



March 22, 2013

GVMC Communications Seminar

Last week over 60 GVMC members and friends participated in our seminar on Crisis and Strategic Communications. The seminar was conducted by Kelly Rossman of Truscott Rossman. Considered



Michigan's top communications firm, Truscott Rossman is a leader in helping communities, non-profits and others create and manage their message with the public and the media. The seminar focused on the importance of media relations and new technologies used to communicate with the public.

Kelly stressed the importance of using all methods possible to reach the public. These include not just the normal channels of media, but also Facebook, Twitter and direct email messaging. During times of crisis, it is vital to have a communications strategy or crisis communications plan that is developed in advance and understood by key governmental and community leaders. Developing this plan in advance will allow our communities to anticipate and quickly imple-

ment their crisis communication plan if necessary. Thinking and working in advance will provide tremendous benefits later.

Mark Rambo, Chairman of the Kent County Road Commission commented, "The seminar stressed the importance of digital media in a crisis situation and

showcased a variety of tools to effectively communicate an organizational message. Today's news is presented in real time and it's important we embrace that reality if we expect our information to remain relevant".

Cynthia Porter Fox, Cascade Township Trustee added, "Very informative seminar! It made me realize that we need to continuously review our Township's crisis communication plan to ensure we have up-to-date information available.

Plainfield Township Supervisor, Jay Spencer summed up his impressions of the seminar, "I found the Communications Seminar to be extremely helpful in highlighting the new standards in communication. This is more evidence of the benefits and why we continue to be a part of the Grand Valley Metro Council."

Alpine Township Leadership Breakfast

On Saturday morning, I had the opportunity to participate in the Alpine Township Leadership Breakfast. The breakfast, included Township Board Members, Sheriff Larry Stelma, Senator Mark Jansen, Representative Rob VerHeulen, Walker Mayor Barb Holt, KDL Director Lance Werner along with students, community members and school and business leaders.

Over 50 people attended the breakfast. There were presentations and an open discussion about the past, present and future of the community. While I had the opportunity to discuss GVMC and our activities, I also facilitated the discussion on ideas to improve the community.

I congratulate Alpine Supervisor Alex Arends for his initiative on this event and also the participation of a the elected officials that attended

If you would like more information about the event or would like advice on planning a similar community dialogue please feel free to contact Alex at Alpine Township.

**10th Annual LGROW
Grand River Forum**

April 25th

Everyone is Invited!

RSVP to

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