



**Friday, October 10, 2008**

**9:00 a.m. – 3:30 p.m.**

Department of Technology Services  
Training and Event Center  
9323 Tech Center Drive, Suite 100  
Sacramento, CA 95826

Members - \$30, Guests - \$35 (lunch included)

**Reservations due by Oct. Thursday, October 9.**

**E-mail [john.barrett@ftb.ca.gov](mailto:john.barrett@ftb.ca.gov) or  
[rowens@cccco.edu](mailto:rowens@cccco.edu)**

Connect with your peers at the State Information Officers Council's Annual Training Day. Learn about:

- **Changing Public Perspectives: Generational Influences in Today's Media Market**
- **The 3 Rs of Reaching Hispanic Consumers**
- **Press Release Etiquette in the Today's Media Market**
- **Creating a Media-Aware Staff**
- **Successful Outreach Tactics Behind the Fix I-5 Campaign**

**Parking:** Free parking and close to Light Rail, located one block south of Folsom Blvd. and Mayhew Road intersection, (across Mayhew from Franchise Tax Board).

**Lunch:** Refreshment breaks and lunch are included with your registration.

**Payment:** Checks or cash will be accepted at registration. No-shows will be billed.

Guest Speakers: **P.K. Agarwal**, Director of the Department of Technology Services, SiOC's 2008 Training Day co-host; **Mary Ann Gomez**, Owner-Principal, Gomez Communications; **Michelle Gamble-Risley**, Owner-Principal, MGR Consulting; **Leanne Kozak**, Senior Communications Specialist, Judicial Council, Administrative Office of the Courts; **Anne Staines**, Owner-Principal and Chief Marketeer, ProProse Social Marketing Solutions, plus District 3 PIO **Mark Dinger** of Caltrans.

*Questions? Call SiOC President **Sarah Dalton** at (916) 654-1483 – See you there!*