Communication specialists converge at 2001 BWA Showcase

By Deanna Gloyd
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BOULDER -- "It's the premier networking event of the year," says Boulder Writer Alliance President Phil Tobias of the Fourth Annual BWA Showcase.

Whether you are a communications specialist or looking to hire one, you should plan to attend the Fourth Annual Boulder Writers Alliance Showcase on Tuesday, Sept. 25 from 6 to 9:30 p.m. at the Boulder Marriott in the Village. The 2001 BWA Showcase is hosted by The Boulder Writer's Alliance, a non-profit network of Front Range Professionals.

"All businesses need effective communications," Tobias said. "Whether your company produces ads, books, computer manuals, employee training, newsletters, Web sites or whatever ... you can find the talent and inspiration you need at the Showcase 2001." The BWA Showcase allows potential employers to view the work and skilled abilities of the BWA members and non-members exhibiting in one location. The benefit for communication specialists, including technical writers, Web developers and marketing specialists is they will have direct access to employers and product vendors within the technological industry.

"One of the improvements in this year's BWA Showcase over previous years will be that BWA members can work in partnership with their employers and clients to display the quality of communication professionalism that resides in the metro area," said Jim Keener, a BWA project chairperson.

If you are not a BWA member, but would like the opportunity to network your services as a writer, graphic designer or Web developer, you are also welcome to attend. To register as an exhibitor go to the BWA Web site (www.bwa.org), link to the Showcase Web page and look for the "individual registration" link to the form that must be filled out and mailed in with a personal check.

Corporate sponsors are still needed. Some corporate sponsor needs include donating postage for the Showcase postcards, promotional items such as tote bags/water bottles, or coffee mugs, etc.

So far, sponsors for this event include: ForeFront, The Village Printer, eHelp Corp., ISBN Central, Quadralay Corp., Software Design Works, Media Lab, HighSoft, and The Boulder County Business Report. To register as a corporate

sponsor follow the "corporate registration" link on the Showcase web page, fill out the form and mail it in with a check, and contact the 2001 Showcase Chairman Sam Grothe at sgrothe@peakpeak.com.

This year's event will include a keynote speaker, an exhibition area, demos and presentations, software giveaways and other prizes, as well as food and a cash bar.