

<p>11:30 a.m. – 12:40 p.m.</p>	<p style="text-align: center;">Friday Breakouts – Coalition Activity and Success</p> <p>1. Best practices for hosts and boards (Continental Ballroom A) In this session Sam Spofforth, Clean Cities Project Leader, will provide an overview of a new resource: Best Practices for Coalition Hosts and Boards. DOE has developed this based on input from and discussion with coalition directors from some of the coalitions that have consistently demonstrated excellence in these regards. The session also features remarks from three coalition directors on the qualities and activities they believe exemplify these best practices, and how they help the coalition perform at a high level and achieve strong impact. The three speakers come from the three basic types of coalitions: Hosted, Standalone, and Hybrid (elements of both Hosted and Standalone).</p> <p><u>Speakers/Panelists:</u></p> <ul style="list-style-type: none">• Maggie Stritz-Calnin, Michigan Clean Cities• Lorrie Lisek, Wisconsin Clean Cities• Jon LaBier, Granite State Clean Cities• Alex Economou, Central Coast Clean Cities <p>2. Forming successful project partnerships (Continental Ballroom B) For the Clean Cities Program and coalition missions to be successful, we know that solid partnerships are needed in the work that we do. In this session we are going to share in best practices for facilitating successful project partnerships. We will follow along discussions/ (and presentations) from three Coalition Directors to share their thoughts and experiences and allow time for Q&A at the end.</p> <p><u>Speakers/Panelists:</u></p> <ul style="list-style-type: none">• Tammie Bostick, Utah Clean Cities• Jonathan Overly, Tennessee Clean Fuels• Abbie Christopherson, Iowa Clean Cities <p>3. Coalition Websites/Social-Media (Continental Ballroom C) Participants will hear examples of how coalitions approach their online communications to reach their stakeholders through coalition websites and social media. Using a few case studies, three coalitions will illustrate how they tackled specific challenges for their digital communications to develop engaging content, redesign websites, and produce effective social media campaigns. Join this session to learn from the success of other coalitions with online outreach and to start building a digital communications strategy for your coalition.</p> <p><u>Speakers/Panelists:</u></p> <ul style="list-style-type: none">• Jon Gagne, Maine Clean Communities• Laurel Mack Wilson, Greater Washington Region Clean Cities Coalition• Daphne Dixon, Connecticut Southwestern Area Clean Cities <p>4. Stakeholder Engagement (International Ballroom A) Presenters will discuss best practices and lessons learned working to engage stakeholders, outreach, collaboration, and the social aspect of business/stakeholder engagement. Learn how Coalitions stimulate stakeholder engagement and activities by creative and relationship building strategies.</p> <p><u>Speakers/Panelists:</u></p> <ul style="list-style-type: none">• Alisha Lopez, Southeast Florida• Mark Bentley, Alabama Clean Cities• Taylor York, Western Riverside
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