

Welcome to the
Boulder Writers Alliance

BWA EXPO



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

Sept. 22, 2009, 6:00-9:00 p.m.
Hotel Boulderado
Boulder, Colorado

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.

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Selecting Discussions

Please use the charts on the next four pages to select the discussions in which you would like to participate.

Each discussion entry contains the following information:

subject area

expert's name

brief description of what the expert will discuss

Each discussion lasts half an hour and is assigned to one of four sessions:

Session I: 6:00 to 6:30

Session II: 6:40 to 7:10

Session III: 7:20 to 7:50

Session IV: 8:00 to 8:30

Several experts are repeating their discussions in a second session. For example, Anne-Marie Nichols is discussing her blogging topic *Ways to monetize your blog and market it twice*: once in session I and again in session II.

Locating Discussion Tables

The number of the table at which a discussion will take place appears to the right of each entry on the chart for that session.

A sign identifying the subject of the discussion will be placed on each table before a session begins.

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| Session I (6:00–6:30) | | Table |
|--|---------------------------|--------------|
| Blogging <i>Ways to monetize your blog and market it</i> | Anne-Marie Nichols | 1 |
| Creative Writing <i>Writing genre fiction</i> | Lynda Hilburn | 2 |
| E-learning <i>Multimedia Adobe Captivate – much more than capturing software screens</i> | John Daigle | 3 |
| Graphics <i>The book design process</i> | Robert Schram | 5 |
| MS Word <i>Double the speed at which you use MS Word</i> | Bill Holtsnider | 6 |
| Publishing <i>Getting your nonfiction book published</i> | Jasmin Cori | 7 |
| Social Media <i>Data mining LinkedIn to market your business</i> | Elizabeth Frick | 8 |
| Websites <i>Everything you always wanted to know about CSS (but were afraid to ask)</i> | Jeremy Carlson | 9 |
| Technical Writing <i>Accessibility: creating Section 508-compliant PDFs</i> | Alannah McTighe | 10 |
| Websites <i>Getting started with your website: how to save money and what you can do on your own</i> | Justin Crawford | 11 |

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| Session II (6:40–7:10) | | Table |
|--|---------------------------|--------------|
| Blogging <i>Ways to monetize your blog and market it</i> | Anne-Marie Nichols | 1 |
| Creative Writing <i>Expanding your creativity as a writer through hypnosis</i> | Lynda Hilburn | 2 |
| E-learning <i>Multimedia Adobe Captivate – much more than capturing software screens</i> | John Daigle | 3 |
| Social Media <i>Savvy Twitter strategies for growing your business</i> | Andrea Meyer | 4 |
| Graphics <i>The book design process</i> | Robert Schram | 5 |
| MS Word <i>Transitioning from Word 2003 to Word 2007</i> | Bill Holtsnider | 6 |
| Publishing <i>Getting your nonfiction book published</i> | Jasmin Cori | 7 |
| Social Media <i>Data mining LinkedIn to market your business</i> | Elizabeth Frick | 8 |
| Websites <i>Everything you always wanted to know about CSS (but were afraid to ask)</i> | Jeremy Carlson | 9 |
| Technical Writing <i>Accessibility: creating Section 508-compliant PDFs</i> | Alannah McTighe | 10 |
| Websites <i>Getting started with your website: how to save money and what you can do on your own</i> | Justin Crawford | 11 |
| Technical Writing <i>An introduction to topic-based authoring</i> | Alida Franco | 12 |

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| Session III (7:20–7:50) | | Table |
|--|--------------------------|--------------|
| Blogging <i>Wordpress: It's not just for blogs, anymore!</i> | Erica Gamet | 1 |
| Multimedia <i>Move over text: video meets topic-based documentation</i> | Sean Healy | 2 |
| E-learning <i>Understanding the e-learning transformation: how writers convert their content</i> | Marc Lee | 3 |
| Freelancing <i>Using a Mac as a creative and business tool in a Windows-dominated world</i> | Jeff Gamet | 4 |
| Graphics <i>Ask the graphics guy – your questions answered</i> | Phil Tobias | 5 |
| Marketing <i>Achieve your marketing goals by writing an educational white paper</i> | Al Kemp | 6 |
| Publishing <i>Independent publishing 101</i> | Bart Windrum | 7 |
| Social Media <i>Social networking for the small business entrepreneur</i> | Deb Kolaras | 8 |
| Social Media <i>Using the “virtuous circle of content” to build your following – and your business</i> | Stephen Hultquist | 9 |
| Technical Writing <i>Structured documentation: dumbing down or smartening up our documents?</i> | Jim Ramsay | 10 |
| FrameMaker <i>Long documents made easy (well, easier) using FrameMaker</i> | Linda Gallagher | 12 |

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| Session IV (8:00–8:30) | | Table |
|--|--------------------------|--------------|
| Blogging <i>WordPress: It's not just for blogs, anymore!</i> | Erica Gamet | 1 |
| Multimedia <i>Move over text: video meets topic-based documentation</i> | Sean Healy | 2 |
| E-learning <i>Understanding the e-learning transformation: how writers convert their content</i> | Marc Lee | 3 |
| Freelancing <i>Using a Mac as a creative and business tool in a Windows-dominated world</i> | Jeff Gamet | 4 |
| Marketing <i>Adding value: using technical communications to cut costs and build sales</i> | Al Kemp | 6 |
| Publishing <i>Independent publishing 101</i> | Bart Windrum | 7 |
| Social Media <i>Social networking for the small business entrepreneur</i> | Deb Kolaras | 8 |
| Social Media <i>Using the "virtuous circle of content" to build your following – and your business</i> | Stephen Hultquist | 9 |
| Technical Writing <i>Structured documentation: dumbing down or smartening up our documents?</i> | Jim Ramsay | 10 |

Notes



Boulder Writers Alliance,
a nonprofit organization
in Boulder, Colorado

<http://www.bwa.org>