

Rotation Listings:

R1 - Rotation 1 (7.25-7.50)

R2 - Rotation 2 (7.50-8.15)

R3 - Rotation 3 (8.15-8.40)



Red Venue.

Host: Karen Lane - R1 & R2



Blue Venue.

Host: Debra Johnson - R1 & R3



Peach Venue.

Host: Dan Voss - R1 & R2



Gold Venue.

Host: Jack Molisani - R2 & R3



Green Venue.

Host: Bethany Bowles - R1 & R3



Aqua Venue.

Host: W.C. Wiese - R2 & R3

Welcome
to *The Varsity!*
**What'll Ya
Have?**



Society for
Technical
Communication

What'll Ya Have?

*Washlines XIX
Atlanta-Style is a
Varsity Sport!*

Progression Program

Thursday, August 22
6:30-8:40 p.m.

Wyndham Vacation
Ownership
Corporate Office

6277 Sea Harbor Drive
Orlando, Florida 32821

Rotations 1 & 2

Coca Cola: Presented by Karen Lane

- “Social Media and Documentation: Why Should You Care?” (Jennifer White, MadCap Software).
- “The Future of Technical Communication is Here – Are You Ready for It?” (Kapil Verma, Adobe).
- “Using Foreign-Accented Speech: To Localize or Not?” (Halycon Lawrence, Illinois Institute of Technology).

Rotations 1 & 3

Atlanta Braves: Presented by Debra Johnson

- “Information Architecture Boot Camp” (Andrea L. Ames and Alyson Riley).
- “From Technical Writer to Content Strategist” (Alan J. Porter).

Rotations 1 & 2

The Peach City: Presented by Dan Voss

- “Global English Skills” (John R. Kohl, SAS Institute, 59th STC conference).
- “There’s Nothing Simple about Simplified Technical English” (Bernie Koontz, Lycoming Engines, 60th STC conference).

Rotations 2 & 3

Downtown Atlanta: Presented by Jack Molisani

- “Ask Me About ... Career Advancement Through Personal Branding” (Jack Molisani).
- “Seven Career Lessons I Learned from Selling Ginsu Knives” (Jack Molisani).

Rotations 1 & 3

MARTA: Presented by Bethany Bowles

- “Re-animating the TC Body of Knowledge: TC BOK” (Hillary Hart, Liz Pohland, Craig Baehr, and Joel Kline).
- “Meet the Editors of the STC Journals (and Others)” (Liz Pohland, Michael Alberts, Saul Carliner, Menno de Jong, Jim Dubinsky, Joe Dumas, Miles Kimball, and Kirk St. Amant).

Rotations 2 & 3

Georgia Aquarium: Presented by W.C. Wiese

- “Every Page Is Page One” (Mark Baker).
- “Creating User Experience for Gamified Products” (Marta Rauch).
- “How to Build a (Web) Referral Machine” (Donte Ormsby).