

**April in Auburn**  
**Practical Sessions for Professionals**  
**Saturday, April 12, 2008**

- 9:00 to 9:30      **Registration**, HC 3106 (pastries, juice, and coffee)
- 9:30 to 9:45      **Welcome and Introductions**, HC 3104  
Joyce Rothschild, Coordinator of Technical and Professional Communication  
Assistant Professor, Department of English
- 9:45 to 10:45      ***The Encyclopedia of Alabama: Managing a Large Online Project***, HC 3104  
Claire Wilson, content editor; Laura Hill, communications manager; and  
Ben Berntson, production editor, *The Encyclopedia of Alabama*
- 10:45 to 11:00      **Break**
- 11:00 to 12:00      **Effective Document Design: Applying the Four Basic Design Principles to Print and Online Media**, HC 3116  
Tiffany Portewig, Assistant Professor, Department of English
- 12:00 to 12:45      **Lunch**, HC 3106 (lunch is provided courtesy of the AU Department of English)
- 12:45 to 1:00      **STC Chapter Announcements**, HC 3104  
Announcement of the winner of the Donald H. Cunningham scholarship,  
funded by the Birmingham STC
- 1:00 to 1:50      **Content Management Systems for Websites**, HC 3116  
Jason Kneip, Librarian II, Archives and Special Collections,  
Auburn University Montgomery
- 1:50 to 2:00      **Break**
- 2:00 to 2:50      **Mentoring New Writers: Focusing on Technical Writing Style**, HC 3116  
Dave Yeats, Assistant Professor, Department of English
- 2:50 to 3:00      **Concluding Remarks**, HC 3104  
Sara Beth Scudder, President, Birmingham STC Chapter

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Registration fee is \$20 for STC members, \$25 for non-STC members. Cash or checks only. Registration is free for presenters, students, and other members of the Auburn University community.

All proceeds go to the Birmingham STC's Donald H. Cunningham Scholarship Fund in honor of the emeritus professor who directed Auburn University's Technical and Professional Communication program for 16 years.

For more information, contact Joyce Rothschild at [rothsjm@auburn.edu](mailto:rothsjm@auburn.edu) or 334.844.9061.