

ALASKA SNOW SAFETY SUMMIT 2017

November 2, 2017— Alaska Pacific University, Anchorage — 3 to 8 pm

Special Invitation

It is time once again for Alaska's **Snow Safety Summit**. Together we are working to advance avalanche safety in Alaska. This year our focus will be on communication. This includes communication between snow safety practitioners, public safety and other agencies, organizations, Alaska railroad, ski resorts, guide services, heli-operations, the media, general public representatives

- What works and what doesn't
- What information can and should be shared - Talking Points
- When - Best time to get a message out
- Where (Television, Radio, Print, Social, friends...)
- How...Between individuals, agencies, organizations, media, social
- Who should be spreading the message to the media and ultimately the general public?

Building a collaborative effort that provides effective communication, speaking with one voice, and why it matters.

Discussions

We cordially invite you to represent your organization or business as we work collectively to advance Snow Safety in Alaska through effective communication.

We believe that this topic will spark great conversations and collaborations and look forward to your participation. We hope you will consider helping the People and Visitors of Alaska through your participation by sharing your experience, knowledge, thoughts, ideas and/or suggestions.

Learn more at AlaskaSnow.org Review the 2016 [Summit Final Report](#).



S. Carter photo

Facilitated by

*Christopher Constant,
Anchorage Assembly*

Sponsored By



KEYNOTE ADDRESS

JEREMY ZIDEK, State of Alaska
Homeland Security PIO
&
DAVID SNIDER, NOAA, PIO

Welcome Address
Senator Lisa Murkowski

SEND CONFIRMATION TO
DMcGhan@AlaskaSnow.org
907-982-0332



Photo S.. Carter

Agenda

- 2:45 pm – Doors open, registration, coffee, networking
- 3:10 pm - Welcome Address - AAIC President & Executive Director
- 3:15 pm – Anchorage Councilman John Weddleton, Story from the Anchorage Hillside
- 3:20 pm - **Welcome address: Lt. Paul Fussey, SAR Coordinator Alaska State Troopers;**
- Statement from Senator Lisa Murkowski**
- 3:30 pm – **Keynote Address – Jeremy Zidek, State of Alaska Homeland Security PIO & David Snider, National Oceanic and Atmospheric Administration (NOAA) PIO**
- 4:15 pm – Q & A
- 4:30 -4:45 pm – Break
- 4:45 – 5 pm Mountain Hub
- 5 - 6 pm - Moderator address and facilitated discussion to develop Talking Points, Contact Lists
- 6 pm – 7:00 pm– Buffet meal - Sponsor/Partner Recognition, Special Announcements**
- 7 pm – 7:15 pm – Agency reports - Accomplishments from 2016-2017 / Upcoming Plans
- 7:15 – 7:45 pm – Media representatives’ panel presentation and discussion
- 7:45 – 8 pm – Debrief - Closing and Thank You’s
- 8:15 – 9 pm—Clean and clear out facility

Special Announcements—Upcoming Events

[Southcentral Alaska Avalanche Workshop](#)

Presented by the Chugach National Forest Avalanche Info. Center—Friday, Nov. 3rd - 9 am to 4:30 pm - Alaska Pacific University

[Alaska Community Snow Fest](#)

Saturday, November 4, Workshops - 11 am & 2 pm - APU

[AAIC Annual Membership](#) - Friday, Nov. 3 - 6pm, 1909 E. 38th Ave, Anchorage, Alaska

[AAIC/HPAC/HAX Fundraiser](#)—Drop Everything, Sat. Nov. 4th, 6:30 pm—Mat Su College, Palmer, AK.

Participants

- Alaska Homeland Security
- Alaska DOL
- Alaska DOT
- Alaska Railroad
- Alaska State Troopers
- Alaska State Parks
- Alaska Avalanche Info Ctr.
- Anchorage Assembly
- Anchorage Emergency Ser.
- CNFAIC
- NOAA
- Ski Resorts
- Heli Operations
- Television
- Radio
- Print
- Social Media
- Political Representatives
- Public Representatives

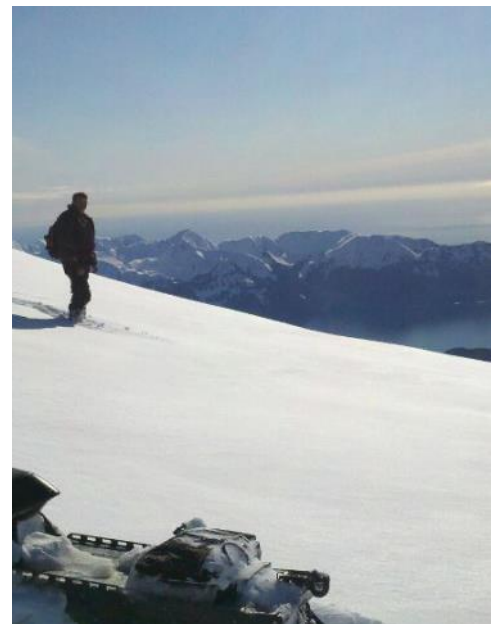


Photo J. Whisman