

**SCCCA  
GENERAL MEMBERSHIP MEETING  
THURSDAY, NOVEMBER 20, 2008**

**HOST CITY:** City of Aliso Viejo

**WHEN:** Thursday, November 20, 2008

**WHERE:** Founder's Hall, Soka University, 1 University Drive, Aliso Viejo, CA 92656 (click on <http://www.soka.edu/page.cfm?p=190> for directions)

**BOARD MEETING:** 8:00 a.m. – 8:45 a.m. – Board Room, Third Floor, Soka University

**REGISTRATION:** 8:00 a.m. – 9:00 a.m. – Registration & Deluxe Continental Breakfast – Juices, Breakfast Pastries, Fresh Fruit, Coffee/Tea

**PROGRAM:** 9:00 a.m.  
Pledge of Allegiance  
National Anthem by Aliso Niguel High School Choir

Welcome Remarks – Bill Phillips, Mayor, City of Aliso Viejo  
Welcome Remarks – Pat Hammers, SCCCA President

“The Good, the Bad and the Ugly”  
(A short skit depicting the Days of a City Clerk )

9:45 a.m. – 11:00 a.m. – Contract Administration and Management – *Presented by Jamie Raymond and Roxanne Moin, Best, Best & Krieger*

11:00 a.m. to 12:15 p.m. – Media Relations – *Presented by Jim Leach, Cox Communications, with his wife Dot Leach, and Kelly Tokarski, KT Communications*

(.5 point pending approval by IIMC)

**LUNCHEON :** 12:15 – 1:30 p.m. – Buffet lunch (Chicken Margarita, Mushroom Ragout, Cilantro Tomatillo Rice, Seasonal Vegetables, Mixed Baby Green Salad, Assorted Bread, Assorted Petite Desserts, Coffee, and Tea)

**BUSINESS MEETING:** 12:45 p.m. – 1:30 p.m. – Business Meeting



## PROGRAM OUTLINE

### Contract Administration and Management

- Types of Contracts
- Completing the Contract
- Exhibits
- Originals v. Copies
- Collecting Required Documents
- Awarding the Contract
- Legal Implications
- Retention
- Best Practices

### Media Relations

- Why is media important in local government
- Public and media relations planning
- Is the media your friend or foe? Do's and don'ts of an effective relationship with the media; pitfalls and landmines
- Understanding the challenges and opportunities available for print, television and online media
- Preparing for media interviews or press conferences
- Writing an effective press release; what makes it a good or bad piece of information
- How to maximize media coverage; targeting other media
- Selling your story to the media; what kind of information is newsworthy?