

# Boulder Writers Alliance

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## Who We Are

Boulder Writers Alliance (BWA) is an organization of communications professionals who live and work in the Denver/Boulder metro area.

**Whether you need to write a technical document, design a business brochure, or just about anything that requires the skillful creation of a written communication, BWA members can help you do it.**

BWA has become a valuable resource for Denver and Boulder corporations that need skilled communicators. BWA members are: *writers, editors, graphic artists, Web page developers, indexers, on-line help designers, and much more.*

By staying in constant touch with our colleagues, we keep up with the latest technologies. If we face challenges beyond the expertise of one particular member, we turn to each other for solutions—just as you can turn to us for help with your communication needs.

## How To Contact BWA

For membership information, please see our web page:

**<http://www.bwa.org>**

To post a job to the BWA list:

- Go to our web page: <http://www.bwa.org>
- Click *Post a Job Lead*.
- Fill in the form and submit it.

# Welcome to the Boulder Writers Alliance

# *BWA EXPO*



**An evening with:**

**Communications professionals and  
representatives from local businesses and  
organizations**

**Sept. 26, 2006, 5:30-9:00 p.m.**

**Hotel Boulderado, Boulder, Colorado**

## BWA 2006 EXPO Experts

Please use this chart to locate the discussions in which you would like to participate. Each entry contains the following information: **Subject Area**, **Expert's Name**, *Brief Description of what the expert will discuss*. A sign identifying the subject area will be placed on the appropriate table immediately prior to the beginning of each discussion session.

Table	Session I (6:30–7:15)	Table	Session II (7:30–8:15)
1.	<b>Creative Writing</b> <i>Writing techniques that enhance your creativity - and productivity</i> <b>Marella Colyvas</b>	1.	<b>Creative Writing</b> <i>So you want to write a novel?</i> <b>Kathy Leftwich</b>
2.	<b>E-zines/Newsletters</b> <i>E-zine best practices</i> <b>Kelly Robbins</b>	2.	<b>FrameMaker</b> <i>Why Frame is better than Word - and vice versa</i> <b>Bill Holtsnider</b>
3.	<b>Freelancing</b> <i>Essentials for freelancing success</i> <b>Linda Woods</b>	3.	<b>Freelancing</b> <i>Building a portfolio</i> <b>Miki Magyar</b>
4.	<b>Mac Platform</b> <i>Using a Mac as a creative and business tool in a Windows-dominated world</i> <b>Jeff Gamet</b>	4.	<b>HTML/CSS</b> <i>Pros and cons of using CSS</i> <b>Marci Bowman</b>
5.	<b>Marketing/PR</b> <i>Business marketing basics</i> <b>Erin Blakemore</b>	5.	<b>Marketing/PR</b> <i>Tips for handling PR for large events</i> <b>Sandi Bianchi</b>
6.	<b>MS Word</b> <i>Double the speed at which you use MS Word</i> <b>Bill Holtsnider</b>	6.	<b>Instructional Design</b> <i>Creating Web-based training from PowerPoint presentations</i> <b>Kim Hansen</b>
7.	<b>PhotoShop</b> <i>Creating professional graphics for Web or print; What file format should you use for your digital camera?</i> <b>Phil Tobias</b>	7.	<b>Online Help</b> <i>Single-sourcing multiple outputs, including online help</i> <b>Linda Gallagher</b>
8.	<b>Publishing</b> <i>Print-on-demand publishing: Pitfalls and best practices</i> <b>Corinne McKay</b>	8.	<b>Presentations</b> <i>Bite the bullet: Don't kill the message with your presentation slides</i> <b>Bette Frick</b>
9.	<b>Translation/Localization</b> <i>Format proofing localized documents</i> <b>Sandi Bianchi</b>	9.	<b>Translation/Localization</b> <i>Getting started as a translator</i> <b>Corinne McKay</b>
10.	<b>Web Design</b> <i>How to code a website so your client can do minor updates</i> <b>Marci Bowman</b>	10.	<b>Web Design</b> <i>Getting your website started</i> <b>Kelly Robbins</b>
11.	<b>White Papers</b> <i>Achieve your marketing goals by writing an educational white paper</i> <b>Al Kemp</b>	11.	<b>Technical Editing</b> <i>Key document quality assurance checks for when your deadline looms</i> <b>Mary Headley</b>
12.	<b>XML/DITA</b> <i>XML and DITA: What's all the buzz about?</i> <b>Jim Ramsay</b>	12.	<b>Usability</b> <i>Usability testing on a shoestring</i> <b>Al Kemp</b>