

**See you
in Graz!**

PLAIN Matters

Sept. 2017

**Guest editor blog:
Claudia Poblete
Olmedo**

A Passion for Language

**Keeping with PLAIN's
international
perspective, our
guest editors for the
rest of 2017 will be
bilingual.**

**We are delighted to
offer you
this September
newsletter with a
blog in English and
Spanish by Claudia
Poblete Olmedo.**

**Claudia is one of the
keynote speakers at
PLAIN's conference
this month in Graz.**

Read her blog below

PLAIN's Annual General Meeting - Join us!

When is the AGM?

- Friday September 22, 5.30 – 7 pm Central European Summer Time
- Friday September 22, 11.30 am – 1 pm Eastern Daylight Time
- Saturday September 23, 1.30 – 3 am Australian Eastern Standard Time

Where is it?

We are holding it in one of the rooms at the PLAIN conference in Graz, Austria.

- Room HS 15.01, ground floor, RESOWI Centre, University of Graz

You can also join the meeting by teleconference (see below).

Agenda

- Approval of 2016 AGM minutes
- Approval of Treasurer's Report
- Appointment of auditor
- Election of new board members (information follows)
- Approval of the 2017 Annual Report
- Other business

We will also vote on some items. You can vote in person or by proxy. To vote, you must be a current member on the day of the meeting.

The meeting will bring you up-to-date on the major achievements of our organization in the last year. We will review and discuss the following documents:

How can I vote by proxy?

Ask another PLAIN member who will be at the AGM to vote on your behalf. You can find a list of members on our website.

Or you can ask a PLAIN Board member to vote for you. The following directors will attend the meeting in person or online: [Vera Gergely](#), [Jana Goldman](#), [Neil James](#), [Margrethe Kvarenes](#), [Diane Macgregor](#), [Anki Mattson](#), [Greg Moriarty](#), [Claire O'Riordan](#) and [Jo Richardson](#).

You can get a proxy voting form from greg.moriarty@plainenglishfoundation.com

The form needs to be completed and sent to Greg by **September 21**.

The person who will be voting on your behalf must also email the proxy form to Greg by **September 21**. This confirms they agree to be your proxy.

Proxy voting may not account for more than one-third of the votes at a meeting. The Secretary will accept proxy votes up to that limit in the order received. So we encourage as many of our members to attend as possible!

How do I join the conference call?

To access the meeting, click on <https://global.gotomeeting.com/join/275893317>

It will be active shortly before the AGM starts.

You can also dial in by phone using access code 275-893-317. This table lists the access numbers for those countries with phone access.

Country	Country
Australia: +61 2 8355 1038	Austria: +43 1 2530 22500

Belgium: +32 28 93 7002	Canada: +1 (647) 497-9379
Denmark: +45 32 72 03 69	Finland: +358 923 17 0556
France: +33 170 950 590	Germany: +49 692 5736 7300
Ireland: +353 15 360 756	Italy: +39 0 230 57 81 80
Netherlands: +31 207 941 375	New Zealand: +64 9 282 9510
Norway: +47 21 93 37 37	Spain: +34 932 75 1230
Sweden: +46 853 527 818	Switzerland: +41 225 4599 60
United Kingdom: +44 330 221 0097	United States: +1 (646) 749-3117

Meet the Candidates

We have four candidates for three 3-year-positions on the board. Voting takes place Sept. 22 at the AGM in Graz. There's information above on how to vote in person, by conference call, or by proxy.

Marie Antaya – Canada: Marie is an international speaker, author of four books, and educator in a variety of subjects including business communication. Since 2008, she has owned Eclectic Communications, a highly recognized training and consulting company that specializes in business communications and professional development. The team shares its expertise with clients in private, non-profit, and public sector organizations leading numerous program and course development projects. Marie has qualifications in Teaching English as a Second Language, Workshop Facilitation, and Adult Education. She is the Manitoba Chapter Chair for the Institute for Performance and Learning, and is a Certified Training and Development Professional. Marie, a PLAIN member for several years, presented at PLAIN 2013 and 2015.

Nicole Fernbach – Canada: Nicole has a Master's degree in Law and a Bachelor's degree in English Literature. A Certified Translator (OTTIAQ), she founded and runs Juricom and has taught legal translation and legal writing for many years. She has written several articles on clear legal writing and her book *La lisibilité dans la rédaction juridique au Québec*. She is the founder of the Centre International de Lisibilité in Montreal. As a plain language specialist, Nicole would bring her motivation and experience to the Board. Her interests include teaching, formal research and reviewing publications, and public relations in an international setting. She likes cycling, swimming, and hiking.

Kate Harrison Whiteside – Canada: Kate has supported PLAIN and plain language since co-founding the organization with Cheryl Stephens in 1995. She is a champion of clear communication in her consulting, teaching, and writing. Her volunteer impact is felt globally through social media, event organizing, and campaign support. Kate's clients are from all sectors in Canada, the United Kingdom, and the European Union. Plain language training is an integral part of her services offered through in-house workshops, online courses, and public presentations. She has experience in fundraising and sponsorship, recruiting and working with volunteers, and websites and social media.

Bede Sunter – Australia: Bede is a technical communication, information design, and information management professional with 20 years' experience. He is a Senior Content Officer in the work health and safety function of a government infrastructure development agency. Bede is bringing plain language to safety documentation – a long overdue task. Bede has been president of the Australian Society for Technical Communication and was involved in certification for technical communicators and forming the national organisation. Bede has extensive experience in the business of communication and in managing a volunteer-resources organization. In 2016, Bede joined PLAIN's Professional Development Committee with a particular interest in certification. He wants to take on a larger role on the Board and continue progressing PLAIN's professional development agenda.

- Conference News -

Going to Graz?

We look forward to seeing you in Graz!

September 20 -- Late registration opens

Don't forget to sign up for conference events, including gala dinner and city tours.

We have many interesting speakers and informative sessions planned.

Check the weather in Graz to make sure you bring what you need to enjoy the conference and the city.

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Join PLAIN in Graz

Have you registered yet for PLAIN's conference in Graz this month? The conference website is [here](#)

Do you tweet? Look for and use our conference hashtag [#PLAIN2017](#)

- Guest Editor Blog: Claudia Poblete Olmedo -

The study of language has always been my passion. Ever since I started my studies as a Spanish teacher, my objective has been to improve my students' language skills. As I advanced in my academic career, becoming more theory-oriented and moving away from the human angle, one question has been on my mind: What is this for? And my answer to that question has always been that my linguistic focus is how to improve people's lives

El estudio del lenguaje es una disciplina que me apasiona desde siempre. Desde que comencé mis estudios como profesora de español mi interés fue enseñar y el centro de mi labor estaba en cómo desarrollar las habilidades lingüísticas en mis estudiantes. A medida que avancé en la formación académica, mi norte nunca fue sumergirme en la teoría y perder la perspectiva humana de la ciencia, la pregunta que siempre me hice es ¿para

and how the science of language can help the community in general.

With that principle in mind, my work has focused on teaching law students how to write so that they can relate to citizens, and become the best in their field while communicating effectively with any audience. That describes my work over the last six years at the *Pontificia Universidad Católica de Valparaíso* Law School as a professor in Language and Writing Strategies.

I am also an advocate for public services that communicate clearly with their users, and strongly believe that they should redesign their documents to help people use them in their daily lives. This motivation has led me to work as a consultant in public service, helping government institutions redesign their documents in plain language and thus increase public confidence.

The path I first set out on in 2004– thanks to coming into contact with Salomé Flores’ work in Mexico with language for citizens– has consolidated into an important movement today in my own country, Chile.

In March 2017, *la Red de Lenguaje claro* (Plain Spanish Network) signed an agreement between six of Chile’s most important public institutions: the Chilean Supreme Court, Office of the Comptroller General, House of Representatives, National Congress Library, National Transparency Council, *Pontificia Universidad Católica de Valparaíso*).

As a Network we have many goals and, more importantly, we have a lot of work to do to establish plain language in Chile. Our dream is to develop a Plain Spanish Network that represents our language in plain language.

About Claudia

Claudia Poblete Olmedo holds a PhD. degree in Spanish Philology from the *Universidad*

qué? Por ello, mi enfoque en el área lingüística es cómo mejorar con esta herramienta la vida de las personas y aportar desde la ciencia del lenguaje a la comunidad.

Con este principio, mi trabajo se ha centrado en enseñar a escribir a jóvenes que están estudiando derecho para que sean profesionales con un sentido hacia el ciudadano, que sean los mejores en su disciplina pero también que se comuniquen con eficacia con todas las audiencias. Esto hago en la Escuela de Derecho de la Pontificia Universidad Católica de Valparaíso desde hace seis años como profesora de las cátedras de Estrategias de lenguaje y de escritura.

Por otra parte, creo firmemente que los servicios públicos deben comunicarse con sus usuarios en forma clara, deben reformular sus documentos para que sean comprendidos por las personas que los necesitan para su vida diaria. Motivada por esto, mi trabajo actual se orienta a brindar apoyo a servicios públicos que desean reformular sus documentos con lenguaje claro y con ello aumentar la confianza de las personas en las instituciones.

Este camino que inicié en el año 2004 como una meta personal –conocí en la práctica la experiencia de lenguaje ciudadano en México gracias a Salomé Flores– se convirtió hoy en un paso muy relevante en mi país al conformar de la Red de Lenguaje claro y la firma de un acuerdo, en marzo de 2017, que suscribieron seis de las más importantes instituciones públicas (Corte Suprema, Contraloría General de la República, Cámara de Diputados, Biblioteca del Congreso Nacional, Consejo para la Transparencia, Pontificia Universidad Católica de Valparaíso).

Autónoma of Barcelona, Spain. She also holds a Master's degree in Applied Linguistics from the *Pontificia Universidad Católica* of Valparaíso, Chile, where she got her undergraduate degree as well. She is a professor and head of the Communications and Professional Abilities Department of *Pontificia Universidad Católica* of Valparaíso Law School. Consultant for the Plain Language Committee of Chilean Judicial Power and some writing projects in the judicial field of the Chilean parliament and the Judicial Power. She is cofounder of Chilean Plain Language Network. Claudia is a specialist in forensic linguistics and graduated in cultural journalism. She is a member of the Judicial Language Experts Committee: <http://www.lenguajejuridico.com/comite-de-expertos/>

Talk to us!

Let us know what you think about our newsletter. Do you have a suggestion for a guest editor? Have you won an award? Have you seen an example of good - and bad - plain language you want other PLAIN members to see? Is there some other news you want to share?

Please contact us at:
info@plainlanguagenetwork.org

Como Red tenemos muchas metas y, lo más importante, tenemos ganas de trabajar mucho más por sentar las bases del lenguaje claro en Chile. Ahora soñamos con una Red de lenguaje claro que represente a nuestro idioma, y en que avancemos en lenguaje claro.

Biografía de Claudia

Claudia Poblete Olmedo es doctora, con mención de Doctor Europeo, en Filología Española por la Universidad Autónoma de Barcelona, España. Magíster en Lingüística aplicada por la Pontificia Universidad Católica de Valparaíso y pregrado en la misma universidad. Profesora y Jefa de Departamento de Comunicación y Habilidades profesionales de la Escuela de Derecho de la Pontificia Universidad Católica de Valparaíso. Asesora de la Comisión de lenguaje claro del Poder Judicial de Chile y de proyectos de escritura en el ámbito jurídico de la Cámara de Diputados y del Poder Judicial chilenos. Cofundadora de la Red de Lenguaje Claro de Chile. Especialista en lingüística forense y graduada en periodismo cultural. Miembro del Comité de Expertos de Lenguaje Jurídico: <http://www.lenguajejuridico.com/comite-de-expertos/>