

Government Track

Wednesday, January 10

Time	Topic	Speaker
8:30 AM	General Session Keynote	
9:45-10:45 AM	Digital Transformation: The Marriage of Public Information and Technology	<ul style="list-style-type: none">Julie Holcomb, City Clerk, City of Ithaca, NYAlan Karasin, Senior Network Administrator, City of Ithaca, NY
11:00 AM - 12:00 PM	What I Wish I Had Known Before Automating My Process	<ul style="list-style-type: none">Michael Wells, Desktop Services Manager, Chesterfield County, VACarl Hunter, IT Analyst, City of Rochester, MNJulie Holcomb, City Clerk, City of Ithaca, NY
Lunch Break		
1:30-2:30 PM	#TANGODOWN: In the Crosshairs of a Hactivist	<ul style="list-style-type: none">Justin Cure, Information Services Manager, City of Longview, TXJoshua Gamble, Enterprise Solutions Designer – Infrastructure, City of Longview, TX
2:45-3:45 PM	Women in Tech: Leadership in the Public Sector	<ul style="list-style-type: none">Jeanne Holm, Deputy CIO, City of Los Angeles, CALea Deesing, Chief Innovation Officer, City of Riverside, CACindy Shrum, Information Systems Manager, Alabama Department of Mental Health
4:00 – 5:00 PM	Zero to 100K: Using Laserfiche Forms to Achieve Citizen Success	<ul style="list-style-type: none">Ed Yonker, Application Software Manager, Franklin County, PABekah Laws, Applications Support Specialist, Franklin County, PA
5:30 PM	Special Event: Empower After Hours	



Laserfiche® EMPOWER

January 9-12, 2018 Long Beach, CA

Thursday, January 11

Time	Topic	Speaker
8:30 AM	General Session Keynote	
9:45-10:45 AM	Public Records Law: Balancing Transparency and Compliance with Laserfiche	<ul style="list-style-type: none">Barbara Brooke-Reese, MIS Manager, City of Sebastian, FL
9:45-10:45 AM	Making Data Meaningful: Connecting Performance Measures to Organizational Strategy	<ul style="list-style-type: none">Rosalind Collins, Deputy Commissioner of Revenue, City of Charlottesville, VA
9:45-10:45 AM	User Group: State and Local Government	<ul style="list-style-type: none">Ryan Park, Software Marketing Associate, LaserficheSam Hall, State and Local Government Manager, Laserfiche
11:00 AM - 12:00 PM	Brew Up Better Meetings with the Lean Coffee Method	<ul style="list-style-type: none">Tim Nolan, Applications Manager, Collin County, TX
11:00 AM - 12:00 PM	How to Create a Laserfiche Training Plan for Your Organization	<ul style="list-style-type: none">Sonya Finley, Records & Information Manager, San Diego County Regional Airport Authority
Lunch Break		
1:30-2:30 PM	Live Long and Process – Tips for Planning & Designing Your Automation Project	<ul style="list-style-type: none">Michael Wells, Desktop Services Manager, Chesterfield County, VA
2:45-3:45 PM	Optimizing Citizen Services with a Digital Roadmap	<ul style="list-style-type: none">Beverly Strickland, Laserfiche Administrator, North Carolina Department of Environmental QualityBrett Scott, IT Director, Alabama Real Estate CommissionBill Jobes, CEO, Jobes Technology Solutions
4:00-5:00 PM	Intrepid Leadership for Technology Innovators: Strategies for Reaching New Heights	<ul style="list-style-type: none">Ralph Hudson, Deputy Director, Arkansas Department of Labor



Digital Transformation: The Marriage of Public Information and Technology

Outdated organizational structures can stand in the way of fully utilizing resources like Laserfiche, causing delays, miscommunication and generally poor public service. This is especially true when there is a divide between the information managers (Clerks, Public Information Officers) and the information holders (IT). The City of Ithaca revolutionized their public service by merging these two departments, allowing those who are responsible for all aspects of the city's crucial records and processes to work together.

This class will discuss in detail:

- Creating opportunities to rethink, redesign and improve business processes
- Avoiding pitfalls by utilizing strategies for getting people onboard with change and keeping the momentum going
- The efficiencies the City of Ithaca has achieved by using this approach, benefitting both employees and constituents

Speakers include:

- Alan Karasin, Senior Network Administrator, City of Ithaca, NY
- Julie Holcomb, City Clerk, City of Ithaca, NY

About The Speakers



Alan Karasin has been in Information Technology for 25 years and has been the Senior Network Administrator for the City of Ithaca, NY, since 2001. Since 2014, he has specialized in mapping and automating business processes. His team won the Top Digital Cities award in 2016 and the Laserfiche Run Smarter Award for Best Public Service Initiative in 2017.



Julie Conley Holcomb has served as City Clerk and Deputy City Clerk for the City of Ithaca for the past 29 years. She is the City's Public Information Officer and Records Access Officer, and currently oversees the City's Department of Public Information and Technology.



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What I Wish I Had Known Before Automating My Process

Process automation and re-engineering is no easy task. Join a panel of automation experts to hear how you can avoid pitfalls and learn from their experience to ensure success from the start.

We will discuss:

- How to effectively design automated processes
- Tips and tricks to help users complete processes correctly
- Roll out strategies that increase user adoption

Speakers include:

- Michael Wells, Desktop Services Manager, Chesterfield County, VA
- Carl Hunter, IT Analyst, City of Rochester, MN
- Julie Holcomb, City Clerk, City of Ithaca, NY

About The Speakers



Michael Wells has worked for the County of Chesterfield for 23 years both as an analyst and now as the manager of the Desktop Services Team. His team is responsible for the care and management of the enterprise installation of Laserfiche, which includes maintaining the existing records and repositories and working with customers to develop new solutions for ECM. Michael is one of the leaders of the Virginia Laserfiche User Group and considers the shared knowledge of users to be one of the most valuable assets. He himself has 11 years of experience working with the county's Laserfiche system.



A Minnesota native, Carl Hunter has been working in local government to create solutions with the Laserfiche suite for 3 years and working as an administrator for 2. His favorite part of using Laserfiche is when the business user turns from a skeptic to a proselytizer after their first solution goes live.



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#TANGODOWN: In the Crosshairs of a Hacktivist

Two years ago, the City of Longview, TX, was forced to take down their public website after they became the target of a series of DDOS cyberattacks launched by a group of hacktivists (hacker activists) known as Anonymous. Since then, they have implemented a comprehensive security program based on the standards published by the Department of Homeland Security that includes a variety of preventative measures like firewalls, proxy services and rigorous staff training.

Join this class to hear all about their riveting story and to learn:

- Techniques that hackers commonly use to exploit system vulnerabilities
- Tips for increasing cybersecurity awareness at your organization
- Tools and resources for strengthening your organization's security posture

Speakers include:

- Justin Cure, Information Services Manager, City of Longview, TX
- Joshua Gamble, Enterprise Solutions Designer – Infrastructure, City of Longview, TX

About the Speakers



Justin Cure has worked at the City of Longview for 13 years. He and his team have implemented an enterprise GIS and asset management system, released a mobile app, migrated to Google Apps, rolled out VDI, and strengthened cybersecurity. Justin is certified as a Government CIO, GIS Professional, and Public Manager.



Joshua Gamble is the Enterprise Solutions Designer for infrastructure at the City of Longview, TX. During his 9 years, Joshua has implemented a managed wireless solution, replaced core network segments, managed and migrated multiple security appliance platforms, designated video surveillance and access control solutions and educated many users on best practices.



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Women in Tech: Leadership in the Public Sector

Women make up more than half of the U.S. population, yet there is an imbalance in leadership positions. According to a Pew Research Center survey on women and leadership, most Americans find women indistinguishable from men on key leadership traits such as intelligence and capacity for innovation, with many saying women are stronger than men in terms of being compassionate and organized leaders.

In this session, our expert panelists will explore the following areas:

- Why women are in short supply at the top of government in the United States
- How to create greater education and understanding on this issue
- What can be done to eliminate the gap

Speakers include:

- Jeanne Holm, Deputy CIO/Mayor's Senior Technical Advisor, City of Los Angeles, CA
- Lea Deesing, Chief Innovation Officer, City of Riverside, CA
- Cindy Shrum, IT Manager, Alabama Department of Mental Health

About The Speakers



Jeanne Holm is a leader in open data, education, and civic innovation. She is the Deputy CIO for the City of Los Angeles and Mayor's Senior Tech Advisor, an instructor at UCLA, a fellow at the UN, former Evangelist for Data.gov at the White House, and leads several tech startups.



Lea Deesing is the Chief Innovation Officer for the City of Riverside, CA, where she manages a team of 60 IT Professionals. She is also the Executive Director of SmartRiverside, a nonprofit that aims to narrow the digital divide through education and technology. She has 30 years of experience in IT with 19 years specific to local government. She belongs to a number of professional organizations and has received national recognition for her articles and speeches on career advice, social media, cybersecurity, project management, and technology use within government.

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Cindy Shrum is the IT Manager at the Alabama Department of Mental Health. Cindy's life journey includes a love of teaching, mentoring, traveling, gardening, genealogy, and participating in 5K races. Initially, Cindy attended nursing school, but discovered that she had a knack for computers. The opportunity presented itself for her to change her major to earn a Bachelor's Degree in Business Management & Computer Science and Master of Public Administration and Management of Information Systems degree as well. Life isn't about waiting for the storm to pass, it's about learning to dance in the rain.



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Zero to 100K: Using Laserfiche Forms to Achieve Citizen Success

Laserfiche Forms has proven to be an efficient tool to streamline customer-facing operations. Join this session to learn how Franklin County, PA, was able to cost-effectively process over 100,000 public application submissions since going live with Laserfiche Forms two years ago.

In this session, you will experience:

- A live demonstration of a public facing process solution design
- Tools to help your organization handle high-volume customer inquiries effectively
- Keys to achieving transformative operational efficiency

Speakers include:

- Ed Yonker, Application Software Manager, Franklin County, PA
- Bekah Laws, Application Support Specialist, Franklin County, PA

About the Speakers



Ed Yonker has been working in the public sector for 12 years. Prior to that, he spent 30 years in Banking managing a document imaging solution since the late 1980s. Ed has been an integral part in developing solutions to meet the county's "going digital" goals using Laserfiche ECM solutions.



Bekah has worked for County of Franklin, PA in IT for 11 years. She specializes in technical support of all county human service departments. Bekah develops custom solutions throughout the county government to assist in increasing efficiencies and minimizing manual processing.



Public Records Law: Balancing Transparency and Compliance with Laserfiche

Barbara Brooke-Reese, MIS Manager, City of Sebastian, FL

Information transparency and regulatory compliance are two vital concerns for records and information managers, particularly within the public sector. However, empowering people with access to information while trying to protect confidential data can prove to be difficult. Find out how you can use the tools available in Laserfiche to strike the perfect balance.

In this session, you will learn:

- Considerations for setting up your repository for easy public access
- What types of permissions are available and how they affect access to the data by the public and other users
- How to establish the right level of control with the tools that are available in Windows and Laserfiche
- Tips for collaborating with IT to explore all the available options and ensure that resources within Laserfiche are being fully utilized

About the Speaker



Barbara Brooke-Reese has been working for 15+ years for the City of Sebastian, embracing everything IT. Her passion for Electronic Record Management and Laserfiche has helped the city leverage Laserfiche to grant easy access to the public while maintaining the necessary level of security as required by the city.



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Making Data Meaningful: Connecting Performance Measures to Organizational Strategy

Rosalind Collins, Deputy Commissioner of the Revenue, City of Charlottesville, VA

In the age of big data, one of the greatest challenges is determining what information is meaningful and what isn't. You can spend hours analyzing metrics and still end up with little or no insight, but defining key performance measurements that align with your organization's strategy can help further operational goals.

Join this enlightening session to learn:

- What makes a good measurement – just because you can measure it doesn't make it meaningful
- How to work backwards from your organization's strategy to meaningful data
- Different levels of measuring for different audiences
- The benefits of different methods of performance reporting such as dashboards, spreadsheets and graphs

About the Speaker



Rosalind Collins is a Deputy Commissioner of the Revenue for the City of Charlottesville, VA. In her 26 years there, she has been an enterprise leader for technological innovation. She co-leads the Virginia Laserfiche User Group and holds nine Laserfiche certifications. She's a bass player/singer, playwright, actress, and aspiring robot-builder.



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User Group: State and Local Government

Come meet other public sector Laserfiche users to exchange best practices with colleagues and learn more about how other organizations are utilizing Laserfiche. This group is targeted toward users of all levels from state and local government.

Speakers include:

- Sam Hall, State and Local Government Marketing Manager, Laserfiche
- Ryan Park, Software Marketing Associate, Laserfiche

About the Speakers



Sam Hall is the State and Local Government Marketing Manager at Laserfiche, a role that is well suited for a background in IT and over a decade in public service at state and local governments. At Laserfiche, Sam leverages an intimate understanding of public sector processes to promote enterprise-wide solutions that free bottlenecks, improve job satisfaction, and maximize citizen services. Driven by a passion for technology and improving the constituent experience, Sam engages information professionals across the United States to realize the many operational and financial benefits of Laserfiche software.



Ryan Park is the Software Marketing Associate for the government marketing team at Laserfiche. He works on helping state and local government customers learn best practices by staying up-to-date on rising trends in the industry. See what Ryan is up to on Twitter [@Ryan_Laserfiche](#).



Brew Up Better Meetings with the Lean Coffee Method

Tim Nolan, Applications Manager, Collin County, TX

Tired of wasting time in long, drawn-out meetings? Are you ready to finally have a productive meeting where everyone is fully engaged and participating? Are you ready for a fun new meeting format? The Lean Coffee method is all about collaboration and simplicity.

In this workshop, we will cover the following:

- What tools are necessary for conducting a Lean Coffee meeting
- How Lean Coffee can be applied in your office
- A Lean Coffee meeting followed by a retrospective to discuss the upsides, downsides, and how this meeting format can fit in at your organization

About the Speaker



Tim was hired at Collin County in 1992. He launched GIS, Scrum and kanban at Collin County. He's learned that Records Management is cooler than you think, and apps are the best way to share information. GIS was his first love, and Agile is his new love.



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How to Create a Laserfiche Training Plan for Your Organization

Sonya Finley, Records & Information Manager, San Diego County Regional Airport Authority, CA

Help your Laserfiche implementation reach its full potential with an outstanding training plan for your organization. In this session, Laserfiche training expert Sonya Finley will share how she developed a training plan and supporting documentation for on-boarding new staff to Laserfiche to enable better program use, user buy-in and increased innovation.

About the Speaker



As the Document Control Coordinator for NCTD, Sonya was tasked with developing and implementing their new document management system. Utilizing over 20 years of training and curriculum building experience, she developed a comprehensive company-wide Laserfiche training program. This program included a variety training tools, monthly skill-specific sessions, and in-depth new hire training. As the Records and Information Manager, Sonya continues to use her skills and experience to create and facilitate training programs at the San Diego County Regional Airport Authority.



Live Long and Process – Tips for Planning & Designing Your Automation Project

Michael Wells, Desktop Services Manager, Chesterfield County, VA

Automation can be overwhelming for those who are just starting out – you might not know where to begin or whether or not you're on the right track. This class will help you break down your project into manageable steps.

You'll learn how to:

- Analyze your process using a list of key questions to determine the requirements
- Build a plan to streamline your process and help avoid common mistakes
- Choose the right tools based on your specific needs

About the Speaker



Michael Wells is an experienced IT Manager with a demonstrated history of working in the government industry. Skilled in systems management and automation, Mike is utilizing Laserfiche to integrate with a variety of different solutions by helping other Laserfiche users effectively design and implement government processes. As a figurehead of the broader Laserfiche community, Mike brings fun and creativity to learning about Laserfiche and encourages both customers and prospects to use the system to its fullest capability.



Optimizing Citizen Services with a Digital Roadmap

To provide quality public service, governments must have information at their fingertips in order to instantly answer citizen inquiries and requests. They also must minimize manual, repetitive tasks – like finding, filing and indexing records – so they can focus more time on addressing the needs of the public.

Find out how three state agencies were able to:

- Ensure records are secure and can meet industry standards using built-in tools for records management
- Identify and implement automated workflow solutions that both IT staff and change-resistant employees can agree upon
- Collaborate interdepartmentally to improve public service delivery

Speakers include:

- Beverly Strickland, Laserfiche Administrator, North Carolina Department of Environmental Quality
- Brett Scott, IT Director, Alabama Real Estate Commission
- Bill Jobes, President, Jobes Technology Solutions

About the Speakers



Beverly Strickland has worked for the NC Division of Water Resources for more than 20 years, where she has been a driving force in moving from a paper-based system to providing online access to millions of records. She holds a degree in business administration from Meredith College and has twice been named outstanding employee of the year.



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Brett Scott started his career working for the Alabama Department of Transportation where he initiated the practice of importing survey information from the field into CAD software in the office. He also worked for the Administrative Office of Courts, where he developed a database for alternative DUI sentencing programs. He currently serves as the Division Director of IT at the Alabama Real Estate Commission. This division provides team members, real estate companies, licensees, and consumers with a unified information technology system that provides timely and accurate information and services.



Bill Jobes is the President and Executive IT Consultant for Jobes Technology Solutions and is contracted with the Oakland County Department of Information Technology. As Program Manager for the Countywide Document Management System at Oakland County, he oversees the program budget, projects, and user-driven imaging steering committee.



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Intrepid Leadership for Technology Innovators: Strategies for Reaching New Heights

Ralph Hudson, Deputy Director, Arkansas Department of Labor

Innovative technology solutions are empowering organizations everywhere to reach new heights, but leading the charge on these initiatives requires intentionality and purpose. In this class, we'll explore ways to maximize the benefits of using Laserfiche as well as strategies for conquering common obstacles like budgetary constraints and doubts about letting go of paper. Whether you are new to Laserfiche or it's already deeply integrate into your organization, this class is for you.

About the Speaker



Ralph Hudson works with the Arkansas Department of Labor and has a BS in Organizational Management. He manages day-to-day operations at the agency and works closely with agency IT professionals while implementing and onboarding Laserfiche.

