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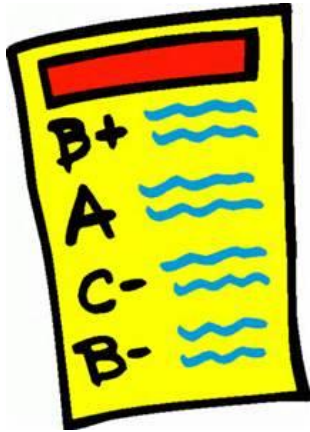
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ARMA Metro NYC  
Annual Spring Conference

Tuesday, March 8<sup>th</sup>, 2016  
New York Executive Conference Center  
1601 Broadway, New York, NY 10019

# 5 Steps to Better Writing

Melissa G. Dederer, MBA, IGP, CRM



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# Know Your Audience



**MEMO**

TO: Campaign Finance Legislative Commission  
 FROM: Qing Ni and Dan Stewart, Commission members  
 RE: Extension of Vote  
 DA: December 14, 1999

**Extension of Campaign Finance Commission**

On the matter of extending the campaign finance commission, we decided to vote in favor of the following reasons:

First, the proposed extension was for one year and we agreed that time period was too long. The commission that has already studied the various issues is accustomed to that process. A preliminary study would have been a waste of taxpayer's dollar.

Secondly, the commission's members all represent groups that have special interests in changing campaign finance laws. The current judgments throughout the process has been to find different ways to give only concerned about campaign finance and make no political motions. Campaign finance reform can substantially assist or harm all types of political groups. And for members of the public are included on the commission, the extension will only lead to special interest groups making their own laws.

Finally, there is no alternative recognized as having a clean and honest electoral system. The current laws, to any measure, are extremely far from ideal. Dramatic change in campaign finance laws is simply not needed. For these reasons, we voted in on extending the life of the commission.

Technical Research Associates, Inc.  
 288 North Belmont Rd. Suite 204  
 Austin, TX 78758

July 4, 1976

Dr. David A. Mummery, Director  
 Center for Technological Research  
 335 Rockdale Avenue, Suite 300  
 Austin, Texas 78721

Dear Dr. Mummery:

In keeping with our January 22 agreement, I am submitting the accompanying background report entitled Report on Light Water Reactor Safety.

The purpose of this report is to provide introductory information to your research center who are considering membership in a regional consortium. This report provides an explanation of how each type of light water reactor operates. In addition, the report discusses some of the basic safety mechanisms used in this type of reactor. The report concludes with a review of the assumed objects of nuclear power plants.

I hope this report will prove to be satisfactory. Respectfully yours,

*Frank A. Stinson*  
 Frank A. Stinson, Vice President  
 Technical Research Associates, Inc.

Enc.: Technical background report on light water reactors



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# Tailor Your Language

A

John,  
Let's meet next week when you are back in town.  
Regards,  
Judy

*Please excuse typos – sent from my iPhone.*

Please allow some time for your to complete it.

Thank you.

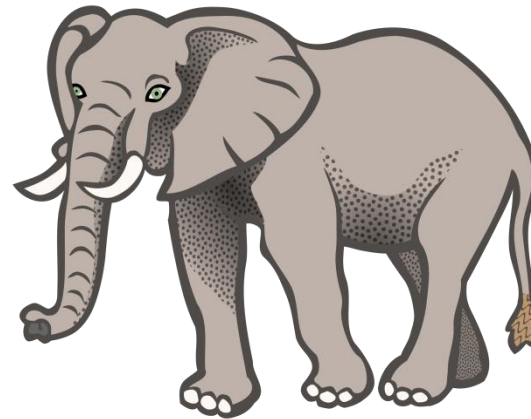
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# Know Your Objective



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# Write Clearly



# Sign and drive.



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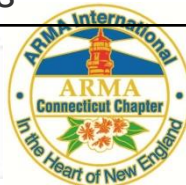


# Be Grammatically Correct

Part of Speech	Description	Example
<b>Noun</b>	Person, Place, Thing, Concept, Quality	Frank, woman, work, New York, briefcase, happy, beauty
<b>Pronoun</b>	A word that is used as a substitute for a noun	He, her, me, you, themselves, who
<b>Adjective</b>	A word that modifies or describes a noun or pronoun	Red, dark, that, this, most, average
<b>Verb</b>	A word that expresses action	Am, walk, talking, writes
<b>Adverb</b>	A word that modifies a verb, adjective, phrase or clause by indicating when where, how, or how much (usually ends in -ly)	Thus, therefore, consequently, almost, little, slightly, most
<b>Preposition</b>	A word that links a noun or pronoun to another part of the sentence	Between, over, across, of, through, near, onto, with (hint – anything a dog can do to “the hill”)
<b>Conjunction</b>	A word that connects words, phrases or clauses	And, if, but, nor, yet



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# Be Grammatically Correct

PUNCTUATION		
.	<b>Period</b>	Ends a sentence
?	<b>Question mark</b>	Ends a sentence that is a question
!	<b>Exclamation mark</b>	Ends a sentence with a sense of excitement or urgency
;	<b>Semi-colon</b>	Joins independent clauses; separate items in series that contain commas within single-item description
:	<b>Colon</b>	Introduces a list, summary or important conclusion; must follow an independent clause
-	<b>Hyphen</b>	Joins linked words together (well-known, one-fourth)
—	<b>Dash</b>	Sets off a phrase or points to a conclusion
...	<b>Ellipsis</b>	Indicates omissions in quoted material
/	<b>Slash</b>	Indicates multiple choices
( )	<b>Parenthesis</b>	Sets off a loosely related phrase
[ ]	<b>Brackets</b>	Indicates words or comments inserted into a quotation; encloses material that is within parenthesis
'	<b>Apostrophe</b>	Indicates possession (Noun); Indicates omitted letters (Contraction)



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# Avoid Common Usage Errors

Words	Description	Examples
Its It's	Its = indicates possession or ownership It's = a contraction (It is) If its is it, then it's its!	Watch the gerbil eat its meal. It's too late for a snack.
Your You're	Your = indicates possession or ownership You're = a contraction (You are)	This is your book. You're welcome.
There Their They're	There = indicates location Their = indicates ownership They're = a contraction (They are)	Put it over there. He is their son. They're a cute couple.
To Too Two	To = a preposition that indicates direction Too = means also; can be an adjective Two = a number	He went to the bookstore. I went to the bookstore, too. There were too many! The two of us went to the store.



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# Common Usage Errors

Words		Description	Examples
Affect	Effect	Affect = To change or influence (verb) Effect = Result (noun)	The new law will affect smokers. The effect of the new law is that fewer people will smoke.
Assure	Ensure/ Insure	Assure = to convince Ensure = make certain Insure = to protect against financial loss	I assured her the presentation was fine. I will ensure he attends the event. I will insure my home.
Farther	Further	Farther = distance ( <i>usually a comparison</i> ) Further = time or quantity	Pat kicked the ball farther <i>than Kim</i> . I want to further my education.
Fewer	Less	Fewer = counted, individual items (hint: use for people) Less = bulk that is measured, not counted	There are fewer people living in town than out in the suburbs. He is less friendly than he used to be.
Like	As/ As if Such as	Like = a preposition = use it to make a comparison and is not a conjunction As (As if) = means for example Such as = means for example	She looks like me. He acts like the President. Susan ran as if her life depended on it. He fixed local fare, such as tacos and rice.
Than	Then	Than = express comparison (a conjunction) Then = indicates time (adverb)	Douglas is taller than Melinda. We will go then, not now.
Who	Whom	Who = subject of verb Whom = object of verb	Sue, who talks too much, was in the play. Sue, whom I saw last week, was there.



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# Redundancies and more

Words	Description
ATM machine	Automated Teller Machine machine
Free gift	What gifts aren't free?
Merge together	Merge means to bring two things together
PIN number	Personal Identification Number number
Secondly, Thirdly, Lastly	Do not use unless you use Firstly (and can defend its use!)
i.e. vs. e.g.	i.e. = that is (I will have candy on 10/31, i.e., Halloween.) e.g. = for example (I have candy on holidays, e.g., Halloween.)



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# Proofread



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# Pop Quizzes



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# Write Clearly

Rewrite these sentences:

- After being checked for errors, you will be sent a new invoice.
- We gazed at the full moon up in the sky.
- In college, I took courses in sociology, psychology, philosophy, etc.
- I observed the janitor cleaning the conference room and attempted to get his attention.



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# Write Clearly

## Sample Rewrites:

- You will be sent a new invoice after it is checked for errors.
- We gazed at the full moon.
- In college, I took courses in sociology, psychology, and philosophy.
- I saw the janitor cleaning the conference room and tried to get his attention.



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# Write Clearly

Rewrite these redundancies:

- I ate breakfast at 8:00 a.m. in the morning.
- They both went together to visit the museum.
- The museum is in close proximity to the library.
- Let's empty out the conference room.



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# Write Clearly

## Sample Rewrites:

- I ate breakfast at 8:00 a.m.
- They both went to visit the museum.
- The museum is close to the library.
- Let's empty the conference room.



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# Write Clearly

Rewrite the following report to your manager:

I am writing to you because you wanted to know about the status on the current software project. The records staff has been working on putting in a new system for tracking all paper folders throughout the company. Once that part of the project is done we will then start working on the electronic records. The program is able to handle both so that we will be able to assign retention to them. We expect to have the paper records project completed by the end of this year. We will then begin the electronic records project. That project should be completed within two years.



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# Write Clearly

## Sample Rewrite:

As requested, the following is an update on the status of the software project. Currently, the records department is focusing on the paper folders that are housed throughout the company. That part of the project is expected to be completed by the end of this year. Since the software is capable of tracking both paper and electronic records, the next phase will encompass the electronic records. The software will also allow us to assign retention to both the paper and electronic records, which will reduce our risk level. The entire project is expected to be completed within two years.



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# Proofread

Correct the errors (includes tyographical errors and some rewording may also be needed):

I attended an excellent training session yesterday and there were a lot of people who also came to it. The training included a presentation, some worksheets, question and answer, etc. The trainer did a great job of insuring all attendees had a chance to participate. I had attended a smiliar session a few months ago and tonight had less then that session. Yesterday's session included topics like punctuation, parts of speech and clear and concise writing. At the end, we completed a survey. As I handed mine to the moderator, she said said "Thank you" and I responded "Your welcome" and shook her hand.



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# Proofread

Correct the errors (includes **tyographical** errors and some rewording may also be needed):

I attended an excellent training session yesterday and **their** were a lot of people who also **came to it**. The training included a presentation, some worksheets, question and answer, **etc**. The trainer did a great job of **insuring** all attendees had a **change** to participate. I had attended a **smiliar** session a few months ago and tonight had **less then** that session. Yesterday's session included topics **like** punctuation, parts of speech and clear and concise writing. At the end, we completed a survey. As I handed mine to the moderator, she **said said** "Thank you" and I responded "**Your** welcome" and shook her hand.



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# Review

- 1) I wasn't sure if I was correct but \_\_\_\_\_ I realized I got it right!  
( than / then )
- 2) There were far \_\_\_\_\_ many people at the book signing.  
( to / too / two )
- 3) The hurricane \_\_\_\_\_ the entire neighborhood.  
( affected / effected )
- 4) He indicated that \_\_\_\_\_ a few miles from the beach.  
( their / there / they're )
- 5) It may be too late, but I wanted to say \_\_\_\_\_ welcome for the lovely gift you gave me.  
( your / you're )
- 6) If \_\_\_\_\_ \_\_\_\_\_, then it is possessive, not a contraction!  
( its / it's ) ( its / it's )
- 7) Donald Trump, along with his wife and daughter, \_\_\_\_\_ spending a week in the Alps.  
( is / are )



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# Review

To...	alan.smith@abc.com
CC...	
Subject:	Report - final for your review

Alan,

Attached is the final draft of our monthly report for your review and approval.

Please call me if you have any questions.

Thank you,

Anne Browne, CPA

First, it cited strains in bank funding markets.

Secondly; the economic slowdown, and its ability to cause further losses at banks, gave life to new loans.

Thirdly, it is important to understand all the features of a particular loan.

In this report, there are several items to note:

- 1) More staffing resources are needed
- 2) More financial assistance will be required
- 3) The timing of the project is crucial to its success.

John,

Let's meet next week when you are back in town.

Regards,

Judy

*Please excuse typos – sent from my iPhone.*

Piled up next to the cabinet, I began putting away the file folders.



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# Recap

## GAP CO

G – Grammar – be correct

A – Audience – who is it

P – Proofread – *slowly* reread your work

C – Clear writing – be clear and specific

O – Objective – what is it



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Questions?



Thank you!

[mgdederer@yahoo.com](mailto:mgdederer@yahoo.com)



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