



## About the Author

**Ann Rockley** is President of The Rockley Group, Inc. Ann Rockley has an international reputation in the field of e-content, content management, and e-learning. Ann is doing ground-breaking work in the field of information design for content reuse and enterprise content management. Ann regularly speaks at dozens of conferences (including STC Annual Conference, InfoProducer Conference, Documation, Forum, Hypertext Conference, SingleSource conference, medical writer conferences, and library conferences) around the world on the topic of e-content, content management, and single sourcing. She provides papers, participates on panels, and gives workshops both at conferences and client sites. Ann is an Associate Fellow of the Society for Technical Communication and has a Master of Information Science from the University of Toronto. She teaches Enterprise Content Management at the University of Toronto.

## About the Contributing Authors

**Pamela Kostur** is a senior consultant with The Rockley Group; her expertise is in information analysis, information modeling, and structured writing to support a unified content strategy, as well as in developing e-learning solutions. Pamela has been working in the documentation field for over 16 years and regularly speaks at conferences (STC, IPCC, Documentation and Training) on topics including iterative usability, miscommunication, structured writing, building and managing intranets, creating usable online documentation, designing e-learning, and developing unified content strategies. Before joining The Rockley Group, Pamela was the Communication Manager for SaskTel Mobility in Regina, Saskatchewan, Canada. She is a senior member of the Society for Technical Communication, a member of the Professional Communication Society (a member society of the IEEE), and sits on the Advisory Committee for the University of Toronto's Advanced Certificate in Information Design program.

**Steve Manning** is a senior consultant with The Rockley Group and has over 13 years experience in the documentation field. He is a skilled developer of online documentation (WinHelp, HTML Help, web sites, XML, and Lotus Notes) and has created single-source production methodologies that use key online tools. Steve has extensive experience in project management and has managed a number of multiple-media, single-source projects. He also has extensive experience in the design and development of paper-based technical documentation. Before joining the Rockley Group, Steve was the Manager of Documentation for PROMIS Systems (now PRI Automation). While there, he managed a group of technical writers and course developers responsible for the creation of all documentation and training materials for new products. Steve is a frequent speaker at conferences (AUGI, WinWriters, STC) and teaches Introduction to XML at the University of Toronto.

**The Rockley Group, Inc.** is one of North America's leading providers of enterprise content management methodologies. They have helped organizations develop content reuse and unified content strategies across departments, divisions, and the enterprise. Working with customers in the life sciences (such as, Medtronic, IDX Systems and Centre of Forensic Sciences), financial services (Citibank, Bank of Canada, Deloitte & Touche, Norwest Services), and high technology (Alcatel, Cisco, Compaq, HP, Intel, Nortel) industries, The Rockley Group has developed content reuse solutions to reduce the cost and effort of complex information creation and management.