



State Information Officers Council, PO Box 188372, Sacramento, CA 95818-8372 www.ca-sioc.org

SiOC Elects New Board

SiOC installed its new officers for 2006 during the SiOC Holiday Luncheon on December 15. They are as follows:

- Fran Clader, Victim Compensation and Government Claims Board - President;
- Dimitri Stanich, Air Resources Board - Vice President;
- June Iljana, Department of Boating and Waterways – Treasurer/Membership Chair
- Pat Macht, California Public Employee Retirement System - Secretary;
- Roni Java, Integrated Waste Management Board, Program Chair;

Stephen Green of the Lieutenant Governor's Office will continue to chair the Scholarship Committee, and the Awards Committee will be led by Jon Myers of the Integrated Waste Management Board, Adrian Woodfork of the Department of Food & Agriculture, and Amy Norris of the Department of Water Resources. Sheryl Tankersley, California Department of Parks and Recreation, continues on the board as immediate past president. Bob Aldrich of the Energy Commission will continue as SiOC's Web Master.

The election took place at the SiOC Holiday Luncheon hosted at California State Parks headquarters. Keynote presenters Communications Director Rob Stutzman and Press Secretary Margita

\$1,000 Scholarship Awarded

Thompson of Governor Arnold Schwarzenegger's Office spoke to a sold out crowd.

The 2005 Stephan Brophy Scholarship was awarded to Michael Althouse of Fair Oaks. Althouse is a junior majoring in government journalism at CSUS. He was presented the scholarship during the SiOC Holiday Luncheon on December 15 by Scholarship Chair Stephen Green, press secretary for Lt. Gov. Cruz Bustamante.

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SiOC Challenges SPB Exam

In response to member complaints, SiOC challenged the State Personnel Board's procedures in conducting the Information Officer exam series. In our appeal letter, the board pointed out numerous irregularities and requested that a new exam be offered for the series. SPB produced a list and hiring was conducted from that list, despite SiOC's appeal, the appeals of several individuals, and the many others who were still waiting to take the exam they were promised.

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We're on the Web!

Visit us at:

www.ca-sioc.org

SiOC Mourns Secretary's Death

The SiOC Board was traumatically altered on July 11 by the murder of SiOC Secretary Stephan Brophy. Upon receiving news of the horrible car theft, and her subsequent death, the SiOC Board pulled together to inform the membership, attend her funeral and post well-wishes for her family on the SiOC Web site. She is remembered for her enthusiasm, thoughtfulness and her disarming way of uplifting others.

"Stephan served the membership with unlimited enthusiasm, charm and humility," said SiOC President Sheryl Tankersley.

In Stephan's honor, the board also renamed the 2005 scholarship after her calling it the 2005 Stephan Brophy Scholarship Fund. Following the arrest of a suspect on July 10, the board has been following the work of police and prosecutors. The preliminary hearing for Curtis DeFrance, 32, concluded on December 14 with the judge deciding there was enough evidence to hold him over for trial. A trial date has been set for March 22. We continue to grieve the loss of such a kind and warm hearted person.



"Stephan would make you feel so special when you were with her and it wasn't until after you left that you realized it was she was the special one.."

~ Patti Roberts, Department of Consumer Affairs

"Stephan was a real person. She got to know you not just the surface."

*~ Anita Fearman,
Fair Employment and Housing*

Stephan Brophy
1949-2005



Past Secretary Stephan Brophy and Treasurer Russ Heimerich assist Frank Losco of the Prison Industry Authority. They are gathered at the registration table for the 2005 SiOC Awards Banquet and Exhibit in May.

Photos by Tia Gemmill at www.phototia.com

SiOC Marketing Committee

New to SiOC, this year, was the establishment of a SiOC Marketing Committee being led by Anne Staines of ProProse Professional Writing Solutions in Sacramento. Members of that committee include Steve Dakota, Department of Consumer Affairs and Ruth Cossio-Muniz, Communications Specialist at Santa Ana College. The committee is seeking additional volunteers. To learn more or to join the committee, contact Anne Staines at (916) 802-8316 or anne@proprose.biz

Scholarship: Criteria Explained, Donors Sought

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He was chosen from among five applicants for his eloquence and grasp of a critical communications issue. He wrote, "In the age of instant gratification, when we get our information in tidy half-hour segments, we seem to have lost the patience it takes to read or write." He also wrote, "The information super-highway can only deliver the goods, it is up to us to unwrap and assemble them. Technology cannot do it for us. If we don't think for ourselves, someone else will."

Since SiOC established the annual scholarship in 2000, it has grown from \$500 to \$1,000 for a student's tuition and books. It is available to juniors and seniors at the California State University, Sacramento who meet the criteria.

The SiOC Board reviews the essays for the most eloquent, well organized writer.

SiOC started the scholarship on a \$10,000 contribution. The purpose was "to promote awareness of government public

Criteria

- ❖ Major in Communication Studies/Journalism or English
- ❖ maintain a 3.0 grade point average in the major.
- ❖ Submit a short essay discussing the most critical communication issue of the day from either a global, industry; local, or interpersonal perspective.

information as a career option for students with a communications industry employment goal." With donations and contributions from SiOC members and participants, the endowment has grown to \$14,000. In order for the scholarship to fund itself on the interest, SiOC's goal is to grow the fund by at least \$6,000 in the coming years. Donations are tax deductible.

If you would like to contribute, please make your check payable to CSUS Trust Foundation and mail checks to SiOC Endowment Fund, CSUS Trust Foundation, College of Arts & Letters, 6000 J Street, Sacramento, CA 95819-6049

SPB: Hiring List is Frozen

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Immediate Past President Chris Davis has been following up on the matter. He learned on Dec. 16 that, as a result of their investigation into SiOC's appeal, SPB froze the list earlier this month and all hiring from it ceased. A final determination has not been made as the investigation continues. SPB estimates the investigation will be complete within 2-4 weeks. SPB is not conducting any Information Officer exams during this investigation and no activity using the list is allowed. SiOC did not ask that the list be frozen.

As a result of the ongoing investigation, SiOC established an advisory committee to the 2006 Board, the "2005 SPB I.O. Exams Appeal Advisory Committee."

SiOC Awards Ceremony: A Gala Evening Affair

SiOC Awards Banquet and Exhibit in May attracted 73 attendees who were entertained at the Dante Club by Master of Ceremonies Dave Bender, weathercaster at KOVR 13.

Special honors went to Claudia Chandler, assistant executive director at the California Energy Commission, and Sarah Ludeman of the California Youth Authority. Chandler was awarded the lifetime achievement award for her 20 years of excellence in government communications. Ludeman was presented with the Information Officer of the Year Award for successfully responding to inquiries from national, state and local media as the youth correctional agency came under a critical microscope during much of 2004.

Fourteen other departments were also winners in the annual statewide competition.

The contest attracted 67 entries in eight categories. The high quality of the entries forced the judges to choose several tie winners.

"The competition reached new heights this year by having three times the number of judges evaluate the entries," said SiOC President Sheryl Tankersley. "Despite our urging them to choose a single winner for each award, the judges insisted that some awards were too close to call. This is testimony to the outstanding work by all of these communications professionals."



Claudia Chandler,
Lifetime
Achievement
Award

Sarah Ludeman
Information Officer
of the Year



Tia Gemmill at www.photofia.com

SiOC Awards Committee and 2005 Board in May

Departments receiving awards and the number of awards received that night were as follows: the Department of Boating and Waterways (5), California State Parks (4), Department of Water Resources (4), CalPERS (3), the Office of Traffic Safety (2), the State Water Resources Control Board (2), the Air Resources Board (1), the Employment Development Department (1), California Department of Forestry and Fire Protection (1), Department of Fish and Game (1), South Orange County Community College District (1), Judicial Council, Administrative Office of the Courts (1), Prison Industries Authority (2), and the California Integrated Waste Management Board (1). A full list of winners is available at www.ca-sioc.org/awards/

Member Satisfaction Survey

In February, the board conducted a member satisfaction survey and found that for the most part our members are satisfied with the level of service. Even though we could do more for you by raising the fees, you overwhelmingly said that we should maintain the membership fee as is. The \$30 fee membership rate remains unchanged. With a 25 percent response rate, you also told us that the invitations and presentations are informative, entertaining and educational, the venues are easy to find, registration at events goes smoothly, and the Web site is user friendly. Most of you joined to increase networking, advance career opportunities and exchange ideas. You asked for more facilitated discussions on topics of professional interest. In July, SiOC held an open forum with assignment editors from six major Sacramento media outlets. During the SiOC Training Day in October, the audience freely exchanged ideas and shared some of the issues that come up in their own jobs during the presentations and the lunch. SiOC looks forward to your feedback about this year. The survey is available online in the membership's page.

Membership Dues are Due

Memberships expire December 31, so renew now to guarantee continued member benefits. Benefits include discounts on events, access to the members only Web site that offers job openings, and access to pre-registration to popular events where there is a risk of selling out.

SiOC's Membership dues are \$30 a year for working professionals and \$25 for students and retirees.

About SiOC

SiOC is a professional trade association dedicated to networking and learning opportunities to enhance the working experience of state communications professionals and their partners in city and county government, as well as in the private sector.

SiOC is a Nonprofit Mutual Benefit Corporation, existing for the benefit of its members. Members of the Board of Directors are all volunteers who are committed to serving the membership.

As necessary, SiOC also acts as an advocate for state communication professionals, in protecting communications classifications and the opportunities available within them.

An Added Benefit: SiOC Membership Directory in 2006

As an added benefit of membership in 2006, SiOC is developing a pocket "red book" with photos, bios and other information of its members. Once you have renewed your membership for 2006, please submit your head-and-shoulders photo and a 100-word biography with your name, agency and a sentence or two about your agency to Steve Dakota at the Department of Consumer Affairs at Steve_Dakota@dca.ca.gov. To be included, submit your membership application and information you want in the directory by March 1. No submissions will be accepted after the deadline. The directory

*"To be included,
join SiOC and
submit your
information by
March 1."*

will be made available for free to members and for sale to others in the summer. To see sample biographies, visit the 2006 SiOC Board of Directors page at http://www.ca-sioc.org/board_directors/2006_board_bios.html. Photos and bios are also available of the 2005 Board at http://www.ca-sioc.org/board_directors/2005_board_bios.html

SiOC Board Alumni

SiOC is looking for help from SiOC Board Alumni in further developing the council's history. We have a partial list of all board members since 1968, the year in which we believe the first board meeting was held. If you would like to help, please contact 2005 President Sheryl Tankersley at stankersley@parks.ca.gov or call (916) 651-0389. She will continue working on this as a member of the 2006 board, as immediate past president.

*Thank you for helping to make this a terrific year.
We wish you all the best in 2006.
~ the 2005 SiOC Board*

*Sheryl Tankersley, CA State Parks
Fran Clader, Victim Compensation & Gov't Claims Board
Russ Heimerich, Department of Consumer Affairs
Steve Dakota, Department of Consumer Affairs
Dimitri Stanich, Air Resources Board
Liz Kanter, State Water Boards
Dana Michaels, DFG Office of Spill Prevention and Response
Adrian Woodfork, Department of Food and Agriculture
Stephen Green, Office of the Lieutenant Governor
Chris Davis, State Water Boards*