

Katherine (Kit) Brown-Hoekstra

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Contributions to Technical Communication

Awards

- 2017 MindTouch Top 200 Content Strategists and Influencers
- Toastmasters, District 26 Communication and Leadership Award (2017)
- Colorado State University Media Hall of Fame, Journalism Department (2016)
- 2016 MindTouch Top 25 Content Strategists and Influencers
- 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 for poetry, \$500 tuition waiver, Colorado State University (1987)

Certifications and Continuing Education

- XCHANGE Facilitation and Conscious Leadership program (in progress)
- CPTC-F certification, accredited trainer (2016-2021)
- Gamification course, Coursera, 2012
- Emergency Medical Technician-Basic, Colorado (1994-1998)

Wrote

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

"Getting from Discovery to Proof of Concept by Asking Better Questions", *STC Intercom* (to be published in April 2023). Provided a roadmap for getting from discovery to proof of concept with clients.

Book Review (2020): Review appeared in the *Technical Communication* journal, *Teaching Content Management in Technical and Professional Communication*.

"Five Ways to Improve Your Virtual Collaboration" (July/August 2020), article in *STC Intercom*. Provided practical tips on working virtually, particularly during a pandemic.

Guest blogger, LavaCon blog (2019). "Immersive Reality and the Future of Content". Blog post that talked about the LavaCon 2019 immersive reality presentations and why they are important to content strategists.

Book Reviews (2019): Three reviews of content strategy books for the November 2019 issue of the *Technical Communication* journal: *Designing Connected Content*, *The Content Strategy Toolkit*, and *The Content Advantage (Clout 2.0)*.

Getting Ready for 2020: The Business Case for Automation, white paper (2019). Client makes workflow management software for the food and beverage industry. This white paper was intended to help CEOs understand the importance of automating predictive analysis.

"Conducting Informational Interviews", *STC Intercom* (May/June 2019). Provided tips for conducting effective informational interviews.

Guest Editorial for AR/VR issue of Intercom (January 2019). Guest edited the special issue on augmented and virtual reality. The editorial summarized the articles and why we were creating the issue.

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Multiple medical journal articles (2018–2020). Ghostwrote multiple medical journal articles for a start-up medical device company in wound care using the clinical trial reports, references, and data as the basis. The investigating doctors and clinical personnel reviewed them for technical accuracy prior to submission. These articles were submitted to medical journals, such as *Journal of Wound Care* and *Journal of Plastic and Reconstructive Surgery*.

Culture term (2017). Term is in *The Language of Business Storytelling*, edited by Brenda Huettner, and in *The Language of Localization*, edited by me. The book compiled 52 terms associated with the concept of business storytelling.

Controlled Language term (2017). Term is in *The Language of Technical Communication*, edited by Ray Gallon, and in *The Language of Localization*, edited by me. The books compiled definitions and essays for about 52 terms related to technical communication and localization, respectively.

"Reviewing and Editing", *STC Intercom* (March 2017). An article describing one of the competency areas for the CPTC Foundations program, a certification program for technical communicators.

Book Review: Content Audits and Inventories: A Handbook by Paula Land (2015). 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. Also re-published on the Lionbridge blog.

Interview with Temple Grandin, published in *STC Notebook blog* (2015). Spent a couple of hours interviewing Temple Grandin after she was selected for Honorary Fellow for STC. The edited video is linked to the post.

Kit's Commentary, guest posts to the STC Notebook Blog (2014-15). Periodic posts about STC-related topics while I was Society President.

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* (February 2013).

Book Review: Cross-Cultural Technology Design by Huatong Sun for the *STC Technical Communication journal* (November 2012).

Content and Process Audit for Localization issues, client report (August 2012, January 2013). This 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 explained how to create an effective SOW, as well as how to determine your cost basis.

"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). Challenge was to write a 50,000-word novel in 30 days. The novel is in progress, but not complete.

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

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

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"Integrating Localization and Technical Communication: Ten Critical Tasks", *TCWorld* (October 2011). Article identified 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 discussed the integration of localization and technical communication processes.

Medical device summaries, Healthcare Marketing Research Service (2009-2011). These articles summarized 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 often an analysis 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. The IEEE-Professional Communication Society provides education for professors and other professionals working in technical communication.

Trends in Technical Communication, Multilingual 2008 Resource Guide. Article discussed 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 provided advice on how to effectively work with virtual teams.

"Auditing Your Documentation for Internationalization Issues", *TCWorld* (May/June 2007). Article provided 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 discussed 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 focused on the relationship between client documentation teams and the localization vendor. The intent of the column was 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 was a survey of the profession globally.

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 involved 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.

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 identified some best practices for project management, usability, writing, editing, and other areas that affect localization. The intended audience was Acclaro's client and potential client base.

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“Trends In Writing for Translation” (October/November 2003). *Multilingual*, supplement #59. Part of a quarterly supplement that discussed 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 was 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 accompanied 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 website content (2000-2001). Lionbridge Technologies. Worked with a client and web development team to create a website 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 Software (now Microsoft Business Solutions). Set included user's manual, online help, sample data, sample reports and lessons.

Alert Message Utility requirements, processes and window-level online help (1999). Great Plains Software (now Microsoft Business Solutions). 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 Software (now Microsoft Business Solutions). Set included 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 Software (now Microsoft Business Solutions). Manual described basic functions of the 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 described 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 explained cardiomyoplasty to the patient and answered 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 described how to program the 1256 with the 9600.

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

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

NIPS 9600/9602 chapter (1992/93). Telectronics. Chapter explained and described procedures for programming NIPS.

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

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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

Ask a Manager column for STC's *Intercom* magazine (2016-2021). Co-authored with Cindy Currie. Advice column for career and management advice.

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 discussed 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. Published by Wordware (now owned by Jones & Bartlett). Out of print, though used copies might be available.

Veritest training website (2002). Lionbridge Technologies. Darla Scott, Kit Brown and Sarah Harris. The website 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 Software (now Microsoft Business Solutions). Patty Ewy and Kit Brown. Set included user's manual, online help, sample data, sample reports and lessons.

Inventory Control manual for Dynamics R5.0 (1997-98). Great Plains Software (now Microsoft Business Solutions). 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 the 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

Meta-COR-phosis by Vanessa Valentine Werthan (June 2021). A posthumously published collection of essays and poems that my neighbor created as she contemplated the nature of existence while experiencing an aggressive form of Parkinson's disease. She died in July 2019.

Blunt-force Yoga by Lisa E. Jones (June 2019). Self-published true crime story of Jones' sister's murder and cover-up. I provided substantive and copyediting help, as well as helping the author interpret some of the medical and police reports.

Beta reader, multiple novels (ongoing). Several friends who are novelists have asked me to be a beta reader for them. I provide substantive and organizational comments to them.

Guest Editor, *Intercom* (January 2019). Trends issue. We collected articles on augmented and virtual reality.

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The Language of Localization, book editor (2017). Published by XML Press. Part of The Content Wrangler's *Language of...* series that compiled 52 terms about localization with a different author for each term.

Guest editor, *Intercom* (January 2013). 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 dictated the implementation of the Colorado Roadless Rule.

IEEE-PCS News (January 2005-Dec 2010). Edited monthly electronic newsletter for IEEE-Professional Communication Society. Worked with the designer to develop the structure and layout, moved the publication from print to online, solicited articles, wrote a monthly column and reviewed books and websites for the 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 the layout, solicited articles and artwork for the 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 was 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 websites (2000-2002). Lionbridge Technologies.

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

Various feasibility and reclamation plans (1991/92). Canonie 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.

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Presented

Client discovery and design workshops (ongoing). Primarily for [A]'s (www.simplea.com) clients. These workshops used principles of Appreciative Inquiry and Design Thinking to help teams develop a vision and roadmap for their content systems. We focus on content strategy, business requirements, content operations, and content engineering to improve the whole system involved in content development and distribution, including localization.

So You Want to Be Your Own Boss (February 2023). Two-hour workshop to help attendees determine if they want start their own consulting company in technical communication.

Content Coachvising (March 2020 – May 2021). Weekly free coaching with Andrea Ames. We talked extemporaneously about a particular topic, usually related directly to working as a content professional, but sometimes veering off into more existential topics.

7 Ways to Avoid the Biggest Failures in Content Ops (July 2021). Content Wrangler webinar on Bright Talk. Co-presented with Cruce Saunders.

Architecting and Operating an Enterprise Content Supply Chain (June 2021). STC Virtual Summit. Co-presented with Bill Burns.

A Path Through Chaos: Introducing the Content Orchestration Model (April 2021). CIDM ConVex virtual conference. Co-presented with Cruce Saunders.

Measuring the Value of Your Localization Effort: 3 Practical Metrics and How to Use Them (November 2020). Webinar, The Content Wrangler on Bright Talks.

Introduction to Structured Authoring (2020). Client workshop for [A] for an insurance consultant (held virtually). Co-created with Bill Burns.

Closing Panel on the Future of Content Operations (2020). LavaCon (held virtually). Moderated by Jack Molisani. Co-presenters were Jonathan Colman, Surbhi Mahendru, and Beril Maples.

Invited Speaker: Measuring Value: Helping Clients Turn Content into Business Assets (2020). American Translators Association annual conference (held virtually).

Invited Speaker: Pulling Localization Upstream: Integrating Content and Localization Processes (2020). American Translators Association annual conference (held virtually).

Panel: Content Reuse (2020). ConVex (held virtually). Moderated by Dawn Stevens. Co-presenters were George Bina, Stan Doherty and Scott Thompson.

Auditing for Reuse Opportunities (2020). ConVex (held virtually). Pre-recorded a presentation with tips on auditing for reuse and then moderated a discussion about it

Discovery workshop and results presentation on Content Intelligence (2020). Client workshop for [A] for a religious organization (held virtually). Used Miro boards to extract information on the client's current processes and content needs.

Building Systems for Success: Style Guides that Work (2020). STC Tech Editing SIG. Discussed how to create effective style guides and make them accessible to the team.

Discovery Results presentation on tool selection and content strategy needs (2020). Client presentation to identify and make recommendations regarding tools and content strategy for medical device company.

Integrating DITA Localization into Agile Processes (2019, 2020). Presented at the Best Practices conference on my own and then at STC Summit supported Dominique Trouche while he presented.

Upskilling panel (March 2019). Learnapalooza event in Seattle, WA. Discussed trends and skills that we will need for the future of content.

Advanced Technical Editing online course (January and August 2019). STC. Taught a 6-week online course that built strategic skills for editors and discusses how they can take leadership roles in their companies.

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Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy (2018, 2019). Almon, Inc. corporate event (**Keynote**), Waukesha, WI; Metro State U., Denver, CO; STC Summit, Denver, CO; LavaCon, Portland, OR. Discussed how to incorporate controlled language and terminology management into our content strategies and information architectures to support AI, AR/VR. Implementing controlled language should be a strategic, multidisciplinary decision that is based on a holistic analysis of your terminology and content creation efforts.

10 Tips for Being a Better Global Leader (November 2018). Webinar for Dr. Pam Brewer's class at Mercer University. Discussed some of the challenges for global virtual teams and how to be a better leader.

Incorporating Regulatory Requirements into Your Content Model (9 October 2018). Argos webinar. Discussed how to structure your strategy, architecture, and content model to support global regulatory requirements for medical content.

Implementing Controlled Language (April 2018). DITA NA, Denver, CO. Discussed best practices for implementing controlled language and how it impacts your DITA workflows, identified some potential challenges, provided recommendations for working around them.

Making of the Book: Panel Discussion (November 2017). LocWorld, Santa Clara, CA. Discussed how we made the *Language of Localization* book, and trends in localization. Scott Abel moderated. Other participants were Richard Hamilton, Fabiano Cid, Diana Ballard, and Lydia Clarke.

Productivity Hacks for Technical Communicators (May 2017, February 2018, July 2018, November 2019). STC Summit, Washington, DC; CIDM webinar, Denver, CO. Workshop on productivity hacks. TC Dojo. STC Canada West Coast webinar.

Editing the Work of Non-Native English Speakers. (November 2016). TC Dojo. Discussed common mistakes and how to work more effectively with these authors.

Global-Ready Content (September 2016). Client webinar introducing how to create global-ready content.

InDesign Localization Challenges and Solutions (June 2016). With Charles Cooper of The Rockley Group. Charles talked about structure and process and using the Congility tool to manage reviews. I talked about how to use GREP and One2Edit to support localization workflows.

Everything I Need to Know about Leadership, I Learned from Star Trek (May 2016). Lightning talk (5 minutes, 20 slides) at STC Summit in Anaheim, CA. Key lessons for effective leadership, using *Star Trek* examples.

Communication Catalysts: Changing the World by Doing Your Job. Content Era (May 2016), Colorado Translator's Association (April 2014), STC Spectrum (April 2014), STC webinar (October 2014), STC RMC (September 2013). Expanded version of lightning talk that pointed out all the ways that technical communicators and translators contribute to the world, just by doing our jobs well.

Trends in Tech Comm that Support Virtual and Augmented Reality (April 2016, December 2018). DITA North America in Reston, VA and STC webinar. A look forward at how these new technologies might require us to think differently about our content. Are they just another output format or something more? How do we structure our content to support these technologies?

Using Controlled Language to Improve Re-use and Global Readiness (March 2016). TC Dojo. Discussed best practices for implementing controlled language, identified some potential challenges, provided recommendations for working around them.

Honing Your Workplace Negotiation Skills, webinar (March 2016). STC. One hour webinar on negotiation. Co-presenter was Jack Molisani, President of ProSpring Staffing.

Making the Most of Your Career (November 2015). STC. Discussed ways to determine your career path based on your strengths. Also discussed some good practices for showing your value.

Honing Your Workplace Negotiation Skills (October 2015). LavaCon. Half-day workshop on negotiation. Co-presenter was Jack Molisani, President of ProSpring Staffing.

Making the Best Better: Creating Great Localized Content (September 2015). Rotary International. All-day workshop designed specifically for a client on how to improve localization quality.

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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.

Keynote: *Warp Factor 9.0: Content Creation and Curation at the Speed of Change* (April 2015). STC-Rochester Spectrum conference. Our mission in this time of change: to explore the limits of content creation and curation, to seek out new ways to build and make use of intelligent content, to boldly work across disciplines and use our powers for good.

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

Working with Your Localization Vendor (March 2015). CIDM. Discussed the unique issues that DITA projects pose for localization and how to work with your vendor to resolve them.

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.

Trends in Tech Com that Support Augmented Reality (October 2014). Augmented Reality Roundtable at Huawei in Dallas, TX. This 1-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, March 2015, October 2016, October 2018, March 2019). Webinar for Dr. Pam Brewer's (Mercer University), Dr. Rosario Durao's (New Mexico Tech), and for Metro State U. classes on international communication. Also, presented at STC-RMC. Leveraged this content into a blog post and article. Presented for Argos Multilingual. Lionbridge also included it as an article in a book about localization.

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.

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 discussed 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). We worked on getting grants to support the development, but the time wasn't right.

Auditing Your Documentation and Processes workshop, Localization Institute, Denver, CO (2013). Hands-on workshops that taught 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 a class we took from coursera.org by Kevin Werbach that talked about gamifying business processes to build interest and engagement.

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- Auditing Your Documentation and Processes*, Localization World, Seattle (2012). This was 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 discussed 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.
- 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 was 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* (2011-2015). 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.
- WFDSS Content Management training* (2010, 2011). Trained WFDSS personnel on how to create structured content and how to use AuthorIT.
- 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.

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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.

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 Ludwigen. 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 were 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 needed to hire a localization partner.

Introduction to Designing and Building a Metadata Structure (2005). Presented at Winwriters in Las Vegas, NV.

Going Global: Tips for Internationalizing Your Content (2005). STC Canada West Coast Chapter meeting. Distillation of all-day workshop on creating global-ready content.

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 Bogov 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.

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Master Series for Documentation, customized for the client (2000-2002). Lionbridge Technologies. One- to two-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.

Interviews Given

[A]Forum, recap (February 2019). Interviewed about my impressions of a workshop that they gave in Denver. A clip appeared in the recap video.

VistaTalks (February 2018). VistaTec interviewed me for their podcast and corporate magazine about *The Language of Localization*.

Designed/Developed

Gamifying Translator Training project with Translators without Borders, STC, Atlanta, GA (2012-present). This is an ongoing large project with many sub-projects. We are looking for the right experts to be advisors.

Content Strategy and architecture (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.

Content 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.

Content 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 Software (now Microsoft Business Solutions). 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 sat on top of a Microsoft SQL database and provided a single repository for information about all messages found in Dynamics.

Documentation Team website (1999-2000). Great Plains Software (now Microsoft Business Solutions). Kit Brown and Dean Hanson developed a website that provided 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 outlined the project plan. Dean pulled together the information and helped to mockup the site.

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Documentation Team training program (1999-2000). Great Plains Software (now Microsoft Business Solutions). 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. This program was leveraged into something that was used for OEMs and other development groups that also needed this information.

Professional Association Memberships and Offices Held

- **Society for Technical Communication (1988-present):** Host Chapter Liaison for 2019 Summit (2019), Fellows Committee Chair (2019), International Competition Chair (2017), Accredited CPTC Trainer (2016–2022), Fellow, Society VP (2013-14) and President (2014-15), Immediate Past President (2015-16), 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). Periodic peer reviewer and book reviewer for the *Technical Communication Journal*. Member of the *Intercom* Editorial Advisory Board (2017–2022).
- Denver Metro E-learning Developers (2015-present)
- Boulder Writers Alliance (2010-present)
- Boulder Media Women (2015-present)
- LavaCon Dublin Program Chair (2016)
- GALA member, 2013-2014.
- AMWA member, 1995-2009
- ASTD member, 2003-2007
- IEEE-PCS: newsletter editor and ex-officio council member (2005-2010). Periodic peer reviewer for *IEEE Transactions in Professional Communication*.
- NAWBO member, 2004-2007