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CAPIO to Honor Karen George with Paul B. Clark Award



Karen George has been selected to receive the top honor given by CAPIO, the Paul B. Clark award, at the upcoming

CAPIO Ready for 2010 Annual Conference in Santa Barbara

By Jenny Peterson, CAPIO President

It's hard to believe, but the 2010 CAPIO Annual Conference will be here in just two short weeks.



The conference team, led by Krista Noonan, has been busy putting together an amazing four days of learning, networking and fun for all in attendance.

I'm excited to hear Kelly Huston, one of my favorite speakers, give a keynote address on crisis communications. Kelly has been the face and voice of some of the most notorious criminal cases in the past decade, including the Yosemite sightseer disappearance, the Chandra Levy disappearance and murder, and the murder trial of Scott Peterson. His insights and intriguing storytelling will have you riveted.

We also are honored to have Ventura City Manager Rick Cole join us for a keynote address entitled "The New Normal - Moving Forward in Tough Times." It is likely we've all been touched in one way or another by this economy, and Rick will provide inspiration and instruction for moving through these challenging times.

In addition to the keynotes, each day will be packed with a variety of engaging sessions touching on important industry topics like crisis communication, Web site development, social media, branding, writing, photography, ethics and more. The Paul B. Clark Award and the CAPIO Awards of Excellence will be presented during a special luncheon event on Thursday.

Of course, in true CAPIO fashion, there will be evening receptions on Wednesday and Thursday to allow for important networking with friends and colleagues from around the state. Afterwards, take advantage of CAPIO's new "Restaurant Roundup" event, which offers you the chance to experience some of Santa Barbara's culinary delights after-hours.

annual conference in Santa Barbara. Karen is being honored for her outstanding service to the public, her profession and the CAPIO organization.

"Karen's contributions to the public information profession in California are many and profound," said CAPIO President Jenny Peterson. "It is fitting that CAPIO recognize her efforts at this year's annual conference in Santa Barbara, the city where two decades ago, as a member of the CAPIO board of directors, she created the foundation for CAPIO's transformation into a statewide organization."

Karen was a television journalist before entering the public information field. She has served as community information coordinator for the City of Claremont and public information officer for the City of Fremont, among other PIO roles.

During her tenure in California, Karen worked diligently to support the CAPIO organization, serving both on committees and the board of directors. While serving on the board, Karen co-authored the chapter "Establishing a Public Information Office" for the CAPIO handbook "Let's Communicate," and co-authored an article on technology in the PIO profession entitled "Cool Stuff with a Clear Goal."

Finally, the 2010 conference could not be possible without the generous support of our sponsors. Please take time during the conference to visit their exhibits and thank them for their support of this organization (see below for a complete list of sponsors).

See you in Santa Barbara!

Special Thanks to Our Conference Sponsors

Platinum Sponsors: Brand Endeavour, Civic Plus, Vision Internet

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Silver Sponsors: Media Survival Group, CPS Printing





Most notably, however, Karen was instrumental in transforming CAPIO from a Southern California entity into a statewide organization. Previously, CAPIO was the "Southern California Association of Public Information Officials." In fact, it was in Santa Barbara in 1989 that the initial seeds of statewide participation were planted at the annual conference, which makes it fitting that Karen is being recognized nearly two decades later in the very city where this happened.

It is with great honor that Karen George is bestowed the 2010 Paul B. Clark Award for exceptional service to CAPIO and the public information profession.

Karen will be formally recognized at the Annual Conference. Because she now lives out of state, CAPIO is breaking with its standard practice of announcing Paul B. Clark winners at the annual conference awards presentation.

Conference Request: Have an LCD Projector to Loan?

The CAPIO Conference is looking to keep costs in check by borrowing LCD projectors from members

Register Now for the Annual Conference!

Regular registration extended through April 4

**By Krista Noonan,
CAPIO 2nd Vice President and
Conference Chair**

Registration is still open for the 2010 CAPIO Annual Conference, April 13-16 in beautiful Santa Barbara. This year's conference theme is "Vintage with a View...using our experience to move forward." Plan now to join us in order to keep up-to-date on the latest trends in new media, sharpen your skills in PR basics and crisis communications, and network with your peers and colleagues throughout California.



Regular registration has been extended through April 4, with late registration beginning April 5.

Featured topics will include:

- Pre-conference workshop, "Reaching Ethnic, Minority, and Multi-Generational Audiences," April 13 from 1 p.m. to 5 p.m. (included in conference registration fee).
- Opening Keynote by Kelly Huston from the California Emergency Management Agency.
- Social Media - Implementation, Policies, FPPC Rules, and Measurement.
- Moving forward in tough times - Luncheon Keynote by Rick Cole, Ventura City Manager.
- Creative writing for the web.
- Presentation of the 2010 CAPIO Excellence in Communications Awards.
- Public opinion survey follow-up.
- Crisis communications.
- PIO Institute Courses - The opportunity to earn a certificate of completion once the series of sessions has been fulfilled.

[Click here for the full conference schedule and featured topics.](#)

[Click here for the registration form.](#)

[Click here for the hotel registration information.](#)

For additional information, visit www.capio.org/conference.

for use during the conference. Do you have one you can bring and loan to the conference? If so, you will be helping our bottom line in this tough economic year.

If so, please [email](#) Krista Noonan, conference chair, or call her at 916-727-4703.

Thank you!!

Door Prizes Needed for CAPIO Conference!

Are you interested in donating a door prize for the upcoming CAPIO Annual Conference in Santa Barbara? If so, please contact Krista Noonan, Conference Chair, at (916) 727-4703 or via [e-mail](#).

Your organization will be recognized and announced as the door prize donor during the many drawings taking place throughout the conference events.

The conference attendees always eagerly await the door prize drawings, so this is a great way to show your support for CAPIO and obtain recognition from your peers!

If you have any questions, please [email](#) conference chair Krista Noonan or call her at (916) 727-4703.

Last Call for Sponsorships

There is still time to sponsor the 2010 CAPIO Annual Conference. If you are interested, please [click here](#) for more information.

CAPIO Mourns Lindsey Wolf

With sadness we report the passing of long-time CAPIO member and Paul B. Clark award-winner Lindsey Wolf, who died on March 6, 2010.

Lindsey spent 40 years in Bay Area public affairs and communications. After working for the Association of Bay Area Governments, City of San Francisco, and East Bay MUD, she joined San Jose as its first Public Information Officer, starting an extraordinary 22-year career in communications with the city.



Following several years with Mayor Tom McEnery, she joined San Jose's Environmental Services Department and was instrumental in the successful rollout of Recycle Plus! helping to solidify San Jose's reputation as an environmental leader. In addition to receiving CAPIO's life-time achievement award, Lindsey was awarded the Public Relations Society of America's Silver Anvil for her recycling campaign and was named a PRSA Fellow reflecting a career of professional accomplishment.

For those of us who had the pleasure of working with Lindsey, she was a wise counselor and generous mentor, who willingly shared knowledge. She was a role model and friend who helped others become better people and better communicators. She engendered admiration, not just from her colleagues but from journalists as well.

As Mercury News columnist Scott Herhold noted, "Whatever my harping, some public employees stand out. One of the best, former San Jose environmental services spokeswoman J. Lindsey Wolf... She was a consummate professional who cared about the environment and understood the interests of the media and public."

The CAPIO Board of directors recently approved a motion to

rename the PIO Institute in Lindsey's honor. Starting with the 2010 conference, the program will now be called the J. Lindsey Wolf PIO Institute.

She will be missed.

Free Northern California CAPIO Workshop April 29: Action Planning for Emergency Public Information Officials

CAPIO and the City of San Jose are co-sponsoring a free crisis communications workshop April 29, 2010 with a focus on action planning for the emergency public information function within an Emergency Operations Center (EOC). The workshop will be from 10 a.m. to noon at San Jose City Hall, Rm. Wing 118-119, 200 E. Santa Clara St.

Lynn Brown, Coordinator for the Office of Emergency Services for the City of Mountain View and a CSTI graduate of the Level IV class, will explain how action planning provides strategic direction during a crisis by determining communication priorities for each reporting period in the EOC. Small group exercises will be conducted following the presentation to engage participants in developing action plans during the session.

Please [RSVP to Patricia Nicandro](#). For questions call Linda Crabill Byrne at (408) 975-3238.



The CAPIO Communicator was relaunched in 2009 as an electronic-only version to bring CAPIO members regular news and information about the organization. Our goal is to keep members up-to-date on CAPIO events, workshops and conferences, as well as provide professional growth and development opportunities. Please contact CAPIO Secretary [John Pope](#) to submit an article.

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