

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Thomas M. Miller, County Executive Officer

DATE: December 14, 2010

SUBJECT: RESOLUTION – Present a Resolution commending Anita Yoder on her retirement after nearly 20 years serving Placer County as the Public Information Officer.

ACTION REQUESTED

Present a Resolution commending Anita Yoder on her retirement after nearly 20 years serving Placer County as the Public Information Officer.

BACKGROUND

Anita Yoder has provided exceptional service to Placer County as its Public Information Officer since 1991. She served the Board of Supervisors, County Executive Office and more than 20 other departments, managing information on high-profile issues such as land-use conflicts, public health threats and emergencies. During her career, she managed many crisis situations and special events that required direct interaction with the media, the community, state and local officials and county personnel. She has always handled her job with grace, professionalism and tact to provide the best service to all people involved.

The Board of Supervisors will be presenting Anita with a Resolution in honor of her service to Placer County. Anita will retire from Placer County December 31, 2010.

FISCAL IMPACT

None

In the matter of a Resolution commending Anita Yoder,
Public Information Officer, for nearly 20 years of dedicated
service to Placer County.

Resolution No. 2010-

WHEREAS, Anita Yoder has been the face and voice of Placer County for almost 20 years in her role as county Public Information Officer (PIO), frequently appearing in front of television cameras and being quoted in newspapers while handling both routine and controversial issues with tact and skill; and

WHEREAS, Anita was a pioneer in her field, becoming Placer County's Public Information Officer in May 1991 at a time when few public agencies had full-time PIOs and developing a statewide reputation among her peers as a skilled spokesperson; and

WHEREAS, Anita supported the Board of Supervisors, County Executive Office and more than 20 other departments, managing information on high-profile issues such as land-use conflicts, public health threats and emergencies; and

WHEREAS, Anita's communication skills were most apparent during emergencies such as wildfires, floods, hazardous material spills, avalanches, train derailments and public health crises; and

WHEREAS, many innovations have been introduced by Anita over the years, including a PIO team of trained volunteers from many departments who can assist the Public Information Office during major emergencies; and

WHEREAS, Anita's deft handling of crisis communications won her and Placer County a 1992 Cappie Gold Award for crisis response and emergency public information from the Sacramento Public Relations Association; and

WHEREAS, Anita, never content to rest on her laurels, worked to improve her skills by frequently taking training from such agencies as the California Emergency Management Agency, CAL FIRE and the U.S. Forest Service; and

WHEREAS, Anita always handled her job with grace and tact, maintaining a cheery disposition even in the most trying times; a trait that won her many friends throughout the county; and

WHEREAS, Anita was quick to volunteer for special projects even when she was already busy with her regular duties, and was willing to work long into the night and on weekends during emergencies and other occasions when her expertise was needed; and

WHEREAS, Anita was committed to providing employees with a fun, informative newsletter, Placer's Gold; and

WHEREAS, Anita was active in many community activities that demonstrated her commitment to the public and complemented her county responsibilities; and

WHEREAS, her community activities include 35 years of service for the American Red Cross, mostly as a volunteer, handling such varied duties as responding to emergencies in the United State and abroad, helping organize a popular CPR Saturday project that trained thousands of people, and being involved in the Special Olympics; and

WHEREAS, the Sacramento Sierra Chapter of the Red Cross bestowed upon Anita two of its top honors: the Clara Barton Volunteer of the Year Award in 1999 and the James McColm Lifetime Achievement Award in 2006; and the Sacramento Public Relations Association gave her a Lifetime Achievement Award in 2001; and

WHEREAS, Anita's legacy is a Public Information Office and emergency communications team who are dedicated to providing the public with accurate, timely information and committed to working long, hard hours when necessary to accomplish that goal; and

WHEREAS, Anita has decided it is time to retire so she can spend more time with her husband, Bill, their children and grandchildren while doing community service work and enjoying such hobbies as photography, hiking and bicycling.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, acknowledge with great appreciation the exceptional service of Anita Yoder and wish her well in the future.

Kirk Uhler, Supervisor, District 4 Chairman 2010

Rocky Rockholm, Supervisor District 1

Robert M. Weygandt, Supervisor District 2

Jim Holmes, Supervisor District 3

Jennifer Montgomery, Supervisor District 5