

NDPIO 2025 Training Conference

Tentative Agenda

Monday, July 14, 2025

1:00 pm - Opening and Welcome

1:45 pm - 2:45 pm: The Art of Caring Leadership - Frank White

3:00 pm - 4:00 pm: *Legislative Update* - Genny Dienstmann, NDaCO, Stephanie Dessinger, Engebretson NDLC - John Bernstrom, City of Grand Forks, *Moderator*

4:15 pm - 5:00 pm: [NDPIO Regional Breakouts](#)

Tuesday, July 15, 2025

8:00 am - 8:50 am: Breakfast

9:00 am - 10:15 am: *From Stage Fright to Stage Bright* - Rob Keller, NDPIO

10:30 am - 11:45 am: *Small-Town Emergencies and Disasters: Coordinating Communication When it Matters Most*

- Kyle Schockley, Billings County, ND
- Paula Lankford, WBSD7
- Tricia Steinke, Kidder County District Health Unit
- Cally Peterson, Moderator, North Dakota Living

12:00 pm - 12:50 pm: Lunch (Golden Gov Award)

1:00 pm - 1:45 pm: *31:8 Project*, Stacey Schaffer

2:00 pm - 2:45 pm: *NWS Communications* - Chauncy Schultz, National Weather Service

3:00 pm - 4:00 pm: *Taking Off the Blindfold: Using Analytics to Steer Your Communications Strategy* - Jacob Just, North Dakota Insurance Department

Wednesday, July 16, 2025

8:00 am: Breakfast

8:30 am - 9:00 am: NDPIO Annual Business Meeting

9:00 am - 10:15 am: *The Practical Content Strategy* - Brock White

10:30 am - 11:45 am: *Wildfires* - Alison Vetter NDDDES & Dan Ward Williams County Sheriff's Office, Shawna Davenport Moderator