

The State Information Officers Council Presents

The Elements and Evolution of Style:

Where has the last decade taken us and our keyboards and where are we going from here?



Thursday
Jan. 21, 2010
11:30 a.m.

Department of
Rehabilitation

721 Capitol Mall
Sacramento, CA
95814

2nd Floor, Room
242

Those who wrote and edited in the past decade saw amazing changes in style and usage, struggling to find their way on the Internet, Twitter, Facebook and the blogosphere. How did we change those ancient habits that always ended with -30-, and how were our efforts received from Baby Boomers to Gen Xers? What should we expect in the next decade and how should we prepare for what is to come?

Four experienced experts will share their views and offer insight on where we have come from and where we are going from the perspective of government communications.

- **Linda Shafer, Sacramento Superior Court**
- **Gordon Hinkle, Department of Corrections and Rehabilitation**
- **Rob Quigley and Mike Naple, Governor's Office**

Box lunch choices:

- *Pepper Crusted Roast Beef Sandwich:* Provolone, rosemary chili aioli, sweet onions, lettuce & tomato on a freshly baked rustic French hoagie.
- *Fresh Tomato Basil & Mozzarella Sandwich:* Marinated Roma, house-made basil pesto & sliced fresh mozzarella on freshly baked crusty baguette.
- *Chicken Club Wrap Sandwich:* Spinach tortilla, provolone, smoked bacon, shaved pink onion, lettuce & tomato with a honey mustard ranch.

RSVP by Monday, January 18 to Jennifer Turner at Jennifer.Turner@dmh.ca.gov

Members, \$15, non-members, \$20

Cash and checks only at the door/ no-shows will be billed

All proceeds benefit SiOC's Stephan J. Brophy Memorial Scholarship

2010 dues now payable -- \$30