

Presenter Bios

Governor's Office Social Media Summit, NOV. 5, 2012

Keynote Speaker

Chris Pirillo, *Gnomies*

Chris Pirillo has been working in the content publishing industry since 1996. He launched his first company, LockerGnome, to provide practical technology knowledge to millions shortly after attaining a degree in English Education. Not long thereafter, he became an expert in growing online communities – a skill that has served him well as the Internet has evolved. He's hosted television programs, conferences, and radio shows – frequently called upon by media outlets to help translate “geek” into something everybody can understand.

Today, Chris helps drive businesses and entrepreneurs forward by providing insight and guidance through speaking engagements, consulting arrangements, and coaching endeavors – with intelligence that further enables personal and corporate brands to better engage their existing or intended audiences. His experience has preceded a dominant social media presence, giving him an edge over most working to help others achieve their goals.

From creating compelling content to fostering community building to implementing winning social media strategies, Chris Pirillo has been there and done that – and continues to help others do the same for themselves. He loves to help people spread the word about their projects and ventures.

Chris Pirillo is a personality in whom tech enthusiasts trust to answer questions and lead discussions. From his self-inspired cartoon logo to his real face on international TV, Chris's ongoing efforts have provided timely, accurate, and reliable information to the mass market. With more people getting connected to the Internet, and an ever-increasing proliferation of decentralized media and self-controlled news sources / social media, Chris continues to remain relevant.

Chris has consistently expressed his convictions and visions outright, supplying practical information to targeted audiences: media agencies, business owners, technology consumers, software and hardware professionals, et al. He remains a passionate personality in the tech community-at-large.

His approachability, undeniable spirit, and candor have drawn hundreds of thousands of persons to follow him and his recommendations. Chris understands that valid communication is fostered through interpersonal connections. As such, he is ready to leverage his skills, connections, and widespread recognition to help those in need of the unique assistance he can provide. He is never short of ideas.

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Workshop Presenters

Doug Bear, *Kitsap County*

Doug Bear is the Public Communication Manager for Kitsap County. He is responsible for outreach efforts and manages Kitsap 1, a consolidated call center for residents of Kitsap County. He also does extensive work in process improvement and develops policy and procedure to support that. Doug was charged with spearheading the move into social media for the County. He recommended leveraging the capabilities of GovDelivery to do this, and branded these efforts as the Kitsap Electronic Notification System (KENS). His goal in communication is to change the way people look at government, and the way government looks at people.

Evonne Benedict, *KING 5*

Evonne started her career as a broadcast journalist, working in television for several years. Now she has incorporated that background with digital journalism, with a particular focus on social media.

As social media manager, she oversees KING 5 accounts on Twitter, Facebook, Google+, Tumblr, YouTube, Instagram, Pinterest and others. She also trains and supports KING 5 staff in their social media and community efforts.

Evonne is passionate about the KING 5 community, and the increasing two-way conversation between KING 5 and its viewers/readers.

Born in Seattle, she never carries an umbrella and optimistically wears sunblock every day of the year.

Jeremy Bertrand, *Transportation*

Jeremy Bertrand manages the WSDOT website and social media program and has been involved in making websites and distributing information out to the public via digital means for more than 10 years. His work in the last several years engaging with the public through social media channels has won his agency several national awards and in 2009 they won the award for the most innovative transportation department in the nation because of it. He has provided training and advice on digital outreach to more than 200 government agencies across the nation and continues to push the boundaries of government communications.

Cheryl Bledsoe, *Clark Regional Emergency Services Agency (CRESA)*

Cheryl is a wife and mother to two young children who teach her regularly about hazards & threats at home. In her work life, she prepares, mitigates, manages and recovers from disasters at the Clark Regional Emergency Services Agency (CRESA) in Vancouver, Washington. Cheryl is active in her community and professional association at all levels from local to national on communication issues and emerging technologies. Cheryl speaks regularly at conferences, consults with government agencies and provides training to diverse audiences of all types of emergency responders and community organizations.

Kristy Bolsinger, *PricewaterhouseCoopers*

Kristy Bolsinger is a Senior Associate in the Customer Impact Advisory business within PricewaterhouseCoopers based out of Seattle, WA. Kristy works with her clients to build and implement solid social strategies driving real and meaningful business results. Areas of focus have included engagement strategies, social customer care, community activation, influencer and advocate programs, insights/analytics, and the intersection of SEO & Social.

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Prior to her time at PwC Kristy worked at Ant's Eye View (later acquired by PwC) and RealNetworks as the in-house Social Strategist for the Games group. She completed her MBA at Willamette University Atkinson School of Management after working in Human Resources for several years in Southern Oregon. She loves football and hates missing a good shoe sale.

Robert Calkins, *Washington State Patrol*

Robert Calkins currently serves as Media and Community Relations Officer for the Washington State Patrol. He works in the Patrol's Olympia headquarters, helping guide the Patrol's outreach to news media and citizens.

Prior to joining the State Patrol, Bob spent eight years as the news media's main point of contact at Seattle-Tacoma International Airport. He's been through the Nisqually earthquake, the crash of Alaska Airlines Flight 261, the 9/11 attacks, numerous bomb scares, white powder scares, pandemic flu scares, SARS scares, the-parking-garage-is-unsafe scares and every other kind of airport scare that can get the media's attention. On a more serious note, he also guided much of the airport's media outreach on a community controversy involving construction of a new runway.

He has been a FEMA disaster assistance employee, working in Joint Information Centers activated for several disasters. Prior to that he spent 17 years as a working broadcast journalist in the Portland and Seattle markets.

Away from the job, Bob volunteers his time as a K9 Search and Rescue Dog Handler in Kitsap County, WA.

Tiffany Campbell, *WBUR.org*

Tiffany Campbell is the Managing Editor for Digital at WBUR.org, Boston's NPR affiliate, where she leads a team of editors, producers and developers innovating in online news. Before moving to Boston in July, she spent more than seven years in the digital operation of the Seattle Times. She most recently was Editor for Digital, helping to manage seattletimes.com's daily news operations, special investigative projects and a team of news producers. Tiffany is a graduate of Western Washington University and started her career at CNN, where she worked as a video journalist and broadcast writer.

From the 2009 Lakewood police shootings and the 2010 Winter Olympics in B.C. to the 2012 national political conventions, social media and innovative use of technology have been woven into Tiffany's work in news. Mobile reporting with a phone has been one of her specialties and passions--she actually created her Twitter account in 2008 with 11 followers, just in time to live-tweet the 2008 Washington governor's inaugural for the Seattle Times (from a Palm Treo).

Her smart phone has evolved but her twitter account is the same: @tiffanycampbell

Deborah Castle, *GovDelivery*

Deborah has spent the last 6 years focused on Digital Communication Management, Social Media Automation and Constituency Outreach programs for State, Local, and Regional Public Agencies. Prior to GovDelivery, Deb provided consulting and team building services to government and business.

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Bryan Flint, *Natural Resources*

Bryan Flint is the Director of Communications and Outreach for the Commissioner of Public Lands Peter Goldmark. As the Communications Director for the Washington State Department of Natural Resources (DNR), Bryan manages a team of eleven staff.

Bryan and his team use an array of new social and traditional media tools to communicate about a variety of emergency situations including fire, landslides, tsunamis, volcanos and derelict boats.

Prior to DNR, Bryan served for four years as the Executive Director of the Tahoma Audubon Society. Having grown up in Anchorage Alaska, Bryan has spent most of his adult life in Washington, living and working on both sides of the Cascades and the Puget Sound.

Bryan lives in Tacoma and serves on the Tacoma Public Utility Board.

Guy Gill, *Washington State Patrol*

Guy Gill has been with the Washington State Patrol (WSP) since 1996, and currently serves as the Public Information Officer and recruiter for District 1 (Thurston and Pierce County). He administrates the Twitter account [@wspd1pio](https://twitter.com/wspd1pio) where he proactively posts events involving the WSP within his district. Trooper Gill is also a field training officer and is motors certified.

Beth Goldberg, *City of Seattle City Budget Office*

Beth Goldberg is the Director of the City of Seattle's City Budget Office, overseeing the development, implementation and monitoring of the city's \$3.9 billion annual budget, including the city's \$918 million General Fund budget.

Goldberg's public sector budgeting career began in 1996 at King County, where she served the following 11 years as budget analyst, senior policy analyst and budget section supervisor. She then assumed a position as a vice president in the Public Finance department of Seattle-Northwest Securities Corporation. She subsequently returned to King County in 2008 as the Deputy Director of the Office of Management & Budget (OMB), overseeing the day-to-day operations of a 35-person office and the development of the county's \$4.9 billion annual budget. In 2009, she also assumed the role of Acting Director of OMB. In these latter two roles, Goldberg oversaw the development of annual budgets that closed nearly \$150 million in budget deficits in the county's \$620 million General Fund while still maintaining the county's AAA bond rating.

Elected to the board of the Seattle Monorail Project in 2005, Goldberg served as Chair of the Board from 2006-08, overseeing the shutdown of the project in keeping with the will of Seattle voters. She also offers her time and financial management skills in support of local education programs. She served on the Board of Directors for the Hutch Kids Child Care Center and was President of Bryant Elementary School's PTSA. She is currently a member of the Evans School of Public Affairs Denny Alumni Council. Goldberg holds a Bachelor of Arts degree with honors in International Relations from the University of California, Davis, and a Masters of Public Administration degree from the University of Washington's Evans School of Public Affairs. Goldberg lives with her husband, Rick, and two sons in northeast Seattle.

Tom Jensen, *Legislative Evaluation and Accountability Program (LEAP) Committee*

From the creation of the LEAP Committee in 1977, Tom served as one of the original staff to the committee until 1985. He has over 15 years experience working as a private contractor developing financial systems for CTED,

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OSPI, WDFW, and L&I and for private companies like Vulcan Inc. and the Washington Roundtable. He worked for the Washington State Association of Counties for four years developing systems and maintaining the association's computer network. He worked for the House of Representatives for six years supporting the fiscal committees of the Office of Program research. Tom currently leads the committee staff as LEAP Administrator, a position he took in mid-2006.

Rachel La Corte, *Associated Press*

Rachel La Corte is the supervisory correspondent for The Associated Press in Olympia, covering state government, politics and elections, as well as a variety of breaking news in Washington state. She started her career with AP 15 years ago in Miami, and has written about numerous natural disasters (hurricanes are her specialty), presidential recounts and other national news. She spends a good part of her day on social media, but it's for a legit reason: trying to find sources or get tipped off to interesting tidbits or gossip she otherwise wouldn't have known about, and of course, promoting her own work and that of her colleagues. Follow her on [Twitter](#) or on [Facebook](#).

Sarah Lane, *Washington State Attorney General's Office*

Sarah Lane is the Director of New Media at the Washington State Attorney General's Office, where she has worked since 2002. As the webmaster, internal communications manager and social media specialist she has brought the AGO's communication into the 21st century by enhancing interaction with internal and external audiences. She has dramatically increased employee satisfaction with the agency's intranet and improved citizens' ability to interact with the agency online. Her efforts on the agency web site have also been recognized with three WAGGY Awards.

Sarah earned her master's degree in digital media and bachelor's degree in communications from the University of Washington. As Husky football season ticket holders, Sarah and her husband Greg can frequently be found on the UW campus proudly sporting purple.

Christine Lange, *King County*

Christine Lange is the Deputy Communications Director for King County, and works in the office of King County Executive Dow Constantine. She is responsible for overseeing internal messages to all King County employees, and external messages to the general public. Press releases, social media, and reporter inquiries are all handled by both the Communications Director or Deputy Director, as well as major policy speeches, press conferences, and public presentations from the Executive Office.

Maria Peterson, *Corrections*

Maria Peterson is an IT specialist for the Department of Corrections. Maria worked in Television news for five years as a producer, reporter and anchor in Bend, Oregon and Anchorage, Alaska. As a one-man-band reporter she shot and edited video while covering breaking and local news.

Her passionate support of animal welfare led her to leave TV in 2005 to work for Anchorage's animal shelter as the Public Relations Coordinator. In this role she coordinated media campaigns and organized citywide events to promote the adoption of homeless animals and educate the public about domestic animal regulations. She taught animal safety and humane education courses to students in the Anchorage School District and was featured weekly on local TV and radio news stations.

In 2007 Maria and her husband, who are both from the Pacific Northwest, moved to Washington to be closer to family. She started working for the Department of Corrections as a Communications Consultant in November 2007

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and launched the agency's use of YouTube and Twitter. She is a self-described "news junkie" and found the fast-paced and ever-changing environment of the Department satisfies her thirst for an exciting and challenging career.

Saf Rabah, Socrata

Saf Rabah is the VP of Marketing and Products at Socrata, a Seattle-based startup and the world's leading provider of Open Data Systems. In two and half years at Socrata, Saf has worked with the world's most innovative public sector organizations who are using their data as a strategic asset to improve information sharing, enable fact-based decision-making and reinvent the digital experience of their constituents. Saf can be reached at saf.rabah@socrata.com.

Richelle Risdon, Kittitas County Fire District #7

Richelle Risdon is a volunteer public information officer for Kittitas County Fire District #7. She has experience in public relations, marketing, and communication strategies in both business and emergency management. She earned a BA in public relations from CWU, is certified as a public fire and life safety educator, juvenile firesetter intervention specialist, and is trained to FEMA's advanced public information officer level. Richelle's professional interests include advocating for the use of social media use during emergencies and teaching others about the latest tools available for emergency management communication.

Bart Rydalch, Revenue

Bart Rydalch co-manages the Visual Media Program for the Department of Revenue. Bart has more than 25 years of experience incorporating technology and communications in a career that spans from aerospace to the computer gaming industry, among others. With a background in design, communication, and technology, he has driven the development of newer technologies such as streaming video and mobile apps at the Department of Revenue and other Washington State agencies. He has been recognized as an expert in emerging technologies and his work has led to several national awards for the Department of Revenue, including the 2006 Federation of Tax Administrators' (FTA) award for "Best Use of Technology." His work includes development of online content for multiple cross-agency projects and partnerships. Bart was asked to speak at the national FTA conference and is regularly tapped for information from other state government and federal agencies. Bart's philosophy is simple, "to skate where the puck will be, not where it has been."

Cameron Satterfield, King County

Cameron Satterfield is the communications manager for the King County Department of Executive Services, handling media relations for a diverse array of agencies ranging from animal control to facilities management. Prior to joining King County in February 2011, Satterfield spent four years as a public information officer for St. Charles County, Missouri in the St. Louis metro. He also has more than 15 years of experience in television news and production. A Midwest native, Satterfield holds a bachelor's degree in journalism and mass communications from the University of Nebraska-Lincoln, and has extensive training in emergency management through the Federal Emergency Management Agency (FEMA).

Wilford Saunders, Commerce

Wilford Saunders manages the Washington State Broadband Office, which is responsible for broadband planning efforts and broadband mapping.

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His career in the telecommunications industry spans more than a decade and began as the director of operations for a small telecommunications company including regulatory filings and construction of a satellite earth station. As a business manager for General Dynamics Network Systems his duties included legal and management responsibilities in a multinational environment as part of a telecommunications project on the Pacific Coast of Russia.

He also served as assistant director for the telecommunications division of the Washington Utilities and Transportation Commission. While there, he managed staff responsible for legal, economic and policy analysis of all telecommunications regulatory matters in the State of Washington.

Pascal Schuback, *University of Washington*

Pascal Schuback is the Global Travel Security and Information Manager for the University of Washington. His role there includes coordinating the Global Emergency Management Plan, increasing situational awareness and continuity, and responding to global incidents. Pascal is a board member of Crisis Commons, a global network of volunteers who use creative problem solving and open technologies to help people, communities, and agencies in times of crisis. He has worked on a number of projects to aid public safety and disaster response globally, using Virtual Operations Support Teams to respond to incidents including forest fires, floods, earthquakes and winter storms, and building a university-based situational awareness tool. Pascal is also working on the Humanitarian ToolBox, and a new model of Non-Governmental Organization based emergency management delivery. He received his MPA from the Hatfield School of Government at Portland State University and is a certified Emergency Manager. Pascal would be classified as a geek, and is currently developing methods to integrate social media into public safety and disaster-response tools.

Suzanne Shaw, *Washington State Attorney General's Office*

Suzanne Shaw is a senior attorney in the Washington State Attorney General's office. Her practice centers on open government, administrative law, constitutional law, and government contracting, with an emphasis on IT procurement. Her clients include the Office of the Chief Information Officer and the Consolidated Technology Services Agency. She frequently advises other state agencies on IT acquisitions, protests, and related issues.

Suzanne is active in several national workgroups on social media and government. She speaks regularly on legal issues of concern to state agencies engaged in cloud computing and on social media legal and policy issues.

Suzanne joined the Washington State Attorney General's Office as an Assistant Attorney General in 1992 and was named Senior Counsel in 2010. She graduated cum laude from Seattle University School of Law, where she was an editor of the Law Review. She holds a Masters in Public Administration from The Evergreen State College, where she also obtained her B.A. She previously attended The American University in Washington, D.C.