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From: Charity N. Wallace (CN=Charity N. Wallace/OU=WHO/O=EOP [WHO])

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Subject: : Final outline
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Attached is a more detailed outline of assignments and specific topics to be discussed by each panelist.

Upon review, if there are any questions, please contact Craig Ray.

Thank you!

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Proposed Session and Workshop Outlines

Saturday, August 3:

9:15 am – **Plenary Session**

Ballroom East

10:00 am

*“The Big Picture: How Presidential Events are
Conceptualized and Implemented”*

Overview: Why do we travel to Ohio to discuss Healthcare issues rather than go to Georgia to discuss Welfare Reform? Hear how multiple divisions help create a concise message and then craft that message into an actual event at a pre-determined location in a targeted state.

OUTLINE:

Moderator: Craig Ray

- I. Strategy/Message Meeting – Ken/Israel/Jim Wilkinson
- II. Political/State Selection – Ken/Coddy
 - A. Interacting with local organizations
- III. Cabinet Interaction – Healthcare, Defense, Education, etc. - Ed
- IV. Site Survey/Pre-Advance – Todd/Coddy
- V. Working Groups/PET – Todd/Coddy
- VI. Advance Team Arrives/Walkthroughs - Todd

Saturday, August 3:

10:15 am – **Plenary Session**

Ballroom East

11:30 am

“It’s Almost Show Time: Building Out Your Event Site”

Overview: Constructing large speech sites with 10,000 enthusiastic supporters all carefully placed to cover every conceivable camera angle requires careful plotting and meticulous planning. Learn how event sites are built out from staging to camera platforms, crowd raising to pre-programs, and buffer zones to backdrops.

OUTLINE:

Moderator: Bruce Zanca (Vermont – 802-228-7351)

- I. Finalizing Specific Site – Budget/Availability/Indoors/Outdoors – Mike Heath
 - A. Digital Photos
 - B. Power Point Diagrams
- II. Confirming the Audience Size/Make-up/Tickets – Gregg Edgar
- III. Walk-Throughs/WHMO/USSS – Mike Heath
- IV. Vendor Meetings: Staging/Sound & Light/Barricades/Crowd Control – Ray Joiner
- V. Program/Pre-Program/Entertainment – Bob Athey
- VI. Visuals: Backdrops/Cuts/Press Coverage – Steve Atkiss
- VII. Building the Site: Putting the Puzzle Together/Budgeting Your Time – Mike Heath

Saturday, August 3:

11:30 am – **Plenary Session**

Ballroom East

12:00 pm

*“Supporting the President and Mrs. Bush from the
Perspective of the Personal Aides”*

Overview: From greeter lines to audience acknowledgments, speech books to downtime activities, and gift presentations to attire queries, speak with the Personal Aides to the President, Vice President and First Lady about how advance staff can provide critical support.
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OUTLINE:

In House Meeting

Blake Gottesman, Andi Ball, Julie Thomas

- Gifts/Thank You's
- Greeters
- VIP Acknowledgements
- Holding Rooms
- Limo Guests
- Exercise (Downtime)
- Confirming Participants
- Freedom Corps Greeters
- Attire
- Menus

Saturday, August 3:

1:15 pm – **Plenary Session**

Ballroom East

2:30 pm

*“Lights, Camera, Action: Technical Production for
Presidential Events”*

Overview: Every event is a made-for-TV production complete with high-quality lighting and precision audio equipment. Learn everything about foot-candles, color temperature, and the latest in audio effects including the new Instant Replay™.

OUTLINE:

NOTE: The panelists are developing a more detailed outline, including final section assignments

- I. Overview of Film/TV Industry –
- II. Lighting: HMI/Tungsten Demonstration - TBD
 - A. Color Temperature
 - B. Foot – Candles
 - C. Shutter Speed – Eric Draper
 - D. WHCA Lighting Equipment
- III. Audio/Special Effects – Ajay or Scott
- IV. Examples of Good/Bad Lighting – Draper/WHTV/TBD

Saturday, August 3:

2:45 pm – **Plenary Session**

Ballroom East

4:15 pm

*“Support Agencies and Offices: United States Secret Service
and the White House Military Office”*

Overview: Each of these organizations plays a very large role in organizing and planning your events. Learn why operational security is critically important in a post-9/11 environment. Also discover how the military experts support the Commander-in-Chief in a wide variety of services from aircraft to state-of-the-art communications equipment.
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OUTLINE:

Moderator: Brian Montgomery

Panelists: Mark Rosenker, Major Paul Montanus, Denny Stump, Colonel James Ramsey

USSS:

- I. USSS Overview
- II. Op. Sec.
- III. Intel Briefing

WHMO:

- I. WHCA
- II. Airlift Ops. – Marine One/AF-1
- III. Military Aides (Medical Unit, Mess, Carpet, Valet)

Saturday, August 3:

4:15 pm – **Plenary Session**

Ballroom East

5:15 pm

“Extra, Extra Read All About It: Understanding How the Press Cover the President”

Overview: Why do print reporters view your event from a different perspective than a TV producer? What do still photographers look for at your event site? The media experts will discuss why press coverage is a large part of your event planning.

OUTLINE:

NOTE: Kelley is working on an outline.

Sunday, August 4:

8:30 am – **Plenary Session**

Ballroom East

9:15 am

*“Keeping the Trains on Time: Schedule Production,
Scenarios, Diagrams, and Thank-you Letters”*

Overview: Hear how multiple Offices work together to keep the President, Vice President and First Lady on time. Learn why event scenarios and diagrams are important reading for all traveling staff.

OUTLINE:

- I. Anatomy of a Schedule – Kara/Ashley
 - A. Overview/Structure of Scheduling Office
 - B. The Approval Process
 - C. Evolves Constantly
- II. Advance Schedule – Charity/Lindsay
 - A. Communication between Advance and Scheduling
 - B. Flow of Information (drive times, introductions, greeters, airport FBO, contact sheet, guest/staff instructions, motorcades, and manifests)
 - C. Printing/Distribution/Deadlines
 - D. Staff Secretary’s Office – role
- III. Scenarios/Diagrams – Ed/Reed
 - A. Scenarios and Schedules must match!
 - B. Updated Constantly
 - C. Importance of Communication Flow
- IV. Thank-You’s – Blake/Katye
 - A. PEP Form
 - B. Prompt, Accurate, Thorough

Sunday, August 4:

9:15 am –

Ballroom East

10:00 am

“Ethics and the Hatch Act Made Easy”

Overview: Can a local vendor donate services or equipment to your event? What are the “do’s and don’ts” for political appointees? Hear about ethics and the Hatch Act from the legal experts.

OUTLINE:

NOTE: Mark Frownfelter, Deputy Director of White House Security, will make a brief presentation at the beginning of the panel

Moderator: Brian Montgomery

- I. The Hatch Act - Brett
 - A. What is it?
 - B. What can government employees do?
 - C. Changes and amendments to Hatch Act throughout the years
 - D. Official vs. Political
- II. Campaign Finance Logistics - Charlie
 - A. Implication of a political event
 - B. When RNC is paying for it
 - 1) Federal vs. Non-Federal, State Party, Joint Fundraiser
 - 2) Deposits, Contracts, what is being payed for and how
 - C. Political side not violating state and federal laws
 - 1) Restictions on Schedule C's
 - D. Donated items at a political event
 - 1) Example: Can a vendor provide goods or services to a campaign at no cost or at cost?
 - E. Finance changes in laws throughout the years
- III. Question and Answer Period

Sunday, August 4:

10:00 am – **Concurrent Breakout Sessions**

10:45 am

Workshop #1A:

“Advance 101: The Real World”

Lincoln West

Overview: Panel could also be called: “Everything you wanted to know about Advance but were afraid to ask.” Topics include working with the Secret Service, Military Office, local host committees, elected officials, and the like. This expert panel of seasoned advance veterans will also discuss the “how to’s” of everything from operating a Staff radio to learning Advance terms and acronyms.

OUTLINE:

Moderator: Mark Rosenker

- I. Representative of the White House at all times – Toni Benedi
 - A. Dress Code
 - B. Time Management
- I. Working with USSS/WHMO – Bob Goodwin
 - A. There to support the mission of a White House Event
 - B. ALL must work together
- II. Importance of Funneling Through Advance Office - Todd
 - A. Political, Press, Homeland, etc.
 - B. Issues discussed in Office among Divisions then relayed to field staff
 - C. Role of Facilitator
- III. Advance Terms and Tools –Brad Blakeman, Mark Rosenker, Joe Ellis
 - A. Glossary
 - B. Radios
 - C. Signal Board
 - D. Who’s Who in the White House?
- IV. Suiting Up – Mark Rosenker and Brad Blakeman
 - A. In Uniform – Recher (Radio, Pager, Cell Phone, Tape Measure, Duct Tape, etc.)

Sunday, August 4:

Workshop #2A:

“The Nuts and Bolts of Press Advance”

Lincoln East

Overview: How is it telephones can make or break the press coverage of your event? ? How do we interact with the Press, Media Affairs, and Travel Offices? Who secures transportation and lodging for the traveling press corps? How do the local press hear about our event? These and a multitude of other issues will be discussed in this fast-paced panel of experts.

OUTLINE:

- I. The White House offices and Press Advance – Scott Sforza, Jeanie Mamo, Eric Terrell, Ellen Eckert, Rachel Sunbargar
 - A. Intro of panelists
 - B. Review of office descriptions
- II. The Message – Scott Sforza, Steve Atkiss, Jeanie Mamo
 - A. Pictures and words
 - B. Outline for the trip
- III. The Media – Rachel Sunbargar, Jeanie Mamo
 - A. The White House Press Corps
 - B. The local media
- IV. The Airport – Eric Terrell, Steve Atkiss, Ellen Eckert
 - A. The Press Plane – press buses, equipment, baggage, etc.
 - B. Air Force One Arrival and Departure – local press, set up
 - C. Motorcade – vehicles and placement
- V. The Event Site – Steve Atkiss, Scott Sforza
 - A. Set up – sweep, live truck parking, staging, platforms, filing facilities
 - B. Back-drops and lighting
 - C. Creative photo's
- VI. Press Facilities – Steve Atkiss, Rachel Sunbargar, Ellen Eckert
 - A. Press Office
 - B. Filing Center
 - C. Network Transmission Pool work space
 - D. Pool Holding rooms
- VII. Other – Steve Atkiss, Brad Dayspring

- A. Basic duties
- B. Volunteers
- C. Press Schedule

A. Sunday, August 4:

Workshop #3A:

“Site Advance Made Easy”

Georgetown East

Overview: Now that you’ve learned about the “Big Picture,” discover why it is so important to “sweat the details.” This expert panel will discuss everything from ticketing, photo lines, crowd raising, signage, motorcades, holding rooms, pre-programs, and toe-marks.

OUTLINE:

Moderator: Craig Ray

- I. Rallies – Reed Galen, Ray Martinez, Kim Kimball, Ray Martinez
 - A. Ticketing
 - B. Crowd-Raising
 - C. Color
 - D. Bands
 - E. Advertising
 - F. Pre-Programs
- II. Fundraisers/Message Events – Reed Galen
 - A. Set-Up for Remarks Site
 - B. Photo Ops.
- III. Motorcades – Spence Geissinger
 - A. Arrival Site/Airport
 - B. LZ’s
- IV. Staff Support – Kim Kimball
 - A. Holding Rooms
 - B. Viewing Areas
 - C. Escorts
 - D. Signage
 - E. Senior Staff Offices/Holding Areas
- IV. Backstage Area and “The Announce” - Reed Galen

Sunday, August 4:

Workshop #4A:

“First Lady Advance”

Georgetown West

Overview: Discover what makes First Lady advance truly unique from the types of events to the varying levels of support from the military and other entities.

OUTLINE:

(Handled by their staff)

Moderator: Julie Thomas

Panelists: Clare Pritchett
Kathy Wills

Sunday, August 4:

10:45am – **Concurrent Breakout Sessions**

11:30am

Workshop #1B:

“Advance 101: The Real World”

Lincoln West

Overview: Panel could also be called: “Everything you wanted to know about Advance but were afraid to ask.” Topics include working with the Secret Service, Military Office, local host committees, elected officials, and the like. This expert panel of seasoned advance veterans will also discuss the “how to’s” of everything from operating a Staff radio to learning Advance terms and acronyms.

OUTLINE:

Moderator: Bruce Zanca

- I. Representative of the White House at all times – Jack Bobbitt
 - A. Dress Code
 - B. Time Management
- II. Working with USSS/WHMO – Therese Burch
 - C. There to support the mission of a White House Event
 - D. ALL must work together
- III. Importance of Funneling Through Advance Office - Todd
 - D. Political, Press, Homeland, etc.
 - E. Issues discussed in Office among Divisions then relayed to field staff
 - F. Role of Facilitator
- IV. Advance Terms and Tools –Joe Ellis, Therese Burch
 - E. Glossary
 - F. Radios
 - G. Signal Board
 - H. Who’s Who in the White House?
- V. Suiting Up –
 - A. In Uniform – Recher (Radio, Pager, Cell Phone, Tape Measure, Duct Tape, etc.)

Sunday, August 4:

Workshop #2B:

“The Nuts and Bolts of Press Advance”

Lincoln East

Overview: How is it telephones can make or break the press coverage of your event? ? How do we interact with the Press, Media Affairs, and Travel Offices? Who secures transportation and lodging for the traveling press corps? How do the local press hear about our event? These and a multitude of other issues will be discussed in this fast-paced panel of experts.

OUTLINE:

- I. The White House offices and Press Advance – Scott Sforza, Jeanie Mamo, Eric Terrell, Ellen Eckert, Rachel Sunbargar
 - A. Intro of panelists
 - B. Review of office descriptions
- II. The Message – Scott Sforza, David McArthur, Jeanie Mamo
 - A. Pictures and words
 - B. Outline for the trip
- III. The Media – Rachel Sunbargar, Jeanie Mamo
 - A. The White House Press Corps
 - B. The local media
- IV. The Airport – Eric Terrell, David McArthur, Ellen Eckert
 - A. The Press Plane – press buses, equipment, baggage, etc.
 - B. Air Force One Arrival and Departure – local press, set up
 - C. Motorcade – vehicles and placement
- V. The Event Site – David McArthur, Scott Sforza
 - A. Set up – sweep, live truck parking, staging, platforms, filing facilities
 - B. Back-drops and lighting
 - C. Creative photo's
- VI. Press Facilities – David McArthur, Rachel Sunbargar, Ellen Eckert
 - A. Press Office
 - B. Filing Center
 - C. Network Transmission Pool work space
 - D. Pool Holding rooms
- VII. Other – David McArthur, Brad Dayspring

- A. Basic duties
- B. Volunteers
- C. Press Schedule

B. Sunday, August 4:

Workshop #3B:

“Site Advance Made Easy”

Georgetown East

Overview: Now that you’ve learned about the “Big Picture,” discover why it is so important to “sweat the details.” This expert panel will discuss everything from ticketing, photo lines, crowd raising, signage, motorcades, holding rooms, pre-programs, and toe-marks.

OUTLINE:

Moderator: Craig Ray

- V. Rallies – Mike Heath, DeWitt Zemp, Nina Bishop, Mel Lukens
 - G. Ticketing
 - H. Crowd-Raising
 - I. Color
 - J. Bands
 - K. Advertising
 - L. Pre-Programs
- VI. Fundraisers/Message Events – Mike Heath
 - C. Set-Up for Remarks Site
 - D. Photo Ops.
- VII. Motorcades – DeWitt Zemp
 - C. Arrival Site/Airport
 - D. LZ’s
- IV. Staff Support – Nina Bishop
 - F. Holding Rooms
 - G. Viewing Areas
 - H. Escorts
 - I. Signage
 - J. Senior Staff Offices/Holding Areas
- VIII. Backstage Area and “The Announce” – Mel Lukens

Sunday, August 4:

Workshop #4B

“Vice Presidential Advance”

Georgetown West

Overview: Learn the intricacies of what makes Vice Presidential Advance unique. All facets of VP Advance will be covered during this fast-paced panel.

OUTLINE:

(Handled by their staff)

Moderator: Jose Fuentes

Panelists: Jay Parmer, Dave Pickard, Robbie Aiken, Steve Ross

Sunday, August 4:

11:45am –

12:30pm

Workshop #1C:

“Checking Out Hotel Advance”

Lincoln West

Overview: Often called the “hidden gem” of the advance world, this field exposes you to all facets of advance work while also providing interaction with all levels of the White House Staff.

OUTLINE:

Moderator: Todd Beyer

- I. Selecting the Hotel as an RON Site – Todd Beyer and Kathy Baker
 - A. Working with Hotel Staff
 - B. Communicating with Counterparts (USSS and WHCA)
- II. Walk-Throughs – Martin Paine and Lori Yates
 - A. Suite
 - B. Senior Staff
 - C. Holding Rooms
 - D. Arrival/Departure Area
- III. Logistics – Jane Field
 - A. Baggage Call
 - B. Secure Floors/Elevators
 - C. Room Layout
 - D. Proximity
 - E. Room Designation
 - F. Splitting Hotels (Staff, Press, USSS)
 - G. Carpet
 - H. Valets
- IV. Amenities:
 - A. Facilities
 - B. Dining/Entertainment
 - C. Exercise

Sunday, August 4:

Workshop #2C:

“The Nuts and Bolts of Press Advance”

Lincoln East

Overview: How is it telephones can make or break the press coverage of your event? ? How do we interact with the Press, Media Affairs, and Travel Offices? Who secures transportation and lodging for the traveling press corps? How do the local press hear about our event? These and a multitude of other issues will be discussed in this fast-paced panel of experts.

OUTLINE:

- I. The White House offices and Press Advance – Scott Sforza, Jeanie Mamo, Eric Terrell, Ellen Eckert, Rachel Sunbargar
 - A. Intro of panelists
 - B. Review of office descriptions
- II. The Message – Scott Sforza, Denise Dunckel, Jeanie Mamo
 - A. Pictures and words
 - B. Outline for the trip
- III. The Media – Rachel Sunbargar, Jeanie Mamo
 - A. The White House Press Corps
 - B. The local media
- IV. The Airport – Eric Terrell, Denise Dunckel, Ellen Eckert
 - A. The Press Plane – press buses, equipment, baggage, etc.
 - B. Air Force One Arrival and Departure – local press, set up
 - C. Motorcade – vehicles and placement
- V. The Event Site – Denise Dunckel, Scott Sforza
 - A. Set up – sweep, live truck parking, staging, platforms, filing facilities
 - B. Back-drops and lighting
 - C. Creative photo's
- VI. Press Facilities – Denise Dunckel, Rachel Sunbargar, Ellen Eckert
 - A. Press Office
 - B. Filing Center
 - C. Network Transmission Pool work space
 - D. Pool Holding rooms
- VII. Other – Denise Dunckel, Brad Dayspring

- A. Basic duties
- B. Volunteers
- C. Press Schedule

Sunday, August 4:

Workshop #3C:

“Site Advance Made Easy”

Georgetown East

Overview: Now that you’ve learned about the “Big Picture,” discover why it is so important to “sweat the details.” This expert panel will discuss everything from ticketing, photo lines, crowd raising, signage, motorcades, holding rooms, pre-programs, and toe-marks.

OUTLINE:

Moderator: Craig Ray

- IX. Rallies – Therese Burch, Bryan Langley, Mark Koro, Bob Athey
 - M. Ticketing
 - N. Crowd-Raising
 - O. Color
 - P. Bands
 - Q. Advertising
 - R. Pre-Programs
- X. Fundraisers/Message Events – Therese Burch
 - E. Set-Up for Remarks Site
 - F. Photo Ops.
- XI. Motorcades – Mark Koro
 - E. Arrival Site/Airport
 - F. LZ’s
- IV. Staff Support – Bryan Langley
 - K. Holding Rooms
 - L. Viewing Areas
 - M. Escorts
 - N. Signage
 - O. Senior Staff Offices/Holding Areas
- XII. Backstage Area and “The Announce” – Therese Burch

Sunday, August 4:

Workshop #4C:

“First Lady Advance”

Georgetown West

Overview: Discover what makes First Lady advance truly unique from the types of events to the varying levels of support from the military and other entities.

OUTLINE:

(Handled by their staff)

Moderator: Julie Thomas

Panelists: Clare Pritchett
Kathy Wills