



To Whom It May Concern:

The National Information Officers Association (NIOA) Annual Training Conference will take place in Clearwater, Florida August 30-September 2. We have a tremendous lineup of public information professionals from a variety of disciplines presenting this year.

Our organization has a reputation for staying on top of current events and recruiting public information officers who have covered some of the largest incidents around the country to speak on their best practices and lessons learned. We also host experienced public information and crisis communications professionals that incorporate the latest technologies and techniques relevant to today's PIO. Built-in networking opportunities allow attendees to interface with others in their region so that when the need arises to ask for assistance, face-to-face contact and information exchanges have already occurred. This is all part of what makes our conference unique. It's also why we believe that ours is the best training opportunity for government and public safety PIOs in the nation!

Considering the content, the conference rates are very affordable. The cost for this year's conference is only \$545 if your PIO has paid membership dues and registers by June 30, 2020. Payment is not required until the day of conference check-in at the hotel.

By allowing your PIO to attend the conference, not only are you showing your commitment to his/her professional development, but it also demonstrates your desire to keep your community informed with accurate and timely information. It is the duty of the PIO to get the right information to the right people at the right time so they can make the right decision. Equipping them with proper knowledge and tools to do so is paramount. Support of leadership like you is equally important!

To learn more about our conference or NIOA in general, please visit www.nioa.org.

Thank you for your consideration.

Respectfully,

A handwritten signature in blue ink, appearing to read "Ashley McDonald", is written over the typed name.

Ashley McDonald
NIOA President