

CURRICULUM VITAE

Kathy E. Gill

Address: 7025 193rd Place SW, Lynnwood WA 98036
Phone: 425.776.7702
e-mail: keg@dotparagon.com

EDUCATION

Master of Science, agricultural economics. Virginia Polytechnic Institute and State University.

Bachelor of Arts, journalism with minor in agricultural economics. University of Georgia.

Associate of Arts, journalism. Abraham Baldwin Agricultural College, Tifton, Georgia.

Other Education and Training

- Conference, Cooperative Communicators Association, summer educational conference, various locations. 1981-1989.
- Conference, World Wide Web Consortium, sixth conference, Santa Clara. 1997.
- Leadership Fellowship, Graduate Institute on Cooperative Leadership, University of Missouri-Columbia. 1986.
- Leadership Fellowship, National Center for Food and Agricultural Policy, Resources for the Future, Washington, DC. 1988.
- Leadership Short Course, Rural Leadership Development, The Pennsylvania State University. 1986-87.
- Seminar, Active Server Pages, DigitalEve, Seattle. 2001.
- Seminar, Curriculum Design, BEST Consulting, Kirkland. 2000.
- Seminar, Cold Fusion, Boeing and Allaire Corporation, Seattle. 1998.
- Seminar, Database Design, BEST Consulting, Kirkland. 2000.
- Seminar, Effective Presentation Skills, American Management Associates, New York. 1981.
- Seminar, Environmental Public Relations, Public Relations Society of America, Seattle. 1991.
- Seminar, Goal-Directed Design, ACM and Cooper Design, Bellevue. 2002.
- Seminar, Producing Effective Annual Reports, American Management Associates, New York. 1982.
- Seminar, Project Management, BEST Consulting, Kirkland. 2000.
- Seminar, Visual Design of Information, Edward Tufte, Seattle. 1999.
- Seminar, Web Design World, Thunder Lizard Productions, Seattle. 1999.

Certifications

Washington Motorcycle Safety Program, 2000-2003

Certified instructor, Motorcycle Rider Course and Experienced Rider Course. Teach approximately 15 times per year; in training to become a mentor instructor.

American Society of Association Executives, 1989-1999

Certified Association Executive professional accreditation; initial certification requires combination of non-profit management experience and demonstrated expertise in all areas of non-profit management - such as accounting and financial reporting, human resource management, board and volunteer relations, meeting planning, educational programming, public relations. Study Course comparable to business degree in non-profit management. Certification maintained via continuing professional education and involvement in professional organizations as well as continuing employment in the non-profit sector.

Dale Carnegie Inc., 1981-1997

Training and certification to serve as instructor for 12-week Dale Carnegie Course (DCC), Leader In You two-day management seminar, Employee/Customer Relations customized training. Training for DCC is intensive, multi-week bootcamp.

TEACHING APPOINTMENTS

Current appointments:

MediaPro. Bothell, Washington. December 2001 – present.

Technical Contract Trainer.

- Developed and teach one-day Web usability seminar. Focus is on use of the Web for online training applications.

Seattle Community Colleges. Seattle, Washington. March 2001 – present.

Part-Time Instructor. Taught one quarter at South; primarily teach at Central.

- Developed new course, Interface Design (ITC200). Taught Spring and Fall 2001, Spring 2002; scheduled for Fall 2002..
- Developed new course, Web Tracking and Research (CTN188) Taught Spring 2001.
- Developed new course, Writing and Editing for the Web, Spring 2001.. Not yet scheduled
- Modified existing course, Advanced Web Design (CIS211). Taught Fall 2001 and Winter 2002; scheduled for Summer 2002..
- Web Authoring 2 (ITC120). Taught Winter and Spring 2002.
- Effective Presentations with Powerpoint (ITC160). Taught Winter 2002.
- At Central, on committee to revise Web developer and design curriculum; under grant, revised two of three core classes..
- At Central, on Dan Evans Award Committee.

Prior appointments:

Accounting Awareness Society, Seattle. August 1992-2002 (out of country in 1995 and 2001)

- “Non-Verbal Communications,” a two-hour workshop for high school students, conducted at the University of Washington.

Association of Washington Business, Business Week. 1993 – 1995.

- Faculty, “Business, The Corporate Citizen,” a focus on associations and community involvement. Ellensburg, July and August 1993; July 1994.
- Faculty, “The Changing Global Economy.” Bellingham, August 1994; Ellensburg, July 1993, June and July 1994, June 1995.
- Faculty, “In Pursuit of Profit.” Bellingham, August 1995.

Bellevue Community College. Bellevue, Washington. August 1998 – August 2000.

Continuing Education Instructor.

- Taught one-day class each quarter, Writing for the Web. Top ranked trainer for the technical writing certificate. Due to popularity, expanded to two classes per quarter in fall 1999.

CLE International, Seattle, Washington. 1998 – 1994.

- Faculty, “Regulatory Reform & The New Administrative Process,” CLE International, Seattle, September 1994.
- Faculty, “Washington Water Law,” CLE International, Seattle, February 1992.

Dale Carnegie Courses. Bellevue, Washington. 1994 – 1997.

Dale Carnegie Instructor.

- Taught a 12-week course in human relations with approximately 40 participants; trained, managed and motivated graduate assistant team of six professionals who set individual and team goals for the course.
- Certified to teach “The Leader In You” three-day workshop.
- Certified to teach Employee Relations course.
- Graduate of Sales Course.

Herrick-Douglas. Kirkland, Washington. December 2000.

Technical Contract Trainer.

- Developed and taught three-day XML seminar; delivered internally for Weyerhaeuser.

Highline Community College. Des Moines, Washington. April 1999 – June 2000.

Part-Time Instructor.

- Taught IMP 202, Webmaster Two class; intermediate web authoring.
- Taught IMP 203, Webmaster Three class; introduction to web servers and interactive web sites.
- Instrumental in refining curriculum design for 1999-2000 series.

Lake Washington Technical College. Redmond, Washington. April 1998 – December 1999.

Part-Time Instructor.

- Taught Advanced HTML Spring 1998.

Taught HTML2 Fall 1999.

Pacific Lutheran University. Tacoma, Washington. January 2000.

Adjunct Professor.

- Taught Communication 500, Executive Skills I, Effective Communication. Course focused on public speaking skills and interpersonal skills; required graduate level course.

Seattle University. Seattle, Washington. 1994 – 1995.

- Faculty, “Association Public Relations,” one session of a course in non-profit management, January 1994; December 1995.

WORK EXPERIENCE

Technical Consulting

Associate (Usability Advocate), BEST Consulting, Kirkland, WA, January 2000 – February 2001.

- As project team *Information Architect and Usability Specialist*, advised team developing Intranet web site for Boeing Commercial Airplane Group Information Services Vice President. Subject areas included on site information architecture, interface, user identification, usability, user tasks. Prepared site prototype and migrated prototype to production.
- As a project team *Information Architect*, analyzed syndicated content for Hardware.Com and made recommendations regarding styles and XML (DTDs) for converting Quark files for use on the company’s web site.
- As a project team *Information Architect and Interface Designer*, analyzed competing Web sites and developed interface for proposed online shopping site.
- As a project team *Technical Writer*, assisted in development of Courseware Mark-Up Language; a draft paper was accepted for publishing by MIT.
- As *New Media Consultant*, developed multi-media presentation for annual BEST sales meeting.

Training Consultant, AT&T Wireless, National Business Ordering, Redmond, WA, April – December 1999. Employee of Codesic, Kirkland, WA.

- Created product documentation and developed training materials for internal AT&T Wireless application (Java/COBRA) designed to integrate legacy systems by providing single GUI; three-tier architecture includes NT and HP/UX.
- Delivered training to two core employee groups: customer support and system administration. Scope of training material ranged from end-user to system administrator and includes customized material on Inprise AppCenter.
- Re-purposed training information for Web delivery.

Web Consultant, Intranet, The Boeing Company, DCAC/MRM, Renton, WA, January 1997 – March 1999. Employee of MediaPro, Bellevue, WA.

- Identified and incorporated end user requirements into internal web sites supporting the DCAC/MRM program.
- Developed Cold Fusion applications using Access databases.
- Responsible for coding database-to-Web application for delivering mission-critical information, including reverse-proxy server Web site for FAA approvals of new business processes.
- Performed functional testing.
- Deployed sites from test to production.
- Ensured web sites were accessible to all browsers and end users.
- Served on two company-wide teams: one for developing the Boeing WebHelp site and one for developing a process and symbol for authenticating intranet content company-wide.
- Wrote “how-to” guide to building web pages for internal Boeing “web help” site. Developed "help" guides for common web activities, such as downloading files in native format (Excel, Access, and Visio).
- Advocate and subject matter expert for designing accessible web sites; invited to give three presentations to internal developer audiences.

Public Relations/Public Affairs

Public Affairs Director, Northwest Pulp and Paper Association, Bellevue, WA, 1990 – 1996.

- Responsible for all editorial and production. Analyzed and rewrote technical documents. Developed press releases and background papers. Reported regularly to Association board of directors. Prepared and delivered testimony for state and federal hearings.
- Staff lead for Association communications and solid waste committees.
- Proposed, obtained budget for and created award-winning special publication highlighting pulp and paper industry environmental accomplishments. Extensive project management and editing skills required. Received American Society of Association Executives Gold Circle award, "one-time" publication.
- Technical paper presented at The Technical Association for the Pulp and Paper Industry (TAPPI) named "best environmental communications."
- Served on Washington State Department of Ecology Solid Waste Advisory Committee.
- Served on Washington State Department of Ecology Water Resources Forum.
- Served on Washington State Society of Association Executives board of directors; committee chair for Western Regional Conference of Association Executives.

Executive Director, Pennsylvania Association of Cooperatives, Harrisburg, 1985 – 1989.

- Reported to board of directors as contract consultant. Managed administration, budgeting, finance, legislative monitoring, membership retention and development, conference planning and volunteer training.
- Established an association communications and identity program, including updated logo; implemented quarterly newsletter; produced first association annual report.
- Top-ranked presenter for vocational agriculture teacher's program section at National Institute of Cooperative Education.
- Served on American Institute of Cooperation summer institute planning committee.
- Served on National Council of Farmer Cooperatives education committee.

Information Specialist, Pennsylvania Department of Agriculture, Harrisburg. 1984 – 1985.

- Informed state and regional media about Department activities via news releases, press kits and interviews. Liaison with Governor's while preparing agriculture-related testimony and speeches.
- Liaison between dairy farmer-board and advertising agency; created newsletter to communicate program successes to financial supporters.

Communications Manager, Inter-State Milk Producers Cooperative (now Land O' Lakes), Southampton, Pennsylvania. 1980 – 1984.

- Produced award-winning monthly membership magazine, monthly delegate newsletter, annual report, brochures, fact sheets, background publications. Developed and managed annual public budget. Managed media relations program, served as media spokesperson; directed member relations program. Planned meetings from 20 to 1000; wrote and delivered speeches to farm groups and other professional communicators. Supervised secretary and assistant.
- Represented cooperative on national association advisory committees.
- Created comprehensive community relations program for \$2.3 million wastewater treatment plant expansion, including planning facility open house, coordinating with environmental agency and non-profit advocacy groups, developing collateral material and interfacing with local media.
- Served on Cooperative Communicators Association board of directors.
- Served on National Milk Producers Federation communications committee.
- Served on National Council of Farmer Cooperatives communications committee.

Research Associate, Virginia Water Resources Research Center, Blacksburg. 1979 - 1980.

- Completed research project on effects of federal flood insurance to fulfill grant obligation
- Prepared community relations/public relations handbook for state water research center directors.

Research Assistant, Virginia Polytechnic Institute and State University. Blacksburg, 1977 - 1979.

- Thesis research on demand for milk in fast-food restaurants in Virginia.
- Paper based on thesis accepted for presentation at American Agricultural Economics Association.

Press Aide, U.S. Senate, Sen. Herman Talmadge. Washington, DC. Summer 1976.

- Prepared weekly columns on issues identified by press secretary.

Independent Consultant

About.com. Columnist. New York, 1997 – 2000.

- Three years writing column, promoted via e-mail newsletter, and managing resource links for agriculture.

BidCrawler, Information Architect/Consultant. Bellevue, WA, April 2000 – June 2000

- Teamed with graphic artist to re-design web site international start-up.
- Led management through audience identification; developed use cases; translated artist concepts to web-safe, accessible design; coded prototype and production templates, extreme deadline pressure.

CoSource.Com, Usability Consultant. Redmond, Washington. July – August 1999.

- Conducted usability testing on beta site and advise client on site design, information architecture. Site presented unique challenges because it advocates a new business model, requiring extensive end-user education.

The Gallatin Group, Information Architect/Consultant. Seattle, WA, April 2000 – present

- Designed Web site for major Northwest public affairs company, incorporating look and feel of printed materials. Maintain site.
- Created intranet section for regional offices to share calendars, documents.
- Recommended hardware configuration for migrating time keeping application to Web interface.

Georgia WINList, Information Architect/Consultant. Atlanta, GA, June 2000 – present

- Designed Web site for Georgia political action organization.
- Maintain site.

Plum Creek Timber, Information Architect/Consultant. Seattle, WA, April 2000 – present

- Teamed with graphic artist to design new web site for major Northwest forest products company.
- Analyzed existing corporate site and content; identified audiences and developed audience survey for company to implement; developed site architecture to blend visitor and corporate goals
- Advised client on repurposing existing editorial for web readability and scanability Developed style guide for internal use.
- Managed conversion of old site to new design.
- Managed integration of new content post-merger, Fall 2001.

Hungry Minds (IDG Books), Technical Writer and Editor, Foster City, CA., February 1999 – present.

- At request of Hungry Minds, writing sample chapter followup to book proposal on Web usability, current.
- Wrote chapter on web development tools for IDG book to be published September 1999; served as technical editor on additional chapters. Book eventually published by different publisher.
- Wrote two chapters for *The Internet Bible*, second edition; one chapter concerned web development tools for the Macintosh and the other was the explanatory chapter for Netscape Navigator. Assisted on chapter for a separate Linux book.
- Technical editor for “Dummies” series book on AOL 6.0, PC.

SAFECO, Web developer, Seattle, WA, August 2002 – September 2002

- Contract developer on eLearning project, under direction of Accenture.
- Under extreme deadlines, converted pilot instructional material to eLearning format, creating interface from artist concept, not storyboards.

Washington Citizens for World Trade, Project manager and developer, Olympia, WA, February 1999 – February 2001

- For advocacy web site – OpenMarkets.org – led Association committee through planning process, including specifying technical requirements and audience definition as well as establishing site goals.
- Coordinated development of art and ensured that colors were browser-safe, re-purposed existing content.
- Interacted with six-person advisory committee composed of senior level managers from national and international forest products companies.

Other Experience

- **Cascade BMW.** Conducted expert usability review and made design recommendations, which were implemented over a two-year period.
- **Delta Toxicology.** Implemented simple site redesign.
- **eNetDigest.** Published award-winning guide to environmental and agricultural sites on the Web, 1986-87.
- **Pacific Northwest Chapter, National Speakers Association.** Created and maintained (for two years) Web site.
- **Personal site.** Macintosh web site selected "Best of the Net" by MacWorld, 1997.
- **Personal site.** Chronicles first year motorcycling as well as journal of two-week, 6,000-mile fundraiser for Susan G. Komen Foundation, <http://www.motogrll.com/> .
- **Savia International.** Created Web site for their South American project; site subsequently incorporated into parent company's corporate site.
- **Waldo for Governor.** Created and maintained Web site, Fall 1995 - Fall 1996. Liaison with Seattle news media, delivering news releases and candidate schedule via e-mail.

AWARDS, PAPERS AND PRESENTATIONS

- 2002:** *MediaPro*. Seminar: Foundations of Web Usability.
- 2001:** *Digital Eve Seattle*. Guest speaker, Web usability.
PRFORUM. Named list manager for international discussion list.
BEST Consulting. Workshop leader, Introduction to Cascading Style Sheets.
- 2000:** *International WebGrrls Day*. Invited presenter on Web usability and writing and editing for the Web.
Paper, "A Tale of Two Web Sites," analysis of Democratic and Republican presidential Web sites published in ACM Interactions.
Pacaar. Presentation: Using Cascading Style Sheets.
Introduction to XML. Three-day seminar for Weyerhaeuser, FileNet.
- 1999:** *Seattle WebGrrls*. Selected to serve on Steering Committee.
Northwest Chapter, National Speakers Association. Presentation: Effective Use of E-Mail.
- 1998:** *Boeing*. Renton, Washington. Presentation: Usable and Accessible Web Sites. (twice)
Public Relations Society of America. Judge for second annual technology competition.
Washington State Society of Association Executives. Presentation: Community Building and the Web: Creating Online Communities.
- 1997:** *Agricultural Relations Council*, Summer Conference. Panelist: Reporters Use of the Internet.
Agricultural Relations Council, Summer Conference. Presentation: Covering Environmental Issues — Major Trends and Tips.
Public Relations Society of America. Judge for inaugural technology competition.
WWW6. Pre-conference presentation on usability and design; conference panelist, discussion on web design, other panelists included Jacob Nielsen and David Siegel.

- 1996:** *HTML Writers Guild*. Selected to serve on Governing Board.
Northwest Waste Expo Invited presentation, Using the Internet for Environmental Research.
Western Conference of Association Executives. Paper selected for presentation, How Small Associations are Using the Internet.
- 1995:** *California Forest Management Conference*, Sacramento, CA. Presentation: Effective Risk Communications.
Northwest PIMA/TAPPI, Sun River, OR. Presentation: “Communicating In An Age of Skepticism.”
Northwest Pulp and Paper Association NPDES Conference. Presentation: Effective Risk Communications.
Washington Agriculture & Forestry Education Foundation Leadership Program, Vancouver, WA. Presentation: Columbia River Water Quality Issues.
Washington Chapter, Public Relations Society of America, Summer Conference. Presentation: Lessons in Crisis Communications..
Washington State Recyclers Association, Annual Meeting, pre-conference workshop, Wenatchee, WA. Presentation: Introduction to the Internet.
- 1994:** *Society for Technical Communication*, Puget Sound Chapter. Award for Excellence.
- 1993:** *American Society of Association Executives*. Gold Circle Certificate, meeting promotion.
Technical Association of the Pulp and Paper Industry. Environmental Division Best Paper, general topics.
Technical Association of the Pulp and Paper Industry. Presentation: Effective Communication Techniques for Environmental Risk.
Western Conference of Association Executives. Best In The West, one-time publication, total communications.
- 1992:** *American Society of Association Executives*. Gold Circle Award, special one-time publication.
International Association of Optometric Executives, Fall Educational Seminar, Seattle. Presentation: Effective Association Communications.
Puget Sound Chapter, Public Relations Society of America. Totem Award, special one-time publication.
Washington Society of Certified Public Accountants. Presentation: Developing Effective Policies and Procedures.
Washington State Society of Association Executives, Summer Conference. Presentation: Developing Effective Policies and Procedures.
- 1991:** *Pennsylvania Rural Leadership Program*. Workshop: Leadout – A Leadership Challenge.
Washington State Society of Association Executives, Summer Conference. Presentation: Effective Meetings Depend Upon Trained Volunteers
- 1990:** *National Council of Farmer Cooperatives*. First place, educational materials.
Washington State Society of Association Executives. Workshop: Leadout – A Leadership Challenge.
- 1989:** *American Society of Association Executives*. Certified Association Executive.

- 1988:** *Cooperative Communicators Association*. Second place, editorial.
National Council of Farmer Cooperatives. Second place, newsletter.
- 1987:** *National Council of Farmer Cooperatives*. First place, newsletter.
- 1986:** *Abraham Baldwin Agricultural College*. Outstanding Young Alumnus.
- 1985:** *National Council of Farmer Cooperatives*. Third place, annual meeting promotional materials.
- 1984:** *Cooperative Communicators Association*. Second place, column. Third place, editorial.
National Council of Farmer Cooperatives. First place, annual meeting promotional materials.
National Milk Producers Federation. Best of class, editorial. First place, annual report.
- 1983:** *Cooperative Communicators Association*. Second place, column. Honorable mention, photography.
National Milk Producers Federation. Best of class, editorial. Second place, member magazine.
- 1982:** *Cooperative Communicators Association*. Second place, editorial.
National Milk Producers Federation. Best of class, editorial.
- 1981:** *National Milk Producers Federation*. Best of class, communications campaign.
- 1980:** *American Agricultural Economics Association*. Paper selected for presentation at annual meeting.
- 1977:** *University of Georgia*. Magna cum laude graduate with honors.
- 1975:** *Abraham Baldwin Agricultural College*. Outstanding graduate.
Rotary Scholar at International Summer School, Oslo, Norway.

Selected Publications

- “Changing Your Computer’s Oil,” *Farm Futures Magazine*, March 1997.
- “Demand for Milk in Fast-Food Outlets in Virginia,” paper based on thesis selected for presentation at American Agricultural Economics Association annual meeting, Illinois, 1980.
- “Effective Communications Techniques for Environmental Risk: A Case Study,” paper presented at TAPPI Environmental Conference, Boston, March 1993; named “Best Paper” in general topics.
- “E-mail – The Low-Tech Foundation,” WSEA newsletter, October 1995.
- “Parliamentary Procedure,” American Society of Association Executives, *Leadership* magazine, January 1993.
- Review, *The Deadline: A Novel About Project Management*, “Internetworking,” a publication of The Internet Technical Group, http://www.sandia.gov/itg/newsletter/dec98/review_deadline.html, February 1999.
- “Recycled Markets Development in the Northwest: A Model for Industry Involvement,” paper presented at TAPPI Environmental Conference, Boston, March 1993.
- TFM, monthly essay on usability, <http://www.cyberwriter.com/TFM/>

AFFILIATIONS

ACM (Association for Computing Machinery), 1997-2002.

- Special Interest Group, Computer-Human Interaction.

American Society of Association Executives, 1991-1997.

- Judge, Gold Circle Awards, technical writing, 1993.

Cooperative Communicators Association, 1981-1990.

- Chair, policy and procedures committee; member, board of directors; member, program committee, publicity committee, writing awards committee and regional workshops committee.

Digital Eve International, Seattle Chapter, 2001-2002

- Charter Member; chair, Eastside Lunch, 2001-2002.

HTML Writers Guild, 1995-2002.

- Governing Board Member, 1996.

National Speakers Association, 1997-2002.

- Technology chair, local chapter; designed and maintained website.

Pennsylvania Rural Leadership Program, 1986-89.

- Finance committee chair; member, board of directors; designed newsletter.

Public Relations Forum, 1995-1999.

- Online forum for public relations professionals.

Seattle WebGrrls, 1996-2001.

- Finance director, 1999 Steering Committee; chair, Eastside Lunch, 2000-2001.

Washington Society of Association Executives, 1989-1999.

- Program committee chair, 1995-96; Western Conference of Association Executives program chair, 1991-93; member, board of directors, 1990-93; CAE certification committee, 1989-91.

COMPUTER SKILLS

Hardware: IBM PCs and compatibles, including Apple

Operating Systems: Windows, UNIX, Macintosh

Applications: WordPerfect; Word, Excel, PowerPoint, Access, Outlook; PageMaker, FrameMaker, PhotoShop, Illustrator; Quark; BBEdit; Fireworks, Dreamweaver, HomeSite, ColdFusion Studio; Fetch, CuteFTP; Eudora, Pine, Lynx

Related Skills: Thorough knowledge of personal computing hardware and software, including word processing, spreadsheet, database, desktop publishing and web development software. Type 90+ words a minute.