

BWA 2008 EXPO Experts

Please use the charts to locate the discussions in which you would like to participate.

Session I (6:00–6:30)		Table
Creative Writing <i>How to write a mystery</i>	Leslie O’Kane	1
Editing <i>Fiction editing fundamentals</i>	Jody Berman	2
MS Word <i>Double the speed at which you use MS Word</i>	Bill Holtsnider	3
Freelancing <i>Tips for freelancing success</i>	Kelly Robbins	4
New Media <i>Create an audience with blogging, microblogging, and other electronic media</i>	Stephen Hultquist	5
Marketing <i>Your five-prong marketing attack</i>	Deb Kolaras	6
Multimedia <i>What writers should know about media types</i>	Marc Lee	7
Publishing <i>Researching and writing an historical nonfiction book</i>	Leah Naess & Cynthia Jennings	8
Technical Writing <i>Authoring in the brave new world of structured documentation</i>	Jim Ramsay	9
Websites <i>Down ‘n dirty SEO</i>	Erin Blakemore	10
Websites <i>Using content management systems to deliver content to websites</i>	Jim Vezina	11

Each entry contains the following information: **subject area**, **expert’s name**, *brief description of what the expert will discuss*.

Session II (6:40–7:10)		Table
Creative Writing <i>How to write a mystery</i>	Leslie O’Kane	1
Editing <i>Fiction editing fundamentals</i>	Jody Berman	2
MS Word <i>Double the speed at which you use MS Word</i>	Bill Holtsnider	3
Freelancing <i>Tips for freelancing success</i>	Kelly Robbins	4
New Media <i>Create an audience with blogging, microblogging, and other electronic media</i>	Stephen Hultquist	5
Marketing <i>Your five-prong marketing attack</i>	Deb Kolaras	6
Multimedia <i>What writers should know about media types</i>	Marc Lee	7
Publishing <i>Researching and writing an historical nonfiction book</i>	Leah Naess & Cynthia Jennings	8
Technical Writing <i>Authoring in the brave new world of structured documentation</i>	Jim Ramsay	9
Websites <i>Down ‘n dirty SEO</i>	Erin Blakemore	10
Websites <i>Using content management systems to deliver content to websites</i>	Jim Vezina	11

A sign identifying the subject area will be placed on each table immediately prior to the beginning of each session.

Session III (7:20–7:50)		Table
Creative Writing <i>Writing books for children</i>	Claudia Mills	1
Employment <i>Your job search: thinking outside the box</i>	Karen Bowen	2
E-learning <i>Energizing virtual instruction</i>	Joel Gendelman	3
Freelancing <i>How to build a portfolio</i>	Miki Magyar	4
Graphics <i>Managing a photo collection with Adobe Photoshop Lightroom</i>	Phil Tobias	5
Marketing <i>Achieve your marketing goals by writing an educational white paper</i>	Al Kemp	6
Publishing <i>Using travel to research your writing</i>	Donna Druchunas	7
Publishing <i>Writing a nonfiction book proposal</i>	Margaret Pevac	8
Technical Writing <i>Single sourcing with Framemaker</i>	Tammy Van Boening	9
Websites <i>Search engine optimization</i>	Bob Meetin	10
Technical Writing <i>Grant writing primer</i>	Mark Klosterman	11

Boulder Writers Alliance

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 organizations that need skilled communicators. BWA members include writers, editors, graphic artists, website developers, indexers, on-line help designers, and more.

Through ongoing education and staying in touch with our colleagues, we keep up with the latest technologies. If we face challenges beyond a member's expertise, 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 website:
<http://www.bwa.org>

To post a job to the BWA list:

- Go to our website—www.bwa.org
- Click *Post a Job Lead*.
- Fill in the form and submit it.

BWA 2008 EXPO Experts

Session IV (8:00–8:30)		Table
Creative Writing <i>Writing books for children</i>	Claudia Mills	1
Editing <i>Key document quality assurance checks when time is tight</i>	Mary Headley	2
E-learning <i>Energizing virtual instruction</i>	Joel Gendelman	3
Freelancing <i>How to build a portfolio</i>	Miki Magyar	4
Marketing <i>Achieve your marketing goals by writing an educational white paper</i>	Al Kemp	6
Publishing <i>Using travel to research your writing</i>	Donna Druchunas	7
Publishing <i>Writing a nonfiction book proposal</i>	Margaret Pevec	8
Technical Writing <i>Single sourcing with Framemaker</i>	Tammy Van Boening	9
Websites <i>Search engine optimization</i>	Bob Meetin	10
Technical Writing <i>Grant writing primer</i>	Mark Klosterman	11

Welcome to the
Boulder Writers Alliance

BWA EXPO



An evening with:
Communications professionals
and representatives from local businesses
and organizations

Sept. 23, 2008, 6:00-9:00 p.m.
A Spice of Life Event Center
Flatirons Golf Course
Boulder, Colorado