

Live Interactive Web Seminar

Pay a single site registration fee* and an unlimited number of people in your organization can attend at that site.



Two-Part Series



Writing: Producing Action-Oriented Documents

Part I: WEDNESDAY, June 11, 2008 / 3 pm - 4 pm Eastern Time

Part II: FRIDAY, June 27, 2008 / 3 pm - 4 pm Eastern Time

PURPOSE AND BACKGROUND

Of the five forms of communication (listening, speaking, writing, visuals, and mathematics), writing is the one that is most likely to have both short term and long term impacts. Writing can have a short term impact in the sense that what we write today may influence co-workers, clients and stakeholders tomorrow. In the long term, what we write today, especially professional articles, papers, and books; may influence others months, years, or decades from now.

Besides the potential to influence others, effective writing can also help each of us determine what we really know and think about professional and other topics. As noted by playwright Edward Albee, "I write to find out what I'm thinking." Therefore, if we are dissatisfied with our writing skill, improving it can have a significant personal and professional payoff. Improving writing skill is the purpose of this webinar.

This webinar series will offer many specific and pragmatic tips to immediately help you improve your writing ability. Participants receive a detailed handout on which the webinar will draw. The handout includes references to articles, books, e-newsletters, websites and other self-study materials.

INTENDED AUDIENCE

Anyone who wants to improve their report, letter, memoranda, professional paper and other writing ability will benefit from this webinar. By improving your writing you will help yourself and others make good things happen.

SEMINAR BENEFITS

- Become more aware of what you really think and know
- Obtain a list of practical writing tips
- Engage your subconscious to help you write more effectively
- Increase your writing efficiency
- Produce documents that are more reader-friendly
- Expand your influence within and outside of your organization
- Earn two Professional Development Hours (2 PDHs)

SUMMARY OUTLINE

- The complete communicator
- Speaking versus writing
- Types of written products
- Profile the audience
- Defining the message
- Style guides
- Writing starts on Day 1
- Brainstorming, listing, clustering, outlining and incubating
- Retaining the outline
- Writing the "easy parts" first
- Selecting the 'person', Gender neutral, Active – not passive
- Less is more
- Rhetorical techniques
- Tin ear
- Trimming hedges
- Flexible format
- Lists, Standard maps/diagrams
- Format writing
- Use of writing milestones
- Appearance, Sources
- One more time
- Resources for additional study

Benefits of Live Web Seminars:

- Convenient... no travel is required
- Cost-Effective... pay a single site registration fee
- Get real time answers to your questions
- Receive course materials by e-mail prior to the seminar
- View instructor's Power Point slides while he/she is presenting
- Ideal for brown-bag lunch training



Information/Registration:

SEMINAR INSTRUCTOR

Stuart G. Walesh, Ph.D., P.E., Hon.M.ASCE provides management, engineering, education /training, and marketing services. He draws on more than 40 years of engineering, education, and management experience in the government and private sectors to help individuals and organizations engineer their futures. Walesh has functioned as a project manager, department head, discipline manager, marketer, professor and dean of an engineering college. Representative clients include Bonar Group, CDM, Castilla LaMancha University, Clark Dietz, Earth Tech, Harris County (TX) Flood Control District, Indiana DNR, MSA Professional Services, PBS&J, Pennoni Associates and USEPA. Walesh authored *Urban Surface Water Management* (Wiley, 1989), *Engineering Your Future* (ASCE, 2000), *Flying Solo: How to Start an Individual Practitioner Consulting Business* (Hannah Publishing, 2000) and *Managing and Leading* (ASCE, 2004). He is author or co-author of over 200 publications and presentations and has facilitated or presented over 200 workshops, seminars, and meetings throughout the U.S. Walesh is a member of ASCE's Task Committee on Academic Prerequisites for Professional Practice and was Special Issues Editor for ASCE's Committee on Publications. In 1995, he received the Public Service Award from the Consulting Engineers of Indiana; in 1998, the Distinguished Service Citation from the College of Engineering at the University of Wisconsin; and in 2005, he was elected a diplomate of the American Academy of Water Resources Engineers and in 2007 he received a Distinguished Service Award from the National Society of Professional Engineers.

BENEFITS OF LIVE TELEPHONE/WEB SEMINARS

These online courses use teleconferencing and the Genesys Meeting Center software to make the courses actual live, interactive learning experiences. You will be able to ask the instructor questions and get live real time answers. The instructor will be able to conduct polls to gauge your interest in certain areas and ask you questions as well. You will receive course materials by e-mail prior to the seminar and will be able to view the instructor's Power Point slides during the seminar. These types of online courses have a much higher impact than simply reading material on the web. Live telephone/web seminars offer exceptional convenience and are very cost-effective. No travel is required and the site registration fee allows an unlimited number of participants to attend at each site. In addition, each course participant will earn one Professional Development Hour (PDH) per seminar hour.

SYSTEM REQUIREMENTS FOR PARTICIPANTS

As a participant using the Meeting Center, your computer must meet the following requirements:

Audio: Using a touch-tone telephone.

Web: Microsoft Internet Explorer 6.0, Mozilla Firefox 1.5 for Windows/Mac/Linux, or Safari 2.0 for Macintosh*. Internet connection of minimum 128K.

Pop-up Blockers: All Pop-up blockers must be disabled.

Java: Microsoft Internet Explorer 5.5 with Java script and session cookies enabled.

**Limited support for Windows XP SP1 and Vista. Safari on Windows is not supported*

REGISTER ONLINE NOW! SPACE IS LIMITED!

To register go to: <http://www.asce.org/webinar/list>. For more information call 1-800-548-2723. Please note: Registration for each seminar will be closed three business days prior to the seminar. No cancellations will be accepted if they are received within three business days of a seminar. Late registrations may be accepted if space is available and will be assessed a \$25.00 late registration fee. Your registration will be confirmed by e-mail.

Two business days before the seminar, you will receive a confirmation e-mail with a link to download the course materials, a sign in sheet to verify attendance, and detailed information on how to join the meeting; including the phone number you'll need to dial, and meeting number. Please contact the registrar, at webinars@asce.org, no later than 12 noon Eastern Time the day prior to the seminar if you do not receive the confirmation e-mail or for additional information.

CEU'S/PDH'S

ASCE is an IACET-authorized CEU provider and complies with the IACET criteria for awarding CEUs. In addition, ASCE follows NCEES guidelines on continuing professional competency. Since continuing education requirements for P.E. license renewal vary from state to state, ASCE strongly recommends that individuals regularly check with their state registration board(s) on their specific continuing education requirements that affect P.E. licensure and the ability to renew licensure. For details on your state's requirements, please go to: http://www.ncees.org/licensure/licensing_boards/.

REGISTRATION FEES*

WRITING: PRODUCING ACTION-ORIENTED DOCUMENTS

Due to the content and organization of the seminar, you must register for Part I and Part II both to receive the maximum benefits from this webinar and to earn 2 PDHs.

Part I WEDNESDAY, June 11, 2008 / 3:00 pm – 4:00 pm Eastern Time

Part II FRIDAY, June 27, 2008 / 3:00 pm – 4:00 pm Eastern Time

\$498 Member \$598 Non-Member

**Fees per seminar site. Pay one site registration fee and an unlimited number of people in your organization can attend the seminar at that site. The single site registration fee for ASCE's live, web seminars is intended to be an easy, affordable way to provide training for multiple employees in your organization. Your single site registration fee provides you with a site license for one computer log in to the seminar and one toll free phone call to access the audio portion of the seminar. The site license provided to you by the single site registration fee does not permit you to have multiple logins or phone calls from your site or to transmit this information to another site. Therefore, if you plan to have a large group attend the seminar at your site, all participants should assemble in a conference room to hear (via speaker phone) and view (via one computer and a computer projection system) the seminar. If you have several sites, you must register each site individually and pay a separate site registration fee.*