pm – 5:00 pm Tour of the iconic Anheuser Busch Brewery
Learn how one of America's most recognizable brands communicates messages of safety and social responsibility.
- 6:00 pm – 8:00 pm Dinner on Your Own
We can offer several dining options so that you can get a true flavor of St. Louis.

Wednesday, October 14

- 7:00 am – 10:00 am Registration
1st Floor Prefunction Area
- 7:30 am – 8:30 am Breakfast
Promenade A & B
- 8:30 am – Noon General Session
Cupples Ballroom
- Conference Business
Executive Committee/Officers Announced
Announcement of 2011 Host State