

# BEYOND GOOD GRAMMAR

## STEPS IN YOUR WRITING PROCESS

Put a check next to every step you typically use when you are writing content or documents.

Sit-down consultation with client requesting the content	
Research into the details of a product, process or project (online, phone calls, or printed material)	
Interviews with people or groups to obtain information	
Site visits	
First Draft Review	
Second Draft Review	
Third Draft Review or more	
Final sign-off from your client before print/publishing	
Using a previous document as a “go-by”	
Obtaining pictures, illustrations or other artwork	
Creating layout and design of final printed document	
Managing the print process (sending to printer, copies, binding, tabs)	
Managing the delivery process of a printed piece	
Final QC by someone in your Marketing department for house style, grammar and spelling	
Debrief	

## **BEYOND GOOD GRAMMAR**

### **APPLY THE PYRAMID: BLOG POST**

**Identify the Who/What/When/Where/Why of each piece.**

In an effort to engage people in their own backyards, Freese and Nichols is holding workshops about funding projects with a focus on stormwater and flood mitigation.

Collaborating with the Texas Colorado River Floodplain Coalition and Texas Water Development Board, Freese and Nichols is sponsoring and presenting TWDB funding workshops titled “Digging Deeper into the Clean Water State Revolving Fund” in each of the coalition’s regions.

By partnering with the coalition, FNI can tap into the membership organization, engage with members where they are and reach many who would not normally be able to travel and attend elsewhere.

Upcoming workshops:

- 11 a.m. to 1 p.m. July 20, Buchanan Dam, TX
- 11 a.m. to 1 p.m. Aug. 22, Austin, TX
- 11 a.m. to 1 p.m. Sept. 26, San Saba, TX

The TCRFC is a partnership of 48 cities and 16 counties in the Colorado River basin and surrounding areas seeking better ways to reduce and mitigate flood damage. It was formed in response to a combination of rapid growth, a greatly expanded number of homes and businesses in the floodplain, and devastating floods that have reoccurred in the basin.

The first workshop was held on June 28 at the Caney Creek Church in Wharton and attended by 16 TCRFC Region 1 Coalition members representing Cities of Flatonia, El Campo, Wharton, East Bernard and Columbus; and Colorado, Jackson, Matagorda and Wharton counties. Presenters included FNI’s Jay Scanlon, TCRFC Executive Director Mickey Reynolds and TWDB’s Mark Evans and Tom Entsminger.

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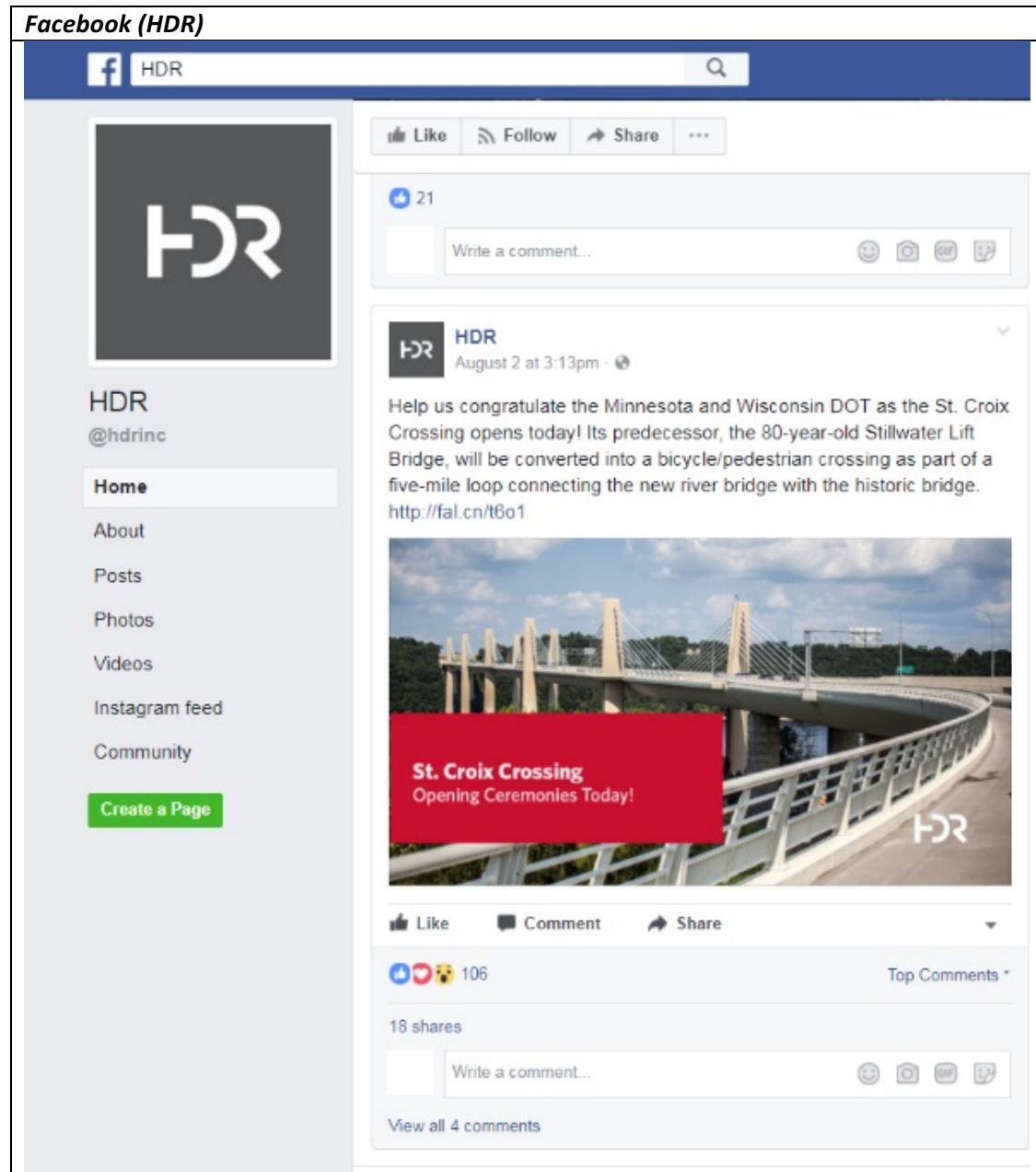
## APPLY THE PYRAMID: SOCIAL MEDIA

Identify the Who/What/When/Where/Why of each piece.

### LinkedIn (Burns & McDonnell)

*Congratulations to Phillips 66 and our partner, Zachry Group, on receiving the Award of Merit for the Freeport Terminal Expansion Project from ENR Texas & Louisiana's 2017 Best Projects competition. We are honored to have contributed to such an important project."*

**Facebook (HDR)**



The image shows a screenshot of the HDR Facebook page. The page header includes the Facebook logo and the name 'HDR'. The left sidebar contains the HDR logo, the name 'HDR', the handle '@hdrinc', and a navigation menu with options: Home, About, Posts, Photos, Videos, Instagram feed, and Community. A green 'Create a Page' button is at the bottom of the sidebar. The main content area shows a post from HDR dated August 2 at 3:13pm. The post text reads: 'Help us congratulate the Minnesota and Wisconsin DOT as the St. Croix Crossing opens today! Its predecessor, the 80-year-old Stillwater Lift Bridge, will be converted into a bicycle/pedestrian crossing as part of a five-mile loop connecting the new river bridge with the historic bridge. <http://fal.cn/t6o1>'. Below the text is a photo of the St. Croix Crossing bridge with a red overlay that says 'St. Croix Crossing Opening Ceremonies Today!' and the HDR logo. The post has 21 likes, 106 reactions (likes, love, wow), and 18 shares. There is a comment box and a 'View all 4 comments' link at the bottom.

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### APPLY THE PYRAMID: WEBSITE

Identify the Who/What/When/Where/Why of each piece.

The first 100 percent renewable microgrid at a U.S. marine terminal is expected to reduce greenhouse gases by 3,200 tons a year.

The only omni-cargo terminal at the Port of Los Angeles is set to become the proving ground for a revolutionary sustainable, clean-energy solution at marine terminal operations and industrial facilities.

In conjunction with the California Air Resources Board, Pasha Stevedoring & Terminals LP and the Port of Los Angeles launched the \$27 million project that includes the first-ever renewable seaport microgrid accompanied by electric vehicles, battery storage and other emerging technologies to dramatically reduce pollutants and increase energy resiliency.

Pasha partnered with Burns & McDonnell to design, build and manage services for the Green Omni Terminal Project that will use its solar-powered microgrid to maintain operations in the event of a disaster — most likely an earthquake — which would otherwise shut down the country's largest operating port.

"Having a port terminal able to sustain itself with just the sun — that's pretty groundbreaking and remarkable," says Eric Putnam, a senior electrical engineer and associate at Burns & McDonnell.

While container traffic makes up the vast majority of work at the Port of Los Angeles, Pasha is the only terminal there that can move everything — containers, cars, produce and other commodities. In a disaster, it could be supplies such as first aid, equipment or food. That, coupled with the more efficient facility using the microgrid to operate off the grid when needed, will be a game-changer in marine terminal operations.

"This is essentially a laboratory that will show us how operationally effective it is," says Matt Wartian, a project manager at Burns & McDonnell. "It could change how marine terminals, railroad and trucking distribution centers operate worldwide."

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### APPLY THE PYRAMID: INTERNAL COMPANY NEWS

Identify the Who/What/When/Where/Why of each piece.

#### Brian King's Paper Published in Journal

A paper co-authored by Brian King has been published in the July 2017 Journal of Ethnobiology: Special Edition.

Brian, GIS Analyst in Austin, and URISA Texas Vice President , co-authored “Modeling Agricultural Potential Near the Ocampo Caves, Tamaulipas: Integrating Archaeological and Geospatial Applications” with Dr. Kevin Hanselka, TxDOT.

#### *Evidence of Early Domesticated Plants*

The Ocampo caves are significant in the archeological community because these caves documented some of the earliest evidence for early domesticated plants (maize) and the development of prehistoric food production. Their significance was recorded by pioneer archeological Dr. Richard S. MacNeish, in 1953-1954.

The Journal of Ethnobiology is a triannual peer-reviewed academic journal covering ethnobiology.

The editors commented that King and Hanselka “develop a geospatial agricultural suitability model for areas near archaeological sites there, which can be used to estimate the extent of agricultural catchments around the sites. The utility of their model is enhanced by its clear presentation and applicability to other regions.”