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Subject: : Final Advance Seminar Schedule

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Please review the attached final schedule for this weekend's Advance seminar.

Also, please remember that all panelists and moderators are requested to meet in the Cabinet Room - 15 minutes prior to the panel in which you are participating. If you have power point presentations and have not already submitted it, please submit it before COB today.

Thank you!

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OFFICE OF PRESIDENTIAL ADVANCE
ADVANCE SEMINAR WORKSHOPS

Friday, August 2, 2002:

- | | | |
|----------------------|----------------------------|---------------------------------|
| 2:00 pm | Registration Begins | <i>Booth in Ballroom Lobby</i> |
| 5:30 pm –
7:30 pm | Reception | <i>Indian Treaty Room, EEOB</i> |
- Guest Speaker: Dan Bartlett, Assistant to the President and Communications Director

Saturday, August 3, 2002:

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|----------------------|------------------------------|------------------------------------|
| 7:00 am | Registration Begins | <i>Concourse Pre-Function Area</i> |
| 7:00 am –
8:30 am | Continental Breakfast | <i>Jefferson Room</i> |
| 8:30 am –
9:15 am | Plenary Session | <i>Ballroom East</i> |

Welcoming Remarks:

- Jack Oliver, Deputy Chairman, Republican National Committee
- Andi Ball, Deputy Assistant to the President and Chief of Staff to the First Lady
- Jose Fuentes, Deputy Director of Vice Presidential Advance
- Brian Montgomery, Deputy Assistant to the President and Director of Advance

General Remarks:

- Josh Bolten, Assistant to the President and Deputy Chief of Staff:

“Advance Staff as Professional and Personal Representatives of the President and Mrs. Bush and the Vice President and Mrs. Cheney”

“Special Welcome Video”

“Presidential Event Highlights”

Event Highlights and Speech Excerpts from the last year-and-a-half of the Bush Administration!

9:15 am – **Plenary Session**
10:00 am

Panel: *“The Big Picture: How Presidential Events are Conceptualized and Implemented”*

Overview: Why do we travel to Ohio to discuss Healthcare issues rather than go to Georgia to discuss Welfare Reform? Hear how multiple divisions help create a concise message and then craft that message into an actual event at a pre-determined location in a targeted state.

Panelists:

- Ken Mehlman, Deputy Assistant to the President and Director of Political Affairs
- Ed Ingle, Deputy Assistant to the President and Deputy Cabinet Secretary
- Israel Hernandez, Special Assistant to the President and Deputy Director of Strategy
- Jim Wilkinson, Special Assistant to the President and Deputy Communications Director
- Todd Beyer, Associate Director of Advance
- Cuddy Johnson, Associate Director of Political Affairs

Moderator:

- Craig Ray, Special Assistant to the President and Deputy Director of Advance for Event Coordination

10:00 am – **Break**
10:15 am

Concourse Area

10:15 am – **Plenary Session**
11:30 am

Ballroom East

Panel: *“It’s Almost Show Time: Building Out Your Event Site”*

Overview: Constructing large speech sites with 10,000 enthusiastic supporters all carefully placed to cover every conceivable camera angle requires careful plotting and meticulous planning. Learn how event sites are built out from staging to camera platforms, crowd raising to pre-programs, and buffer zones to backdrops.

Panelists:

- Mike Heath, Senior Lead Advance Representative
- Steve Atkiss, Senior Lead Press Advance Representative
- Gregg Edgar, Public Relations Consultant and veteran Lead Advance Representative
- Ray Joiner, Senior Advisor, Department of the Interior and Lead Press Advance Representative
- Bob Athey, Senior Advisor to the Secretary of Labor and veteran Lead Advance Representative

Moderator:

- Bruce Zanca, Corporate Communications Executive

11:30 am – **Plenary Session**

12:00 pm

Panel: *“Supporting the President and Mrs. Bush from the Perspective of the Personal Aides”*

Overview: From greeter lines to audience acknowledgments, speech books to downtime activities, and gift presentations to attire queries, speak with the Personal Aides to the President and First Lady about how advance staff can provide critical support.

Panelists:

- Julie Thomas, Director of Advance, Office of the First Lady
- Blake Gottesman, Personal Aide to the President

Moderator:

- Brian Montgomery

12:00 pm – **Lunch**

Ballroom West

1:15 pm

Guest Speaker:

- Ken Mehlman, Deputy Assistant to the President and Director of Political Affairs

Topic: “*Campaign 2002 Update*”

What’s in store for the House and Senate races? Where do Republicans hope to gain seats and how? Hear the political blueprint for Campaign 2002.

1:15 pm – **Plenary Session**

Ballroom East

2:30 pm

Panel: “*Lights, Camera, Action: Technical Production for Presidential Events*”

Overview: Every event is a made-for-TV production complete with high-quality lighting and precision audio equipment. Learn everything about foot-candles, color temperature, and the latest in audio effects including the new Instant Replay™.

Panelists:

- Kelley Gannon, Special Assistant to the President and Deputy Director of Advance for Press
- Scott Sforza, Special Assistant to the President and Deputy Communications Director
- Mike Heath, Senior Lead Advance Representative
- Eric Draper, Director, White House Photo Office
- Jim Van Keuren, White House Communications Agency
- Mike Ellis, White House Communications Agency

Moderator:

- Ajay Patil, ShowCall Productions

2:30 pm – **Break**

Concourse Area

2:45 pm

2:45 pm – **Plenary Session**
4:15 pm

Ballroom East

Panel: *“Support Agencies and Offices: White House Military Office and the United States Secret Service”*

Overview: Each of these organizations plays a very large role in organizing and planning your events. Learn why operational security is critically important in a post-9/11 environment. Also discover how the military experts support the Commander-in-Chief in a wide variety of services from aircraft to state-of-the-art communications equipment.

WHMO Panelists:

- General Mark Rosenker, Deputy Assistant to the President and Director of White House Military Office
- Major Paul Montanus, USMC Military Aide to the President
- Major Chris Bautz, White House Airlift Operations
- Colonel James Ramsey, White House Communications Agency

USSS Panelists:

- Derek Verdeyen, Presidential Protective Division - Operations, US Secret Service
- Dave Chaney US Secret Service, Emergency Preparedness Program, Operational Security Program

Moderator:

- Todd Beyer, Associate Director of Advance

4:15 pm – **Plenary Session**
5:15 pm

Ballroom East

Panel: *“Extra, Extra Read All About It: Understanding How the Press Cover the President”*

Overview: Why do print reporters view your event from a different perspective than a TV producer? What do still photographers look for at your event site? The media experts will discuss why press coverage is a large part of your event planning.

Panelists:

- Larry Downing, Reuters Photo
- Bob Deans, Cox Newspapers

- Steve Hirsch, Fox News Channel Producer

Moderator:

- Kelley Gannon, Special Assistant to the President and Deputy
Director of Advance for Press

5:30 pm – **Reception at Hilton Hotel** *Jefferson and Lincoln West Rooms*
7:30 pm

Sunday, August 4:

7:00 am – **Continental Breakfast**
8:30 am

Georgetown Room

8:30 am – **Plenary Session**
9:15 am

Ballroom East

Panel: “*Keeping the Trains on Time: Schedule Production, Scenarios, Diagrams, and Thank-you Letters*”

Overview: Hear how multiple Offices work together to keep the President, Vice President and First Lady on time. Learn why event scenarios and diagrams are important reading for all traveling staff.

Panelists:

- Gretchen Steen, Associate Director of Advance for Trip Coordination
- Kara Figg, Deputy Director of Scheduling
- Ashley Drummond, Presidential Scheduler
- Reed Galen, Senior Lead Advance Representative
- Lindsay Bourns, Presidential Trip Coordinator
- Charity Wallace, Presidential Trip Coordinator
- Blake Gottesman, Personal Aide to the President
- Katie Balls, Presidential Writer

Moderator:

- Brian Montgomery

9:15 am – **Plenary Session**
10:00 am

Ballroom East

Panel:

“*Ethics and the Hatch Act Made Easy*”

Overview: Can a local vendor donate services or equipment to your event? What are the “do’s and don’ts” for political appointees? Hear about ethics and the Hatch Act from the legal experts.

Note: Mark Frownfelter, Deputy Director, White House Security, will make brief presentation at beginning of panel.

Panelists:

- Brett Kavanaugh, Associate Counsel to the President
- Charlie Spies, RNC Deputy Counsel
- Ben Ginsberg, Patton & Boggs

Note: Each of the following four 45-minute Breakout Sessions will be repeated three times thus providing each attendee the opportunity to go to three separate workshops. The only exception are the “Hotel Advance” and “Vice Presidential Advance” workshops which will be held only once at 11:45 am and 11:00 am respectively. Please also note that attendees who have done less than three (3) advance trips are required to attend one of the “Advance 101” workshops.

10:00 am – **Concurrent Breakout Sessions**

10:45 am

Workshop #1A:

Lincoln West

“Advance 101: The Real World”

Overview: Panel could also be called: “Everything you wanted to know about Advance but were afraid to ask.” Topics include working with the Secret Service, Military Office, local host committees, elected officials, and the like. This expert panel of seasoned advance veterans will also discuss the “how to’s” of everything from operating a Staff radio to learning Advance terms and acronyms.

Panelists:

- Brad Blakeman, Deputy Assistant to the President and Director of Appointments and Scheduling
- Jack Bobbitt, Software Consultant and veteran Lead Advance Representative
- Toni Benedi, Public Relations Executive and veteran Lead Advance Representative
- Todd Beyer, Associate Director of Advance

Moderator:

- Mark Rosenker, Deputy Assistant to the President and Director of White House Military Office

Workshop #2A:

Lincoln East

“The Nuts and Bolts of Press Advance”

Overview: How is it telephones can make or break the press coverage of your event? ? How do we interact with the Press, Media Affairs, and Travel Offices? Who secures transportation and lodging for the traveling press corps? How do the local press hear about our event? These and a multitude of other issues will be discussed in this fast-paced panel of experts.

Panelists:

- Steve Atkiss, Senior Lead Press Advance Representative
- Jeannie Mamo, White House Media Affairs Office
- Scott Sforza, White House Communications Office
- Ellen Eckert, White House Stenographer
- Rachel Sunbarger, White House Press Office
- Eric Terrell, Director, White House Travel Office

Moderator:

- Kelley Gannon

Workshop #3A:

Georgetown East

“Site Advance Made Easy”

Overview: Now that you’ve learned about the “Big Picture,” discover why it is so important to “sweat the details.” This expert panel will discuss everything from ticketing, photo lines, crowd raising, signage, motorcades, holding rooms, pre-programs, and toe-marks.

Panelists:

- Reed Galen, Senior Lead Advance Representative
- Kim Kimball, veteran Lead Advance Representative
- Spence Geissinger, US Department of State and veteran Lead Advance Representative
- Ray Martinez, Commissioner, New York DMV and veteran Lead Advance Representative

Moderator:

- Craig Ray

Workshop #4A:

Georgetown West

“First Lady Advance”

Overview: Discover what makes First Lady advance truly unique from the types of events to the varying levels of support from the military and other entities.

Panelists:

- Clare Pritchett, Director White House Visitor’s Office and First Lady Advance Representative
- Kathy Wills, Public Relations Executive and veteran Lead Advance Representative

Moderator:

- Julie Thomas, Director of Advance, Office of the First Lady

10:45 am – **Concurrent Workshops**

11:30 am

Workshop #1B:

Lincoln West

“Advance 101: The Real World”

Panelists:

- Therese Burch, Senior Lead Advance Representative
- Bob Goodwin, Corporate Communications Executive (retired) and veteran Lead Advance Representative
- Joe Ellis, Lead Advance Representative
- Todd Beyer, Associate Director of Advance

Moderator:

- Bruce Zanca, Corporate Communications Consultant and veteran Lead Advance Representative

Workshop #2B:

Lincoln East

“The Nuts and Bolts of Press Advance”

Panelists:

- David McArthur, Senior Lead Press Advance Representative
- Jeannie Mamo, White House Media Affairs Office
- Scott Sforza, White House Communications Office
- Ellen Eckert, White House Stenographer
- Rachel Sunbarger, White House Press Office
- Eric Terrell, Director, White House Travel Office

Moderator:

- Kelley Gannon

Workshop #3B:

Georgetown East

“Site Advance Made Easy”

Panelists:

- Mike Heath, Senior Lead Advance Representative
- Dewitt Zemp, Lead Advance Representative
- Nina Bishop, US Department of State and veteran Lead/Press Advance Representative
- Mel Lukens, Event Consultant and veteran Lead Advance Representative

Moderator:

- Craig Ray

Workshop #4B

Georgetown West

“Vice Presidential Advance”

Overview: Learn the intricacies of what makes Vice Presidential Advance unique. All facets of VP Advance will be covered during this fast-paced panel.

Panelists:

- Dave Picard, veteran Lead Advance Representative
- Robbie Aiken, Public Affairs Executive and veteran Lead/Press Advance Representative
- Steve Ross, Public Relations Executive and veteran Lead/Press Advance Representative

Moderator:

- Jose Fuentes, Deputy Director of Vice Presidential Advance

11:30 am – **Break**

11:45 am

11:45 am – **Concurrent Workshops**

12:30 pm

Workshop #1C:

Lincoln West

“Checking Out Hotel Advance”

Overview: Often called the “hidden gem” of the advance world, this field exposes you to all facets of advance work while also providing interaction with all levels of the White House Staff.

Panelists:

- Jane Field, veteran Hotel Advance Representative
- Martin Paine, veteran Lead Advance Representative
- Kathy Becker, White House Travel Office
- Lori Yates, US Department of Interior and veteran Lead Press Advance Representative

Moderator:

- Todd Beyer

Workshop #2C:

Lincoln East

“The Nuts and Bolts of Press Advance”

Panelists:

- Denise Dunkel, Senior Lead Press Advance Representative
- Jeannie Mamo, White House Media Affairs Office
- Scott Sforza, White House Communications Office
- Ellen Eckert, White House Stenographer
- Rachel Sunbarger, White House Press Office
- Eric Terrell, Director, White House Travel Office

Moderator:

- Kelley Gannon

Workshop #3C:

Georgetown East

“Site Advance Made Easy”

Panelists:

- Therese Burch, Senior Lead Advance Representative
- Bryan Langley, US Department of Education and Lead Advance Representative
- Mark Koro, Consultant and veteran Lead Advance Representative
- Bob Athey, Senior Advisor to the Secretary of Labor and veteran Lead Advance Representative

Moderator:

- Craig Ray

Workshop #4C:

Georgetown West

“First Lady Advance”

Panelists:

- Clare Pritchett, Director White House Visitor’s Office and First Lady Advance Representative
- Kathy Wills, Public Relations Executive and veteran Lead Advance Representative

Moderator:

- Julie Thomas, Director of Advance, Office of the First Lady

12:30 pm – **Lunch Buffet**
1:30 pm

Jefferson East/West