



## Katherine (Kit) Brown-Hoekstra

Principal, Comgenesis, LLC  
PO Box 621265 ✦ Littleton, CO 80162  
+1 303.243.4452 (cell) ✦ [kit.brown@comgenesis.com](mailto:kit.brown@comgenesis.com)

# Contributions to Technical Communication

## Awards

---

- Fellow, STC (2013)
- Associate Fellow, STC (2004)
- Award of Excellence (STC-SRC), "Trends in Writing for Translation", published in supplement #59, a Guide to Writing for Translation, published by Multilingual Computing & Technology (2004)
- Award of Excellence (STC-TC), Bill of Materials manual for Dynamics R5.0 (1998)
- Award of Merit (STC-international) for System Manager's User Guide for Dynamics 4.0 (1997)
- Award of Excellence (STC-RMC) for MyoStim Patient booklet (1993)
- Creative Writing Award, \$500 tuition waiver, Colorado State University (1987)

## Wrote

---

*The Pangaea Papers*. My blog on all things related to global communication. <http://pangaeapapers.com/>

*Book Review: Content Audits and Inventories: A Handbook by Paula Land*. (2015) Scheduled for November 2015 issue of *Technical Communication*.

*5 Things You Need to Know about Global-Ready Content*, article in *The Definitive Guide to Website Translation* by Lionbridge. (2015). Based on a presentation and blog post that I had done. Talks about the major strategic areas that affect how global-ready your content is.

*Interview with Temple Grandin*, published in *STC Notebook blog*. (2015) <http://notebook.stc.org/recognition-monday-temple-grandin-named-honorary-fellow/>. Spent a couple of hours interviewing Temple Grandin after she was selected for Honorary Fellow for STC. The edited video is linked to post.

*Kit's Commentary*, guest posts to the *STC Notebook Blog*. (2014-15). Periodic posts about STC-related topics while I was Society President. <http://notebook.stc.org/?s=kit>.

*Transcreation, Localization, and Content Marketing*. (October/November 2014) Multilingual magazine. Article explained transcreation and when it's appropriate/necessary in localizing marketing content.

*Conference Review: Lavacon*. (2014). Published in the Multilingual blog.

*Book Review: DITA Metrics by Mark Lewis* (2013). Published in the November 2013 issue of *Technical Communication*.

*Book Review: Found in Translation by Nataly Kelly and Jost Zetsche* (2013). Published in the June 2013 issue of *Technical Communication*.

*Book Review: Managing Enterprise Content: A Unified Content Strategy by Ann Rockley and Charles Cooper for the STC Technical Communication journal* (November 2012). The review will be published in the February 2013 issue of *Technical Communication*.

*Book Review: Cross-Cultural Technology Design by Huatong Sun for the STC Technical Communication journal* (June 2012). The review will be published in the November 2012 issue of *Technical Communication*.

*Content and Process Audit for Localization issues*, client report (August 2012, January 2013). The 50-page report summarized the audit findings and made recommendations to the client for improving the internationalization of the content and identified opportunities for process improvement.

"*Creating an Effective Statement of Work*", *STC Intercom* (June 2012). Article explains how to create an effective SOW, as well as how to determine your cost basis.



## Katherine Brown-Hoekstra

*"STC RMC Seeks VP Candidates"* for STC RMC's blog, *Technicalities* (May 2012, posted by Martha Sippel on my behalf.)

*Is There Anyone Out There? Working Virtually*, STC Summit Proceedings (May 2012). Paper accompanied the progression session at the STC conference.

*NaNoWriMo contest* (November 2011/in progress). Challenge is to write a 50,000-word novel in 30 days. A novel is in progress, but not complete.

*"Auditing Your Documentation and Processes"*, *TCWorld Proceedings* (October 2011). Article summarizes the presentation I gave on the same topic.

*"Integrating Technical Communication and Localization Processes"*, *TCWorld Proceedings* (October 2011). Article summarizes the presentation I gave on the same topic.

*Integrating Localization and Technical Communication: Ten Critical Tasks*, *TCWorld*, (October 2011). Article identifies 10 areas where issues can arise during process integration and how to avoid them.

*How Documentation and Translation Processes Affect Each Other*, *Multilingual* (Oct/Nov 2010). Article discusses the integration of localization and technical communication processes.

*Medical device summaries*, Healthcare Marketing Research Service (2009-2011). These articles summarize the latest research for a variety of medical devices and pharmaceuticals for physicians and insurance companies.

*Consulting reports and proposals, various clients.* (2003-present). For consulting engagements, one of the deliverables is a report summarizing the research and recommendations. It is usually accompanied by presentations to upper management and training for the staff.

*WFDSS User Documentation* (2008-2011). The Wildland Fire Decision Support System is a web-based, GIS-intensive application for modeling fire behavior. Fire managers use the application to determine the best course of action for managing wildland fires and for documenting their decisions regarding the incident. In addition to developing the content itself, I was responsible for designing the information architecture and implementing the content management system, as well as for maintaining the website.

*Monthly column for IEEE-PCS News.* (2005-2010). As editor, I wrote a monthly column about each month's theme or about things happening in the profession.

*Trends in Technical Communication, Multilingual 2008 Resource Guide.* Article discusses the trend toward pulling localization upstream in the product development cycle and what technologies support this trend.

*Managing Virtual Teams, SPIE Professional* (January 2008). Article provides advice on how to effectively work with virtual teams.

*Auditing Your Documentation for Internationalization Issues, TCWorld.* (May/June 2007). Article provides guidance on what to look for during a documentation audit and how to go about conducting an audit.

*Guest Editorial, Intercom.* (May 2006, 2007). The May issue discusses various aspects of international technical communication. The guest editorial was done in my capacity as ITC SIG manager.

*Column series for Multilingual* (2006). This column focuses on the relationship between client documentation teams and the localization vendor. The intent of the column is to provide practical advice for working more effectively with the localization vendor.

*Book review of Technical Communication--International for Multilingual Computing and Technology* (2006). The book was published by tekcom and is a survey of the profession from around the world.

*White papers on internationalization/localization* (2006). Wrote several white papers on topics related to localization and internationalization for several clients.

*FPA User Documentation* (2004-2006). This interagency US government project involves developing fire planning and budgeting software. As the principal writer on the team, I developed the content model and wrote the initial versions of the *BDD User Guide*, the *FPA Reference Guide*, and restructured the *PM User Guide* to fit the content model.



## Katherine Brown-Hoekstra

*Monthly column for STC-Snake River Chapter (2004-06).* As program manager and as president, I wrote articles about the upcoming meeting topics. As chapter president, I wrote a monthly column about various topics affecting the chapter.

*Tips and Resources for Dealing with Head Injuries (2005).* Developed a quick reference guide and resources for people who have family or friends who have suffered a head injury.

*Building an Effective Multi-site, Multicultural Project Team. (2004)* Published in the October 2004 STC Management SIG newsletter, and reprinted in April 2005 issue of IEEE-PCS News.

*Localization Guidelines (2004).* Acclaro asked me to develop a localization guidelines brochure for them. This brochure identifies some best practices for project management, usability, writing, editing, and other areas that affect localization. The intended audience is Acclaro's client and potential client base.

*Trends In Writing for Translation. (October/November 2003) Multilingual, supplement #59.* Part of a quarterly supplement that discusses different aspects of writing for international audiences. **Award of Excellence (STC Snake River Chapter).**

*Book reviews for STC journal, Technical Communication. (2001, 2004).* Review of *Essentials of Knowledge Management* by Brian Bergeron appeared in the August 2004 issue. Review of *Looking Good on the Web* by Daniel Grey appeared in the August 2001 issue.

*First Aid chapters. (2002-2003).* Idaho Mountain Search and Rescue. The manual is for Explorer Scout member training.

*Documentation audit reports for various clients. (2000-2002)* Lionbridge Technologies. These reports provided an analysis of the client's documentation set, as well as recommendations for improvement.

*Several small accessory guides and printer manuals for HP. (2001-2002)* Lionbridge Technologies. These guides accompany the accessory parts for various color LaserJet printers.

*Epson Film Factory online help for the PC and the Mac. (2001-2002)* Lionbridge Technologies. Used Robohelp to develop the Winhelp and Dreamweaver to develop the Mac help, per client request.

*Conducting Effective Technical Reviews. (2001)* Appeared on the TECHWR-L site in September 2001.

*CoHo web site content. (2000-2001)* Lionbridge Technologies. Worked with client and web development team to create web site for new service offering that client was providing.

*Various printer errata sheets for HP. (2000)* Lionbridge Technologies. HP was a client of Lionbridge.

*Multicurrency Bank Reconciliation documentation set. (1999-2000)* Great Plains. Set includes user's manual, online help, sample data, sample reports and lessons.

*Alert Message Utility requirements, processes and window-level online help. (1999)* Great Plains. Requirements formed the basis for the design of the utility. The process documents explained how to use the utility in the context of other team processes. The online help provided procedures and background information on how to use the utility itself.

*Bill of Materials documentation set. (1997-98)* Great Plains. Set includes user's manual, online help, sample data, sample reports and lessons. **Award of Excellence (STC-TC).**

*System Manager User's Guide for Dynamics 4.0. (1997)* Great Plains. Manual describes basic function of software and how to work with Dynamics. **Awards of Excellence (STC-RMC) and Merit (STC international).**

*Various topics related to patient education. (1997-98)* Health Decisions. Topics included sexual issues, infectious diseases, heart problems, digestive problems.

*9602 Network Programmer Physician's Manual. (1994-95)* Telectronics. Manual describes operation of programmer.

*MyoFlex Lead Manuals. (1993-94).* Telectronics. Produced manuals for two different intramuscular leads.

*Your MyoStim and You Patient Booklet. (1993).* Telectronics. Manual explains cardiomyoplasty to the patient and answers questions patient may have. Part of Informed Consent package. **Award of Excellence from STC-RMC.**

*META DDDR Model 1256 9600 programming chapter. (1993).* Telectronics. Chapter describes how to program the 1256 with the 9600.



## Katherine Brown-Hoekstra

*Programming Essentials for the META DDDR Model 1256.* (1993). Telectronics. Manual describes programming basics to get started.

*NIPS Usability Protocol.* (1993). Telectronics. Protocol explains procedures for conducting an informal usability study on the manual.

*NIPS 9600/9602 chapter.* (1992/93). Telectronics. Chapter explains and describes procedures for programming NIPS.

*50+ TIPS on variety of topics,* ranging from stylets to pulse generator compatibility with ICDs. (1992-94). Telectronics.

*Uses and Gratifications for Veterinarians Reading Veterinary Journals.* (1991) Colorado State. MS thesis based on survey of 516 veterinarians who were members of AAHA. Sample was systematic. Thesis examined the 4 uses and gratifications questions and compared them to the demographic and interest information.

*Survey Findings Report to AAHA.* (1989). Colorado State. Report of research findings to American Animal Hospital Association. In response to survey, association changed the format of their management journal.

### Coauthored

---

*STC Globalization Audit Report, STC* (2011). Managed the Globalization Audit Task Force to audit aspects of STC for globalization issues. This report presented the issues and recommendations to the Board and office.

*Choosing Online Collaborative Tools chapter, part of Virtual Teamwork* (2010). Phylise Banner, M. Katherine Brown, Brenda Huettner, and Char James-Tanny. This chapter discusses how to choose the tools you need to work in collaboratively in an e-learning environment.

*Managing Virtual Teams: Getting the Most from Wikis, Blogs, and Other Collaborative Tools.* (2007). M. Katherine Brown, Brenda Huettner, and Char James-Tanny. 2007 published by Wordware (now owned by Jones and Bartlett). Available on Amazon.com.

*Veritest training web site.* (2002) Lionbridge Technologies. Darla Scott, Kit Brown and Sarah Harris. The web site included text, graphics and knowledge reviews for training operators on how to run specific tests for HP printers at a Veritest lab in Vancouver, WA.

*Multicurrency Inventory documentation set.* (1999-2000) Great Plains. Patty Ewy and Kit Brown. Set includes user's manual, online help, sample data, sample reports and lessons.

*Inventory Control manual for Dynamics R5.0.* (1997-98). Great Plains. Kit Brown and Sonja Berry. Redid the manual to conform to an updated documentation model.

*MyoProgrammer 7100 Physician's Manual.* (1992). Telectronics. Mark Sullivan and Kit Brown. Wrote first two drafts to describe the programmer operation.

*MyoProgrammer Open First Booklet.* (1992). Telectronics. Mark Sullivan and Kit Brown. Wrote first two drafts to describe the programmer hardware and setup.

*Canonie Style Guide.* (1991). Canonie Environmental Services Corp. Worked with other editors throughout company to update the style guide.

*Media's Influence in Presidential Election Campaigns.* (1990). Colorado State. Donna Rouner, PhD and Kit Brown. Analyzed survey results that described public's primary interests during the Bush/Dukakis campaign and then compared these answers to highlighted stories in the media. Presented at the International Communication Association Annual Meeting in Dublin, Ireland in June 1990.

### Edited

---

Guest editor for January 2013 issue of *Intercom*. Theme was job searching around the world. Available from <http://intercom.stc.org/>.

*USDA Forest Service Region 2 Environmental Impact Statement for the Colorado Roadless Rule.* (September 2011 - February 2012). 600+ pages. First edit had only 2 weeks to complete. This EIS will dictate the implementation of the Colorado Roadless Rule.



## Katherine Brown-Hoekstra

*IEEE-PCS News* (January 2005-Dec 2010). Edit monthly electronic newsletter for IEEE-Professional Communication Society. Worked with designer to develop the structure and layout, moved the publication from print to online, solicit articles, write a monthly column and review books and web sites for newsletter. Participated as ex officio member of IEEE-PCS AdCom.

*Reviewer for various chapters in textbooks on virtual teams and international communication, and for journal articles.* (2007-present) Periodically receive requests to review chapters and articles about international communication, virtual teams, and other related topics for textbooks, journals, and other publications.

*UPA Journal of Usability Studies articles* (2006-2008). Copyedited and formatted all articles for the Journal of Usability Studies, the research journal for the Usability Professionals Association.

*H&W user documentation* (2007). Edited and indexed several user guides for a mail server application.

*Healthwise, SOPs* (2005). Edited several SOPs for Healthwise's HR and IT departments.

*Defensible Policies, 2nd edition* (2004). Published by K&M Publishers, Inc. Textbook for law enforcement administrators intended to teach them how to develop more effective policies. I had significant editorial input into the new material for the second edition, and worked to smooth out the disparate "voices" of the authors in the time frame we had.

*Newsletter for church.* (2003-2005) Designed and developed layout, solicited articles and artwork for monthly printed newsletter that was mailed to members and friends of the church. Part of the design included a self-mailer so that the newsletter could be folded and mailed. There was a limited budget.

*Qualmark Documentation set.* (2004) Client asked that I conduct an Internationalization edit on the documentation before it gets sent to localization.

*Various highly technical documents for an Asian client who needed an in-country review.* (2000-2002) Lionbridge Technologies.

*Various documents created in Frame and converted to XML.* (2001-2002) Lionbridge Technologies. One client was moving to a content repository and XML system. The documentation needed to be edited for consistency and for adherence to the DTD.

*Various printer manuals, online help systems, and web sites.* (2000-2002) Lionbridge Technologies.

*Various Physician's Manuals and user documentation.* (1992-94). Telectronics.

*Various feasibility and reclamation plans.* (1991/92). Canonic Environmental Services Corp. Documents provided explanations of findings from studies done on Superfund sites and analyzed reclamation potentials and costs for clients.

*Newsletter for defense industry.* (1990/91). Marek Enterprises. Newsletter provided a synopsis of the trends in the defense industry.

*Traffic signal brochure.* (1991). City of Ft. Collins. Brochure described types of traffic signals and when they could be added to neighborhoods.

## Presented

---

*Appreciative Inquiry and the Art of Interviewing.* (June 2015). STC Summit. Mini-workshop on how to phrase questions to get the best information from your subject matter experts.

*Progression session: Changing the World by Doing Our Jobs.* (April 2015) Association for Independent Information Professionals (AIIP) conference. Led discussion on change management.

*Making Controlled Language Work for You.* (November 2014) Webinar for STC India. Discussed the different types of controlled language initiatives and why such things are important for global-ready content.

*Getting Your Small Business Started, half-day workshop.* (November 2014) STC Alberta chapter. Gave a half-day workshop on starting a small business as a consultant. There were 12 students.



## **Katherine Brown-Hoekstra**

*Trends in Tech Com that Support Augmented Reality.* (October 2014) Augmented Reality Roundtable at Huawei in Dallas, TX. This one-hour presentation was part of a 2-day meeting that explored how augmented reality is going to shape technical communication.

*The Space Between Technical Communication and Localization.* (October 2014). Lavacon. Co-presented with Terena Bell of In Every Language. Discussed how to work with technical communication and localization teams to create better processes.

*5 Things You Need to Know about Global-Ready Content.* (September 2014). Webinar for Dr. Pam Brewer's class on international communication (Mercer University). Leveraged this content into a blog post and article.

*Client Management.* (August 2014). GALA webinar. Shortened version of my workshop on managing clients.

*Global Content Marketing: Understanding Localization and Translation.* (July 2014). Content Wrangler webinar with Diana Ballard and Peter Argondizzo. Discussed the importance of having a global approach to marketing and why well-internationalized content is important.

*Conflict Resolution.* (April 2014). STC Spectrum, Rochester, NY. Talked about using your knowledge of personality types and strengths to resolve conflict effectively.

*Communication Catalysts: Changing the World by Doing Your Job,* Colorado Translator's Association (April 2014), STC Spectrum (April 2014), STC webinar (October 2014), STC RMC (September 2013). Expanded version of lightning talk that points out all the ways that technical communicators and translators contribute to the world, just by doing our jobs well.

*So You Want to be Your Own Boss.* (2007, 2009, 2010, 2011, 2014) STC-Snake River chapter, Boise, ID, Colorado State University, Colorado Translator's Association. Provided hints and suggestions for how to start a small consulting business.

*Is Your Content Ready to Go Global?* tekcom TC World, Wiesbaden, Germany (2013). Co-presented with client, Carmen Avilés of Agilent on some considerations for creating processes to support global content.

*Changing the World, Lightning Talks,* STC, Atlanta, GA. (2013). Lightning talks are a very structured format where you have 5 minutes and 20 slides to tell your story. This talk discusses how technical communication has changed and continues to change the world.

*Project Showcase on Gamifying Translator Training project with Translators without Borders,* STC, Atlanta, GA. (2013). This is a potentially huge project with lots of sub-projects. We are working on getting grants to support the development.

*Auditing Your Documentation and Processes workshop,* Localization Institute, Denver, CO (planned Q2 2013). Hands-on workshops that teaches people how to evaluate their content and processes for localization issues.

*Gamifying the eBook Industry* (co-presented with Marta Rauch), Intelligent Content, San Francisco, CA (2013). Workshop based on class we took from coursera.org by Kevin Werbach that talked about gamifying business processes to build interest and engagement.

*Auditing Your Documentation and Processes,* Localization World, Seattle (2012). This is a condensed version of a 1/2 to 1 day workshop on how to audit your content and processes, and establish metrics.

*Changing the World, Lightning Talks,* Lavacon, Portland, OR. (2012). Lightning talks are a very structured format where you have 5 minutes and 20 slides to tell your story. This talk discusses how technical communication has changed and continues to change the world.

*Global-Ready Content webinar series,* Localization Institute (spring/fall 2012, spring 2013, fall 2013, spring 2014). Series of 7, 90-minute webinars on various topics related to integrating localization and technical communication and developing content that is ready for localization.

*Progression session: Is There Anyone Out There? Working Virtually,* STC Summit (May 2012). Discussed issues that can arise from working virtually and how to work around them.

*Pulling Localization Upstream,* Lavacon (2011). Session explained how to integrate localization into the product/content development cycle.



## **Katherine Brown-Hoekstra**

*Controlled Language: Making It Work For You*, Lavacon (2011). Moderated panel with Berry Braster, Sherri Sotnik, and Poppy Quintal. Discussed practical aspects of making Controlled Language work for you.

*Auditing Your Documentation and Processes Workshop*, TCWorld (2011). This is a condensed version of a 1/2 to 1 day workshop on how to audit your content and processes, and establish metrics.

*Integrating the Technical Documentation and Localization Processes*, TCWorld (2011), STC webinar (2014). Session in Germany that discussed how to pull localization upstream in the content development and product development cycle.

*Planning for Localization with DITA*. NL-DITA, Utrecht, The Netherlands (June 2011). Session talked about ways to pull localization upstream when you are working with DITA

*Simplified Technical English Workshop: ASD-STE100* (2011-present). Two-day workshop to train Tedopres clients on the standard and how to write to the standard, as well as how to interpret the reports produced by the HyperSTE tool.

*STC Globalization Audit*, STC (2011). Managed the Globalization Audit Task Force to audit aspects of STC for globalization issues. Presented the findings and recommendations to the Board and office at the annual conference.

*Internationalization Workshop* (2008). Conducted a half-day workshop for one of Acclaro's clients. This workshop covered internationalization best practices and helped the documentation team better understand the relationship between the localization vendor and the client.

*Managing Global Information*, Lavacon (2008). This interactive workshop discussed the challenges involved in internationalizing your documentation, and provided practical suggestions for internationalizing your documentation. Emphasized best practices.

*Saving Big Bucks on Localization* (moderator for panel discussion), Lavacon (2008). Other presenters were Cindy Frakes, Jamie Wagner, Viv Aschwanden, and Wilson Texeira. Discussed the relationship between clients and localization vendors and how companies can save on their localization costs.

*Guest speaker for several technical communication classes* (2005-present). Periodically get asked to talk to college students about various technical communication topics.

*Getting the Most from Wikis, Blogs, and Other Collaborative Tools*. (2008) STC-Rocky Mountain Chapter. Presented on behalf of Char James-Tanny, who was ill and couldn't make it. Discussed the various tools that you can use on virtual teams to facilitate communication and work.

*Internationalizing Your Content Development*. (2007, 2008) Localization Institute, Chico, CA and St. Louis, MO. Audience was localization professionals. The presentation focused on demystifying the technical communication process and how to internationalize the documentation.

*Choosing the Right Tools for Your Virtual Team: Evaluating Wikis, Blogs, and Other Collaborative Tools*. (2007) IEEE-PCS, Seattle, WA. Co-presented with Brenda Huettner (Char James-Tanny helped with the presentation but was not able to attend.) Reprised presentation for the STC-Snake River chapter and for the STC-Rocky Mountain Chapter.

*Working with Multicultural Teams*. (2007) Society for Technical Communication conference, Minneapolis, MN. Progression session with 8 other presenters. Facilitated a round table discussion on multicultural teams.

*Keeping Your Sanity While Managing Virtual Teams*. (2007) DocTrain West. Vancouver, BC. Panel discussion with Brenda Huettner and Char James-Tanny on working virtually.

*Managing Multicultural, Multi-site Teams*. (2006) LISA, Warsaw, Poland. Provided a short discussion on ways to manage virtual teams. This presentation focused on process and teambuilding. Based on book coauthored with Brenda Huettner and Char James-Tanny.

*Implementing an Internationalization Strategy*. (2006). TCWorld, Wiesbaden, Germany. Discussed ways of permeating globalization awareness throughout organization and discussed practical methods for improving internationalization of products and services.

*Global Membership in STC*. (2006) STC Board Meeting in London. Presented short training on culture and provided status update for board.



## **Katherine Brown-Hoekstra**

- Managing Multicultural, Multi-site Teams.* (2006) STC Region 2 conference in London. Co-presented with Char James-Tanny. Brenda Huettner contributed to the presentation development. Based on the book we coauthored.
- Practical Ways to Increase ROI on Localization.* (2006) Lavacon. Co-presented with Jamie Wagner and Brian Hertz. This 4-hour workshop provided an overview of ways that people can improve their return on investment by building better processes.
- Panel on Reducing Localization Costs: Best Practices.* (2006). Lavacon. Co-presented with Jamie Wagner, Brian Hertz, and Scott Ludwigsen. Discussed ways for companies to reduce localization costs. Primarily responded to audience questions.
- Internationalization Training.* (2006) Co-presented 8-hour workshop with Jim Romano for a client. The workshop provided the client with ideas and strategies for internationalizing their products and services.
- A Beginner's Guide to XML.* (2005) Presented webinar for Foreign Exchange Translations. Audience included medical and life sciences staff who are evaluating ways to migrate to structured documentation.
- Choosing a Translation Vendor.* (2005) Presented webinar for Foreign Exchange Translations. Audience included medical and life sciences staff who need to hire a localization partner.
- Introduction to Designing and Building a Metadata Structure.* (2005) Presented at Winwriters in Las Vegas, NV.
- Internationalization Strategy.* (2004) Presented a webinar for Foreign Exchange Translations. Audience included medical and life sciences staff who are internationalizing their processes, products, and documentation.
- Connecting the Dots: Indexing and Metadata.* (2004) Presented at the STC International Conference in Baltimore, MD. Moderated a panel comprised of Bogo Vatovec and Seth Maislin (with contributions by Gwen Thomas).
- EN202: Technical Communication at Boise State University.* (2003-2004) Taught 3 semesters of an introductory technical communication class for non-majors.
- Writing for International Audiences.* (2003) Presented at the STC International Conference in Dallas, TX May 2003.
- Senior Technical Writer's Toolkit: Internationalization.* (2003) Panel discussion and progression with Kristen Murray-Todd and Jennifer O'Neill. Presented at the STC International Conference in Dallas, TX May 2003.
- Various technical presentations for the sales team.* (2001-2002) Lionbridge Technologies. Provided technical support to the sales team as they sold Lionbridge's writing and consulting services to various clients.
- XML training for the sales team.* (2002) Lionbridge Technologies. Trained the sales team and other non-technical staff on XML concepts, advantages, shortcomings.
- Master Series for Documentation, customized for the client.* (2000-2002) Lionbridge Technologies. 1-2 day workshop for clients who wanted to improve their skills in developing documentation for international audiences.
- Going Global: Key Elements of a Successful Internationalization Strategy* (2000) Presented at The STC Pan-Pacific conference in Honolulu, HI.
- Going Global: Implementing a Documentation Translation/Localization Strategy from the Inside.* (2000) Presented at FORUM 2000 in London, England.
- Various chapter presentations for the STC Northern Plains chapter.* (1998-2000)
- Alert Message Utility team training.* (1999-2000) Great Plains. Trained development team members on how to use the Alert Message Utility effectively.
- Conducting Effective Technical Reviews.* (1997) Presented at the STC Region 7 conference in Boise, ID.

### **Designed/Developed**

---

- Gamifying Translator Training project with Translators without Borders, STC, Atlanta, GA.* (2012-present). This is a potentially huge project with lots of sub-projects. We are working on getting grants to support the development and gathering the right experts to be advisors.



## Katherine Brown-Hoekstra

*Content Strategy* (2009-2011). Consulted with WFDSS team members regarding the content strategy for the project. Worked with the USDA Forest Service to develop an effective strategy to manage content development and dissemination, including social media, for a rapidly changing, web-based application.

*Documentation Strategy*. (2006) Consulted with FPA project team at US government's National Interagency Fire Center on their documentation needs. Provided recommendations for single sourcing the user documentation and training content.

*Documentation Strategy*. (2004-2005) Consulted with GBA Health Networks on their documentation needs. Devised a phased approach for developing customized documentation for their enterprise clients and value-added resellers. Recommended knowledgebase development and collaboration methodologies to support the effort long-term.

*Veritest Operator e-Learning modules*. (2002) Lionbridge Technologies. Worked with another writer to design and develop a web-based training program for certifying test operators on printer tests.

*Content model for migrating from unstructured to structured documentation*. (2001). Lionbridge. Participated in the design and development of a content model for structured documentation, facilitated focus groups, worked with the client project managers to develop the implementation plan, assisted the documentation team in implementing the conversion. Provided training to the team on the new content model.

*Writing Team training*. (2001) Lionbridge Technologies. Worked with the other managers to develop a training program for the writers and contractors.

*Alert Message Utility*. (1997-99). Great Plains. Kit Brown and Bryan Schmidt designed the utility in an effort to automate and to make more efficient processes related to creating, editing, and reviewing the alert messages used in the Dynamics products. This Visual Basic application sits on top of a Microsoft SQL database, and provides a single repository for information about all messages found in Dynamics.

*Documentation Team web site*. (1999-2000) Great Plains. Kit Brown and Dean Hanson developed a web site that provides a single source for the tools, templates and other information needed by the documentation team and our OEM vendors. Kit put together the initial site and content map, as well as outlining the project plan. Dean pulled together the information and helped to mock up the site.

*Documentation Team training program*. (1999-2000) Great Plains. Developed the curriculum and recruited trainers for training the new hires and existing documentation team on processes, tools, and for providing information that the team needed to do its job more effectively. Eventually, this program will be leveraged into something that we can use it for OEMs and other development groups that also need this information.

## Professional Association Memberships and Offices Held

---

- **Society for Technical Communication (1988-present):** Fellow, Society VP (2013) and President (May 2014), Immediate Past President (2015), chapter and Society level nominating committees, chapter and Society-level publications competition chair, chapter president (multiple terms in 2 chapters), ITC SIG manager, chair of Global Strategies Task Force (2006-2011).
- GALA member, 2013-2014.
- AMWA member, 1995-2009
- ASTD member, 2003-2007
- IEEE-PCS: newsletter editor and ex-officio council member (2005-2010).
- NAWBO member, 2004-2007