

# spectrum 2010

Tech Comm 2.0: MAKING CONTACT

Society for Technical Communication  
Rochester Chapter's 51st Annual Conference  
Friday, April 9, 2010  
Hyatt Regency Rochester · Rochester, NY  
[https://www.regonline.com/spectrum\\_2010](https://www.regonline.com/spectrum_2010)  
[www.stc-rochester.org](http://www.stc-rochester.org)

## Keynote Speaker - Saul Carliner



Saul Carliner is an associate professor of educational technology at Concordia University in Montreal. His research focuses on emerging forms of online communication and learning, and the management of groups that produce these materials. He has published over 100 articles and 7 books, including *Information and Document Design*, *the e-Learning Handbook*, *Advanced Web-Based training*, and the best-selling *Training Design Basics*. Also an industry consultant, his clients include Bell Canada, The Bronx Zoo, IBM, Microsoft, Montreal Holocaust Memorial Centre, ST Microelectronics, World Bank, and several US and Canadian government agencies. He serves on the board of the Canadian Society for Training and Development, is a past research fellow of the American Society for Training and Development, and is a fellow and past international president of the STC.

## Schedule

8:00-9:00	Registration and Vendor Exhibits		
9:00-9:15	Welcome		
9:15-10:15	Keynote: Saul Carliner—Visions of Tech Comm 2.0		
10:15-10:30	Break with Vendor Exhibits		
	<b>Room A - Making Contact via Content</b>	<b>Room B - Making Contact via Continuing Education</b>	<b>Room C - Making Contact via Social Networking</b>
10:30-11:30	Nita Beck/Ann Pillman—Facing the Challenge of Migrating Legacy Content to MadCap Flare	Helen Deubler/Maryann Fuhrmann—An Overview of Work Practice Analysis	Karl Heinz Kremer—Twitter Best Practices
11:30-1:00	Awards Luncheon		
1:00-2:00	Lisa Pietrangeli—Internationalizing Your Content: Authoring with Localization in Mind	Sue Schnorr—Make Your Contacts Count: Networking Know-How for Business and Career Success	Debbie Stellrecht/Ben Woelk—Getting Your Feet Wet (Without Going in Over Your Head) in Social Media
2:00-2:15	Break with Vendor Exhibits		
2:15-3:15	Pam Kostur/Bryan Lynn/Jacques Fauteux—Content Reuse: Write Once, Review Once, Use as Required	Karl Heinz Kremer—PDF Portfolios	Katie McDonald—RIT Island in Second Life: Exploring the Possibilities
3:15-3:30	Break with Vendor Exhibits and Snacks		
3:30-4:30	John Freiberger—Why a Picture is Worth a Thousand Words	Dave Pesce—Moodle and You: A Practical Guide to Using Moodle	Nick Francesco—Emerging Technologies: How to Use Them Effectively and Efficiently
4:30-4:45	Break with Vendor Exhibits		
4:45-5:45	Progression Session		
5:45-6:00	Closing Remarks and Door Prizes		