

# Join MASLA for two events on Thursday, September 27th



**1:30 - 5:30 WordForum Communication Workshops**  
**BKV Group Main Conference Room**  
**222 North Second Street, Minneapolis**  
(drinks and snacks provided by courtesy of BKV)

*Wish you could describe your project in a few evocative sentences? Not quite sure how to organize that presentation to the planning commission, your client, or that community group? Stumped whether to use boards or PowerPoint. ..or both? Feel confident about your design, but not the words you use to describe it? Want to feel confident in front of audiences (and picturing them in their underwear just doesn't help)?*

**WordForum is customized to help you - the design professional - write and present better.**

The series:

**WordForum # 1 FINDING AND EXPRESSING YOUR KEY MESSAGES**

Learn how to identify and communicate the most important aspects of your project. Try your hand at sketching paragraphs. Capitalize on the "sound bytes" already hiding in your portfolio.

**WordForum # 2 ORGANIZING CLEAR AND COMPELLING PRESENTATION**

Get comfortable in front of your audiences. Learn the basics of giving an engaging and memorable talk. Apply new principles to the presentations you already have in the works.

**WordForum # 3 USING VISUALS CLEANLY AND EFFECTIVELY**

To PowerPoint or not to PowerPoint: that is a major question. Learn how to make that decision, and how to use any type of visual aid effectively. Get tips on clearly presenting numbers, plans, and text.

**WordForum # 4 MAKING LANGUAGE WORK FOR YOU**

Discover how to speak and write with clarity, vividness, and precision. Learn how to translate design-speak into memorable conversation. Expand your design vocabulary.

The workshops are limited to 20 participants. This comprehensive training is being offered at a half price discount of \$40 per person for the entire four hour series. Please contact Adam Arvidson@[adam@treeline.biz](mailto:adam@treeline.biz) to register or if you have questions.

**5:30 - 8:30 2007 Annual Fall Picnic**  
**Boom Island Park**  
**411 Washington Avenue North, Minneapolis**  
(dinner will begin at 6:00)

*We invite you to join other landscape architects for the the last event of 2007. This is an excellent time to meet the new board members and students, and to celebrate the year's achievements around dinner, beer and a fire. The 2007-2008 Board will have an annual retreat soon to determine goals for the coming year, and would like your ideas. Please consider volunteering for various committees and helping to support the state chapter. Students and other professionals are welcome to both the class and the picnic. The BKV Group has offered their office as a back up location if the weather requires it.*