

Town Hall Meeting :: Panelist Profiles

Panel 1: The Current State of the Job Market for Professional Writing

Courtney Chapin

As a Field Career Consultant at Michigan State University, Courtney works with Students from the College of Arts & Letters, helping them connect their passion to the world of paychecks. Her role involves advising students on career exploration, job search strategies, preparing for graduate school, connecting with professionals and alumni, and developing programming (workshops & events) for both information gathering and professional networking. She also works with professionals and employers to help them connect with great MSU student talent as they search for interns and full-time entry-level hires.

Karl Dorsheimer

Karl Dorsheimer is Vice President of the Lansing Economic Development Corporation where he directs the Core Downtown project. The Lansing EDC is a public-body corporation established in 1976 for the purpose of attracting, expanding, and retaining business and industry in the City of Lansing. He also sits on the Regional Economic Development (RED) team that works to improve the economic well-being of the Lansing-Tri-County Region. He has been involved with the RED team since its inception in 1986.

Tiffany Wood

Tiffany's career includes over ten years of technical writing experience at three different companies. She has worked at diverse global companies, ranging from 140,000 employees at Johnson Controls to her current position at TechSmith with 200 employees. Her responsibilities have included hiring staff, mentoring employees, project management, technical writing, localization, creating graphics, research, process improvement, usability studies, and more. She currently manages the Information Development team at TechSmith. Her team is the user's voice during the Agile development process. The team strives to provide innovative user assistance and increase customer satisfaction and success.

Panel 2: The Future of Professional Writing in Michigan and the Greater Lansing Area

Jerry Ambrose

Jerry Ambrose is Executive Assistant and Chief of Staff to the Mayor of Lansing. His responsibilities in that position include directing the city's finances. Prior to working for the City of Lansing, he served as the Chief Administrator & Controller of Ingham County.

Lindsey LaTour

Lindsey LaTour is the Communications Manager for University Housing here at Michigan State. She is responsible for planning advertising, writing copy and approving content for publication. A 2006 graduate of the Digital Rhetoric & Professional Writing Masters program, Lindsey is especially interested in social media marketing. As the co-author of *beyondwords*, a blog for professional writers, editors, and designers, Lindsey has written on topics such as portfolio development, job searching in Lansing and networking in the mid-Michigan area.

John Monberg

John is a new faculty member in the PW program, teaching courses in Digital Rhetoric. John's academic and professional focus is on user research and interaction design. He draws on eight years of professional software development experience and fifteen years of experience studying the social context of information technology. He holds a B.B.A in Finance from Notre Dame, and he earned a Ph.D. from Rensselaer Polytechnic Institute in Science and Technology Studies. John is interested in developing new research tools, more effective design deliverables, and agile development practices.