

APPENDIX D

2009 Nominations for Board of Directors Plain Language Association InterNational

In August, members were contacted by e-mail and asked to nominate themselves or another person by 1 September 2009. The nominations committee received nine nominations, six from current board members and three from other individuals. The proposed slate fulfills the requirements for geographic representation on the board. The new board will elect the officers from its members and determine the amount of time each person will serve (one or two years).

Zuraya Adhikarie

Senior Parliamentary Legal Advisor
Parliament of Republic of South Africa
Cape Town, South Africa
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A member of the PLAIN board since 2008.

Ruth Baldwin

Plain Writing Services
Ottawa, Ontario, Canada
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I have 25 years' experience as a writer, editor, trainer and promoter of plain language in Canada. My company, Plain Writing Services, provides training, writing and editing services to government, NGOs, unions and the private sector. Publications include *Clear Language and Literacy* (1990, 2000) and *The Clarity Kit: Effective Communications for Municipalities* (2006 with Sally McBeth).

I have served as PLAIN's treasurer and membership coordinator since 2006, and I was instrumental in getting PLAIN incorporated. If I am re-elected, I would like to continue as treasurer and will work toward developing an online system for paying membership fees.

Brian Hanington

President, Stiff Sentences Inc.
Ottawa, Ontario, Canada
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Nominated by Simon Hanington

Brian Hanington has more than 30 years' experience as a writer, educator, lecturer and broadcaster. He is the founder of Stiff Sentences Inc., a company that advocates and delivers plain-language writing in over 40 countries.

Brian has acted as a communication advisor to Fortune 500 CEOs, parliamentarians, celebrities and even Pope John Paul II. He is the inventor of BackDRAFT, software that helps writers identify and fix the most common errors in English. This year he will complete *The Machinery of Language: The Ultimate Writer's Guide to the Art of Persuasion*.

2009 PLAIN Board Nominations

Anne-Marie Hasselrot

Language Expert, Division for Legal and Linguistic Draft Revision, Swedish Ministry of Justice
Stockholm, Sweden
anne-marie.hasselrot@justice.ministry.se
Nominated by Anki Mattson

Anne-Marie is one of the most experienced plain-language experts in Sweden. Some career highlights:

- Part of the process of revising and modernising the language of governmental documents, primarily legislative acts.
- Writes guidelines and holds training sessions for government officials.
- Expert in the work of a law commission appointed to make a technical revision of all Swedish social insurance legislation.
- Involved in the European Union Language Service (set up to provide support to Swedish translators and terminologists in EU institutions).

Earlier, she served on the Committee on Translation of EC Law, revising the Swedish translations of the European Union legislation.

William Lutz

Professor Emeritus of English at Rutgers University
Philadelphia, Pennsylvania, United States
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President, PLAIN Board of Directors

William Lutz was the editor of the *Quarterly Review of Doublespeak* and is the author or co-author of 17 books, including *Doublespeak Defined*; *The New Doublespeak: Why No One Knows What Anyone's Saying Anymore*; *Doublespeak: From Revenue Enhancement to Terminal Living*; and *The Cambridge Thesaurus of American English*. His articles on language have appeared in numerous publications.

An expert on plain language, he has worked with over three dozen corporations and government agencies and has served as an expert witness on language and plain language in legal proceedings. In 1998, he helped prepare the U.S. Securities and Exchange Commission's *Plain English Handbook*.

Diane Macgregor

Editorial Consultant, Communications Nova Scotia
Halifax, Nova Scotia, Canada
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Diane has been an advocate for plain language since 1987. She was Alberta's plain-language coordinator when that province introduced a five-year plan to improve government communications. Her job included promoting plain language to business and the professions.

For the past eight years, Diane has been a plain-language editor with Communications Nova Scotia, a government communications agency. She works on projects for a wide range of provincial departments and agencies, helping lawyers, doctors, engineers, and educators reach their target audiences in government publications. She has also served on the founding board of PLAIN as secretary. Her passion and interests coincide with PLAIN's mission.

2009 PLAIN Board Nominations

Nad Rosenberg

President, TechWRITE Inc.
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I have been the PLAIN Web manager since 2007 and have put considerable time into developing the web site. I would like to continue to enhance the site in the next two years. Specifically, I think it makes sense to establish a secure login (username/password database) so that members can vote and have access to specific site features.

My company creates high-quality, plain-language manuals and e-learning tutorials for a wide range of clients. Plain language has always been the key to implementing this core value. Before starting TechWRITE in 1985, I managed documentation departments for several large corporations.

Miriam E. Vincent

U.S. Social Security Administration
Denver, Colorado, United States
plwebwright@gmail.com
Nominated by Ginny Redish

Miriam is a passionate supporter of plain language. She has been active with the U.S. Plain Language Action & Information Network (earlier known as PEN) since 1999. At that time, she was on the staff of the U.S. Office of the Federal Register. Miriam is largely responsible for the U.S. group's web site, www.plainlanguage.gov. Beginning in 2004, Miriam donated hundreds of hours helping to redesign the site. She has continued to maintain and expand the site since then. Most recently, Miriam was a panel presenter at the Mexico City Clarity conference, speaking about how web design and plain language work together.

Ronald H. Wohl

R.H. Wohl & Associates
President and CEO, In Plain English
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I am honored to be serving as vice president of PLAIN and served as interim president for two years. I hope to continue to work on:

1. Making PLAIN an attractive organization where plain-language advocates from all over the world can find support for both their professional use of plain language and their country's progress toward using plain language.
2. Developing PLAIN's web site.

I am founder of a 32-year-old consulting firm, one of the original plain English firms in the United States. I previously served as manager of the written and audiovisual employee communications consulting practice of the Wyatt Co.