



# Center for Plain Language

Make it clear

## HOW TO GET STARTED WITH THE FIRST INTERNATIONAL PLAIN LANGUAGE STANDARD JUNE 27, 2023

### BIOGRAPHIES



#### **Moderator: David Lipscomb, Director of the Georgetown University Writing Program**

David Lipscomb is the Director of the Georgetown University Writing Program. He teaches first-year writing, Approaches to Teaching Composition, Professional Writing, and Cybersecurity Communications. He is a Board member of the [Center For Plain Language](#) and served on the drafting committee for the first international standard for plain language -- [ISO/WD 24495-1](#). Previously, David led a communication consulting company, Redpen21, where he

worked with the American Red Cross, the Cystic Fibrosis Foundation, Kellogg, Fannie Mae, Veterans Affairs, and dozens of other organizations. Before coming to Georgetown, David taught at Wake Forest University and Columbia University, where he earned his PhD.

### Panelists



#### **Annetta Cheek, former Chair, International Plain Language Federation and Center for Plain Language**

Dr. Annetta Cheek is a founder and former Chair of the Center for Plain Language. She led the effort for the 2010 Plain Writing Act and developed the Federal Report Card to measure its success. After writing government regulations in her early career, Annetta became chief plain language expert on Vice President Al Gore's National Partnership for Reinventing Government, as well as chair of the interagency plain language group PLAIN. She is former

Chair of the [International Plain Language Federation](#) and currently helps steer the working group developing [ISO standards for plain language](#). She holds a PhD in Anthropology from the University of Arizona.



## **Casey Mank, Co-founder & Principal, Bold Type**

Casey Mank is the co-founder of [Bold Type](#), a certified women-owned training firm. She designs workshops, webinars, and coaching for professionals so that they can write more clearly and effectively at work. Casey joined the Board of the Center for Plain Language in May 2020. She teaches writing at Georgetown University's School of Nursing and Health Studies and McDonough School of Business. She has a master's degree in English from Georgetown and a BA in English from Muhlenberg College.



## **Stacy Robison, President & Co-Founder, CommunicateHealth**

A self-proclaimed health literacy geek and an expert in clear communication, Stacy is responsible for leading CommunicateHealth's content and creative excellence.

Since co-founding the company at the age of 30, Stacy has been recognized as an innovative business leader by the U.S. Women's Chamber of Commerce. She has appeared in the *Washington Post*, *Boston Globe*, and *Healthcare News*, among other media outlets, discussing a variety of issues from entrepreneurship to

health behavior change.

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