

2012 Winter Conference



REGISTRATION PACKET
Sheraton Oklahoma City Hotel
One North Broadway

the transit saga

breaking through

part 1 January 25-27



LASSETER BUS & MOBILITY

CURRICULUM

☐ **SHOP TALK SESSIONS**

Since debuting during the 2010 Tulsa Conference on Oklahoma Transit, the Shop Talk sessions continue to score high on evaluation sheets. All are open-ended discussions related to the topic; the Marketing Exchange will have a kick-off presentation.

◆ **OPERATIONS / NUTZ'N'BOLTZ**

◆ **SAFETY & TRAINING**

◆ **MARKETING EXCHANGE**

'Telling the Transit Story' will kick-off this roundtable.

☐ **TRANSIT SOCIAL MEDIA: ABCs & QRs**

Get ready to start utilizing the social media to promote your transit system the moment this session concludes. Rachael Geiger will review use of social media for business purposes from Facebook and Twitter to QR (quick response) codes—those square boxes with hieroglyphics..

☐ **GRANTWRITING SEMINAR—THURSDAY AFTERNOON, JAN. 26**

Julie H. Hall, of iWrite Technical Writing & Consulting Services has over 10 years experience as an independent grant writer. Ms. Hall will provide a primer on everything from research and evaluating opportunities; to the elements of a winning proposal. The focus will be on federal grants. However, participants will have time to ask questions about any grant related topic during the second half of the seminar.

☐ **GRANTWRITING ONE-ON-ONE CONSULTATIONS—FRIDAY MORNING, JAN. 27**

Friday morning, Ms. Hall will sit down with those who sign-up for one-on-one consultations starting at 8:30. Please e-mail oktransit@ccprokc.com or telephone 405.208.8777 to reserve your place today.. There are nine slots available on a first-come, first-serve basis with one session per system.

IMPORTANT: If you have a grant for which you want to apply or a grant application which was denied, please bring all related materials. Also, you may use this visit about the process sans materials.

⇒ 8:30 to 8:50

⇒ 8:50 to 9:10

⇒ 9:10 to 9:30

⇒ 9:40 to 10:00

⇒ 10:00 to 10:20

⇒ 10:30 to 10:50

⇒ 10:50 to 11:10

⇒ 11:20 to 11:40

☐ **THE SESSIONS BY DONNA RYNDA OF MAKE IT MATTER!**

Popular trainer from the 2011 Winter Conference returns with three, practical topics for every day management. Want to know the thrust of each topic? Show up to find out; there's a twist to each one!

◆ **Four Free Ways to Reduce Your Stress Starting Today**

◆ **How to Win Respect & Influence Others by Doing Nothing!**

◆ **Impact of Powerful Communications**

2011 Conference on Oklahoma Transit

Agenda

Day One Wednesday, Jan. 25

AFTERNOON

1:00—Opening Session

WEDNESDAY AFTERNOON BREAK 2:45

CONCURRENT SESSIONS I 1:30 to 3:45

- Oklahoma Department of Transportation Transit Programs & Oklahoma State University Center for Local Government Technology

1:30 to 2:45

- Transit Social Media: ABCS & QRs

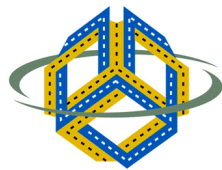
CONCURRENT SESSION I-A 2:45 TO 3:45

- Four Free Ways to Reduce Your Stress Starting Today

4:00— Membership Meetings

- Oklahoma Transit Insurance Company
- Oklahoma Transit Association

Evening: On Your Own



RouteMatch
Software™

Day Two Thursday, Jan. 26

MORNING

8:00—General Session

THURSDAY MORNING BREAK 9:45

CONCURRENT SESSIONS II 8:15 TO 9:45

- Shop Talk: Public Relations, Advertising & Marketing Discussion Topic: Telling the Transit Story
- How to Win Respect & Influence Others by Doing Nothing!

CONCURRENT SESSIONS III 10:00 TO 11:30

- Shop Talk: Safety & Training
- Transit Social Media: ABCS & QRs

11:45—Luncheon w/speaker TBA

AFTERNOON

THURSDAY AFTERNOON BREAK 2:45

CONCURRENT SESSION IV 1:30 TO 2:45

1:30 to 2:45—Impact of Powerful Communications

CONCURRENT SESSIONS V 3:00 TO 4:15

- Shop Talk Operations Nutz & Boltz
- Four Free Ways to Reduce Your Stress Starting Today

Day Two Thursday, Jan. 26

AFTERNOON

SEMINAR
1:30 TO 4:30

- Grantwriting
Instructor: Julie Hall / iWrite of Tulsa

Part 1: 1:30 to 2:45

Part 2: 3:00 to 4:30

EVENING

14TH ANNUAL
AWARDS FOR EXCELLENCE
EVENING & BANQUET

6:00—Reception

7:00—Awards Banquet
Speaker: TBA

- Stansberry Dedicated Service Award
- Leftwich Connection Award

2011 OTA Awards for Excellence

- Safety & Training Award
- Ridership & Expanded Service
- Marketing
- Transit Professional of the Year
- Transit System of the Year



Day Three Friday, Jan. 27

MORNING

FRIDAY MORNING BREAK 9:45

8:15—GENERAL SESSION

CONCURRENT SESSION VI
8:30 TO 11:30

- **By Appointment Only**
One-on-One Grantwriting Consultation
Sign-up to meet with Julie Hall of iWrite of Tulsa.

CONCURRENT SESSION VII
8:30 TO 11:15

SPECIAL FEDERAL REGULATIONS UPDATE

- ADA Updates / 8:30 to 9:30
- Title VI Updates / 9:45 to 10:45
- DBE Updates / 11:00 to 11:45

CONCURRENT SESSION VII-A
8:30 TO 9:45

- How to Win Respect & Influence Others by Doing Nothing!

CONCURRENT SESSION VIII
10:15 TO 11:45

- Impact of Powerful Communications

WRAP-UP SESSION
11:45



