

# Plain Language

**Fifth International Conference**

**Washington, DC, USA**

**L'Enfant Plaza Hotel**

**November 3 – 6, 2005**

adding up  
the  
+ benefits

**Program Guide**



We believe in the power  
of clear communication.



**KLEIMANN COMMUNICATION GROUP, INC**

1321 Rhode Island Avenue, NW | Washington, DC 20005  
202.737.5733 | [www.kleimann.com](http://www.kleimann.com)

TESTING | DESIGN | FACILITATION | TRAINING



## Welcome letter

We would like to extend a warm welcome to everyone attending the fifth Plain Language Association International conference, hosted by the Plain Language Action and Information Network and the Center for Plain Language. Our three organizations are so pleased to bring you, a group of passionate plain language constituents, to the heart of the U.S. government.

The conference theme is *Adding up the Benefits*. Workshops and presentations will feature research and real-life examples that show the benefits of plain language and design in government, business, health care, and the professions. Participants will learn how plain language can reduce costs, increase client satisfaction, and improve compliance.

During the conference, we hope you will engage in lively discussions about the advocacy, practice, and benefits of clear communication. We hope you will network with people from around the world about the benefits of plain language and enjoy our keynote speakers, the reception, and the gala dinner.

Sincerely,



**Susan Milne, M.Ed.**

*Waterloo ON, Canada*

*Chair, Plain Language Association International*



**Annetta Cheek, Ph.D.**

*Washington, DC*

*Chair, Plain Language Action and Information Network*



**Susan Kleimann, Ph.D.**

*Washington, DC*

*Director, Center for Plain Language*

We couldn't be your voice in  
Washington without being your neighbor.



AARP. Creating change in our community.

From community service programs to consumer protection and nursing home reform, AARP is working hard to create positive social change where it's needed most — in every community.

AARP is a supporter of The Center for PLAIN Language and the PLAIN Language Association International. We understand the importance of straightforward, easy-to-read language. AARP is a proud supporter of the PLAIN conference.



Call us at 1-888-OUR-AARP or visit our website at [www.aarp.org](http://www.aarp.org).



COMMONWEALTH of VIRGINIA  
Office of the Governor

Mark R. Warner  
Governor

November 3, 2005

Dear Friends:

On behalf of the citizens of the Commonwealth of Virginia, I am pleased to extend warm greetings to everyone participating in the Fifth International Conference on Plain Language, "Adding Up the Benefits." I especially welcome all those visiting Virginia for the first time and hope you will want to return often.

I commend the hosts and sponsors of this conference that is dedicated to raising the awareness of the need and importance of the use of plain language, especially in business and government transactions. Conference attendees are certain to be inspired and informed by internationally known speakers such as Joseph Kimble and Bryan Garner as well as speakers from federal agencies.

As you share the knowledge, techniques and benefits of plain language, I offer my best wishes for a successful conference and an enjoyable stay in Virginia.

Sincerely,

*Mark R. Warner*  
Mark R. Warner



> **Mark R. Warner**  
Governor of Virginia



STATE OF MARYLAND  
OFFICE OF THE GOVERNOR

ROBERT L. EHRlich, JR.  
GOVERNOR

November 3-6, 2005

Dear Friends:

As Governor of the great State of Maryland, please allow me to welcome you the 5<sup>th</sup> International Conference on Plain Language "Adding up the Benefits."

The Ehrlich-Steele Administration stands for inclusiveness, empowerment and opportunity for every Marylander. The participants of the PLAIN conference will share research results with one another that prove the benefits of plain language as well as share knowledge. Up to date techniques and news in relation to plain-language practitioners, experts and clients will also be addressed. This conference will aid in raising awareness of the need and importance of plain language.

I would also like to welcome the honored speakers, Susan Kleimann and Ginny Redish.

I wish you all the best in your future endeavors.

Godspeed.

Very truly yours,

*Robert L. Ehrlich, Jr.*  
Robert L. Ehrlich, Jr.  
Governor



> **Robert L. Ehrlich, Jr.**  
Governor of Maryland

# Schedule at a Glance

All activities are held in the L'Enfant Plaza Hotel except the pre-conference workshops on Thursday.

## Thursday, November 3, 2005

Note: You must preregister for pre-conference workshops

### 11:00 am – 7:00 pm

#### Conference Registration

Ballroom Foyer

2. Document Design Roundtable  
Room 5 (5th floor), Federal Aviation Administration building

Must have an ID for entrance. See page 10 for more details.

### 1:00 pm – 4:00 pm

#### Pre-conference Workshops

1. Introduction to Plain Language  
Presenter: John Strylowski  
Bessie Coleman Center (2nd floor), Federal Aviation Administration building

### 6:00 pm – 8:00 pm

#### Welcome Reception

L'Enfant Plaza Hotel  
Solarium

## Friday, November 4, 2005

### 8:00 am – 6:00 pm

#### Registration

Ballroom Foyer

### 8:00 am – 8:45 am

#### Breakfast

Solarium

### 8:45 am – 10:30 am

#### Opening Session

Ballroom AB

Welcome: Susan Milne  
Annetta Cheek  
Susan Kleimann  
Mayor Williams  
Keynote: Bryan Garner

### 10:30 am – 11:00 am

#### Break

### 11:00 am – 12:30 pm

#### Sessions

1. Power Writing for Web Sites and Blogs  
*Monet 1*
2. Revising Hallowed Text: Lessons from the Federal Rules of Civil Procedure  
*Monet 2*
3. Plain Language Success Stories from Large Organizations  
*Renoir*
4. Health Literacy: The Importance of Clear Communication for Better Health  
*Monet 3 & 4*

### 12:30 pm – 1:30 pm

#### Lunch

Ballroom AB

Speaker: Harvey Fineberg

### 1:45 pm – 3:15 pm

#### Sessions

1. How Much Will It Save Me? Measuring Results of Plain-Language Documents  
*Monet 1*
2. Making the Sale in Plain Language  
*Monet 2*
3. How the Internal Revenue Service (IRS) is Writing Plainly—One Notice at a Time  
*Monet 3*
4. Plain Language and Document Design in Financial-Disclosure Documents  
*Monet 4*
5. Health Literacy: Improving Communications Between Professionals and the Public  
*Renoir*

### 3:15 pm – 3:45 pm

#### Break

### 3:45 pm – 5:15 pm

#### Sessions

1. Health Literacy: Evaluating Messages and Materials with Your Audience  
*Monet 1*
2. More Plain Language Success Stories from Large Organizations  
*Monet 2*

3. Translating the Benefits—Plain Language in a Multilingual Environment  
*Monet 3*
4. Will It Fly? Usability Testing for Plain-Language Documents  
*Monet 4*

### 3:45 pm – 5:15 pm

#### Sessions

- Renoir*  
3:45 pm – 4:15 pm
- 5a. Does SEC Disclosure eschew obfuscation? Res ipsa Loquitur!  
4:15 pm – 5:15 pm
  - 5b. How I Did It: Case Studies in Using Plain Language in Financial Disclosure Documents  
*Renoir*

### 6:00 pm – 9:00 pm

#### Gala Dinner

Speaker: Burkey Belser

Join us for:  
> cocktails at 6:00 pm in the Solarium  
> dinner at 7:00 pm in Ballroom AB  
Cash bar for both events

## Saturday, November 5, 2005

**8:00 am – 11:30 am**

### Registration

*Ballroom Foyer*

**8:00 am – 9:00 am**

### Breakfast

*Solarium*

**9:00 am – 12:30 pm**

### Half-day Workshop

Legal Writing in Plain English

Half-day workshop for Continuing Legal Education credits.

*Ballroom D*

**9:00 am – 10:30 am**

### Sessions

1. Your Best Trick  
*Lafayette*
2. In the Trenches: Plain Language Consultants Tell Their Stories  
*Caucus*
3. Plain Language and the Web  
*Ballroom A*
4. Perfectly Legal – Documents that Work for Readers  
*Ballroom B*
5. Death to Bureaucratese – Clear Writing in Government Documents  
*Ballroom C*

**10:30 am – 11:00 am**

### Break

**11:00 am – 12:30 pm**

### Sessions

1. Beyond Guidelines: Changing the Writer's Headspace—Helping People to Write as They Like to Read  
*Caucus*
2. Grammatical Nasties and Niceties: Who Should One Pander To?  
*Lafayette*
3. Plain-Language Power Tools  
*Ballroom C*
4. Reforming Forms  
*Ballroom A*
5. Avoiding Nerdspeak – Plain Language for the Web  
*Ballroom B*

**12:30 pm – 1:15 pm**

### Buffet Lunch

*Monet Ballroom*

**1:15 pm – 2:45 pm**

### Bill Sabin

*Ballroom AB*

**2:45 pm – 3:00 pm**

### Break

**3:00 pm to 4:30 pm**

### International Roundup – Plain Language Around the World

*Ballroom AB*

**4:30 pm – 5:00 pm**

### Closing Session

*Ballroom AB*

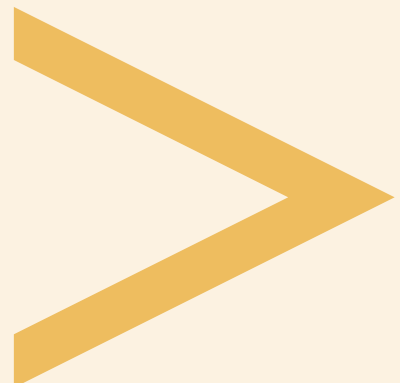
Speaker: Chris Balmford  
Susan Milne

## Sunday, November 6, 2005

**9:00 am – 11:00 am**

### Plain Language Association INTERNATIONAL Business Meeting

*Lafayette*



# 5th International Plain Language Conference

## Conference Sponsor

### **Plain Language Association International (PLAIN)**

Plain Language Association International (PLAIN) is an international organization of plain-language practitioners and advocates dedicated to improving the quality of communication in all fields and organizations. Founded in 1993 by two plain-language experts in Canada, it now has members in Australia, Canada, Japan, New Zealand, South Africa, Sweden, the United Kingdom, and the United States. PLAIN has presented four previous conferences, the last one in Toronto in 2002. To learn more about PLAIN, please visit [www.plainlanguagenetwork.org](http://www.plainlanguagenetwork.org).

## Conference Hosts

### **Center for Plain Language**

The Center for Plain Language is a unique collaboration of people in academic, government, and private sectors that have come together to promote research, education, and use of plain language. The Center will transform how people think about communication, educate people to demand plain language in public communications, and help businesses and government to meet that demand.

The Center is a nonprofit, federally tax-exempt membership organization. As the leading resource of plain-language expertise in the United States, the Center promotes the use of plain language in the public and private sectors. To learn more about the Center, visit [www.centerforplainlanguage.org](http://www.centerforplainlanguage.org).

### **Plain Language Action and Information Network (PLAIN)**

PLAIN is a group of federal employees from many different agencies who promote the use of plain language for all government communication. We believe plain language can save federal agencies time and money and can also provide better service to the American public. The group formed in the mid-1990s and has met monthly ever since.

To promote plain language, PLAIN

- > offers limited editing services to all federal agencies,
- > sponsors occasional seminars about plain language,
- > maintains a website with plain-language tools, techniques, and publications,
- > comments on agency documents, especially regulations,
- > offers a short half-day introduction to plain language free of charge to any federal agency.

To learn more, visit [www.plainlanguage.gov](http://www.plainlanguage.gov).

## Conference Supporters

### Benefactor

#### AARP

##### AARP Global Aging Program

Ladan Manteghi

##### AARP Social Impact Office-Economic Group

Jon Dauphine



##### Kleimann Communication Group, Inc.

Susan Kleimann, Ph.D.  
*President*



##### Redish & Associates, Inc.

Ginny Redish, Ph.D.  
*President*

### Champion

#### Joseph Kimble

*Thomas Cooley Law School*

#### Firehouse Financial Communications, LLC

Josiah Fisk, *Principal*

Lynn Riddle, *Principal*

### Advocate

#### Association of Professional Communication Consultants

*Lee C. Johns*

#### Begg/Long & Foster Real Estate

Roberta Theis

#### Center for Clear Communication, Inc.

Carolyn Boccella Bagin, M.Ed.

#### Clear Language Group

Audrey Riffenburgh, M.A.

*President*

#### Joanne Locke

*Center for Plain Language*

#### Network Designs, Inc.

Jane Moore

#### William Lutz, Ph.D., J.D.

*Professor of English*

*Rutgers University*

*Consultant on Plain Language*

### Advocate Plus

#### International Broadcasting Bureau/Voice of America/Office of Civil Rights

### Patron

#### Annetta Cheek, Ph.D.

*Center for Plain Language*

#### Tom Murawski

*The Murawski Group*

#### John Strylowski

*Center for Plain Language*

# Full Conference Schedule

## with Session Descriptions

All activities are held in the L'Enfant Plaza Hotel except the pre-conference workshops on Thursday.

### Thursday, November 3, 2005

**11:00 am – 7:00 pm**

#### Conference Registration

Ballroom Foyer

**1:00 pm – 4:00 pm**

#### Pre-conference Workshops

*Note: You must preregister for pre-conference workshops*

##### 1. Introduction to Plain Language

John Strylowski has introduced plain language to employees at dozens of federal agencies. Join John for an informal run-through of his basic presentation, with a chance for comments and discussion. This is a great chance to swap ideas and talk about techniques.

*Bessie Coleman Center (2nd floor), Federal Aviation Administration building\**

##### Presenter:

> John Strylowski

##### 2. Document Design Roundtable

How do design, layout, and typography complement plain language? Are there elements we should include or avoid if we want our messages to be understood? Join fellow conference participants in an open discussion of design issues, using case studies to explore together. Our focus is print materials that convey information such as brochures, articles, and advertisements (not the Web and not forms). Bring samples of what you consider good and bad design for critique.

*Room 5 (5th floor), Federal Aviation Administration building\**

##### Organizers:

> Carolyn Banks, Daphne Meimaridis

##### Facilitators:

> Susan Kleimann

> Ginny Redish

> Karen Schriver

**6:00 pm – 8:00 pm**

#### Welcome Reception

*L'Enfant Plaza Hotel  
Solarium*

Join your fellow conference participants and plain-language enthusiasts at the welcome reception. Light refreshments served. Cash bar.

*\*Pre-conference workshops will take place at the Federal Aviation Administration (FAA) building, 800 Independence Avenue, SW, Washington, DC 20591.*

#### Directions to the workshops

> from the L'Enfant Plaza Hotel:

Exit to the north (toward the Mall) onto D Street. Turn right on D and go to 7th Street -- about a block. Turn left on 7th Street.

Go under the railroad overpass. The FAA building is on your left at the next intersection.

> from the L'Enfant Plaza Metro:

Exit the Metro Station using the 7th Street/Maryland Avenue exit. From the top of the Metro escalator, cross the intersection diagonally. Both buildings you see ahead are FAA buildings -- go to the larger one.

> getting into the FAA building:

Must have an ID for entrance. Those without a U.S. government ID need to go through security. Someone will be in the lobby 30 minutes before the workshops to help you.

Sign-in takes a few minutes so please arrive early.



# Full Conference Schedule

Friday, November 4, 2005

Friday, November 4, 2005

8:00 am – 6:00 pm

## Registration

Ballroom Foyer

8:00 am – 8:45 am

## Breakfast

Solarium

8:45 am – 10:30 am

## Opening Session

Ballroom AB

### Welcome

- > Susan Milne
- > Annetta Cheek
- > Susan Kleimann
- > The Honorable Anthony A. Williams  
*Mayor  
Government of the District of Columbia*

### Moderator:

- > Joanne Locke

### Keynote address

- > Bryan Garner, *President, LawProse, Inc.*

**Topic:** *The Individual's Benefit: Credibility*  
Telling people that they have more credibility by adopting plain language is the greatest incentive to get them to change.

### Moderator:

- > Joseph Kimble

10:30 am – 11:00 am

## Break

11:00 am – 12:30 pm

## Sessions

### 1. Power Writing for Web Sites and Blogs

*Monet 1*

Writing for the Web has its own challenges and opportunities. What better place to learn about them than a discussion with seasoned experts? Listen to experienced Web writers give you their tips for pepping up your writing and for making Web sites and blogs that really communicate.

### Speakers:

- > Lois Ambash: *Blogs and Newsreaders in Plain English*
- > Maria Sundin: *Plain Language for Everyone*

### Moderator:

- > Thom Haller

### 2. Revising Hallowed Text: Lessons from the Federal Rules of Civil Procedure

*Monet 2*

Joseph Kimble discusses his experiences as the primary drafting consultant for the U.S. Federal Rules of Civil Procedure. The rules govern the procedure in all U.S. federal district courts, and they are the model for procedural rules in most states. At this session, Mr. Kimble will outline the process for restyling the rules, the constraints he faced as a drafter, and the significant improvements that were made by following principles for drafting in a clearer, modern style.

### Speaker:

- > Joseph Kimble

### Moderator:

- > Christine Mowat

### 3. Plain Language Success Stories from Large Organizations

*Renoir*

This panel brings together presenters with a wide range of experience in making plain language work in business and government. Learn how the U.S. Internal Revenue Service has developed a successful team-writing process and a new set of layout standards. And learn how Plain Language Australia has worked to change the plain-language template for organizations from a pattern of one-time-only training to an ongoing commitment to plain language.

### Speakers:

- > Qiwu Liu: *Change, Choices, and Plain Language—An Inseparable Trio*
- > Annette Corrigan: *Do You want Coaching With That? Up-selling a Plain Language Strategy*

- > Barbra Enlow and Tracy Schmidt: *Tapping into Organizational Change through Plain Language*

### Moderator:

- > Wendy Mettger

### 4. Health Literacy: The Importance of Clear Communication for Better Health

*Monet 3 & 4*

Does deciphering the latest health recommendations or instructions from your doctor give you a headache? Health literacy experts explain what health literacy is, why low health literacy is a problem, and the benefits of clear health communication. They also talk about strategies to address and improve the health literacy of people with limited literacy skills as well as the rest of the population.

### Speakers:

- > Leonard and Cecilia Doak: *Helping Patients Understand and Remember*
- > Rima Rudd: *Health Literacy: Where System Demands and Individuals' Skills Interact*

### Moderator:

- > Cynthia Baur

12:30 pm – 1:30 pm

## Lunch

Ballroom AB

### Speaker:

- > Harvey V. Fineberg M.D., Ph.D.  
*President, Institute of Medicine of The National Academies*

**Topic:** *Health Literacy: What You Don't Know Can Hurt You!*

1:45 pm – 3:15 pm

## Sessions

### 1. How Much Will It Save Me? Measuring Results of Plain-Language Documents

*Monet 1*

We all know that plain language saves organizations time and money, but how can we prove it? Two experts discuss how to measure the results of converting

# Full Conference Schedule

Friday, November 4, 2005

Friday, November 4, 2005

documents into plain language. Learn how two large Canadian companies and two Australian government agencies have measured the cost savings. Learn how to track data, identify financial benefits, and convince skeptical managers that plain language affects the bottom line.

#### Speakers:

- > Neil James: *Selling Cultural Change: Using Performance Indicators on the Road to Plain Language*
- > Rose Grotsky: *Using Plain Language to Improve Organizational Performance*

#### Moderator:

- > John Strylowski

#### 2. Making the Sale in Plain Language *Monet 2*

Documents that sell you and your services are the most important documents you write. Our panel discusses how you can use plain language to write applications and resumes that get the results you need. Learn how to write powerful documents that will effectively sell your skills and abilities.

#### Speakers:

- > Lily Whiteman: *Get Hired! Learn How to Impress Hiring Managers and Negotiate a Top Salary*
- > Pat Wood: *Writing to Win: Using Plain Language in Your Job and Award Applications*

#### Moderator:

- > Barbra Enlow

#### 3. How the Internal Revenue Service (IRS) is Writing Plainly—One Notice at a Time *Monet 3*

If you think turning an ocean liner around is difficult, try changing how the IRS thinks about its communication with taxpayers. Learn about the business results and savings that IRS efforts are reaping.

#### Speakers:

- > Ann Gelineau, *Internal Revenue Service*
- > Susan Kleimann, *Kleimann Communication Group*

#### Moderator:

- > Susan Kleimann

#### 4. Plain Language and Document Design in Financial-Disclosure Documents *Monet 4*

When we write financial disclosure documents in plain language, we don't "translate" complex, obscure, confusing prose into plain language. Plain language is much more than using short words and sentences. It is rethinking the entire document and using three tools to produce a document that really communicates: plain language, document design, and usability testing. The writer and the designer work together to produce the document. Then, using usability testing, we test whether the document really communicates. For investors, the result should be a document that creates trust through transparency. For financial institutions, the result should be reduced liability through disclosure that communicates.

#### Speakers:

- > William Lutz, *Professor of English, Rutgers University*
- > Barbara Roper, *Director of Investor Protection, Consumer Federation of America*
- > Nancy Smith, *Vice President, Investment Services, AARP Services*
- > Susan Wyderko, *Director, Office of Investor Education and Assistance, U.S. Securities and Exchange Commission*

#### Moderator:

- > William Lutz

#### 5. Health Literacy: Improving Communication Between Professionals and the Public *Renior*

Health researchers and practitioners—scientists, public health professionals, and clinicians—often fear that plain language "dumbs down" information and promotes inaccuracy. The public, however, struggles to understand and use even basic health and science-based information. This session focuses on ways to bring these two divergent perspectives together by using creative plain-language writing techniques. Panelists address how to win over science-based professionals to plain language and how to engage the public using fact-based but emotionally appealing stories and dialogue.

#### Speakers:

- > Catherine Baker and Jim Miller: *Using a Story Device to Draw in Readers*
- > Laurel Prokop: *Plain Language for Life Sciences*
- > Sue Stableford and Audrey Riffenburgh: *Vibrant Plain Language Health Communication: Pop and Sizzle Grounded in Evidence and Best Practice*

**Moderator:** Linda Johnston-Lloyd

**3:15 pm – 3:45 pm**

#### Break

- > **World Premier Video:** Please join us in *Monet 2* during the break for the world premier of *Invasion of the Space Lobsters*, a 4-minute movie in which an utter failure of communication leads to the verge of galactic Armageddon. Award-winning and Oscar®-nominated filmmaker Janet Perlman uses a 1950s B-movie motif to tell this tongue-in-cheek tale of clear language. The video will show through-out the break.

**3:45 pm – 5:15 pm**

#### Sessions

##### 1. Health Literacy: Evaluating Messages and Materials with Your Audience *Monet 1*

Even with a commitment to usability testing, it's not always that easy to figure out how to assess understanding. Hear how these panelists did it, including a look at the challenges of sending messages about public health and emergency preparedness during a crisis.

#### Speakers:

- > Chris Zarcadoolas and Mercedes Blanco: *Simplifying Medicaid/SCHIP (State Children's Health Insurance Program) Enrollment and Retention Forms*
- > Margaret Farrell: *Communicating Complex Risk Information Plainly and Fairly*
- > Jan Drass: *Communicating Changing Medicare Information in a Consumer-Choice World*

#### Moderator:

- > Alice Horowitz

# Full Conference Schedule

Friday, November 4, 2005

## Friday, November 4, 2005

### 2. More Plain Language Success Stories from Large Organizations

*Monet 2*

Incredible as it may seem, the benefits of plain language aren't immediately apparent to everyone. To help you make the case, this panel shares with you their strategies for selling plain language in large organizations. If you're wondering how you can start a winning plain-language program in your company or government agency, this session is for you.

#### Speakers:

- > Tamara Levine, Barbara Byers, and Jack Horwitz: *Say What You Mean: Plain Language is a Union Issue*
- > Ronald Wohl: *Plain Language Approach to Writing Policies and Procedures in Large Organizations*

#### Moderator:

- > Susan Milne

### 3. Translating the Benefits: Plain Language in a Multilingual Environment

*Monet 3*

Writers working in a multilingual environment find even more advantages to using plain language than the rest of us do. Our panel of experienced professionals tells how plain language solves problems and creates efficiencies in countries where documents need to be translated into one or more additional languages.

#### Speakers:

- > Maurizio Gotti: *Plain Language in International Commercial Arbitration Texts*
- > Donald Revell: *Plain Language in a Multilingual Environment*
- > Aracely Rosales: *Plain Language in Bilingual Health Communications*

#### Moderator:

- > John Strylowski

### 4. Will It Fly? Usability Testing for Plain-Language Documents

*Monet 4*

Your carefully written plain-language document should be a rousing success with your readers, but is it? How can you be sure that the masterpiece you're about

to reveal to readers will do what you want it to? In this session, learn how to test documents for usability and how the presenters have used testing to produce more effective documents. Hone your skills by actually participating in a usability test.

#### Speakers:

- > Rita Roosevelt and Lillian Bautista: *They Loved It! They Hated It! How to Apply Usability Testing Results in Real World Limitations*
- > Thom Haller: *Redeveloping www.plainlanguage.gov: A Story of User-focused Process*
- > Kristin Kleimann and Lara J. Whitman: *A Look at Usability Testing*
- > Vicki Schmolka: *The Benefits of Testing Regulations, Web Sites and Forms*

#### Moderator:

- > Ginny Redish

### 3:45 pm – 5:15 pm

#### Sessions

*Renior*

#### 3:45 pm - 4:15 pm

##### 5a. Does SEC disclosure eschew obfuscation? Res ipsa Loquitur!

#### Speaker:

- > Cynthia Glassman, Commissioner, U.S. Securities and Exchange Commission

#### Moderator:

- > Nancy Smith, Vice President, Investment Services, AARP Services

#### 4:15 pm - 5:15 pm

##### 5b. How I Did It: Case Studies in Using Plain Language in Financial Disclosure Documents

Ellen Roberts and Valerie Haertel present case studies demonstrating how they used plain language and document design to make the MD&A sections of their annual reports more reader friendly.

#### Speakers:

- > Ellen Roberts, *Vice President Investor Relations, Wilmington Trust Company*
- > Valerie Haertel, *Vice President, Alliance Capital Management*

#### Moderator:

- > William Lutz, Professor of English, Rutgers University

### 6:00 pm – 9:00 pm

#### Gala Dinner

#### Speaker:

- > Burkey Belser

Join us for:

- > cocktails at 6:00 pm in the *Solarium*
  - > dinner at 7:00 pm in *Ballroom AB*
- Cash bar for both events.



# Full Conference Schedule

Saturday, November 5, 2005

Saturday, November 5, 2005

**8:00 am – 11:30 am**

## Registration

Ballroom Foyer

**8:00 am – 9:00 am**

## Breakfast

Solarium

**9:00 am – 12:30 pm**

## Half-day Workshop

### Legal Writing in Plain English Half-day workshop for Continuing Legal Education credits.

Ballroom D

Workshop leaders present the principles of clear legal writing found in Bryan Garner's textbook, *Legal Writing in Plain English*, with an opportunity for participants to try exercises from the book and to discuss them with other participants and the instructors. You will leave with a basic toolkit for clear and concise legal writing.

#### Presenters:

- > Donald Byrne
- > Joseph Kimble

**9:00 am – 10:30 am**

## Sessions

### 1. Your Best Trick

Lafayette

This is a master class for plain-language trainers, featuring a panel of talented and experienced plain-language educators. They will share one of their most effective training techniques. Participants are invited to discuss and share tips from their own toolkits.

#### Speakers:

- > Christopher Balmford, *Cleardocs*
- > Audrey Riffenburgh, *Riffenburgh & Associates*
- > Sue Stableford, *Health Literacy Center, University of New England*
- > Sally McBeth, *Clear Language and Design*

#### Moderator:

- > Sally McBeth

### 2. In the Trenches: Plain Language Consultants Tell Their Stories

Caucus

If you are a plain-language consultant – or are considering hanging out your shingle – come listen to four seasoned veterans tell how they have survived and thrived in business. You'll hear about finding clients and expanding consulting opportunities, applying plain-language principles in the courtroom, demonstrating marketing and teaching techniques, and translating client "pain points" into consulting successes. Expect a rich exchange of ideas about how to succeed in business.

#### Speakers:

- > Christine Mowat: *Disquieting and Hopeful Plain Language Stories*
- > Lee Clark Johns: *Consulting Options and Opportunities*
- > Sana Reynolds: *Marketing and Maintaining Your Consulting Business*
- > Lynn Hanson: *Using Multimedia as Plain Language*

#### Moderator:

- > Susan Kleimann

### 3. Plain Language and the Web

Ballroom A

Ginny Redish discusses why plain language is even more critical on the Web than on paper. Find out how you can make your content really work on the Web.

#### Speaker:

- > Ginny Redish

#### Moderator:

- > Gina Pearson

### 4. Perfectly Legal – Documents that Work for Readers

Ballroom B

A panel of dynamic speakers addresses plain language in diverse areas of business and government. Among the issues are drafting legislation in plain language, creating model documents, writing expert testimony, and developing readable court forms. This session is not just for lawyers! Anyone who works with legal documents will profit from this discussion.

#### Speakers:

- > Deborah S. Bosley: *Expert-Witness Testimony and Plain-Language Expertise*
- > Anne-Marie Hasselrot: *Promoting Clear Drafting – Role of the Law Drafting Technique in Ensuring Better Regulation*
- > Phil Knight: *Speaking to Consumers in Plain Language*

#### Moderator:

- > Sandy Jablonski

### 5. Death to Bureaucratse – Clear Writing in Government Documents

Ballroom C

We haven't killed bureaucratse yet, but we've made a good start. Hear about experiences of the American federal and state governments in implementing plain-language initiatives. Our panel members will discuss several specific projects and you're sure to leave with several good ideas for initiatives to use in your government agency or company.

#### Speakers:

- > Dana Howard Botka: *Washington's New Governor Tells State Workers: Plain Language Now Required*
- > Kristin Kleimann and Lara J. Whitman: *Improving Food Stamp Applications: A Federal and State Partnership for Plain Language*

#### Moderator:

- > Annetta Cheek

**10:30 am – 11:00 am**

## Break

**11:00 am – 12:30 pm**

## Sessions

### 1. Beyond Guidelines: Changing the Writer's Headspace – Helping People to Write as They Like to Read

Caucus

Christopher Balmford discusses how business and government writers can write in a style that they would like to read if they were the audience of the document.

#### Speaker:

- > Christopher Balmford

#### Moderator:

- > Amy Bunk

# Full Conference Schedule

Saturday, November 5, 2005

## Saturday, November 5, 2005

### 2. Grammatical Nasties and Niceties: Who Should One Pander To?

Lafayette

Sarah Carr discusses why rigid adherence to traditional rules of grammar may increase the credibility of plain-language documents, yet diminish the clarity. What should you do?

#### Speaker:

> Sarah Carr

#### Moderator:

> Joanne Locke

### 3. Plain-Language Power Tools

Ballroom C

This session highlights several innovative techniques that we call power tools for writing. The presenters will introduce new, research-based tools that will help you to analyze content, identify patterns, and develop layout standards. You'll leave with new ideas that will help you develop documents that are easier to use and are tailored to your audience.

#### Speakers:

> Nathan McDonald: *Analyzing Documents Using Mustor Patterns™*

> Nick Wright: *StyleWriter – Plain English Editing and Computerized Text-Checking Developments*

> Ashra Sugito and Karen Heij: *Measuring Plain Language*

#### Moderator:

> Melodee Mercer

### 4. Reforming Forms

Ballroom A

If you've ever filled out a tax form, you know that plain language has plenty to offer in the area of forms design. Hear experienced forms designers discuss how to use research-based techniques and iterative testing to develop plain language forms that successfully communicate with all users.

#### Speakers:

> Eric Spears: *Plain Language in Forms Design*

> Alfred D. Tuttle: *Using Graphical Elements to Convey Complex Concepts in an Economic Survey*

#### Moderator:

> Thom Haller

### 5. Avoiding Nerdspeak – Plain Language for the Web

Ballroom B

How can we ensure that our Web writing is clear and focused? What are companies and government agencies doing to maximize the effectiveness of their Web products? Our international panel of experts will share their insights on these and other topics in what promises to be a lively discussion of new frontiers in plain language.

#### Speakers:

> Ginny Redish: *Citizen-focused Web Sites*

> Thomas Lowderbaugh: *Paper Prototypes as a Tool for Plain Language*

> Anki Mattson: *Writing for Readers Who Speak Other Languages*

> Linda Ivey: *Plain Language – A Capital Investment in the Nation's Capital*

#### Moderator:

> Gary Larson

### 12:30 pm – 1:15 pm

#### Buffet Lunch

Monet Ballroom

### 1:15 pm – 2:45 pm

#### Bill Sabin

Ballroom AB

Bill Sabin (author of *The Gregg Reference Manual*, 10th edition, 2005) addresses questions and problems that plain-language practitioners continually encounter and debate. Bill will describe the process he puts himself through when making decisions about matters of style, grammar, and usage. He will also answer questions from the audience. If you heard Bill speak at the Toronto conference, you'll know you're in for a terrific session!

#### Moderator:

> William Lutz

### 2:45 pm – 3:00 pm

#### Break

### 3:00 pm – 4:30 pm

#### International Roundup – Plain Language Around the World

Ballroom AB

Our panel of international experts from four continents will tell you what plain-language initiatives are under way in their countries. This is a great chance to hear about programs, ideas, and accomplishments in a variety of government and industry groups and to pick up new ideas for your own plain-language initiatives. This has traditionally been our most popular session, so arrive early to get a good seat!

#### Speakers:

> Spain: Cristina Gelpí

> Canada: Vicki Schmolka

> United States: Annetta Cheek

> South Africa: Phil Knight

> Mexico: Salomé Flores Sierra

> Sweden: Anne-Marie Hasselrot

> Australia: Neil James

> UK: Sarah Carr

#### Moderator:

> Christine Mowat

### 4:30 pm – 5:00 pm

#### Closing Session

#### Making Things Clear: How We Are Winning

Ballroom AB

#### Speakers:

> Christopher Balmford: *Making Things Clear: How We Are Winning*

> Susan Milne, *Chair, Plain Language Association International*

## Sunday, November 6, 2005

### 9:00 am – 11:00 am

#### Plain Language Association International Business Meeting

Lafayette

We encourage all members of Plain Language Association International and people interested in becoming members to attend. Items for discussion include the site of the next conference, new members for the Executive Committee, and ideas for future growth. Coffee and muffins available.

# Speaker Biographies



**Carolyn Boccella Bagin** has devised innovative solutions to complex problems, making hundreds of documents effective. A seasoned professional, author and recognized national figure in communication and plain language, Bagin has been at the forefront of groundbreaking projects for the Social Security Statement, IRS Form 941, NCAA, and the soon-to-be-released IRS Form 940.



**Dana Howard Botka**, a former journalist, public information specialist, and freelance writer, is now Customer Communications Manager for the Washington State Department of Labor and Industries, where she founded the "Plain Talk" project. She works on plain language and usability projects involving high-volume form letters and Web content/architecture.



**Catherine Baker** heads Plain Language Communications and has written or helped produce numerous materials in science, education, health, consumer education, and the arts. She is also a plain-language trainer. Her publications include *The Evolution Dialogues*; *Your Genes, Your Choices*; *Behavioral Genetics: An Introduction*; and *Just Say It*.



**Amy Bunk** is an Attorney-Advisor for the National Archives and Records Administration's Office of the Federal Register. She previously worked for Thompson West as a Senior Attorney Editor. She received her degrees from Syracuse University College of Law and the University of Minnesota. Amy is Chair of the 2005 PLAIN Conference Program Committee.



**Christopher Balmford** is a former lawyer who, through [www.Cleardocs.com](http://www.Cleardocs.com), provides plain-language documents for establishing trusts and companies to accountants, lawyers, financial planners, and retail customers. His clients include government bodies, public listed companies, eight of Australia's top-10 national law firms, the United Nations Labour Organization, and the European Central Bank.



**Barbara Byers**, an Executive Vice-President of the Canadian Labour Congress, has brought a passion for clear language to her work in education, employment insurance, training, apprenticeship, and the International Labour Organization. She spearheaded the development and adoption of a clear language rewrite of the CLC constitution at the 2005 CLC convention.



**Carolyn Banks** is the Managing Editor of the Texas edition of *LIFETIMES*, published by Blue Cross Blue Shield of Illinois and Texas. She writes monthly features and public policy stories, selects photographs and art for each issue, and supervises the paper's design and layout. Her literary career includes twelve published novels, plus short stories and essays.



**Don Byrne** served as Assistant Chief Counsel for Regulations for the U.S. Federal Aviation Administration. He received one of Vice President Al Gore's "No Gobbledygook" awards for putting bureaucratic messages into language citizens can understand. Mr. Byrne teaches plain language, and reviews and analyzes documents using plain language principles.



**Lillian Bautista** is a Research Analyst with the Kleimann Communication Group, Inc. and has been heavily involved in design, implementation, and analysis of usability testing projects since she joined the company. A graduate of the University of California, Berkeley, she is currently a graduate student at Johns Hopkins University.



**Sarah Carr** is an associate of Plain Language Commission, working on in-house training and distance learning. Through Carr Consultancy, she provides plain-language writing, editing, and consultancy services to the UK's National Health Service. Her book, *Tackling NHS Jargon: getting the message across*, was published by Radcliffe Medical Press in 2002.

**Mercedes Blanco** is Director of the Translation Services Group and Chief Researcher at the Center for Health Literacy and Communication Technologies. The Translation Services Group eliminates language barriers between client and consumer, develops communication materials, and meets the needs of project staff for high quality, cost-effective, and fast translation services.



**Annetta Cheek**, an anthropologist, has been the chair of the federal plain language advocacy group since its founding in 1995. She served as the plain language expert for the National Partnership for Reinventing Government, and currently focuses on plain language projects at the Federal Aviation Administration. Annetta is co-chair of the Board for the new Center for Plain Language and co-chair of the 2005 PLAIN Conference.



**Deborah S. Bosley** is a technical communications and plain language consultant and trainer. Her work includes training in writing proposals, procedures, instructions, and on-line documentation. At the University of North Carolina at Charlotte, she is the Director of the Center for Writing, Language, and Literacy, and teaches technical communication.



**Annette Corrigan** formed Plain Language Australia in 1999 with her colleague Angela Buetti. Since then they have worked mainly with government organizations to help them become clearer communicators. Together they have built a business that provides services in training, coaching, writing and editing, document auditing, and document testing.

# Speaker Biographies



**Cecilia Doak** received the U.S. Surgeon General's commendation medal for her work in cancer education. She is the Director of Health Education with Patient Learning Association, a not-for-profit health and literacy consultancy. She has conducted over 200 health and literacy workshops with her husband Len, and is lead author of *Teaching patients with low literacy skills*.



**Cristina Gelpi** teaches legal translation and bilingual lexicography at Pompeu Fabra University. Cristina has experience translating legal texts from French and Spanish into Spanish and Catalan. She researches plain legal language in Catalan, online bilingual lexicography, and legal translation. Her current project is applying principles of plain language to online legal bilingual dictionaries.



**Leonard Doak** began with a career in engineering, including simplifying instructions for crews of Navy ships and submarines. He was a tutor for 14 years with Literacy Volunteers of America and the national president. Together with his wife Cecilia, he analyzed the suitability of over 2,000 health instructions in all media. Len has also co-written several books and articles.



**Maurizio Gotti** is Professor of English Linguistics and Director of the Language Centre at the University of Bergamo. He is currently President of the Italian Association of University Language Centres and Director of CERNIS, at the University of Bergamo. His main research areas are the features and origins of specialized discourse, both in a synchronic and diachronic perspective.



**Jan Drass** is an Acting Division Director in the Center for Medicare and Medicaid Services' Office of Research, Development and Information. Previously, she was the Director, Division of Beneficiary Publication Support, where she supported development and distribution of CMS communication materials.

**Rose Grotzky**, President of Learning Communications, helps organizations improve performance by communicating more clearly. Rose creates usable and useful print and Web pages, delivers plain language workshops, conducts usability tests to determine performance gaps and improvements, creates plain language resources, and measures the value added from investing in plain language.



**Barbra Enlow**, a Partner with Kleimann Communication Group, Inc., has over 10 years of experience working with government agencies to design usable information. She also has extensive experience field-testing documents with end users for both cognitive complexity and for the usability of task and navigation.



**Valerie C. Haertel** is Vice President and Director of Investor Relations at Alliance Capital, responsible for the strategy and execution of the investor relations program. Haertel joined Alliance in 2001 following her six-year tenure at a telecommunication services provider, RCN Corporation, where she last served as Senior Vice President of Investor Relations and Corporate Communications.

**Margaret Farrell** is a Public Affairs Specialist at the National Cancer Institute. She led NCI's efforts in communicating risks posed by radioactive fallout. She currently works to integrate evidence-based strategies into NCI's planning and communication efforts. Margaret earned her Masters of Public Health degree at the University of North Carolina.



**Thom Haller**—teacher, speaker, writer, and user advocate—teaches principles of performance-based information architecture and usability. Thom has 20 years of experience working with the federal government, and since 1998, has taught classes on designing usable Web/Intranet sites. Thom is author of manuals on Web writing, information architecture, and structuring information.



**Harvey V. Fineberg** is President of the Institute of Medicine. He served as Provost of Harvard University from 1997 to 2001, following 13 years as Dean of the Harvard School of Public Health. He devoted his academic career to health policy and medical decision-making. He is a recognized leader in the field of health literacy, regularly speaking about the need to clearly communicate health information.



**Lynn Hanson**, Associate Professor at Francis Marion University, offers training in written and oral communication and project management. As a technical writer, she documents processes and designs software interface. In 2002, she was recognized by the Association for Professional Communication Consultants for Excellence in Writing and again in 2003 for Significant Service.

**Bryan Garner** is editor of Black's Law Dictionary and author of many acclaimed books, including *Garner's Modern American Usage*, *Legal Writing in Plain English*, *The Elements of Legal Style*, and *The Redbook: A Manual on Legal Style*. He is president of LawProse Inc., a company that provides writing and drafting seminars for lawyers and judges.



**Anne-Marie Hasselrot** is a Language Expert at the Division for Legal and Linguistic Draft Revision at the Swedish Ministry of Justice. She revises and modernises language in legislative acts, writes guidelines, and holds training sessions for Government officials. She also assists the law commission in making a technical revision of all Swedish social insurance legislation.



**Ann L. Gelineau** is Chief of the Internal Revenue Service's Office of Notice Improvement. She spent ten years in IRS field offices working with taxpayer responses and general inquiries. Her passion for simplifying IRS taxpayer notices was born in 1997, when she was given the responsibility for making it happen.

# Speaker Biographies



**Karen Heij** is general manager of Sweden's Bureau ICE, where she develops tests for second language learners. Her work at ICE led to the foundation of BureauTaal. She works for both ICE and BureauTaal, writing for audiences of non-native and less-literate readers, and training communication professionals to do so as well.

**Alice M. Horowitz** is a senior scientist at the National Institute of Dental and Craniofacial Health, NIH. She conducts research in health education and health promotion and is especially interested in health literacy and its impact on health outcomes. She has published over 125 scientific papers and book chapters and has developed numerous educational materials in film and print.



**Jack Horwitz** of the National Film Board of Canada develops partnerships and programs with government and non-profit organizations. He has produced, distributed, marketed and financed television, educational, interactive and sponsored audio-visual for over 20 years as well as sitting on a variety of non-profit boards.



**Linda Ivey** is a Project Manager for the Center for Innovation and Reform (CIR) in the Executive Office of the Mayor, where she works with professional appointees and consultants to enhance the effectiveness, efficiency, and customer satisfaction within government agency operations. She developed and coordinated the *Plain Language Initiative* for city agencies.

**Sandy Jablonski** has been a lawyer with the Office of General Counsel in the Department of Education for the past seven years. She previously worked for the National Archives and Records Administration and served in the Navy's JAG Corps. She received her degrees from New England School of Law and Brown University.



**Neil James** co-founded a plain language consultancy with Peta Spear in 2000. The Plain English Foundation combines training, auditing, and editing services with media and public events that promote plain language throughout Australia. Neil has published two books and over 50 essays and articles on language and literature.



**Lee Clark Johns**, president of Strategic Communication, Inc., teaches professional writing and presentation skills seminars to employees at all levels in business and industry, throughout the United States and internationally. She is also president of the Association of Professional Communication Consultants. Her book, *The Writing Coach*, received the association's 2004 award for *Excellence in Writing*.



**Linda Johnston-Lloyd**, Senior Advisor for the Health Resources and Services Administration (HRSA) Center for Quality, is Chair of the HRSA Health Literacy Work Group and a member of the Department of Health and Human Services Health Literacy Work Group. She has made numerous presentations on health literacy and the quality of health care.



**Joseph Kimble**, who teaches at Thomas Cooley Law School, has published many articles on plain legal language. He is editor of *The Scribes Journal of Legal Writing* and the "Plain Language" column in the *Michigan Bar Journal*, president of Clarity, and the drafting consultant on all U.S. federal court rules. His new book is *Lifting the Fog of Legalese*. Joe is a member of the Board of the Center for Plain Language.



**Kristin Kleimann**, a Senior Manager with Kleimann Communication Group, Inc., is the Project Manager for the "Technical Assistance for Developers of Food Stamp Applications" federal program. She is an information and forms design expert and trainer with over 10 years of experience in usability testing, research, evaluation, and technical assistance.



**Susan Kleimann** is Executive Director of the Center for Plain Language and President of Kleimann Communication Group, Inc. She has worked over 30 years with government agencies to develop and test consumer information. She served as director for numerous federal projects, including the redesign of one of the Internal Revenue Service's most important taxpayer notices.



**Phil Knight** is a free-lance legislative counsel. He advises on design, content, and drafting of constitutions, public, consumer and corporate law, court rules, and parliamentary procedures. A former editor of *CLARITY*, Phil taught legal drafting at the University of British Columbia, and teaches legal drafting seminars at Tulane University, and the University of Cape Town.



**Gary Larson**, studied journalism and political science and spent 33 years writing about local government. He's been a reporter, editor, Web site manager, and writing instructor. He's convinced that plain language must replace bureaucratic jargon to inspire informed, involved citizens. One of his Web sites is Garbl's Writing Center: [www.garbl.com](http://www.garbl.com). Gary is on the Executive Committee of Plain Language Association International.



**Qiwu Liu** is a Senior Analyst with the Kleimann Communication Group, Inc. Dr. Liu has more than 15 years of professional experience in information design and in behavioral and social science research. His professional experience in information design encompasses the design and development of training curricula, interactive and multimedia presentations, and print documents and reports for both public and private clients.



**Tamara Levine** has coordinated the Workplace Literacy Project at the Canadian Labour Congress since 1996, where she works to advance the causes of worker-centered literacy and clear language. The project helps unions integrate literacy and clear language into all aspects of their communications and programming to help members participate more fully in union life.

# Speaker Biographies



**Joanne Locke** is Plain Language Advisor for the Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, where she focuses on linking plain language and health literacy. She was FDA's plain language coordinator from 1998-2004, and in 2005, helped establish the FDA Health Literacy Working Group. Joanne is co-chair of the Board for the new Center for Plain Language and co-chair of the 2005 PLAIN Conference.



**Melodee Mercer** helped develop and became the lead satellite instructor for the Veterans Benefits Administration's award winning Reader-Focused Writing satellite course. She successfully trained 7200 VBA employees and several hundred IRS employees. She's been a member of PLAIN since its early days, when the group drafted the Presidential Memorandum stating all government documents should be written in plain language. Melodee is a member of the Board of the Center for Plain Language.



**Thomas Lowderbaugh** is the Faculty Coordinator and Webmaster for the University of Maryland's Professional Writing Program. As Internet Coordinator for the Office of Public Affairs, Federal Deposit Insurance Corporation, he led two redesigns of the Corporation's Web site as well as developing and publishing the office's online materials and managing an electronic subscription service.



**Wendy Mettger** is President of Mettger Communications, a consulting firm specializing in health literacy and plain language projects designed to reach limited-literacy, culturally diverse, and underserved audiences. Ms. Mettger is recognized nationally as co-founder of the National Work Group on Cancer and Literacy, the first federally-sponsored collaboration between health and literacy experts, and as co-author of *Clear and Simple: Developing Effective Print Materials for Low-Literate Readers*.



**William D. Lutz** is Professor of English at Rutgers University. For 14 years, he edited the *Quarterly Review* of Doublespeak. As an expert on plain language, he has re-written mutual fund prospectuses into plain language, written and revised annual reports, and conducted workshops on plain language and clear communication in various corporate publications. Bill is a member of the Board of the Center for Plain Language.



**Jim Miller** is Senior Program Associate in the Program of Dialogue on Science, Ethics, and Religion of the American Association for the Advancement of Science. He is the editor for a plain language informal education resource on evolution and Christianity, *The Evolution Dialogues*, being developed by that program.



**Anki Mattson** is a plain language consultant specializing in official and legal language.



**Susan Milne** has a Master of Adult Education degree from the University of Toronto and 20 years of experience in the financial services industry, trying to keep business gobbledegook at bay. Susan is Chair of Plain Language Association International (2002-2005).



**Sally McBeth** has 25 years of experience as a plain language editor and trainer. Most recently she has been training communications staff at the Government of Ontario's Democratic Renewal Secretariat, the Halton Region Public Health Department, and the City of Toronto. Sally co-chaired the 2002 PLAIN conference with Michelle Black.



**Christine Mowat** chaired PLAIN from 2000 – 2002. Her company, Wordsmith Associates, is celebrating 25 years of conducting plain-language workshops for legal and other professionals. Carswell published her book, *A Plain Language Handbook for Legal Writers*, in 1999. WordMark is Wordsmith's new plain language accreditation seal for documents that meet Wordsmith's CLARITY model standards.



**Nathan McDonald** is the Executive Director of Mustor Institute. He has been involved in the development of a suite of over 80 products that increase the speed and accuracy of contract and regulation comprehension, interrogation, negotiation, articulation, translation, compliance checking, development, and drafting.



**Laurel Prokop** has been Founder and President of Techstyle Group since 1986. Laurel brings more than two decades of mastery in written communication to the life sciences, technology, and business. An authority in standard English, Laurel applies the long-established benefits of plain language to written content in all media.



**Daphne Meimaridis** is an advocate for Ohio Legal Rights Service, Ohio's Protection and Advocacy organization for people with disabilities. She writes and designs publications about legal rights from an advocacy perspective. The publications must appeal to people with uniquely different cognitive, visual, and physical abilities as well as public policymakers.

# Speaker Biographies



**Janice (Ginny) Redish**, President of Redish & Associates, Inc., has been helping colleagues and clients communicate clearly for more than 25 years. Most of Ginny's current work focuses on making Web sites easy to use. She has worked extensively with the National Cancer Institute, as well as many other government and private clients. Ginny is a member of the Board of the Center for Plain Language.



**Donald Revell** recently established his own international consulting firm after retiring as Chief Legislative Counsel for Ontario. For 17 years, he was responsible for Ontario's central legislative drafting office, which drafts and translates all public bills introduced in the Legislative Assembly. He has lectured and provided consulting services on legislative drafting and translation in numerous countries.



**Sana Reynolds** is a communication expert and consultant with 20 years of extensive multinational experience with British, Chinese, Indonesian, Japanese, Middle Eastern, Russian and Swiss companies. Her areas of expertise include cross-cultural communication and organizational communication. Dr. Reynolds' recently published books — *Guide to Cross-Cultural Communication* and *Guide for Internationals: Culture, Language and ESL* have been extremely well received.



**Audrey Riffenburgh** is the President of Riffenburgh & Associates, a firm specializing in plain language and health literacy since 1994. She is also a founding member of the Clear Language Group, a consortium of plain language communication specialists. She is on the faculty of the Health Literacy Institute, which teaches plain language skills to health professionals.



**Ellen J. Roberts** is vice president, Investor Relations, for Wilmington Trust, the 15th largest personal trust provider in the United States. Responsible for the annual report, she writes all of the text, including the MD&A. Before joining Wilmington Trust in 1998, she was managing editor at J.P. Morgan's Wall Street headquarters.



**Rita K. Roosevelt** is a Senior Manager with the Kleimann Communication Group responsible for usability testing projects. She has more than 15 years of professional experience working with global corporate clients in the area of communications and public affairs and has recently developed a worldwide, Web-based, corporate coaching program in business English for communications staff.



**Barbara Roper** is director of investor protection for the Consumer Federation of America. A leading consumer spokesperson on investor protection issues, she has conducted numerous studies, testified before Congress, and supported legislative and regulatory initiatives on issues important to investors. Barbara has served on the PCAOB's Standing Advisory Group, the board of Fund Democracy, the SEC's Consumer Affairs Advisory Committee, and others.



**Aracely Rosales** has developed bilingual and bicultural health educational programs, materials, and media messages that are easy to read for diverse audiences. In addition to writing plain language bilingual consumer publications, she has conducted workshops and presentations on cross-cultural communications in areas such as plain language translations, materials, and interpretation services.



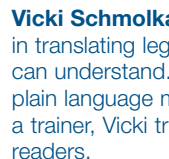
**Rima Rudd** is Senior Lecturer on Society, Human Development, and Health at the Harvard School of Public Health. Her teaching and research focuses on literacy and public health program planning. She is Principal Investigator for several health literacy projects and served on the IOM Committee on Health Literacy.



**Bill Sabin** has focused for the past 40 years on the language problems of business professionals to ensure that each new edition of *The Gregg Reference Manual* properly addresses those problems as they evolve. From 1960 to 1990, he worked for McGraw-Hill, both as an editor and a publisher.



**Tracy Schmidt**, a senior analyst with Kleimann Communication Group, specializes in linking communication process and information design to knowledge sharing and organizational development. She has worked with the Internal Revenue Service on document design and on developing a knowledge management strategy to capture knowledge from retiring IRS employees.



**Vicki Schmolka** is a lawyer and plain language writer. She specializes in translating legal and technical documents into language that readers can understand. Vicki also conducts usability tests to make sure that plain language material is effectively reaching its intended audience. As a trainer, Vicki tries to inspire course participants to write for their readers.



**Karen Schriver** is President of KSA Document Design and Research, Inc. of Pittsburgh, PA. An internationally recognized expert in information design, Schriver helps organizations improve the quality of their communications based on research. Since the publication of *Dynamics in Document Design*, she has been investigating how professionals in information design acquire their expertise. She is currently working on a new book on expertise in information design.

# Speaker Biographies



**Eric Spears** is a Research Analyst at Kleimann Communication Group. He has extensive experience in forms design. Eric currently serves as a state liaison on a project for the Food and Nutrition Services to provide technical support to developers of state food stamp applications.



**Lara Whitman** is an Analyst with Kleimann Communication Group. An information design expert, her experience includes providing technical assistance to 16 states through a federal program to simplify food stamp applications. She has conducted many usability tests for federal clients and frequently trains in plain language, forms design, and usability testing.



**Sue Stableford** is the Founder and Director of the AHEC Health Literacy Center at the University of New England, College of Osteopathic Medicine in Biddeford, Maine. For over 15 years, Sue has specialized in health literacy and plain language, establishing the first national institute for plain language writing skills.



**Ronald Wohl** is a Certified Management Consultant, an Applied Psychological Anthropologist and President of In Plain English(R) a national management communications consulting firm specializing in the transformation of strategy, policies, procedures, instructions, and other factual information and communication processes into clear, easy to understand communications and use consistent with management's objectives.

**John Strylowski** is a senior regulatory analyst at the U.S. Department of the Interior. He has conducted plain language seminars for many federal agencies and collaborated on handbooks for regulation writers. Among his recent projects is using plain language as a tool in negotiated rulemaking with Indian tribes. John is a member of the Board of the Center for Plain Language.



**Patricia B. Wood** wrote *The 171 Workbook* in 1978, the first book on federal job applications, and later wrote three other books on the same subject. In 1987, she won the Social Security Administration's highest award for leading that agency's plain language initiative. Pat is currently the Director of Communications for Treasury's Federal Consulting Group.



**Ashra Sugito's** master's thesis has resulted in *Texamen*, an instrument that assists in writing at every desired level. Ashra has worked for Bureau ICE in Sweden since 2002 and for BureauTaal since it was founded in 2003. She develops tests and exams for second language learners and writes for audiences of non-native and lesser-educated readers.



**Nick Wright**, the Director of Editor Software, has over 20 years of experience designing plain English software tools. He co-designed *StyleWriter*, the plain English editing software, and the U.S. federal government's Computerized Plain Language Writing Course. He designs electronic house styles for organizations and specializes in changing the corporate culture to plain language.



**Maria Sundin** is a Plain Language Consultant who designs, constructs and prepares content and accessibility on the Internet. She gives plain language training; edits and proof reads internal and external documents, and develops internal plain-language standards, procedures, and style guides for government agencies, local authorities, publishers and organisations.



**Susan Ferris Wyderko** is the Director of the Office of Investor Education and Assistance for the Securities and Exchange Commission. That Office serves individual investors, ensuring that their problems and concerns are known throughout the Commission and considered when the agency takes action.

**Alfred "Dave" Tuttle** works on the Establishment Survey Methods Staff of the U.S. Census Bureau, which evaluates the clarity, validity, and reliability of surveys that are sent to businesses of all sizes, industries, and levels of complexity. Dave is a Master's candidate in the Anthropology Department at Northern Arizona University.



**Christina Zarcadoolas** is a faculty member at Brown University, where she teaches courses on public perception of the environment and environmental communications. Her research focuses on bridging the gap between expert and lay understanding of health and environmental issues. She is a nationally acclaimed expert in communicating health and environmental issues with low literate and ethnically diverse populations.



**Lily Whiteman** is the author of *Get Hired! How to Land the Ideal Federal Job and Negotiate a Top Salary* (FPMI Solutions; 2005) A federal career coach and hiring manager, she is an expert at teaching job seekers how to craft irresistible applications. She has successfully trained hundreds of professionals how to land federal jobs and promotions. Lily's career coaching column will start appearing in "Federal Times" in November 2005.



**Carolyn Boccella Bagin**  
President

Phone: (301) 340-1747  
Fax: (301) 340-1296  
E-mail: [Clearly@aol.com](mailto:Clearly@aol.com)

**Center for  
Clear Communication**  
Communication that's clearly better

**26 Hawthorn Court  
Rockville, MD 20850-2028**



**network  
DESIGNS**

Network Design & Integration  
Software Applications Development  
Information Assurance

we turn new technologies into enterprise solutions



[www.netdes.com](http://www.netdes.com)  
703.255.2206

© 2005 Network Designs, Inc. All rights reserved.

a community  
committed to  
enhancing the  
knowledge, business,  
and professionalism  
of communication  
consultants

**APCC**  
Association of Professional  
Communication Consultants

[www.consultingsuccess.org](http://www.consultingsuccess.org)

**William Lutz, Ph.D., J.D.**  
*Professor of English*  
Rutgers University  
[double.speak@verizon.net](mailto:double.speak@verizon.net)



**BBG**  
BROADCASTING BOARD OF GOVERNORS

VOA S.W. RadioFonda

**Roberta Theis**  
*Realtor*  
Licensed in VA, MD & DC  
Founders Club, e-Pro  
(202) 944-8400  
(202) 538-7429



We thank the  
Advocates for their  
sponsorship of the  
5th Plain Language  
Association  
International  
Conference.



**CLG**  
**Clear Language Group**  
Health Literacy • Plain Language  
Cross Cultural Communications

(410) 480-3723 • [www.clearlanguagegroup.com](http://www.clearlanguagegroup.com)

# MAKE IT CLEAR BEYOND WORDS

How do you take a great idea like plain language and make it even better? By integrating it with clear, hard-working design and coherent document architecture.

Forms and forms systems • Customer agreements  
Privacy statements • Prospectuses  
Shareholder reports • Employee ethics policies



**FIREHOUSE**  
Financial Communications LLC

781-324-5882 [letters@firehousefinancial.com](mailto:letters@firehousefinancial.com)

We thank the Champions for their sponsorship of the 5th Plain Language Association International Conference.

## Conference Exhibitors

Please visit our exhibitors in the Ballroom Foyer. Exhibits will be open during conference hours.

**NCI** – The Office of Education and Special Initiatives of the National Cancer Institutes will showcase several of its award-winning plain language publications.

**Tedopres** – specializes in technical documentation services, offering HyperSTE, a checker tool to ensure compliance with the rules of Plain Language.

**Editor Software** will display the following products:

- > **Styewriter** – the world's most powerful Plain English editor
- > **Electronic Writing Course** – designed for the U.S. federal government.

**Usability University, Federal Web Content Management Working Group** and **FirstGov** will provide usability and e-government information for attendees.

# Notes



## **Conference Steering Committee**

Joanne Locke, *Co-Chair*  
Annetta Cheek, *Co-Chair*  
Amy Bunk  
Joseph Kimble  
Susan Kleimann  
Gary Larson, *Webmaster*  
William Lutz  
Melodee Mercer  
Susan Milne  
Christine Mowat  
Janice (Ginny) Redish  
Nancy Smith  
John Strylowski

## **Program Committee**

Amy Bunk, *Chair*  
Solvieg Brownfield  
Don Byrne  
Sarah Carr  
Amy Keane  
Christine Mowat  
John Strylowski

## **Special Events Committee**

Melodee Mercer, *Chair*  
Ann Brewer  
Greg Hosmer  
Sandy Jablonski  
Maria White

## **Special Projects**

Avi Arditti  
Marla Matthews  
Allen Rotz  
Eric Spears  
Sarah Thompson

# Thank You

We also wish to recognize the outstanding support of the following U.S. Federal Government departments and agencies:

- > Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services
- > Federal Aviation Administration, Department of Transportation
- > Office of the Federal Register, National Archives and Records Administration
- > Veterans Benefits Administration Insurance Center and the Department of Veterans Affairs

A special thanks to Sally McBeth, Co-Chair of the 2002 Conference, for all her help.

We thank our conference organizer, Natalie Shear, and her staff, especially Sarah Cooper.

**We thank everyone who helped with the 5th Plain Language Association International Conference.**

## Janice (Ginny) Redish, Ph. D.



Ginny Redish  
Redish & Associates, Inc.  
6820 Winterberry Lane  
Bethesda, MD 2081

Email: [ginny@redish.net](mailto:ginny@redish.net)  
Web: [www.redish.net](http://www.redish.net)  
Phone: 301 – 229 – 3039  
Fax: 301 – 229 – 2971

Helping clients and colleagues communicate clearly  
for more than 25 years.

*Web sites  
(Internet, Intranet)*

*Paper documents  
(regulations, handbooks,  
manuals, forms)*

*Expert reviews*

*Field research*

*Mentoring*

*Training*

*User and task analysis*

*Usability testing*

*New book  
(coming in 2006)*

*Letting Go of the Words  
Writing Web Content that Works  
(to be published by Morgan Kaufmann)*

*Co-author of  
A Practical Guide  
to Usability Testing  
(with Joseph Dumas,  
Intellect, 1999)*



*User and Task Analysis  
for Interface Design  
(with JoAnn Hackos,  
Wiley, 1998)*



# Plain Language

adding up  
the  
+ benefits

**Fifth International  
Conference**

November 3-6, 2005  
Washington DC, USA

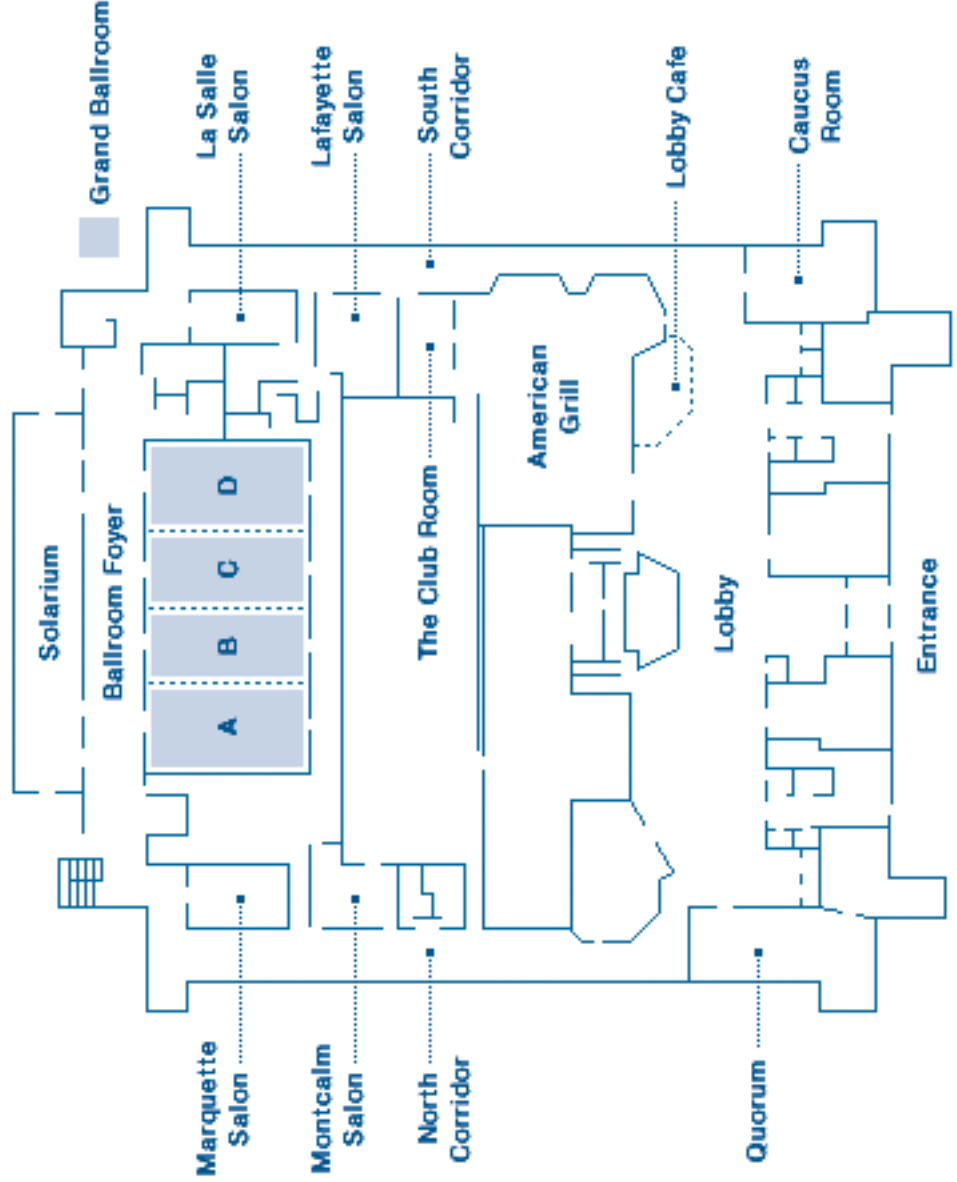


All activities are held in the L'Enfant Plaza Hotel except the pre-conference workshops on Thursday which are held in the Federal Aviation Administration (FAA) Building  
800 Independence Avenue SW  
Washington, DC

For directions see page 10



## L'Enfant Plaza Hotel First Floor



## Second Floor

