

**PCOC comes to
Chattanooga, Tennessee
October 10 - 11!**

PCOC is back! The East Tennessee Chapter of the Society for Technical Communication revives the popular Practical Conference on Communication at The Chattanooga resort and conference center in Chattanooga, Tennessee, October 10 - 11, 2008.

PCOC begins with an outdoor evening reception at the resort Thursday, October 9. On Friday morning, keynote speaker Dr. Mark Mendenhall provides insight into the global corporate culture. Conference sessions run all day Friday and Saturday, October 10 and 11, with evening breaks to enjoy scenic Chattanooga fall entertainment.



**PCOC-related Quotes
from our Friends...**

The first year I attended, I realized that it was not only in a beautiful place, but it was attended by beautiful people! Tennesseans are wonderful hosts, their friendly attitude and excellent choices of program topics made the trip and the conference a joy. Soon after that first meeting, I was invited back this time as a keynote speaker! Again, the trip and the experience were delightful, rewarding, and educational. I suggest if you can find the time and resources to be part of this great conference!

Linda Oestreich, 2007-08 STC President

My first PCOC was 1996 and it was a memorable event. I met a number of amazing, and wonderful people there, many of whom I have been close friends with ever since. The event had a delightful mix of people from all over the country. There was a very high percentage of extroverts--unusual at an STC event, ne c'est pas?--who brought the tenor of the event up considerably. I don't think I've laughed so much at any STC conference as I did at my first PCOC. I attended a couple more PCOCs and loved them just as much. I'm enormously pleased to hear that there's another one in the works. I'm planning on attending if I can (and yes, I will almost certainly be bringing the banjo).

John Hedtke, STC Fellow

STC's PCOC is a colorful, iconic entity of STC lore! This year's edition marks the reinstatement of one of STC's oldest small-venue conferences, which still holds the record for the longest conference run that offers proceedings outside of the STC Annual Conference itself. I have personally trekked to five of these events from Florida - each one was so worth it. Besides seeing and hearing quality speakers, I count among my closest STC friends individuals that I first met at a PCOC!

I know that this year's edition will be no different, a value that will have you humming that "you can afford to board the Chattanooga Choo Choo!"

Mark Hanigan, Former STC President

PCOC opened my eyes to how truly wonderful a regional conference can be.

Rich Maggiani, Incoming STC Director



**T W E N T Y - F I F T H
Practical Conference
on Communication**

*Technical communication
in a global economy*

OCTOBER 10 - 11, 2008



Chattanooga, Tennessee

Who should attend?

This conference is for you if your future includes:

- implementing controlled English or content management to better prepare documents for translation
- working remotely or managing remote communicators
- developing web content and design for many different cultures
- working regularly with translation vendors
- developing new professional skills to compete in a global economy

Where is the conference held?

The Chattanooga is an urban resort in downtown Chattanooga, a Tennessee River city located within two hours of Atlanta, Nashville, Birmingham, and Knoxville.

The resort offers quick access to Chattanooga's Waterfront and the Tennessee Aquarium, the Hunter Museum of Art, waterfront public parks and walking trails, and restaurants.

Bring your family for a weekend of fun at the aquarium, Rock City, Ruby Falls, the Creative Discovery Museum, and the Lookout Mountain Incline Railway.

Stay tuned for activities organized for conference goers to enjoy Chattanooga's fall colors and activities.



How much does it cost?

Hotel rate:

\$119 per night plus tax (Ask for PCOC rate!)



Conference rates:

| | Full Conference | Single Day |
|------------------------------|---|---|
| STC Members | By 8/30/2008 – \$249 By 10/1/2008 – \$297 On Site – \$349 | By 8/30/2008 – \$165 By 10/1/2008 – \$195 On Site – \$225 |
| Non-Members | By 8/30/2008 – \$297 By 10/1/2008 – \$347 On Site – \$397 | By 8/30/2008 – \$195 By 10/1/2008 – \$225 On Site – \$255 |
| Students and Retirees | By 10/1/2008 – \$197 On Site – \$225 | By 10/1/2008 – \$99 On Site – \$125 |

How do I become a speaker?

Send your proposal to pcoc@stc-etc.org by July 7. Include:

- your purpose and audience
- an outline or summary of your presentation
- your professional background information
- name, e-mail address, and daytime telephone number
- speakers get a discounted registration

Where can I find more information?

| For more information on: | Go to: |
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| The Conference | http://pcoc.stc-etc.org |
| Program and Speakers | http://pcoc.stc-etc.org |
| The Chattanooga Resort and Conference Center | www.chattanoogaanhotel.com |
| Chattanooga, Tennessee | www.chattanoogaafun.com |

