



**RSVP by March 5!\***

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Become a Member  
\$30 annual fee



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# Marketing v. Public Relations

## *Understanding Where You Fit In*

**March 11, 2010**  
**11:30pm-1:15pm**

**California Department of Mental Health**  
**1600 9th Street, Room 360**

The terms “marketing” and “public relations” are often used interchangeably. Do *you* know the difference between the two? Do *you* know how to conduct marketing versus public relations research? What are the different challenges in developing marketing messages versus public relations messages?

Join our panel of experts for an enlightening discussion as they help to clarify the roles played in these two fields.

- **Jill Chan**, Account Executive, Phillips Design
- **Beverley Kennedy**, Principal, Kennedy PR Group
- **Mary Odbert**, Lead Associate, MCO Associates
- **Patti Roberts**, Information Officer, Employment Development Department

Lunch Options (\$15 Members, \$20 Non-Members)

- BBQ Turkey Sandwich:** Smoked hickory sauce, sliced Gouda cheese, tomato, lettuce on freshly baked Ciabatta.
- Curry Chicken Salad Wrap Sandwich:** Curry chicken salad, golden raisins, crisp lettuce, tomato, red onion, sliced pepper jack cheese and Moroccan Ranch Dressing.
- Fresh Tomato Basil & Mozzarella Sandwich:** Marinated Roma, house-made basil pesto & sliced fresh mozzarella on freshly baked crusty baguette.

### Parking Information

**Metered parking on city streets**

**\$8 Parking Lots**  
7th & Q  
10th, between Q & R

**Parking Garage**  
11th and O

\* RSVP cancellations after March 5 will be subject to full payment for lunch.