

George R. Casler

122 Best Road

Nassau NY 12123

518 766-2985

george.casler@gmail.com

Summary

Mr. Casler is a Senior Technical Editor/ Writer with more than 40 years experience in journalism, documentation production, technical training/mentoring, and editorial management. He has more than 25 years successful experience in analyzing and responding to Requests for Proposals in both the public and private sectors. An experienced presenter, he not only has developed and delivered training and presentations for audiences ranging from 5 to 4,500, but has also worked with senior management in the public sector to create presentations to be delivered by executives. He is a highly dedicated, quality minded professional who possesses an exceptionally strong work ethic with superior attention to detail.

Technical Skills

Operating Systems

Windows 98/NT/2000/XP, Macintosh OS 3 through X, OS/400, UNIX, PRIMOS, CandE, UNIVAC 1100

Application

Adobe FrameMaker, IXGen, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Outlook, Quark Xpress, Microsoft PowerPoint, Jasc Paint Shop Pro, ClarisWorks, dBASE III, FileMaker Pro, Dreamweaver, Director, Adobe Illustrator, InDesign, InCopy, Photoshop, SPSS

Languages

HTML (with CSS), XHTML (with CSS), SQL, SYNON 2/E (now called COOL2/E), Python, COBOL, BASIC, FORTRAN, Hypertalk, Forth

Tools/Utilities

IXGen, WIN HELP, RoboHelp, Adobe Acrobat, Jasc Image Robot

Experience

CMA Consulting Services

Latham, NY

Senior Technical Writer

October 2000 – June 2009

- Provided quality assurance assessment of proposals to ensure requirements of the RFP were met.
- Designed and implemented modular publication system for preparing proposals in response to Multiple Award Service Agreement (MASA) RFPs.
- Designed and produced a variety of promotional materials, including graphics for the corporate conference booth.
- Worked with senior management to develop presentations to be given in workshops, sales meetings, and conference venues.
- Created in-house style guide.
- Designed, wrote, and published user guide for Leave Accrual and Tracking System (LATS^{net}).
- Designed, wrote, and published administrator handbook for LATS^{net}.
- Developed and delivered training to in-house Development staff and clients on both user and administrator functions of LATS^{net}.
- Designed and wrote administrator handbook and user manuals for Human Resources Information System (HRIS^{net}).
- Assisted with the design and production of the online training system for LATS^{net}.
- Designed, produced, and kept current administrator handbook for Learning Management System (LMS^{net}).
- Discovered and implemented a method to translate PDF documents to Word documents, resulting in the saving of hundreds of man-hours per year.

Senior Technical Writer

May 2008 – August 2008

Client: New York State Office of State Comptroller

- Established style sheets for deliverables in the FOCAS project.
- Created process by which a technical and functional team could collaboratively develop an 11-chapter deliverable with six appendices in Microsoft Word, without over-writing each other's changes.
- Edited deliverables to ensure consistency of presentation and style among chapters written by multiple authors.

Senior Technical Writer

February 2005 – September 2005

Client: New York State Office of Temporary Disability Assistance

- Converted four-volume, multi-thousand page Fiscal Reference Manual (FRM) from Word to FrameMaker; these documents included hundreds of tables and forms which needed to be reproduced **exactly** and needed to be published in both paper and online formats.
- Advised on establishing a procedure whereby the FRM could be “rolled back” to a specific historical date for purposes of reference in legal proceedings.
- Trained accounting staff in use of FrameMaker.
- Advised on Best Publishing Practices.
- Assisted accounting staff in converting other reference manuals from Word to FrameMaker.

Senior Technical Writer

October 2000 – March 2002

Client: New York State Workers' Compensation Board

- Prepared and delivered critical evaluation of the current state and future directions of help authoring tools and technologies.
- Developed and delivered online help system for statewide implementation of online information retrieval system for State agency.
- Produced a suite of tools which resulted in a 400% improvement in the efficiency of delivering rollover-activated HTML-based help pages.
- Designed, developed and delivered a series of analytical tools which resulted in the clustering of apparently unrelated events, such as a user selecting help on particular topics in an HTML-based help system.
- Designed, developed and delivered an HTML-based help system of over 1,000 pages.
- Designed, developed and delivered a number of HTML documentation tools and input forms for a variety of applications.
- Produced and delivered training for WCB employees to use the HTML-based help system.
- Designed and delivered training for WCB development staff to maintain and extend the HTML-based help system after my engagement ended.

CommSoft/Aptis

Albany, NY

Technical Editor/Programmer/Analyst

1997 – 2000

- Served as Technical Editor for a ten-person team to produce and publish a 36-volume set of user guides and reference manuals to accompany an Operation Support System for integrated communication firms.
- Established an in-house news service, which kept senior management informed, on an hourly basis, of developments in the telecommunications industry; this included not only regulatory news, but also business news (mergers and acquisitions) and technical news (applications for patents).
- Developed and produced a Technical Writers' Excellence Guide, the manual of editorial standards and publishing procedures for the firm.
- Designed and delivered technical training on the implementation of a set of editorial standards and publishing procedures for the firm.
- Designed and delivered motivational training on the need for a set of editorial standards and publishing procedures for the firm.
- Participated with Senior Documentation Team in the design of the system to produce hard copy Adobe PDF, OnLine Help, and HTML from a single source.
- Designed and delivered training on the use of the Internet for research on telecommunications and documentation related to telecommunications support software, include Signaling System 7 (SS7) and Carrier Access Billing Systems (CABS).

As Programmer/Analyst:

- Redesigned and delivered comprehensive reporting system for telephony billing system.
- Redesigned and delivered Late Notice, Disconnect and Bad Debt systems for telephony billing system.
- As part of a team, designed, produced, and delivered Payment system for telephony Enterprise Support System.

New York State Education Department

Albany, NY

Associate, Education Technology

1991 – 1996

- Served as Elementary, Middle, and Secondary (EMS) Education's representative in the Office of Telecommunications Policy Analysis and Development (OTPAD); this required daily communication with an Assistant Commissioner and frequent (at least monthly) meetings with a Deputy Commissioner.
- Assisted the Commissioner, two Deputy Commissioners, and four Assistant Commissioners in preparing presentations and reports to the Board of Regents.
- Edited and assisted in writing the *Recommendations for the Use of Telecommunications in the Classroom* which was presented to the Board of Regents.

- Established and maintained the Department's initial instructional presence on the Internet; this included an online discussion forum for members of the OTPAD Advisory Board.
- EMS Staff Member, editing and assisting in preparation and publication of *The Long-Range Plan for Technology in the Elementary, Middle and Secondary Classroom*, the *Model Schools Lesson Plan Guide*, and *The Possibilities Catalog*.
- Developed and assisted in the delivery of Technology Applications Planning training to school districts throughout the State; the audience for this was Local District Superintendents, BOCES Superintendents, and Local District Technology Coordinators.
- Designed and delivered training in the use of the Internet in classroom instruction.

Hudson Valley Community College

Troy, NY

Adjunct Professor in Data Processing

1984 – 1994

- Provided credit-bearing classroom instruction in BASIC for Business and BASIC for Scientists and Engineers, COBOL, FORTRAN, Systems Analysis and Design, and Statistics (specifically designed course to focus on the needs of the audience: database administrators).
- Provided certificate courses in Lotus 1-2-3, Microsoft Word, WordPerfect, and dBASE III.

Center for Learning Technologies, Regents Research Technology Fund

Albany, NY

Coordinator, Technology Staff Development

1984 – 1991

- Worked directly with Director and Assistant Director in identifying and pursuing opportunities.
- Created, wrote, and delivered proposals in response to RFPs; designed, wrote and edited curriculum; budgeted and performed contract negotiations with clients and contract trainers.
- Assembled and coordinated the activities of a training staff of eight to prepare and deliver technology training to state agencies, Department of Correctional Services education personnel, local school districts, BOCES, and college department chairs.
- Designed, developed, and delivered database applications to:
- Locate available beds in residential facilities serving students with special needs;
- Identify literacy resources in specific geographic locations for adults;
- Create menu lists, routing instructions and periodic reports for county Meals On Wheels program.

Hudson Valley Community College

Troy, NY

Coordinator, Computer Training

1981 – 1984

Public and Community Services Project

- Worked closely with Director and Assistant Director to prepare and edit materials in response to Requests for Proposals from State agencies.
- On special assignments, reported directly to Assistant Vice President to keep her informed of the progress of the projects.
- Assembled and coordinated the activities of a training staff of five to prepare and deliver computer training for the Department of Social Services. This included a series of 15 one- and two-day classes, three one-week classes and an 18-month, credit-bearing Programmer Trainee Project.
- Designed curriculum, wrote, edited, published, and delivered (or supervised delivery of) all curriculum materials.

Albany Times-Union

Albany, NY

News Editor/Slot Man/Assistant City Editor/Copy Editor/Feature Writer

1974 – 1981

- As News Editor, spearheaded all editorial aspects of the production of three local weekly newspapers including editing and layout, coordinating the activities of over 25 stringers and freelancers, and an in-house staff of five.
- As Slot Man, tasked with the final editorial eye checking the work of five copy editors before copy went to the Composing Room.
- As Assistant City Editor, performed assignment and initial editing of the work of 15 reporters in both assignment and breaking news environments.
- As Copy Editor, edited and assigned headlines to the night's local, national, and international news stories.
- As Feature Writer, created weekly articles on arts and music with some breaking news.
- Developed and provided training for editorial staff when we changed from paper to electronic editing.

Tri-City Tutorial Center/Parnassus School

Watervliet, Cohoes, Latham, NY

Director of Testing/Teacher

1971 – 1974

- As Director of Testing, designed and implemented a system of regular testing of students, a standardized reporting system, and a standardized method of using test results to provide learning prescriptions for students with learning disabilities.
- As Teacher, implemented research findings to assist students with learning disabilities to achieve an average of 2.3 years' gain in reading scores in each year of one-on-one tutorial instruction.
- Developed training materials for new tutors which enabled them to understand the theoretical underpinning of our tutorial approach and to use, in a unified fashion, the four textbook series in use at the Center.

Albany Times-Union

Albany, NY

Copy Boy/Reporter/Copy Editor

1969 – 1971

Learning Technologies Incorporated

Instructional Developer

1968 – 1969

- As part of a team, developed and wrote a series of programmed instruction modules designed to increase participants' score on reading comprehension examinations.
- Wrote a training manual for the NYS Department of Equalization and Assessment (as was) introducing participants to the different methods of assessment allowed in New York State and the appropriate use and implementation of each.

Study Center for Learning Disabilities / Albany Medical College

Albany, NY

Research Assistant

1965 – 1967

- Wrote FORTRAN routines for the statistical analysis of data gathered from the Albany Population Reading Study in which all students in Albany County received a battery of four reading tests.
- Coordinated and delivered summary reports to each school building in the county.
- Wrote FORTRAN routines to analyze data gathered from the Summer Reading Study, in which a stratified sample of students from the Population Study was given a battery of eight hours of psychological, perceptual, conceptual, and optometric tests.
- Assisted in the preparation of research reports and training new staff as they came on board in the use of the FORTRAN routines.

Education

State University of New York at Albany

Albany, NY

Bachelor of Arts in Rhetoric and Communication

All class work completed for Masters of Arts in Rhetoric and Communication – Thesis pending.

Free-Lance, Part-Time, and Pro Bono Work

Legislative Reference Library, NYS Library

Library Aide, part-time

1964

American Red Cross

Driver, pro bono

1964-65

WHRW-FM, Harpur College, Binghamton, NY

Program Director (Rock), pro bono

1967

WENE, Binghamton, NY

Disk Jockey (under assumed name), part-time

1967

Unitarian Church, Binghamton, NY

Youth leader, pro bono

1967

Mabou, Aunt Fannie's Garage, Albany, NY

Advertising, free-lance

1968

WHRL, Troy, NY

Disk Jockey, part-time

1968

Library, University at Albany

Aide, part-time

1968

Eighth Step Coffeehouse, Albany, NY	
<i>Public relations, pro bono</i>	1969
<i>Performer, part-time</i>	1969-70
Project for Humanistic Education, SUNY Albany, Glenmont, NY	
<i>Technical advisor, videographer, part-time</i>	1971-72
Dr. Matthew Miles, Columbia University, NYC, NY	
<i>Videographic Documentation Producer. Captured video of a three-day workshop; edited to produce a two-hour documentation of the event; free-lance</i>	1972
Department of Rhetoric and Communication, SUNY Albany, Albany NY	
<i>Videographer, part-time</i>	1973-1975
Harrison Data Services, Latham, NY	
<i>Computer programmer, part-time</i>	1975
SUNY Press, Albany, NY	
<i>Copy reader, free-lance</i>	1976
Sea Grant, SUNY Albany	
<i>Publication development. free-lance</i>	1976-78
Hudson Valley Community College, Troy, NY	
<i>Adjunct instructor, data processing, part-time</i>	1979, 1981-83
<i>Continuing Education Instructor, part-time</i>	1983-94
Grace United Methodist Church, Nassau, NY	
<i>Trustee, pro bono</i>	1980-83
Capital District Girl Scout Council, Ravena, NY	
<i>Database developer, pro bono</i>	1981
Empire State College, Albany, NY	
<i>Instructor in Data Processing, part-time</i>	1981
Life Plus One Project, Hudson Valley Community College, Troy, NY	
<i>Instructor, Data Processing, part-time</i>	1981-1985
Casler-Mayberry Computer Services	
<i>Co-founder and co-owner, part-time</i>	1981-83
Averill Park Central Schools, Averill Park, NY	
<i>Inservice trainer, free-lance</i>	1985-87
Literacy Project, SUNY Albany, Albany, NY	
<i>Database developer, pro bono</i>	1986
Various clients	
<i>Computer consultant, free-lance</i>	1986-present
<i>Internet information broker, free-lance</i>	1994-present
Circle Theatre Players, Averill Park, NY	
<i>Advertising and playbill design, pro bono</i>	1987-93
Third Reformed Church, Albany, NY	
<i>Editor, Third Hand (newsletter), pro bono</i>	1990-2000
<i>Deacon, pro bono</i>	1990-1994
<i>Pulpit supply (summers), pro bono</i>	1991-1995
<i>Teacher, Adult Education class, pro bono</i>	1993-2004
<i>Accompanist, Joy Club (Youth Choir), pro bono</i>	1995-2005
<i>Elder, pro bono</i>	1996-2000, 2001-2005
<i>Assistant Music Director; filled in when Music Director was on vacation or otherwise unavailable, part-time</i>	1996-2004
<i>Database Developer; developed database used to record historical membership of the congregation which at that time was 163 years old; pro bono</i>	1998
<i>Multimedia Developer; developed more than 100 music videos for use in contemporary and traditional worship services; pro bono</i>	2000-2002

Salem United Methodist Church, West Sand Lake, NY

Program design, free-lance

1991-1093

W. Ralph Sommers Tax Preparation

Training Developer; developed three-day course on changes in federal tax law as it related to pensions, Free-lance

1997

Project Gutenberg Distributed Proofreaders

P1 - compare original scan to text; P2 - compare P1 changes to original scan; F1 - compare format of original scan to current; pro bono

2001-present

Nassau Hose Company #1, Nassau NY

Firefighter; also assisted the ambulance corps; pro bono

2001-2006

Designer and Writer, designed logo for 100th anniversary of hose company and 50th anniversary of ambulance; wrote history of the hose company and ambulance; pro bono

2003

Disaster Recovery Consultant; assisted recovery of data from computer owned by company secretary after she passed away from brain cancer and told no one the necessary passwords; pro bono

2004

Database Developer; developed database to track required training of members; pro bono

2004

Blooming Grove Reformed Church, Defreestville, NY

Advertising Coordinator, pro bono

2008-present

Regional Synod of Albany, Schenectady NY

Consultant; Developed announcements of special events; consulted on website design and implementation; pro bono

2009