

Message

From: Holton, Jennifer (MDARD) [holtonj@michigan.gov]
Sent: 6/7/2018 8:12:49 PM
To: wmg5@cdc.gov; Cassell, Peter [Peter.Cassell@fda.hhs.gov]; Curlett, Ed C - APHIS [Ed.C.Curlett@aphis.usda.gov]; Sue.King@nass.usda.gov; Winn, G. Dean [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f679d38091884d42a297871ac8d32d2d-Giwinn]; Bennett, Tate [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1fa92542f7ca4d01973b18b2f11b9141-Bennett, El]; Nitsch, Chad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=d1d117eb89ff410fb6ccd21643b34447-CNitsch]
CC: Castro, Hector (AGR) [HCastro@agr.wa.gov]
Subject: FW: COSDA Annual Meeting Update

Good afternoon –

Below is some information on the upcoming COSDA annual meeting being held September 30-October 3 in Richland, Washington. Federal updates will be held the afternoon of Sunday, September 30, 2018 at the start of the meeting; however, we would love to have you stay with us for the duration.

Please let me know by July 13 if you will be able to attend and provide an update on your agency, so we can get you added to the agenda. COSDA is a great avenue to building connections and partnerships with the state agencies.

If you have any questions, please feel free to give me a call.

Thank you,
Jen

Jennifer Holton, APR
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D: **Ex. 6**

From: Amanda Culp <Amanda@nasda.org>
Sent: Tuesday, June 5, 2018 9:44 AM
To: Hector Castro (hcastro@agr.wa.gov) <hcastro@agr.wa.gov>
Subject: COSDA Annual Meeting Update

Hello all –

I wanted share some COSDA 2018 conference news with the group.

Membership Renewal

Don't forget to renew your membership to have access to the member rate for the conference. Our very affordable memberships can be completed on an individual basis online here. The renewal automatically generates an invoice should you need to pay by check and not credit card. Membership dues subscribe you to an elite network of communicators, help us offer online services like conference registration and membership renewal, and also afford our organization audit protections. We currently have only 26 states represented. Let's get to 50!

Conference Registration

Conference registration will launch in mid-July. Keep your eyes peeled for an e-mail to register or check back at the conference website often and remember that you save money by becoming a COSDA Member (see above).

Hotel rooms

COSDA has a block of rooms available for the conference at the Courtyard Richland Columbia Point, on the Columbia River. Rooms are available at the state rate of \$96-\$126 per night, plus tax. The block expires on Aug. 29, 2018, but since the room block could sell out before this date, you are all encouraged to book your room as soon as possible. Book online here or call 509-942-9400 to reserve your room by phone. Be sure to mention you are participating in the 2018 COSDA Annual Meeting to obtain the conference rate.

Presenter request

A draft agenda will be available soon! But before that, one of our speakers had a request. She would like some information from all of us to help focus her presentation. This is for a session to help us polish our plain-language writing skills and boost the odds that our materials will be read and acted upon.

Please review the items below and indicate to me the written material you and your teams work on the most.

- Pamphlets/brochures
- Posters/fliers
- Press releases
- Web content
- Social media
- Fact sheets
- Customer letters
- Executive correspondence
- Regulatory guidance/instructions
- Reports
- Application forms
- Other – please describe:

Also, if you have a specific challenge writing in plain talk, please let me know so it can be addressed in the workshop.

This information will help us offer the most valuable professional development to COSDA members at the conference. Don't be surprised if you get additional inquiries like this from me as I work with our presenters to ensure our workshops and presentations meet your needs.

Thank you and don't forget to renew your COSDA membership if you haven't already.

– Hector

Hector Castro

Communications Director
Washington State Department of Agriculture

Desk: **Ex. 6** Cell: **Ex. 6**

