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SAN DIEGO CHAPTER

The Society for Design Administration

An Affiliate of the American Institute of Architects

To promote the exchange of ideas and to educate its members in the related disciplines of design firm management.

HOW TO GET PUBLISHED!

Thursday, September 20, 2007

Presented by:

**Joe Guerin, Editor & Tracye Grimes, Web Editor
San Diego Daily Transcript**

Hosted by:

**San Diego Daily Transcript
2131 3rd Avenue, San Diego, 92101**

What newsworthy information are editors looking for? How does a design firm prepare its press releases to assure publication in the leading news source for the San Diego building/construction industry? SDDT editors, Joe Guerin and Tracye Grimes will educate us on how to prepare press releases that will get published. Come find out how to make your company shine in The Daily Transcript and learn more about the media process. This is your chance to ask the editors your question and find out how to gain coverage for your company and industry.

Date:	Thursday, September 20, 2007
Time:	6:00 – 6:30 p.m. Networking Dinner; 6:30 – 7:30 p.m. Presentation Questions? Jamie Shirey 760.445.4959 - or - Chris Riley 858.569.3434
Location:	San Diego Daily Transcript, 2131 3 rd Avenue, San Diego 92101
Cost:	Free to Members; Member Firms \$15; Non-Members \$30; Late Registrations \$40
RSVP by:	5:00 p.m., Thursday, September 13, 2007 Fax this form to: Leslie Gurney @ (619) 239-9288 or email reservation to: lgurney@jrcarch.com
Name(s):	_____
Firm:	_____
Address:	_____
Phone:	_____
Email:	_____

*Because our meals are catered, 24 hours' notice is required for all cancellations.
No shows will be billed*

Joe Guerin
Editor
joe.guerin@sddt.com



JOE GUERIN joined The Daily Transcript in 2000. He is responsible for the daily operation of the newsroom, including the production of the newspaper. His duties include assigning and trafficking all stories and coordinating between the editorial and production departments. Joe oversees the copy editors and a staff of reporters who cover a wide variety of business and legal news. Prior to joining the Transcript, he was the editor of the Chula Vista Star News. Previous to that, Joe was editor (subsequently assistant publisher) of Neighbors, a weekly community newspaper that was a supplement to The San Diego Union-Tribune. He has also served as the managing editor of The Log, a bi-weekly boating newspaper. Joe, a San Diego County resident since 1980, lives in Tierrasanta with his wife, Margaret, and three children. Joe is a graduate of San Diego State University.

Tracye Grimes
Web Director/Editor
tracye.grimes@sddt.com

TRACYE GRIMES became the editor of the San Diego Source in 2006. She is responsible for the daily operation of the Web site and all digital editorial products, including the "Morning Briefing," "Today's Headlines" and "Building Briefs." She also oversees the breaking news desk, which currently comprises three reporters who are responsible for 30-40 Web published stories a day in the 24-hour period between successive newspaper deadlines. Tracye became special sections editor in 2003, supervising the staff that researches and collects data for the "SourceBook" database and its related products. Prior to joining the Transcript, Tracye was the editor of the community newspapers Beach & Bay Press and Peninsula Beacon. Previously, she was a reporter for the San Diego Community Newspaper Group, which owns those papers. From 1993 – 1999 she was a legal secretary in the Law Offices of Stuart A. Holmes in Claremont, Calif. Tracye is a graduate of California State University, Fullerton.