

TCANZ Conference 2007 Presenters

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Chris Daish

Chris Daish is the Business Development Manager at Catalyst IT (www.catalyst.net.nz), currently spearheading a number of new initiatives. He was previously a communications manager for the E-government Unit, involved in the public launch of the government portal, e-government strategy updates and the Web Guidelines. In his role as portal editor for Catalyst's new Open4Business site (www.o4b.co.nz), he keeps a keen eye on the world of open source, sifting a few hopefully valuable nuggets of wisdom from the myriad of confused messages. ▲



Dave Gash

Dave Gash owns HyperTrain dot Com, a California firm specializing in training and consulting for hypertext developers. A veteran software professional with over twenty years of programming, documentation, and training experience, Dave holds degrees in Business and Computer Science, and is well known in the tech pubs community as an interesting and animated technical instructor. When he's not developing new scripts, software, and help materials for his clients, Dave is a frequent speaker at Help-related seminars and conferences in the US and around the world. ▲



Geoffrey Marnell

Geoffrey Marnell is the founder of Abelard Consulting Pty Ltd, a Melbourne-based documentation consultancy (see www.abelard.com.au). He also teaches Technical Writing and Editing in the English Department at the University of Melbourne. Geoffrey has more than 20 years experience as a technical writer, recruiter of technical writers, documentation consultant, documentation project manager and educator. He has published three books and numerous papers (on such topics as mathematics, psychology, writing and communication). ▲



Hagen Issell & Matt Armstrong

Hagen is the Marketing Director for NZ Translation Centre Ltd (NZTC), New Zealand's leading language translation provider. Hagen is a New Zealander of Dutch parentage and holds a double degree in Marketing and Advertising from Auckland University of Technology. Hagen's experience in the language translation and localisation industry spans 12 years, starting with his involvement in a family owned translation company and culminating with his senior role at NZTC, the largest technical translation company in Australasia. Hagen specializes in overseeing the development of language translation solutions for companies with unique technical translation or localisation requirements. ▲



A Business Development Manager at AuthorIT head office, Matt works with international organizations to re-structure and manage their documentation, content management and localization projects using the AuthorIT toolset. With a background in online learning Matt has helped companies gain improvements in their internal processes that knit together with their technology investments to reduce risk, cost and redundancy. Client industries include manufacturing, banking, health, government, education, law and technology. Matt peppers his calendar with speaking engagements and is a very approachable guy with a big bag of chocolate fish.



Helen Wise

Helen Wise is a trainer for Write Group Limited—a company that has specialised in plain English business communication for the past 17 years. Passionate about the need for, and benefits of, plain English, Helen has a flair for helping large corporations, public sector clients, professional service firms, and small business owners communicate clearly. Helen's background in the IT industry has given her a special interest in writing online content that works. Write Group Limited offers training, editing and writing services and promotes the WriteMark plain English standard. Write Group was a major sponsor of the WriteMark 2006 Plain English Awards. ▲



Jean-luc Doumont

Jean-luc Doumont provides help with and runs training sessions on effective oral presentations, written documents, graphical displays, and related topics of scientific, technical, or business communication. He also trains instructors and facilitates any process in need of structuring. In hundreds of sessions, he has addressed audiences of all ages, backgrounds, and nationalities, in English, French, Dutch, and Spanish. He is an engineer from the University of Louvain and a doctor in applied physics from Stanford University. ▲



Justine Sanderson

Justine is the founder and managing director of Userfaction, a usability and user experience consultancy in Auckland. Clients include the University of Auckland, the House of Travel, the Bank of New Zealand and the Ministry of Health. Justine relentlessly champions the cause of end-users (otherwise known as people) and loves making the complex clear. She believes she got into usability because of her own frustration with things around her "that just don't work" the way she wants them to. Justine is a member of the Usability Professionals Association (UPA) and the Local Ambassador for UXnet – an umbrella foundation fostering collaboration among people and organisations involved in User eXperience (UX) anywhere in the world. ▲



Maryanne Cathro

Maryanne Cathro came to the field of technical communication in 1997 via a circuitous professional route. Since then she has worked documenting software systems, mechanical and electronic products, business systems and processes and has facilitated several major training projects involving up to 3,000 users for a range of private and public companies and government departments. Her particular area of interest as a TC is the impact that communication has on the efficacy of business and business systems and how to make that communication better. ▲



Pip Fowler

Pip Fowler is a director of Lasso Limited, a company she started last year with her business partner, Margie Wheeler in order to make and help people make digital stories. Pip is also a lecturer in communications at the Open Polytechnic, where she teaches Writing for the Web and Professional and Technical Writing. She also writes free-lance articles for New Zealand Family Care Magazine and writes and manages content for several websites. Pip has a first class honours degree in English from Victoria University and over twenty years experience as a writer – both technical and otherwise. ▲



Rob Houser

Rob Houser is the founder and principal consultant of User Assistance Group, Inc. (www.userassistance.com), which specializes in the design and development of user assistance. Over the past 18 years, Rob has created online help, instructor-led training, user manuals, job aids, embedded user assistance, and web-based training--anything it takes to help the users succeed. Rob is a Certified Instructor and Community Expert for Adobe RoboHelp and Captivate. He is a Madcap Certified Instructor for Flare. And he is a Certified Performance Technologist through ISPI and an Associate Fellow of STC. ▲



Rod Oram

Rod Oram has more than 30 years' experience as an international financial journalist. He has worked in Europe and North America for leading publications such as the Financial Times of London. His FT career spanned 18 years (1979-1997) as an editor and writer based in London and New York. Rod has also traveled extensively in North America, Europe and Asia. ▲

Rod and his family emigrated from the UK to New Zealand in 1997. He is currently a columnist for the Sunday Star-Times; a regular broadcaster on radio and television; a frequent public speaker on business and economic issues; and an occasional correspondent for the Financial Times. He was Editor of the Business Herald section of the New Zealand Herald, 1997-2000.

Rod is an adjunct professor in Business School at Unitec, Auckland's technology tertiary institution, and he has contributed to several recent regional economic development projects.

In the 2004 Qantas Media Awards, Rod was a triple winner as Newspaper Columnist of the Year and Magazine Feature Writer of the Year (both in the business category) and recipient of New Zealand Trade & Enterprise's Travel Scholarship in

recognition for his writing on NZ innovation.

In the 2006 Westpac Business & Financial Journalism Awards Rod won the Reporting on Corporate Responsibility, Sustainability or Community Engagement category.



Scott Deloach

Scott is a founding partner of User First Services (www.userfirst.net), an Atlanta-based consulting company that specializes in designing and creating user assistance. Over the last 14 years, Scott has presented over 60 papers on embedded user assistance, web-based Help, interface design, usability, and JavaScript coding at conferences across the US and Canada and around the world. He has been developing online Help systems since 1992 and is a certified RoboHelp Instructor. Scott holds a Master's Degree in Technical and Scientific Communication from Miami University. ▲



Tony Self

Tony Self is a founding partner in HyperWrite Pty Ltd, which was the first hypertext document development company in Australia. Tony has over 25 years documentation experience, including 15 years with online and hypertext documents in WinHelp and HTML formats. He has managed large online documentation projects in Australia and New Zealand. Tony has undertaken roles in technology training design and delivery, and computer-based training development, in Australia and Ireland. He has spoken at conferences in Australia, the United States, New Zealand and the United Kingdom. In addition to consulting, Tony lectures in technical communication at Swinburne University. He is on the Darwin Information Typing Architecture (DITA) Technical Committee and has recently completed a Graduate Certificate in Teaching and Learning in Higher Education. ▲



Trent Mankelow

Trent Mankelow is the co-founder and director of Optimal Usability, New Zealand's leading usability consultancy company. Since 2002 Optimal Usability has observed over 1,200 people interacting with websites, software, cellphones, automated phone systems and consumer electronics for clients such as Trademe, Navman, Westpac, Yahoo!, ACC and many others. Trent runs the Wellington office of Optimal Usability and remains involved in many of the user testing projects himself, as well as co-ordinating the activities of the other consultants. He has a computer science degree from Waikato University and is (relatively) fluent in Spanish. ▲



Vic Fitzpatrick

Victoria FitzPatrick is a self-employed technical writer based in Auckland. She specialises in creating online help and computer based training. ▲



Whitney Quesenbery

Whitney Quesenbery is a user interface designer and usability specialist with a passion for clear communication. She creates new concepts for product designs and has produced award winning multimedia products, website, and web and software applications. Whitney is a past President of UPA and was named an Associate Fellow of STC. As a director of the UPA Voting and Usability Project, a member of an IEEE Standards Committee, and an appointed member of a US federal advisory committee, she works to ensure the usability of voting systems. Before she was seduced by a little beige computer into the world of usability, Whitney was a theatrical lighting designer on and off Broadway. The lessons from the theatre stay with her in creating user experiences. ▲
