

# 2007 Communication Central Conference speaker biographies

## September 28 pre-conference workshops –

• In more than 11 years at Adobe, **Lori DeFurio** has worn many hats. Throughout it all, she's worked closely with Adobe Acrobat software, first as a systems engineer involved with the sales team, then as the Acrobat/PDF technical evangelist. Now, she has a new and exciting role working closely with the Acrobat User Community. In addition to writing an informative blog at [blogs.adobe.com/loridefurio](http://blogs.adobe.com/loridefurio) and an ongoing column at [www.acrobatusers.com](http://www.acrobatusers.com), DiFurio travels around the world, speaking at conferences, workshops and Acrobat User Groups, helping anyone who is interested learn how to get the most out of Adobe Acrobat software.

Before joining Adobe, DiFurio served as a technical consultant at Information Architects, an SGML/XML consulting firm, and was a pre and post-sales engineer at Agfa, a developer, manufacturer and distributor of products and systems for making, processing and reproducing images.

• **Geoff Hart** ([www.geoff-hart.com](http://www.geoff-hart.com)), author of the new e-book, *Effective onscreen editing: new tools for an old profession*, joins us from Montreal, Canada. He had been performing occasional freelance work for clients since the late 1980s and chose to become a fulltime independent consultant in 2004. The primary focus of his freelance work involves developmental and substantive editing, with a specialization in the sciences. He has worked extensively with authors for whom English is a second language, and for clients such as the Forest Engineering Research Institute of Canada (FERIC), the Ontario Ministry of Natural Resources, and Egawa Language and Scientific Services.

Before going freelance fulltime, Hart worked briefly as a technical writer for IBM, Toronto; for seven years as a technical and scientific editor for the Canadian Forest Service; and for 10 years with FERIC. His education is in forestry and forest biology. Hart was named a Fellow of the Society for Technical Communication in 2006 and has served STC in various leadership and communications roles over the years.

## September 29 conference sessions –

• **Rich Adin** ([www.Freelance-Editorial-Services.com](http://www.Freelance-Editorial-Services.com)) is a successful editor, having earned a mid-six-figure income every year for the past 20 years from his copyediting services; the last time he had a lull in freelance work was 1986. He practiced law for seven years before joining Matthew Bender as an executive editor in 1984. That same year, he also started **Freelance Editorial Services** (FES) as a part-time business to provide copy editing and desktop publishing services to publishers. In 1989, he joined Prentice Hall as managing editor and was involved in electronic and desktop publishing. In 1991, he left Prentice Hall to devote fulltime to FES, which provides copyediting and proofreading services in education, medical, business, social sciences, and professional subject-matter areas.

In 2007, Adin formed **wordsnSync Ltd** to develop and market editorial enhancement services for freelancers, authors and publishers. wordsnSync plans to make its patent-pending **Real-Time Stylesheet**, and its macros, as well as other services, available to the public in the first quarter of 2008.

Adin taught a marketing seminar for the Editorial Freelancers Association, videotapes of which were available for several years.

- As principal of **ScienceSites Communications**, DC-based **Merry Bruns** ([www.sciencesitescom.com](http://www.sciencesitescom.com)) has produced sites for numerous business, government, educational and science organization clients. She is an online content strategist, Web editor and Web-writing trainer who focuses on communicating Web content to readers clearly and effectively. Bruns has been producing and editing sites since 1994 and brings a background in communications and journalism to her work. She teaches writing and editing for the Web and provides in-house training to various organizations nationwide; holds classes at Georgetown University and the National Press Club. Her clients for content strategy and Web-writing training have included Accenture, National Academy of Sciences, Porter-Novelli, Centers for Disease Control (CDC), Towers-Perrin, World Bank, Harvard Medical School and many more.

- **Katherine “Kat” Nagel** is a tech writer/editor, computer coach, and the owner of MasterWork Consulting Services, a technical communications company that offers writing, editing, web development and computer coaching services ([www.masterworkconsulting.com](http://www.masterworkconsulting.com)). She has worked with PayChex, Kodak, Xerox and other major players in technology. She is also co-owner of Communication Central ([www.communication-central.com](http://www.communication-central.com)).

- **Victoria Posner**, owner of BizPlan Rx ([www.bizplanrx.com](http://www.bizplanrx.com)), runs business planning and financial management workshops for entrepreneurs; is a frequent speaker at Small Business Administration, Chambers of Commerce, SCORE, etc., events; and writes about small business. She has worked for Chase Manhattan Bank in commercial lending; designed training for the Treasury Department; and served on non-profit, small-business loan funds.

- Before starting Shenouda Associates Inc. in 1986, **Judy Shenouda** ([www.easescommunication.com](http://www.easescommunication.com)) taught English and Language Arts courses at the secondary, post-secondary and college levels; provided academic support and career services at the college level; and worked as a freelance writer. She is a senior member of the Society for Technical Communication (STC); active in the Toasted Sage Toastmasters Club; and a frequent presenter at local, national and international conferences for STC and other organizations, including Forum 2003 in Milan, Italy, and Forum 2000 in London, England.

Shenouda earned a bachelor of arts degree in English and Secondary Education from SUNY at Buffalo and a master of arts degree in Literacy Journalism from the S.I. Newhouse School of Public Communications at Syracuse University, and completed additional courses in curriculum design and development, group dynamics, information studies, publication management and project management.

- **Ruth E. Thaler-Carter** ([www.writerruth.com](http://www.writerruth.com)), co-owner of Communication Central ([www.communication-central.com](http://www.communication-central.com)), is an award-winning freelance writer and editor, and a popular speaker on starting a freelance writing/editing business, as well as other topics. She is the author/publisher of a booklet on “Get Paid to Write! Getting Started as a Freelance Writer,” available from Thaler-Carter, and author of “Getting Started as an Editorial Freelancer,” to be published this year by the Editorial Freelancers Association.