



Who We Are

The Communications Media Management Association is the only professional association with member benefits and services specifically designed by and for media managers to develop leadership skills while networking with colleagues across the country. Our members come from a variety of backgrounds: corporate, government, non-profit, and education. CMMA members assist one another in maintaining industry standards, resolving technical and leadership issues, and challenge each other to become the best in our field.

Why Attend

"The future won't last, it will soon be your tomorrow." Ringo Starr

Preparing for the future starts now! CMMA's National Conference gives you the tools you need to lead your department towards success and peak performance, provides take homes to align your future goals, presents bleeding-edge industry advancements, offers unparalleled opportunities to discuss best practices with industry peers and ensures direct access to top vendors in the media industry.

Register today. Your future self will thank you.

KEYNOTE SPEAKER



Rick Eldridge

CEO-Producer of ReelWorks Studios a multifaceted film/video production company in Charlotte, NC; Rick has over 35 years in the entertainment business as a musician, producer, director and entrepreneur. He has been involved in every facet of creative development and production management in the entertainment industry.

FEATURED SPEAKERS



Mark Hyde, MA, CEAP, Mayo Clinic

Leadership Perspectives on Managing Workplace Culture

Mark has been managing the Employee Assistance Program at Mayo Clinic Rochester for the past 19 plus years. He has been working with leaders in the workplace for the last 25 years focusing on ways to enhance employee performance and job satisfaction. Mark has published leadership articles in HR Executive Magazine, SuperVision Magazine, EAP Digest, McGraw Hill graduate school textbook and been featured in Carolyn Kepcher's New York Daily News article on a variety of workplace issues.



Melonie Parker, Google

Building a Diverse Team and Preparing for the Future

Media managers are continually challenged to stay ahead of communication and technology trends while maintaining a strong team culture. Melonie Parker, Google's Chief Diversity Officer & Director of Employee Engagement, will share ways to keep employees engaged and feeling valued, so that the best creative ideas flourish. It's not just about helping employees be happy. It's helping them to be comfortable and confident in bringing their whole selves—the things that make them unique and valuable contributors—to work with them each day.



Dr. Richard Lederer

Lederer on Language

Nothing is more important to communicators than the ability to use language to educate, inform, motivate, and convince. Richard is the author of 50 books about language, history, and humor, including his best-selling Anguished English series and his current book, The Joy of Names. Join him on an intellectual joy ride through our English language. Some of the stops will include grammar, usage, pronunciation, metaphor, and puns.

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CMMA FORUMS



Greg Sneed, CMMA Leadership Forum

A CMMA cherished tradition, the Leadership Forum is an opportunity for attendees to discuss leadership successes (what's worked) and challenges (what could work better). Join host, Greg Sneed, Mayo Clinic Arizona, in sharing best practices in performance management, workplace satisfaction, and creating a culture of innovation. The Leadership Forum is an excellent opportunity to tap into the collective knowledge and experiences of CMMA members.

Greg manages Event Support Services at all Mayo Clinic campuses. He is a Mayo Clinic Quality Academy faculty member and a teaching facilitator for Mayo Clinic Workforce Learning. He serves on five Mayo Clinic institutional committees, is co-chair of a Mayo Clinic employee resource affinity group, and is a member of the Mayo Program in Professionalism & Values Arizona team.



Pete Pallagi, CMMA Technology Forum

Always a CMMA highlight, this year's Technical Forum, hosted by Mayo Clinic's Pete Pallagi, features Dan Mooney from Kohl's and focuses on using LED backdrops to create the illusion of an immersive environment that surpasses traditional approaches such as green screens. In addition, we'll be discussing member-submitted topics such as new trends in webcasting, shared storage systems/DAMS, and how media teams partner with technology/IT teams.

Pete is the Supervisor for Photography at Mayo Clinic in Arizona. He has been part of teams that have developed hardware and software for the Mayo Clinic enterprise and is published in multiple peer-reviewed journals related to hardware and software creation, uses and acceptance. Pete also serves as the Sustainability Officer for Mayo Clinic Arizona where he works with department leaders to ensure the responsible use of our limited resources.

THE BIJOU EXPERIENCE

Have something really cool to share? Want to discuss challenges in producing it? Join host Jason Brown at The Bijou Experience and showcase your best media product from the last year. The Bijou Experience is your opportunity to share new approaches and ideas for videos, campaigns, web builds, print media, and live events. You'll come away with new insight, see industry trends and meet individuals who are producing great content.

It's always a fun time! (Be sure to leave room for candy and popcorn!)



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SIGNIFICANT OTHER PROGRAM

Join fellow significant others for a full agenda of activities that include touring Silver Strand Beach, the USS Midway, the San Diego Zoo, the Hotel del Coronado, Balboa Park, Old Town San Diego and a harbor cruise.

Your \$100 base registration fee includes the Sunday welcome reception, breakfast Monday and Tuesday and admission to The Bijou Experience.

CMMA offers the full SO program at a discounted price of \$325 or you may choose individual events you'd like to attend.

HOW TO REGISTER

To register for the conference, go to:

eiseverywhere.com/ehome/cmmap2019

At the end of your registration, you may also register your Significant Other (SO) for our very special SO program.

Upon completing your registration, you will receive an email confirmation and a link to the Lowes Coronado Bay hotel so you can book your room.



REGISTRATION TYPES AND COSTS

CMMA Member: \$1,095

New Member: \$547.50

Staff or Boss of CMMA Member: \$1,025

CMMA Retired Member: \$525

CMMA Life Member: \$350

Non-member/Guest: \$1,195

Single-day Pass Monday: \$599

Western Region One-day Pass Monday: \$400

HOTEL INFORMATION

Perched on its own 15-acre peninsula, Loews Coronado Bay is a private oasis of tranquility near San Diego. This Coronado hotel offers views of the shimmering bay waters and the San Diego skyline.

Loews Coronado Bay Resort

4000 Coronado Bay Road

Coronado, CA 92118

619-424-4000

877-639-5617, reservations

PRESIDENT'S DINNER

Get ready for a very special event on the closing evening of the 2019 National Conference, "Dances with Words."

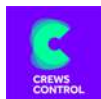
This unique concert combines the talents of best-selling language author Richard Lederer, Ph.D., and folk singing humorist, Bill Shipper. These two sparring partners will perform Richard's educational word fun set to Bill's original music. We promise, you've never experienced anything like it!



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OUR PARTNERS

PRESIDENT'S CIRCLE PARTNERS



GOLD CIRCLE PARTNERS



SILVER CIRCLE PARTNERS



CONFERENCE AGENDA

PRE-CONFERENCE ACTIVITIES - SATURDAY, OCTOBER 19

CMMA Gives Back: Silver Strand Beach Cleanup

USS Midway Museum

San Diego Zoo

DAY 1 - SUNDAY, OCTOBER 20

- 7:00 am Board of Directors Meeting
- 9:00 am Pre-Con Activity: Hotel del Coronado Brunch
- 9:00 am Partner Setup
- 11:30 am SO: Coronado Shopping
- 1:00 pm Conference Begins
- 1:15 pm Ice Breaker & Featured Speaker: Melonie Parker
- 2:45 pm Member Panel
- 3:45 pm Partner Sharing Session
- 4:45 pm New Member Introductions & New Member Swearing in Ceremony
- 5:15 pm Day 1 Closing Remarks
- 6-8 pm President's Welcome Reception

DAY 2 - MONDAY, OCTOBER 21

- 7:30 am Breakfast
- 8:30 am Introduction to Day 2
- 8:45 am Keynote Speaker Rick Eldridge
- 10 am Partner Sharing Session
- 10:00 am SO: San Diego Harbor Cruise
- 10:45 am Garden Games/Team Building Activities
- 12:15 pm Networking Lunch
- 1:15 pm Leadership Forum
- 2:00 pm SO: Coronado Walking Tour
- 2:30 pm Member Panel
- 3:15 pm Partner Sharing Session
- 4-5:30 pm The Bijou Experience

DAY 3 - TUESDAY, OCTOBER 22

- 7:30 am Breakfast
- 8:00 am SO: Balboa Park and Old Town San Diego
- 8:30 am Introduction to Day 3
- 8:35 am Featured Speaker Mark Hyde
- 10:05 am Regional Meeting Planning Sessions/ Focus on Planning Metro Meetings
- 10:30 am Partner Sharing Session
- 11:15 am Member Business Meeting
- 12 pm Member Networking Lunch/ Partner & Board of Directors Lunch
- 1 pm Technical Forum
- 2:15 pm Member Panel: Tech Topic
- 3:15 pm Closing Speaker: Richard Lederer
- 4 pm Social Media Recap
- 5:30-10 pm President's Dinner

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