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### Career Overview

I believe that all adults (especially scientists and engineers) CAN become better writers and communicate results and ideas better than they do. I have devoted my career to helping them improve their writing by teaching classes that are fast, fun, and interactive. I also use my editing skills to correct, clarify, and smooth their writing.

During my 20-year career, I have increased my focus on the medical sector, especially medical manufacturing and pharmaceuticals. Surely the world needs these devices and medicines, and scientists and engineers developing them need better skills to speed development and subsequent regulatory acceptance.

I have also added medical editing to my services as a corollary to my training business. I already know medical terminology and regulatory rules from my classroom teaching, and that helps me when editing clinical submissions, journal articles, and medical textbooks, including a 2600-page medical textbook manuscript, *Cardiovascular Pharmacotherapy*, 3rd edition (William Frishman), in 2010.

My training and editing enhance each other and provide balance and variety to my career. I am constantly retraining myself to excel in my own communication and in helping others communicate better.

### Contents

1. Contributions to the Advancement of Technical Communication.....	2
2. Professional Experience .....	3
3. Publications, Papers, Presentations, and Electronic Materials.....	4
4. Honors and Awards.....	12
5. Educational Background .....	13
6. Affiliations with and Contributions to Professional Organizations .....	14
7. Additional Information.....	18
8. Biography .....	19

# 1. Contributions to the Advancement of Technical Communication

Contribution	Description
Provides excellent medical editing services for textbooks, proposals, articles, and clinical submissions	<ul style="list-style-type: none"> <li>• I use the <i>American Medical Association Manual of Style</i> to bring medical writing into compliance with current style and to make each sentence concise, clear, and correct.</li> <li>• I also teach these principles in the broader perspective of “style” in documents to medical writers in medical manufacturing and pharmaceutical firms, the FDA, and various medical proposal-writing firms.</li> </ul>
Encourages good technical writing in her communities	<ul style="list-style-type: none"> <li>• In the last seven years, I have delivered over 75 public service presentations promoting principles of effective technical communication to lay people.</li> <li>• In my lively, interactive presentations, I use communication theory to support my practical suggestions for individuals and organizations to improve technical writing.</li> </ul>
Provides workshops and programs to teach employees and individuals the current best practices in technical writing	<ul style="list-style-type: none"> <li>• I have trained over 8,000 employees of corporations and organizations in principles and techniques of good technical writing.</li> <li>• I show students how to create their information in a usable format that allows readers to comprehend the message the first time they read it.</li> <li>• I recently licensed my workshop content to Medtronic and Thomson Reuters.</li> </ul>
Delivers quality technical publications	<ul style="list-style-type: none"> <li>• I create and deliver technical training via print-based text, interactive media, and broadcast methods.</li> <li>• I work with technical teams as a writer and editor of clinical submissions for medical manufacturers, assuring the highest level of technical communication for my clients. In this role, I teach them to meet the stringent requirements of clinical submissions.</li> <li>• I project-manage teams who are creating internal style guides for employees to ensure consistency in their technical communication.</li> </ul>
Promotes good	<ul style="list-style-type: none"> <li>• I write my <i>STC Intercom</i> column on business practices</li> </ul>

<p>business practices, especially enhancing marketing skills, among technical communication independents and consultants</p>	<p>for independents and consultants, teaching marketing for a population that is not always comfortable with the subject and presenting strategies and tactics to improve marketing plans. To quote a reader, "It's the toughest part of the business." Readers frequently seek my marketing advice, asking general and specific questions about their own marketing endeavors. I receive e-mails thanking me for my insight and suggestions.</p>
<p>Mentors others, encouraging them to deliver excellent technical communication using the 5Cs of good technical writing combined with an effective 5-step writing process</p>	<ul style="list-style-type: none"> <li>• I have individually coached over 90 employees, helping them recognize their current writing success; set goals for their improved writing process; and monitor and evaluate their progress. I stress that good technical writing is complete, consistent, clear, concise, and correct and is best achieved when writers prewrite, draft, review, revise, and edit. I use modern pedagogical theory to build on learners' strengths, rewarding them positively for good writing behavior on the job.</li> </ul>

## 2. Professional Experience

<b>Date (month/yr— month/yr)</b>	<b>Employer and Description of work</b>
<p>11/90 to present (20 years)</p>	<p>The Text Doctor® (self-employed)</p> <ul style="list-style-type: none"> <li>• I launched The Text Doctor in 1990, offering services in technical communication, including editing medical documents (for example, a 2600-page manuscript of <i>Cardiovascular Pharmacotherapy</i>, 3rd edition); medical articles; and clinical submissions for medical devices, educational broadcasts, and online training.</li> <li>• I edit technical documents and help corporations determine and publish their style so that all employees know how to write with maximum impact. I also teach technical and business communication in corporations and organizations, helping employees gain confidence and skills in writing clearly, consistently, and correctly.</li> </ul>

Date (month/yr— month/yr)	Employer and Description of work
6/90 to 11/90	<p>The Roach Organization (now PLATO Learning, Inc.)</p> <ul style="list-style-type: none"> <li>Marketing manager for PLATO Learning (computer-based and e-learning instruction for kindergarten through adult learners). Worked with developers of objective-based, problem-solving courseware, plus assessment, alignment, and curriculum management tools.</li> </ul>
09/88 to 6/90	<p>Applied Learning (now defunct)</p> <ul style="list-style-type: none"> <li>Project manager for the development of 12 discs of interactive laser-disc training in adult literacy (about 100 hours of instruction); the product was intended to provide interactive educational experiences for nonliterate adults.</li> </ul>
09/82 to 09/94	<p>University of Minnesota Teaching Assistant and Community College instructor</p> <ul style="list-style-type: none"> <li>Taught English 101 and technical writing on campuses at the University of Minnesota, Metropolitan State College (St. Paul, MN), and community colleges while obtaining a doctorate in English.</li> <li>Connected particularly well with returning students (adults age 30 and above) and have mentored and advised many former students pro bono. I stay in contact with at least five former students, all of whom have used their improved technical communication skills to move from entry-level positions to management.</li> </ul>

### 3. Publications, Papers, Presentations, and Electronic Materials

#### Publications (Books and articles)

Date (year)	Name (for articles, include publication title)
2010	"The Power of Certification for Independents," article in November <i>STC Intercom</i> (Vol 57, Issue 9)
2010	"The Power of Groups," article in June <i>STC Intercom</i> (Vol 57, Issue 6)
2010	"The Goal Is To Get It Right, Not To Be Right," article in March <i>STC Intercom</i> (Vol 57, Issue 3)

Date (year)	Name (for articles, include publication title)
2009	"Style Manuals: The Politics of Selection," article in November <i>STC Intercom</i> with Elizabeth (Betsy) Frick (Vol 56, Issue 9)
2009	"Building your Seven-Sentence Marketing Plan," Professional Editors Network (PEN) <i>Networking News</i> , September 2009
2009	"Telescoping to Survive This Recession," article in May <i>STC Intercom</i> (Vol 56, Issue 5)
2009	"Could You Make a \$70-million Dollar Mistake?," <i>PEN Networking News</i> , March 2009
2009	"Direct Mail for Independents," March 2009, solicited by editor of <i>PEN Networking News</i>
2009	"Newsletters for Independents," article in February <i>STC Intercom</i> (Vol 56, Issue 2)
2009	Twelve one-page Member Highlights (interviews with members), Boulder Area Human Resources (BAHRA) monthly newsletter
2008/ 2009	"Bite the Bullet: How Not To Kill Your Presentation With Your Slides," article published in <i>IEEE Newsletter</i> , December 2008/January 2009
2008	"The Best Job I Never Took," article in December <i>STC Intercom</i> (Vol 55, Issue 10)
2008	"Relationships Matter," article in June <i>STC Intercom</i> (Vol 55, Issue 6)
2008	"Branding Your Company," article in May <i>STC Intercom</i> (Vol 55, Issue 5)
2008	"You Know You're an Independent," article in February <i>STC Intercom</i> (Vol 55, Issue 2)
2008	"Technical Writing Demands Probing Questions," published in <i>Writing That Works</i> , a monthly magazine that companies subscribe to and share with their employees
2008	"Dos, Don'ts for Improving E-mail," January 4, 2008, solicited by the editor of the <i>Boulder County Business Report</i> , a business journal published biweekly in Boulder County
2007	"Entrepreneurs and the 'F' Word," article in December <i>STC Intercom</i> (Vol 54, Issue 10)

Date (year)	Name (for articles, include publication title)
2007	"Are you a Craftsperson or an Entrepreneur?" article in July/August <i>STC Intercom</i> (Vol 54, Issue 7)
2007	"Time Matters," article in May <i>STC Intercom</i> (Vol 54, Issue 5)
2007	"Conquering Time and Space," article in February <i>STC Intercom</i> (Vol 54, Issue 2)
2007	"Teaching Employees How to Write—Constructively," May 25, 2007, published in <i>Boulder County Business Report</i>
2007	"E-mail Uh-ohs," published in September-October <i>The Professional Public Accountant</i> , newsletter of the Public Accountants Society of Colorado
2006	"Women-owned Businesses: How Are We Doing?" article in March <i>STC Intercom</i> (Vol 53, Issue 3)(solicited by editor)
2006	"That's a Good Question," article in <i>Coast Lines</i> , newsletter of the Canada West Coast Chapter (STC)
2006	"From Cold Feet to Cold Calls," article in December <i>STC Intercom</i> (Vol 53, Issue 10)
2006	"The Zen of Craigslist," article in July/August <i>STC Intercom</i> (Vol 53, Issue 7)
2006	"Could You, Should You, Move Your Business?" article in June <i>STC Intercom</i> (Vol 53, Issue 6)
2006	"Marketing 102: Learning from Other Independents," article in January <i>STC Intercom</i> (Vol 53, Issue 1)
2005	"Effective E-mail," a training DVD published by MNSCU and available for purchase
2005	"Marketing 101: Learning from Other Independents," article in November <i>STC Intercom</i> (Vol 52, Issue 9)
2005	"Developing a Strategic Plan," article in July/August <i>STC Intercom</i> (Vol 52, Issue 7)
2005	"Consulting for Your Local Government," article in May <i>STC Intercom</i> (Vol 52, Issue 5)

<b>Date (year)</b>	<b>Name (for articles, include publication title)</b>
2005	"Prospecting for Your Perfect Customer," article in March <i>STC Intercom</i> (Vol 52, Issue 3)
2005	"Networking for Independents," article in February <i>STC Intercom</i> (Vol 52, Issue 2)
2004	"Flexing Your Marketing Muscles: Tactics for the Reluctant Marketer," article in June <i>STC Intercom</i> (Vol 51, Issue 6)
2004	"Building a Marketing Plan," article in May <i>STC Intercom</i> (Vol 51, Issue 5)
2004	"Business Plans Build Good Business," article in April <i>STC Intercom</i> (Vol 51, Issue 4)
2003	"Independents' Success Depends on Business Skills," article in <i>STC Intercom</i> (Vol 50, Issue 9)
2001	<i>Getting the Job Done</i> (132-page workbook used in corporate training classes; co-authored with Elizabeth [Betsy] Frick)

#### **Papers (Abstracts and proceedings papers)**

<b>Date (year)</b>	<b>Name (for abstracts, include publication title; for proceedings papers, include conference name)</b>
2010	Invited by editor of the <i>AMWA Journal</i> to submit an article summarizing the principles of "Marketing Bingo! 25 Tactics for Freelance Writers and Employees" presented at the AMWA International Conference, November
2009	"That's a Good Question," Proceedings of STC Summit, Atlanta, May

#### **Presentations (Seminars and other live presentations, including "webinars")**

<b>Date (year)</b>	<b>Name (include conference or seminar name and sponsoring organization)</b>
2010	Presented "Oral Questioning Skills for the Medical Writer," AMWA's 70th Annual Conference, November, Milwaukee
2010	Presented "Marketing Bingo! 25 Tactics for Freelance Writers and Employees," AMWA's 70th Annual Conference, November, Milwaukee

<b>Date (year)</b>	<b>Name (include conference or seminar name and sponsoring organization)</b>
2010	Presented "10 Things Your English Teacher Never Told You" to the Downtown Denver International Association of Administrative Professionals (IAAP), September
2010	Presented "That's a Good Question!" Boulder Area Human Resources Association-ASTD SIG (BAHRA-ASTD SIG), July
2010	Presented "10 Things Your English Teacher Never Told You," Webinar for Medtronic, Fridley, MN, May
2010	Presented "12 Things Your English Teacher Never Told You," Union Colony IAAP, Greeley, April
2010	Presented "Bite the Bullet, How Not to Kill Your Presentation With Your Slides" at Intrado Toastmasters (March) and Digital Globe (April)
2010	Presented "Marketing Bingo: How Freelance Editors Can Improve Their Bottom Line," (Webinar), STC Technical Editing SIG (TESIG) February
2009	Presented "That's a Good Question," Lone Star Community STC, Fort Worth, TX, October
2009	Presented "Marketing Bingo: How Freelance Medical Editors and Writers Can Improve Their Bottom Line," American Medical Writers Association (AMWA), Rocky Mountain Chapter, October
2009	Presented "Datamining LinkedIn to Market Your Business," Boulder Writers Alliance (BWA), September
2009	Presented "The Elevator Speech, an Essential for Your Job Search Tool Kit," BAHRA Human Resources Career Development-SIG (HRCD-SIG), August
2009	Presented "Creating a Successful LinkedIn Profile," BAHRA HRCD-SIG, July
2009	Presented "Datamining with Reference USA" (Webinar), BAHRA HRCD-SIG, July
2009	Presented "Bite the Bullet—How Not to Kill Your Presentation with Your Slides," SIG (BAHRA-ASTD SIG), July
2009	Presented "That's a Good Question," at 56th STC Summit, Atlanta, May
2009	Presented "The Elevator Speech, an Essential for Your Job Search Tool Kit," Ready, Set, Work group at LIFE Fellowship Church, Broomfield CO, April

<b>Date (year)</b>	<b>Name (include conference or seminar name and sponsoring organization)</b>
2009	Presented "Marketing Bingo: How Freelance Editors Can Improve Their Bottom Line," (Webinar), PEN, January
2007-2008	Presented "That's a Good Question!" to six organizations over two years: STC Rocky Mountain Community; American Society for Quality, Denver Chapter; Project Management Institute, Minneapolis; Institute of Management Accountants, Minneapolis; Boulder Press Club; Boulder Workforce Center
2007-2008	Presented "Bite the Bullet: How Not To Kill Your Presentation With Your Slides" to fourteen organizations over two years: IBM Bluemasters Toastmasters, Gunbarrel, CO; Agilent Technology Toastmasters, Colorado Springs, CO; Toastmasters Leadership Institute, Ft. Collins, CO; Toastmasters Leadership Institute, Colorado Springs, CO; STC Northern Colorado Satellite, Fort Collins, CO; International Association of Administrative Professionals (IAAP), Longmont, CO; Emerson Micromotion Toastmasters, Boulder, CO; IAAP Downtown Denver Chapter; Ball Aerospace Toastmasters, Broomfield, CO; Blue Cross, Blue Shield Toastmasters, Denver; Sun Microsystems, Louisville, CO; Avaya Toastmasters, Westminster, CO; Denver Chamber of Commerce; Buffalo Toastmasters (US Environmental Protection Agency), Lakewood, CO
2008	Presented "Bite the Bullet: How Not To Kill Your Presentation With Your Slides," two-part webinar for ASTD (American Society for Training and Development)
2008	Presented "Writing for Multiple Audiences," a webinar for the STC Phoenix Chapter
2007-2008	Presented "Not Your Father's E-mail" to three organizations over two years: Boulder Area Rental Housing Association, Boulder, CO; Brighton Kiwanis Club, Brighton, CO; IAAP Downtown Denver Chapter
2007-2008	Presented "Ten Things Your English Teacher Never Told You" to seven organizations over two years: Medtronic Administrative Assistants, Fridley MN; IAAP Mountain View, Ft. Collins, CO; American Organization of Registered Nurses (AORN), Denver CO; IAAP Downtown Denver Chapter; Waddell and Reed, Boulder, CO; IAAP South Denver; American Council of Engineering Companies-Minnesota (ACEC-MN)
2007	Presented "Writing for Multiple Audiences" to two STC communities in one year: STC Northern Colorado Satellite, Fort Collins, CO; STC Southern Colorado Satellite, Colorado Springs, CO

<b>Date (year)</b>	<b>Name (include conference or seminar name and sponsoring organization)</b>
2007	Presented "Marketing for Introverts" at BWA, Boulder, CO
2007	Presented "Marketing Bingo" at Toastmasters Leadership Institute, Denver
2007	Presented "From Cold Feet to Cold Calls" at BWA
2006	Presented "Five Things Your English Teacher Never Told You," ACEC-CO (American Council of Engineering Companies of Colorado)
2005	"Effective E-mail," a broadcast through Minnesota State Colleges and Universities (MNSCU) that reached approximately 250 employees
2004	Presented "Information Foraging as a Marketing Strategy," CIC SIG Advanced Marketing for Independents panel discussion, at the 51st annual conference, the Society for Technical Communication
2004	Presented "That's a Good Question" at the 51st annual conference, the Society for Technical Communication
2002	Co-presented "Internationalizing Your Text" at Twin Cities Chapter program, February
2001	Co-presented "Bite the Bullet: Better Presentation Slides" at the 48th annual conference, the Society for Technical Communication
2001	Co-presented "Bite the Bullet: Better Presentation Slides" at the Region 6 Conference, the Society for Technical Communication
2000	Co-presented "Writing Better Newsletters as a Marketing Tactic for Independents" at the 47th annual conference, Society for Technical Communication

### **Electronic Materials (Websites and weblogs)**

<b>Date (year)</b>	<b>Name and type</b>
2008-2010	Maintain the Text Doctor's blog about writing issues: ( <a href="http://textdoctor.wordpress.com/">http://textdoctor.wordpress.com/</a> )

Date (year)	Name and type
2006-2010	<p>Send monthly electronic newsletter, "<i>The Text Doctor's Diagnosis</i>," using Constant Contact to reach an opt-in subscription list of over 700 former students; archive at <a href="http://archive.constantcontact.com/fs037/1101250847266/archive/1102482234714.html">http://archive.constantcontact.com/fs037/1101250847266/archive/1102482234714.html</a></p> <p>A recent e-mail from a subscriber: "It's always a treat to read your newsletter and I want to thank you for it." Another subscriber (who had inadvertently been unsubscribed) wrote: "Please add me to your distribution list for the Text Doctor monthly updates. Somehow, I fell off and miss seeing these."</p>
1998-2010	<p>Maintain my own website (<a href="http://www.textdoctor.com">www.textdoctor.com</a>)</p>

## 4. Honors and Awards

Date (year)	Honor or Award Received
2011	Named Fellow, STC. To be awarded in person at the May 2011 conference of STC.
2010	Toastmasters, Club Coach Certificate (coached a new Toastmasters club into growth and achievement of the Distinguished Club Award); attended their meetings; mentored their officers; acted as liaison between club and International.
2009	Toastmasters, Advanced Communicator Gold award. Presented 10 advanced speeches, critiqued by club members; conducted one full-length [one-hour] educational program; coached two new members with first three speech projects.
2009	Named <a href="#">Associate Fellow, STC</a> : “For contributions to independents through her <i>Intercom</i> columns, for leadership of the Twin Cities Chapter, and for promoting good technical writing to employees in a wide range of industries and public-sector organizations.”
2008	Toastmasters, Competent Leader award. Achieved Competent Toastmaster award; served as club officer and participated in the preparation of a Club Success Plan; participated in officer training as a club officer; conducted two educational programs.
2007	Toastmasters, Advanced Communicator Silver award. Presented 10 advanced speeches critiqued by club members; conducted two educational programs.
2006	Toastmasters, Advanced Communicator Bronze award. Presented 10 advanced speeches critiqued by club members.
2005	Toastmasters, Competent Communicator award. Presented 10 speeches critiqued by club members.
2002	Excellence in Training Award with co-author Elizabeth A. (Betsy) Frick, Association of Professional Communications Consultants (APCC). APCC is an international network of professionals providing communication expertise and solutions that has annual workshops and conferences, awards, and publications. The award cited our textbook <i>Getting the Job Done</i> as “practical, comprehensive, and creative...[it] stands out for its ease of use as a reference after completion of the training.”

Date (year)	Honor or Award Received
2002	STC Distinguished Chapter Service Award (Twin Cities Chapter): "In recognition of your exemplary contributions to the Twin Cities Chapter STC as program manager and academic liaison, and to the Twin Cities chapter and the Society as a speaker at various events."

## 5. Educational Background

Degree/Course of Study	Institution
AMWA Core Certificate Program	American Medical Writers Association, <a href="#">completed November 2010</a> (eight graded courses)
AMWA International conference	Attended 2009 and 2010
STC Annual Conferences	Attended five conferences 2000-2009
Board Certified, BELS	Board of Editors in the Life Sciences (BELS), <a href="#">board-certified as an Editor in the Life Sciences (ELS)</a> , November, 2010
Toastmasters Leadership Institutes	Attended nine institutes
Ph.D. in English	University of Minnesota
M.A. in English	University of Hawaii
B.A. in English	University of Pennsylvania

## 6. Affiliations with and Contributions to Professional Organizations

Organization and Dates of Membership	Description
2004-2010	<p>Toastmasters International</p> <ul style="list-style-type: none"> <li>• Club 3022 Vice President Education, 2006-2007; President, 2008-2009; Sergeant at Arms (operations chair), 2009-2011; Treasurer, 2009-2011</li> <li>• Area E5, Club Coach, 2009-2010, helped rebuild a club to achieve Distinguished designation</li> <li>• Area E5 Governor, 2007-2008 (governed 5 clubs)</li> <li>• Always promote good technical communication through my speeches, leadership, and mentoring</li> </ul>
2007-2008	<p>American Society for Training &amp; Development (ASTD)</p> <ul style="list-style-type: none"> <li>• Presented a two-part webinar to fellow members and the public (see Presentations section).</li> </ul>
2008-2010	<p>American Medical Writers Association (AMWA)</p> <ul style="list-style-type: none"> <li>• Program Chair, Rocky Mountain Chapter, 2010-2011</li> <li>• Represented the RMC chapter at the AMWA Board meeting in Rockville, MD, May 2010</li> <li>• Exploring potential for helping both AMWA and STC understand each other better and maximize synchronicities</li> </ul>
2008-2010 (also 1998–2005)	<p>Professional Editors Network</p> <ul style="list-style-type: none"> <li>• Wrote newsletter articles and presented three webinars to membership</li> </ul>

<b>Organization and Dates of Membership</b>	<b>Description</b>
2006-2010	<p>Boulder Area Human Resource Association (BAHRA)</p> <ul style="list-style-type: none"> <li>• Served on Program Committee, 2007–2008</li> <li>• Wrote monthly column “Member Spotlight,” 2007–2009, as a way of increasing community within this organization of 400 people</li> <li>• Managed BAHRA’s first-ever Charity Drive, December 2007, collecting from members a careful of donated food and warm clothing for local homeless shelters; continued Charity Drive from 2008–2010</li> <li>• Served as Webmaster and Technology Director, 2009-2010 (two years)</li> </ul>
2006-2009	<p>Boulder Writers Alliance</p> <ul style="list-style-type: none"> <li>• Deliver presentations to membership (see Presentations section)</li> <li>• Blog regularly on topics of interest to members</li> </ul>

### **STC Community-Level Service**

<b>Date (year)</b>	<b>Community and Activity/Office Held</b>	<b>Description</b>
2010	Presented webinar for TESIG	Offered a very successful webinar on marketing for editors to the Technical Editing SIG (see presentations)
2006-2007	Rocky Mountain Community Seminars Manager	Coordinated three very popular one-day seminars in FrameMaker, managing three different instructors and their individual curriculum for each seminar. All seminars produced revenue for the chapter.

Date (year)	Community and Activity/Office Held	Description
2004-2005	Twin Cities Chapter Immediate Past President	Advised current president and served on administrative council, with special focus on financial stability in a time of reduced membership and income. Suggested ways to increase revenue by increasing meeting attendance, especially at seminars and workshops, which brought in more revenue than meetings. Assisted council on documenting volunteer job descriptions to distinguish responsibilities and provide consistency from year to year.
2003-2004	Twin Cities Chapter President	Increased membership in a local economic slowdown, mostly through increased communication and cooperative marketing of chapter events by forming an alliance with local chapters of other organizations, including the American Society of Training and Development and the International Society for Performance Improvement. Created a program where all members of the alliance could attend other alliance programs at member cost, thereby increasing attendance at every group's meetings. Organized and led meetings of alliance organizations to improve cooperation between organizations.
2002-2003	Twin Cities Chapter 1st VP	Assisted president and stood in for him at meetings. With president, planned and executed a program change to alternate traditional evening meetings with Friday luncheons, increasing attendance.
2001-2002	Twin Cities Chapter 2nd VP	Assisted 1st VP to plan and execute successful Region 6 conference
2000-2004	Judge, Twin Cities Chapter, Technical Publications	Served as judge for competitions in 2000, 2002, 2003, 2004

<b>Date (year)</b>	<b>Community and Activity/Office Held</b>	<b>Description</b>
1999-2001	Twin Cities Chapter Program Chair	Managed ten programs per year; officially surveyed members online each year to help determine topics and threads of programs. At the request of members, brought in national project management experts (Gary Jurek and Esther Derby) to focus on project management for technical writers for several meetings in 2001.
1998-1999	Twin Cities Chapter Academic Liaison	Visited student chapters and promoted STC on campus visits. Managed scholarships program and helped award two scholarships to college students committed to studying technical communication.

#### **STC Regional-Level Service**

<b>Date (year)</b>	<b>Region and Activity/Office Held</b>	<b>Description</b>
2002-2003	STC Region 6 Conference	Planned and executed a very successful Region 6 conference, managing the program to increase offerings and attendance over prior years. Secured keynote speaker (William Horton) and marketed conference to other professional organizations.

#### **STC Society-Level Service**

<b>Date (year)</b>	<b>Activity/Office Held</b>	<b>Description</b>
2003 to present	Author of "Business Matters" column for <i>Intercom</i>	Write column for independent technical communicators titled "Business Matters." Has helped independents focus especially on their marketing skills, particularly because most independents have little or no formal training in marketing their own businesses.
2009	Worked on International Competition makeover	Worked with a team revamping entry forms for the International Competition; originally, the entries were grouped by media; we rewrote the evaluation forms to match the new divisions.

## 7. Additional Information

### Additional Information

My clients have consistently hired me to teach, write, and edit for them for the last 20 years.

A few testimonials reveal the value I have contributed through my work:

- “Thanks very much for all your excellent work on the Frishman project. [Your queries are] all very good. I particularly appreciated where you double-checked certain references or information and found errors or problems. I’m sure Dr. Frishman and his co-authors will be pleased with all the care you took with the manuscript.”
- “The feedback from the attendees in both of the classes that you taught was tremendous! Without exception, the input that we received was extremely positive. The attendees felt that they learned a great deal of very useful information that can immediately be applied to their present job situations...not only did people learn a lot, but they had a great time doing it!” (**Medtronic**)
- “Bette Frick is an adaptable, competent instructor. We worked together to revise curriculum at **Best Buy** with outstanding results. Her classes were full to capacity with students clamoring to attend. She’s knowledgeable about writing skills, comes prepared, and delivers the class in a fun, energetic way.... [her] delivery is humorous and keeps trainees on their toes.”
- “Bette Frick was a totally awesome instructor...very high energy, kept us engaged and learning all day. A true credit to **Thomson Reuters** University for having instructors as great as Bette.”

## 8. Biography

### Biography

Elizabeth (Bette) Frick has been a technical communicator for 22 years since earning her Ph.D. in English from the University of Minnesota with a minor in sociolinguistics. She has continued her study of language as she teaches writing in corporations and organizations and edits medical documents. Bette brings professionalism and energy to the classroom, as well as 41 years of front-line experience as a writer, editor, teacher, trainer, and public speaker.

Dr. Frick has continued to increase her involvement with AMWA, serving in 2010-2011 as program chair for the Rocky Mountain Chapter. She also presented two sessions at the AMWA 2010 conference in November and earned an AMWA Essential Skills Certificate in 2010.

Bette served the STC Twin Cities Chapter as program chair, 1st and 2nd VP, president, and immediate past president. She was awarded the Distinguished Chapter Service Award in 2002. She organized and managed seminars for the Rocky Mountain Chapter and has been frequently invited to present at STC Chapters in Colorado. Bette also writes the STC *Intercom* column for independents titled "Business Matters." She is an Associate Fellow of the STC.

To enhance her speaking and teaching skills, Bette has earned the Toastmasters International Advanced Communicator Gold award and will complete the requirements of the highest Toastmaster award, the Distinguished Toastmaster, in 2011.

As a corporate trainer teaching technical writing, Bette works closely with clients to plan and evaluate programs. She understands the needs of both the client companies and their employees, and her teaching reflects it. Her delivery is warm, nurturing, and humorous. She makes herself available to learners long after the class is over (indefinitely), so that the learning is embedded and personalized to their daily needs.

Bette continues to take classes, seek certifications, and learn continuously about language and how to teach others to improve their communication. In 2011, she will continue learning Spanish with her grandchildren.