

Training Guides

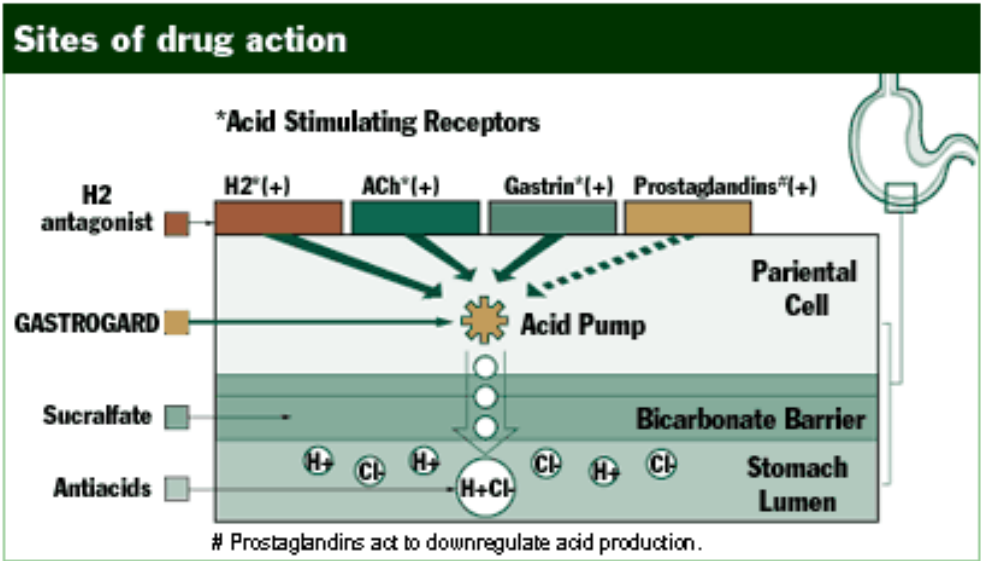
The Omeprazole Mode of Action

In this section, we will describe the molecule contained in both GASTROGARD and ULCERGARD: omeprazole. This material will arm you with the information necessary for comparing proprietary the omeprazole in Merial's EGUS products with alternative therapies and compounded products. Omeprazole was the first acid-pump inhibitor to be approved for use in humans and is now the first and only to be approved for horses.

Omeprazole is a unique molecule that belongs to the novel class of antisecretory compounds called substituted benzimidazoles. Benzimidazoles are a class of drugs with activity against a wide spectrum of worms and fungi. It is one of the oldest types of dewormers, and most horse owners are familiar with them. *Substituted* benzimidazoles have no activity against worms or fungi. It is important to note that benzimidazoles have no activity with regard to acid pumps in the parietal cells of the stomach.

You recall from Chapter 3 that the glandular stomach of the horse houses millions of parietal cells, all of which contain millions of acid pumps. These acid pumps secrete acid in response to interaction between the receptors in the pump and stimulus in the GI environment. Omeprazole interacts with the acid pump, effectively inhibiting the pumps to prevent the secretion of acid.

Omeprazole is the only medication labeled for horses that acts directly on the acid pump and is able to prevent acid secretion *regardless of the stimulus*. This means that unlike antacids or H₂ blockers, it effectively inhibits the acid pump, preventing further erosion so that the ulcer can actually heal. What's more, omeprazole suppresses acid secretion for up to 24 hours with a single dose, and horses can stay in full training/competition (which is not the case with other ulcer therapies).



The formulation of GASTROGARD and ULCERGARD combines increased bioavailability with convenience in dose administration. After administration of GASTROGARD or ULCERGARD, the active ingredient is absorbed into the bloodstream. It is carried in the blood to the parietal cells in the mucosal lining of the stomach. There, omeprazole is activated by the acidic environment within the cells and the molecule undergoes a series of structural changes that allows it to bind to the acid pumps. This binding action prevents the acid pumps from producing excess acid that contributes to the formation of ulcers. GASTROGARD and ULCERGARD will not interfere with normal digestion.



Bioavailability: The degree to which, or rate at which, a drug or other substance is absorbed or becomes available at the site of physiological activity after administration.

Definition



Utilizing *VENUS-CRM* During and After Sales Calls

Leader Note

This chapter is built around a "day in the life" of a field representative, and how they can incorporate the functionality of VENUS-CRM to help them be timelier in the management of their accounts.

Main Discussion Points/Intended Messages:

- *This chapter is focused on updating the account record as the interaction is happening.*
- *This is not the only way to use VENUS-CRM for this purpose. Account information can be added at a later time in the day or week.*
- *Regardless of when it is done, the tasks identified in this chapter need to be completed to keep information current and accurate.*
- *Refer to the Checklist on page 3-1 of Participant Guide.*
- *Discuss the VENUS-CRM tasks that will be covered in this chapter.*

One advantage of having *VENUS-CRM* on your laptop computer is that you can update your account information during and after a clinic call. You can use the Note function to record to whom you talked at an account and the details of the conversation, so that you may reference this information to refresh your memory in the future. You can update your account contacts as you meet new employees. By reviewing the latest sales activity for the account, you can help determine what products the clinic may need to re-order. The activity scheduling functionality will allow you to update your calendar as you schedule your sales calls, seminars, and future appointments that are required for your call report. You can also generate e-mails while you are offline to be sent the next time you dial in to check your e-mail.

All of these tasks can be accomplished in the *VENUS-CRM* application while you are at the client site, or immediately following your visit. Then, the next time you synchronize the *VENUS-CRM* application, your changes and notations will be uploaded to the central system, where they will be available to you and to anyone else who has access privileges to your territory information.



Excerpt from a Company Training Manual

(Shop 'n Chek, 2003)

Quality Control Overview

Quality Control plays a crucial in this company. In most case, ours is the last department to see the product we deliver to our clients. That is why what QC does is so integral to our mission. Our main function is to guarantee that the client receives complete, clear, and correct information in our reports. After a shop is reported, the completed questionnaire is directed to the Quality Control Department, and an auditor who is trained on a particular project reviews each report. We make sure that each and every report that goes out is on par with our company standards. We tie together knowledge of: what our clients need, how each shop is performed and how our shoppers communicate, and use these tools to release a top-notch report every time. This position requires a sharp eye, a keen awareness of company standards (as well as those of the client), and dedication to providing accurate information. Time management is also essential in QC. Besides ensuring quality, QC is a production department, geared toward expedient delivery of the product.

Quality Control Responsibilities

Overview

Duties of Quality Control Auditors include a number of tasks and vary from day to day. In Quality Control, we work as a team to discharge reports efficiently. As an auditor, your first responsibility is to your own project(s), for which you are trained to work on specifically. Only those auditors who are assigned to and have mastered the guidelines of a project have the authority to make changes to a report for that project because every project is unique. Other auditors may assist you with your project as you may assist them.

When you are caught up with your projects or your fellow auditors are in need, you will be asked to help by making phone calls to locations to verify site information or employee names. At all times you are responsible for answering phone calls from shoppers. They will be calling in response to a phone call from the Quality Control Department in order to answer a question an auditor has regarding their report; however, with the advent of working online, many of these shopper communications will be handled via email (see "System Features" for more detail).

Once you have worked on your project for some time, your responsibilities to that project will increase. Among many possibilities, you may be asked to compose/proofread guidelines and paperwork, to assist in the design of a new questionnaire, and to attend client conference calls. Feedback and questions are always welcome by that project's account manager (see "Company Overview" for more detail).

Most accounts have one primary auditor and one secondary auditor for backup, depending on the size of the account. Currently, each project belongs to a single

Internal Documents & Presentations

Intro to UX

How Do You Define UX?

UX

It's not just buttons on a screen

It's about the entire experience, from end to end

It starts before a customer ever even sees the app/site/product, and what leads them to it

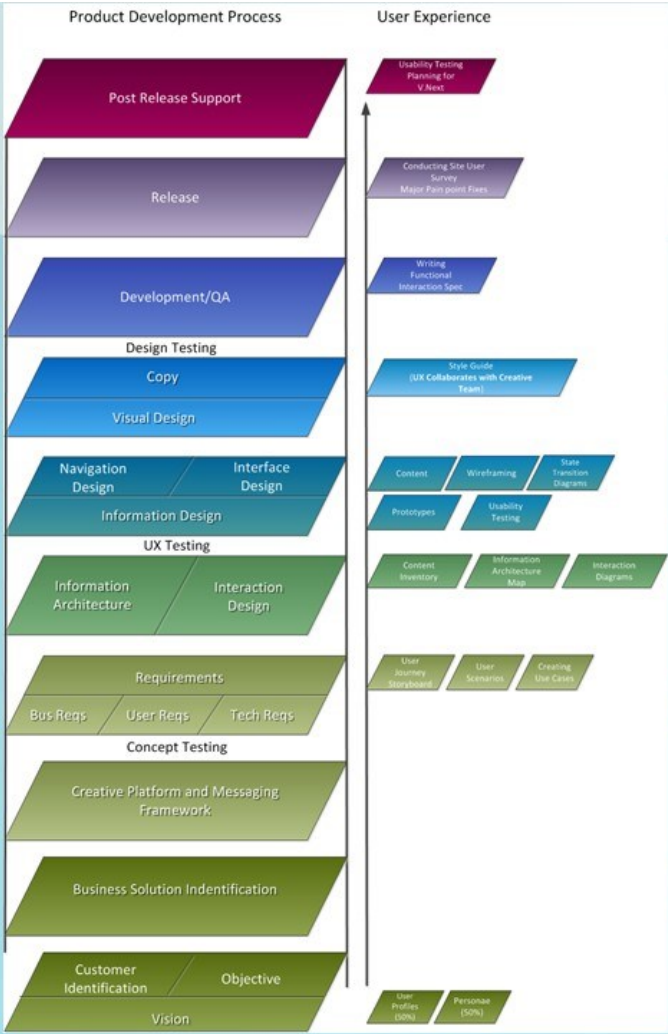
It goes on between one interaction with our product and the next

UX Design & Information Architecture

- UX Design is analogous to designing a building
 - *What* am I building?
 - *Why* am I building it/What is the building's *purpose*?
 - *Who* am I building it *for*?
 - What are my building materials?
 - What are the constraints of the space?
 - What's my timeline?
- *UX Design is not about "layout" or aesthetic; it's about form and function*

Customer Feedback

- At each PM's discretion, feedback from customers will be obtained somewhere between Feature Brief & Functional Spec
 - Low-confidence features/changes will likely require customer input during the Feature Brief phase
 - Med-confidence items can be handled by presenting options early on, before the Functional Spec is started (early on in wireframes)
 - Surveys, simple Q&A (e.g., PAC), paper prototypes or interactive prototypes may be used for any of these
 - The higher the risk, the more likely it is to require prototypes



Scenarios

- Scenarios are narratives that describe an end user in a specific situation, performing particular tasks

Use Cases

- Use Cases for our digital projects will describe all the ways that a user with encounter & interact w/a given product, as well as things they might aim to do once they're there.

Logic Flow Diagrams (Swim lanes)

- illustrate an end-to-end path that a user can take through a system and how elements of the site participate.

IA/ Navigation Model

- This view provides a geographical representation of the product, which aids in providing context for areas of the site.

Wireframes

- Wireframes include every element that a page will contain (e.g., buttons, navigation, edit fields, headers, footers, etc.).

Click-through Narratives and Page Flows

- written descriptions of how the user navigates through the UI (as represented by the wireframes) to get from the start to the finish in a way that satisfies the business requirements.

Personas & Scenarios

PERSONAS SUMMARY

Pre-Retirement



PAULA MYO

- Recently began her career
- Still figuring out benefits and pension plans



GEORGE GLASS

- Almost ready to retire
- Making sure loose ends are tied up and last-minute decisions are made

Post-Retirement



THOMAS ANDERSON

- Recently retired
- Needs to make sure his payments are on the way



KATHRYN JANEWAY

- Retired for years
- Needs to check in periodically
- Contributes to MyRetirement community

PAULA MYO



I need guidance on making the right decisions for my pension plan, and the flexibility to make changes on the fly, whenever I need to.

Key Distinctions

- Just started her career as an Auditor with the WA State Dept. of Revenue
- Still figuring out her pension plan and learning to making well-informed decisions
 - ❑ Given her educational background in finance, she's already thinking about retirement and investments

Key Needs

- Easy access to counseling
- Flexibility in making changes as she learns more about her pension
- Ensuring her investments are on track

PAULA MYO

SCENARIOS



Scenario 1

Paula is ready to start digging deeper into her benefit plan, and wants to know the best way to set herself up. While she's on her lunch break enjoying a little sun in the park, she logs into the MyRetirement App to see what she can learn. She sees that she can begin a chat conversation with an advisor and starts talking with Judy, one of the state's benefits counselors. Within 15 minutes, Paula receives some rich information that helps her make some critical decisions. She's able to change her plan through the app and can rest easy that she's made the right choices.

Scenario 2

Now that Paula is a little over a year into her new career, there's enough data in the MyRetirement system to show the performance of her plan so far. Paula isn't thinking about her retirement right now, so she hasn't logged into the app lately. But the app notifies her that her new annual report is ready. She taps the notification and is taken to her dashboard, where she sees a visual representation of how her account has trended. She's pleased to see that her plan is on track, and that the system brought this data to her attention.

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Scenarios

	Scenario
4.	Fabian can add to his community status through rating & reviewing (P0) Fabian fancies himself an expert in digital media. He’s always up to date on the latest movies, games & music, and is passionate about sharing his finds – good or bad – with his friends and digital community. While this is his passion, it has been painful in the past because his favorite media types had to be purchased, consumed and reviewed through multiple applications and sites. This week alone, Fabian started playing <i>Black Ops</i>, watched <i>Human Centipede</i>, and got the new <i>The Drums</i> album. He writes reviews on all of them and published his thoughts to all of his favorite social networks. This is not only great for Fabian, but for others in the community who are following his reviews and want know more about all his media interests. He gets 5 more followers in X8 based on his latest reviews and adds to his status. Fabian is jazzed about being able to buy and review all this media in one place, and even more psyched about picking up more followers. Key Takeaways • X8 enables all users to buy, consume, rate and review content in one unified experience, across multiple screens • The X8 Community structure allows the <u>SocialCore</u> persona to thrive and shine as an expert



Scenarios

	Scenario	Discovery	Marketplace	Consume
5.	Gene & Marge find family friendly media (P0) Gene & Marge love spending time with their two kids, who are 4 and 7. It can be a challenge to find movies, games & music that are age-appropriate for both of them. Because Gene & Marge are so busy, they don’t always have time to preview everything first – they rely heavily on recommendations from their Inner Circle. Wednesday is movie night for the family. The kids want to watch the new <i>Harry Potter</i> movie, but mom & dad aren’t sure they should. Because X8 provides easy access to their inner circle’s opinions, Gene and Marge can quickly comb through impressions about any kind of media content and decide what the family should and shouldn’t consume. After reading a few reviews by friends, Gene & Marge find that <i>Harry Potter</i> is not quite the right fit for their family (a little too dark). Instead, they decide to rent <i>Toy Story 3</i>, which their friends Mark & Josie recommended to them as a great family movie. The kids end up loving the film and beg to watch it over and over again. Key Takeaways • Focus on Family Timers • Users can view reviews/recommendations from their closest friends/preferred people • Where a simple search isn’t enough, viewing select opinions can make things easier for busy users to find the content they want	X	X	



PROBLEM STATEMENTS

- **My identity is all over the place.** We, MSFT, have to figure out a way to bring it all together so users can have a holistic view of everything that makes them "who they are"
- **My Social Networks are all over the place.** We need to figure out how to integrate the most relevant social graphs to present a cohesive story for sharing/posting, viewing, etc. to multiple networks
- **I want control over who knows what about me.** We need to enable users to establish a trusted circle and distinguish them from everyone else. Also, my privacy is important. How much personal info is out there, can I have an alias and still do what I want.
- **Why would I come back?** Even if integrated, what do I get out of the experience, how is it better than what I already know and like
- **Finding people is hard.** I don't know someone's Gamertag/Zune tag/email address, but I know their name. How do I easily find and add them?
- **My Family has a cohesive/shared identity.** We need to reconcile the overarching family unit with the individual .



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Product/Feature Vision

ASSUMPTIONS

There have been several publicized security risks within the past 6 months which have caused Apple to “block” Java plugins until a new Oracle patch is released. Sometimes this Oracle patch isn’t yet ready, which means NO Mac users could access Collaborate sessions.

The number of Java related support tickets is up approximately 7% over average and 77% of those were specifically in regard to the ability to “access” sessions. Additionally, Blackboard Collaborate Web Conferencing is becoming increasingly unstable due to significant bugs caused by the latest Java updates.

Not only has this been identified as a critical issue internally, but our PAC (Product Advisory Council) also demanded a discussion on Java problems asking “what we’re going to do about it”. The most prevalent concerns from our customers include:

- User frustration installing/updating Java – especially on ‘locked down’ machines
- Security concerns & IT policies against Java leading to confusion about what students/faculty should do
- Other Java reliant vendors recommending differing versions from ours
- Our own products in conflict on supported Java versions (e.g. Publish)

In order to alleviate some of these issues, we intend to bundle a JRE with an installable application of the Gemini product. This will have the advantage of, at least, making the experience more consistent for users.

The expectation is that detection will occur when Mac users select a session URL, which will determine if the user already has the Collab app installed or not. **This needs more thoughtful consideration as the browser plug-in provides that detection, yet no user will have installed that plug-in until they installed the app – which means we can’t REALLY detect if they DON’T have the app. The best we can do (I believe) is detect if they have Java. If not – we *may* be able to utilize that message to direct to the app store. Again – lots of unknowns that need to be figured out.** If they don’t have the app (or don’t have Java), we would like them to be given the option to install the app and be redirected to the Mac App Store to download it (but we still need to maintain the option to continue with JWS if they so desire).

Once the app installed, it will become the default for launching all future sessions.

Due to the fact that users will need admin privileges to install the app, this may cause problems in “lock down” situations such as computer labs or school provided machines (ex. Virtual schools). To alleviate this problem, we would like to provide an alternate method of downloading the app by providing a DMG (executable).

Functional Specs

These specs were written mainly for the Development & Testing teams I worked with, so they're much more technical in nature and contain a lot of granular detail about the software designs I worked on.

1. Executive Summary

As Windows® phones enhance capabilities and content availability, opportunities for sharing content grow; there are more and more places across the platform from which users can share content. But with a new touch-only interaction model and the cognitive load associated with learning how to use any brand new device, the easier and more consistent a task is, the better. In other words, users should be able to quickly build an expectation around any experience that can happen in several places in the UI.

The three ways to share (for our purposes) are SENDING via e-mail, POSTING to a Social Network (e.g., to my Facebook wall), and UPLOADING (e.g., to Live or Flickr). In order to provide a smooth, consistent experience for Content Sharing, one flow is being established for the whole platform. Slight adjustments will be made where necessary, but users will learn that they can share content the same way anywhere. People/Social Networking/Communications is one of the “7 for 7” differentiators and this feature will contribute to goals around related scenarios. *This spec discusses that consistent flow, the components thereof, and describes how Sharing will work for each scenario.*

2. Goals & Non-Goals

2.1 Goals

- 1) To provide a simple, discoverable way to share links, photos, music, **Contacts**, and more in WM7.
- 2) To implement a design flow that works the same way, no matter what the content type, and no matter where in the platform.
- 3) To enable users to SEND content via e-mail, SMS & MMS
- 4) To enable users to POST (i.e., broadcast) to a social network.
- 5) To enable users to UPLOAD to a cloud service.
- 6) To provide the Compose card UX for all e-mail-centric sharing flows.
- 7) To define a platform taxonomy (and common schema) for **sharing mechanism** (send, post, upload) **content type** (photos, links) and **attributes** (txt, HTML content, link)
- 8) To automatically filter content-sharing providers based on the content type being shared.
- 9) To enable users to pick the content-sharing provider they wish to use.

2.2 Non-Goals

- 1) To build an end-to-end experience for 3rd-party apps to share content.
- 2) To build a people centric model for SENDING.
- 3) To allow 3rd party apps to introduce custom verbs (outside of Send, Post, Upload).
- 4) To allow users to post links to multiple networks at the same time.

PRI	REQUIREMENT
1	Any transports associated with Upload will include: a) Prefix: Upload to b) Transport name (e.g., Facebook or MySpace)
1	If a user taps-and-holds on an item that cannot be shared, the SHARE verb will *not* appear in the Context Menu.
1	The picker will let the caller know the selected Account so that caller can enable Quickshare. (for Photos)
1	The calling app can specify if it wants to support upload.
1	The Calling app can pre-specify which transports they want to use to send content. Examples From Music team: We want to post an invitation to a particular game session. We want to support only email and want to pre-specify the account to be "Windows Live ID" used to login in gaming hub. Reason for "email only" is that invitation needs to be targeted to specific people. It is a P2.
1	The Sharing Picker won't pass transport-specific errors back to the Calling App - The Provider is responsible for throwing the error - The Provider decides whether or not they want to display the error - Tmail will handle e-mail /MMS errors
1	In the event that no transports are available for sharing content, ShareContent will throw up a generic error dialogue, indicating this to the user.
1	Calling App can determine specific accounts they want to use
1	OEMs/MOs can add themselves/their own services (e.g., photo upload service) to the Sharing Picker.
1	The Sharing Picker will be able to rotate to landscape. (This is essentially free because the List Picker control will have landscape support.)
1	The Sharing Picker will not be in the BackStack. (It will simply be marked not to stay in the backstack.)
1	ShareContent will provide a code page field to allow the caller to pass in the code page for the message.
2	Calling App can bypass the Picker in the QuickShare or "Invite my Friends" for Game scenarios. Who declares the fact that certain providers support game invitations?
2	Calling app can restrict providers. NOTE: This is an issue we need to handle when we post.
2	The Sharing API will support Mailto: links. (Not sure where/how we'll do this yet—probably not the "TO" line—but it will be reflected in the Dev Spec.)
2	In the event that there are no email accounts set up and the user taps a mailto: link, an error message will display.
	If a particular content type is not associated with UPLOAD, there should be no items with the UPLOAD prefix in the Sharing Picker, i.e., they should not be there NOT just greyed out.
1	For SEND transports, any e-mail items displayed will include: a) Account friendly name (based on e-mail setup Wizard; same as what appears in Messaging Account Picker)
1	Any transports associated with Post will include: a) Prefix: Post to b) Transport name (e.g., Facebook or MySpace)

Overview

The current ACP Landing Page has not been updated in ~5 years. While the UX and UI Architecture Teams work to complete the Proof of Concept (POC) for the "NextGen Dashboard," it is intended & desired to release a visually refreshed Landing Page, with content that reflects the state of ACP today. It is important to note that users with custom branding will not be directed to the new landing page. Instead, these users will see the existing one.

Goals

- To reuse existing code/functionality to minimize schedule & resource impact
- To include as much content that most/all users can view in order to minimize code changes
- Refresh the existing landing page with the September sprint release as part of the ACP 5.0 marketing campaign
 - Modernize visual design
 - Highlight Value Proposition and top-priority features & functionality
- Make updates to the look and feel of the page layout and keep all content static (e.g., not include multimedia content)

Non-Goals

- To deliver a widget-based POC via this Interim Landing Page
- To include any interactive content (apart from hyperlinks as described herein)
- To include robust functionality
- To expose the *new* landing page to users with custom branding

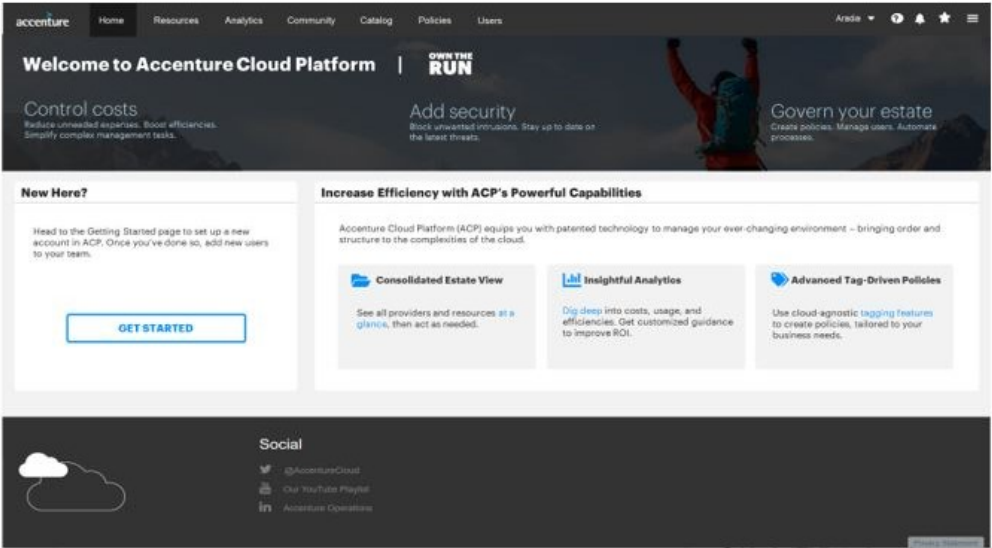
Functional Overview

Functional Assumptions

- User's must log in to the Accenture/ACP Portal in order to access the ACP Landing Page
- Content on the page can be controlled/modified via code, based on the user's level of access and whether or not they're set up on the platform
 - To be done using existing 'navigation check' functionality already present in the code
- Users with custom branding will continue to see the *existing landing page* and all other users will see the new one.

Landing Page Visual Design & Content

The following image represents the Plan of Record (POR) for the Landing Page refresh. It includes the superset of content, visible to users who have access to various parts of the platform.



Overview: Page Sections & Related Content

Content Area	Content Requirement
Navigation Bar	Main navigation links based on user's role NOTE: The Blue bar beneath the Main Nav bar will be removed in this update to the page.
Hero Section	Image u248 (from ACP public Gateway site)
Getting Started Section	Header, Text & button
Increase Efficiency Section	Header, 3 tiles, text & links
Footer Section	Existing Cloud image & Social Links

Detailed Functional Requirements

Navigation Bar

Requirement	Comments
The Main Navigation Menu Bar will be present at the top of the page.	
The Nav Menu will contain the same branding and links as it does today: • Accenture logo • Page links (shown/hidden based on user access) • User name with dropdown arrow/menu • Help Icon • Notification icon with number badge • Favorites icon • "Hamburger" menu icon	
The Blue Subnav bar that currently appears beneath the Main Nav Menu will NOT display on the new Landing Page.	
If the user has no Notifications, the same message displays as exists today.	
If the user has no Favorites saved, the same message displays as exists today.	
Clicking the Hamburger icon invokes the existing flyout menu, with the same content & functionality as exists today.	
Clicking the dropdown arrow next to the Username invokes the same dropdown menu, with the same content & functionality as exists today.	

Articles & Blog Posts

A long time ago, in a galaxy far, far away...I was a blogger and journalist. I wrote articles for periodicals like *LA Parent Magazine* and contributed to a high-profile Atlanta social blog and other sites that covered current media & entertainment.

Contribution to the *Dice.com Technology Job Search Guide*

Tech Writer

BY ARADIA C

After the brilliant program is written or the product is ready for launch, some geek has to jump into the trenches and translate all the technical jargon into words that laypeople can understand — that’s me. I’m a *technical writer*, but this title can mean many different things in today’s business world.

On a daily basis, I can wear up to 10 proverbial hats. I design, write, edit, format, create graphics for, animate, and publish multimedia training courses. On any given project, I use tools from MS Office Suite, to Photoshop, to Dreamweaver, to Captivate. No two days are the same because I’m always at a different point in my discovery, design, or development process, and the subject matter can range from a new e-mail function to a new pharmaceutical product. All this means that tech writers must be incredibly organized. Time management is also a vital skill, as every week represents a major deadline.

This type of tech writing is important to the business world because I’m teaching people at Fortune 100 companies how to do their jobs. I’m helping them to understand the technical side of what they sell, or the software they use every day in the field or at the office. I’m helping them make more money and giving them insights into the minds of their customers. And being one of two employees at the company for which I work makes me indispensable.

The really interesting thing about being a tech writer these days is the mess you can get yourself into — if you’re not careful. There are so many tasks you could end up doing that it can make your head spin. There are so many different versions of this career that you have to choose wisely to ensure a good level of comfort and expertise. And, in some cases, you may not even find a job that truly suits you, even when there is a plethora of jobs in the market.

“Why?” you ask. Because unlike the resumes of programmers, developers, systems administrators, or any straight-up tech job, resumes for technical writers need to contain as many as 3,000 keywords. You read that correctly: 3,000! That’s the word based on my own research and that of a colleague who has been a professional in this field for more than 20 years. The reason why so many keywords are necessary is because tech writers are supposed to be experts at a myriad of things, including software guru, engineering wizard, SME interviewer extraordinaire, layout/format ace, master editor, stellar multitasker, and pro publisher.

That being said, it’s of the utmost importance that when you begin the interview process, you ask pointed questions: What will I be writing about? Is it instructional material or just a series of click-throughs? Who will be my audience? Will I always work with a team? Will my process be micromanaged? Will I be trained on your systems and processes, or your clients’ businesses?

Magazine and Blog Features

SoCal Allergens

A breath of fresh air in Southern California isn't always so fresh, especially on one of our notorious smoggy days. And smog can be especially irritating to those with allergies and asthma. However, according to William Berger, M.D., of Allergy and Asthma Associates, the most common Southern California allergens are the less menacing—but just as irritating—olive tree and Bermuda grass.

Because of our mild climate, many allergy-inducing plants bloom for long periods, so allergy season is much less pronounced here, causing year-round sneezing and wheezing. Other common allergenic plants listed by the Asthma & Allergy Foundation of America's Southern California chapter include:

- Trees and shrubs: acacia, box elder, alder, sagebrush, eucalyptus, walnut, juniper, mulberry, poplar/cottonwood, mesquite, oak and elm.
- Grasses: bromegrass, orchard grass, ryegrass, fescue, bluegrass, timothy and Johnsongrass.
- Weeds: ragweed, pigweed/amaranth, lamb's quarters, English plantain, dock/sorrel and Russian thistle.

Many of these plants might be growing right under your nose, so consider taking an inventory of your yard to weed out the offenders.

For more information on allergens and asthma, contact the following organizations:

- American Lung Association: (800) LUNG USA (586-4872)
- Asthma and Allergy Foundation of America: (800) 624-0044

— Aradia C

L.A. Parent Magazine

www.parenthoodweb.com

“March to End Madness” | *LA Parent Magazine*

Any mother who's watched the news about children being shot – and the U.S. gun violence statistics are horrifying-has wondered, “Isn't there something more I can do to ensure my child's safety?”

On Mother's Day, May 14, thousands of mothers will join Donna Dees Thomases in Washington, D.C., to do something more – together. Thomases is the founder of the Million Mom March, created to demonstrate that American mothers want action on gun safety, and they want it now.

For Thomases, the watershed event that drove her into action was the shooting at the Jewish Community Center in California in August 1999. It's just too easy for people who are criminally ill to purchase guns," she says. The goal of the Million Mom March goes beyond pushing politicians to pass more gun control legislation. "Don't depend on anyone else to handle the issue," Thomases warns. "We see so many of our children killed by guns. It's up to us to stop it."

The Million Mom March will begin at 11 a.m. on Mother's Day at the Mall in Washington, D.C. Silent marches will also take place at the Republican and Democratic national conventions this summer.

For more information or to volunteer, call (888) 989-MOMS (6667) or visit www.millionmommarch.com.

“Hooray for Dads!” | Arizona Parenting

My dad did it all when I was a kid: chauffeur, tutor, chef, and personal lullaby performer. Yet each year before Father’s Day, I scramble to find something that truly says, “Thank you!” This year, I won’t have to. Here are some ideas any dad will get a kick – and maybe even a few sentimental tears – out of.

Before his daughter’s wedding, C.M. Mantis wrote *The World According To Dad*, “a manual for the good life.” Dads will appreciate Mantis’ journey through life with his daughter and relate to the wisdom he gained through parenting. As a gift, this book says, “Dad, here’s a journal of all the great stuff I learned from my first hero.”

Dads with little ones can delight in Jan Drake and Ann Love’s *My Father and Me/A Memory Scrapbook for Kids*. Scott Ritchie’s cartoon families of all races illustrate passages in which father and child can write their likes, dislikes, and similarities.

Adorable for reading together, Douglas Wood’s *What Dads Can’t Do* features father and son dinosaurs playing on each page as the son notes, “Dads can’t pitch a baseball very far” and “lose at checkers” every time. Ah, what dads do for their kids!

The whole family can enjoy the *Hey Arnold! Parent’s Day* episode on Nickelodeon, in which the popular character faces a parents’ day tournament with his elderly grandparents as teammates. Self-acceptance, bullies, and facing loss are some of the issues in this wonderful story told with good humor.

My Father and Me, Kids Can Press, 2000; \$4.95.
What Dads Can’t Do, Simon & Schuster, 2000, \$14.
Hey Arnold! Parent’s Day airs June 18 on Nickelodeon. Check local listings for time.

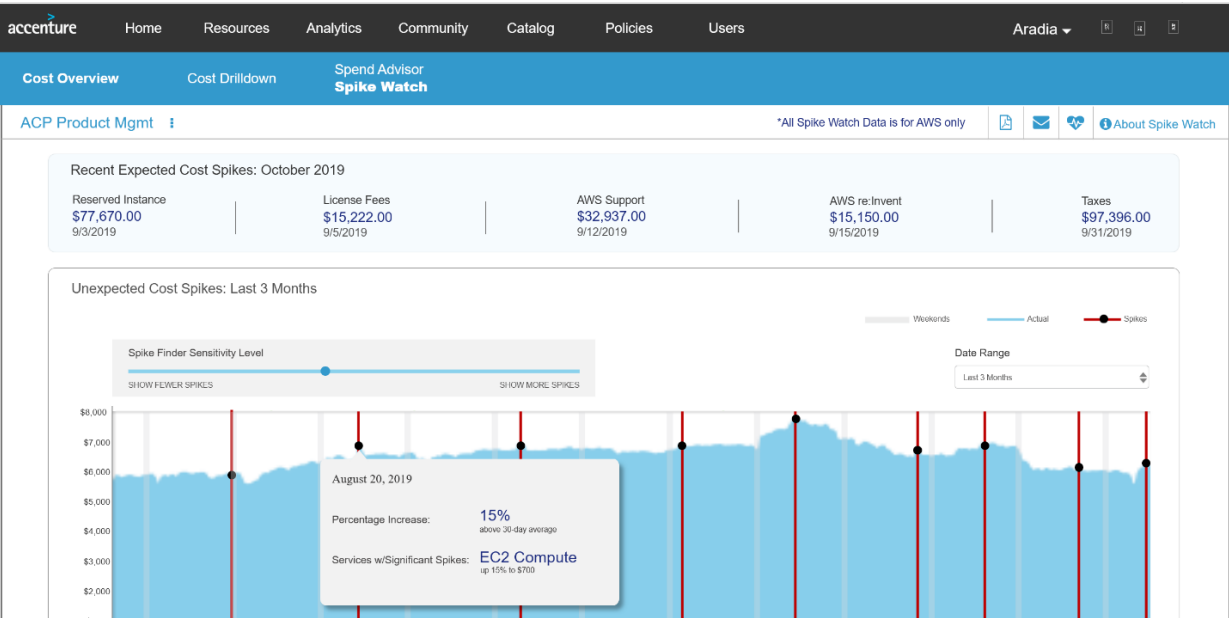
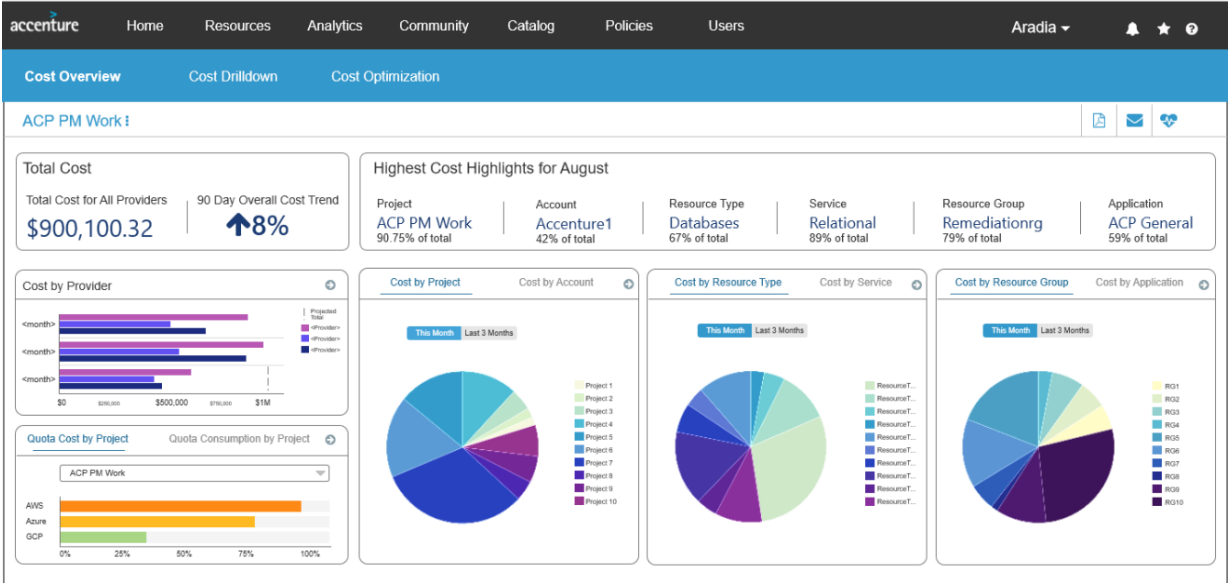
The Time Traveler’s Wife

Audrey Niffenegger has crafted a powerful story in her first novel. The story is told from the perspectives of Henry and Clair – a couple that enjoys a unique and profound relationship, but struggles with chrono-impairment, or the inability to stay within the lines of the space-time continuum. *The Time Traveler’s Wife* is a most interesting account that spans decades but doesn’t read like a drawn-out saga. The characters are so real that when you’re done with the book, you’ll find yourself confusing them with your friends. Despite the slight existentialist tone that creeps in as the tale progresses, this book is poignant, fun, sexy and sad, all wrapped up in a nice neat easy read.

UX Writing

Accenture Analytics

ACP is a cloud asset management tool used by internal users & clients to manage large virtual estates. It's a complex app with a huge learning curve. To streamline the UI, I simplified content across the UI. One main focal area was Analytics. The previous version of the page below had a tangle of headers, sub-headers, helper text and popups/popovers; it was confusing to say the least. By pruning all the text and updating the information design for the data presented, I was able to present an approach that users found much more intuitive and usable.



TruSty.care Medicare Plan Information (UI & Print)

TruSty.care is a startup that aims to dramatically simplify the process of shopping for & selecting Medicare plans & packages. While designing the end-to-end experience for their v1 & v2 webapps, I also provided all written materials & UX copy. This involved heavily rewriting and formatting extremely complex and confusing information, streamlining the content into readable, intuitive, and helpful data.

brokerage logo **TruSty.Select**

Speak with an Agent 1-888-542-0856

Estimated Monthly Costs

Humana

JAN	FEB	MAR	APR
\$89	\$89	\$97	\$12
MAY	JUN	JUL	AUG
\$28	\$92	\$35	\$37
SEP	OCT	NOV	DEC
\$37	\$37	\$37	\$2

WellCare
Health Plans

JAN	FEB	MAR	APR
\$89	\$89	\$97	\$12
MAY	JUN	JUL	AUG
\$28	\$92	\$35	\$37
SEP	OCT	NOV	DEC
\$37	\$37	\$37	\$2

Tier Cost Overview

Tier Description	Before Deductible	After Deductible	Gap Phase	Catastrophic Phase
TIER 1: Preferred Generic	\$0	\$0	\$0	\$n.xx copy OR 5%*
TIER 2: Generic	\$8	25% of retail	25% of retail	\$n.xx copy OR 5%*
TIER 3: Preferred Brand	\$40	46% of retail	46% of retail	\$n.xx copy OR 5%*
TIER 4: Non-Preferred Brand	\$46% of retail	50% of retail	50% of retail	\$n.xx copy OR 5%*v
TIER 5: Specialty	25% of retail	50% of retail	50% of retail	\$n.xx copy OR 5%*

*You pay whichever costs more

TRUSTY.SELECT

4

[Back to Recommendation](#)

Compare Medicare Advantage Plans

Print or Save

[Plan Details](#)

Part D Details

Trusty Selection

★★★★★

Total Yearly Premium + Estimated Drug Costs
\$1123.29

Yearly OOP Max
\$10,000 In & Out-of-network
\$6,700 In-network

Monthly Premium
\$259.01/mo

Health Plan Premium
\$89.72/mo

Health Plan Deductible
\$89.72/yr

Rx Plan Premium
\$0.00/mo

Rx Deductible
\$0.00/yr

Covered Doctors
Coming Soon

Copay

In-Network or Not

Authorization Limit

Referral

Basic Coverage				
Preventive care	\$0-50 or 30%	Out-of-Network		
Specialist	\$0 per visit	In-Network		
Specialist	\$50 per visit	Out-of-Network		
Primary	\$50 copay	In-Network	N/A	
Primary	\$50 copay	In-Network	N/A	
MEDICARE PART B DRUGS				
Chemotherapy	30%	Out-of-Network	N/A	
Chemotherapy	30%	In-Network	N/A	
Other Part B drugs	30%	In-Network	✓	
Other Part B drugs	30%	In-Network	✓	

Your Current Plan

★★★

Total Yearly Premium + Estimated Drug Costs
\$1159.76

Yearly OOP Max
\$10,000 In & Out-of-network
\$6,700 In-network

Monthly Premium
\$182.36/mo

Health Plan Premium
\$73.09/mo

Health Plan Premium
\$73.09/yr

Rx Plan Premium
\$0.00/mo

Rx Deductible
\$0.00/yr

Rx Plan Premium
Coming Soon

Copay

In-Network or Not?

Authorization Limit

Referral

\$0-50 or 30%	Out-of-Network		
\$0 per visit	In-Network		
\$50 per visit	Out-of-Network		
\$50 copay	In-Network	N/A	
\$50 copay	In-Network	N/A	
30%	Out-of-Network	N/A	
30%	In-Network	N/A	
30%	In-Network	✓	
30%	In-Network		✓

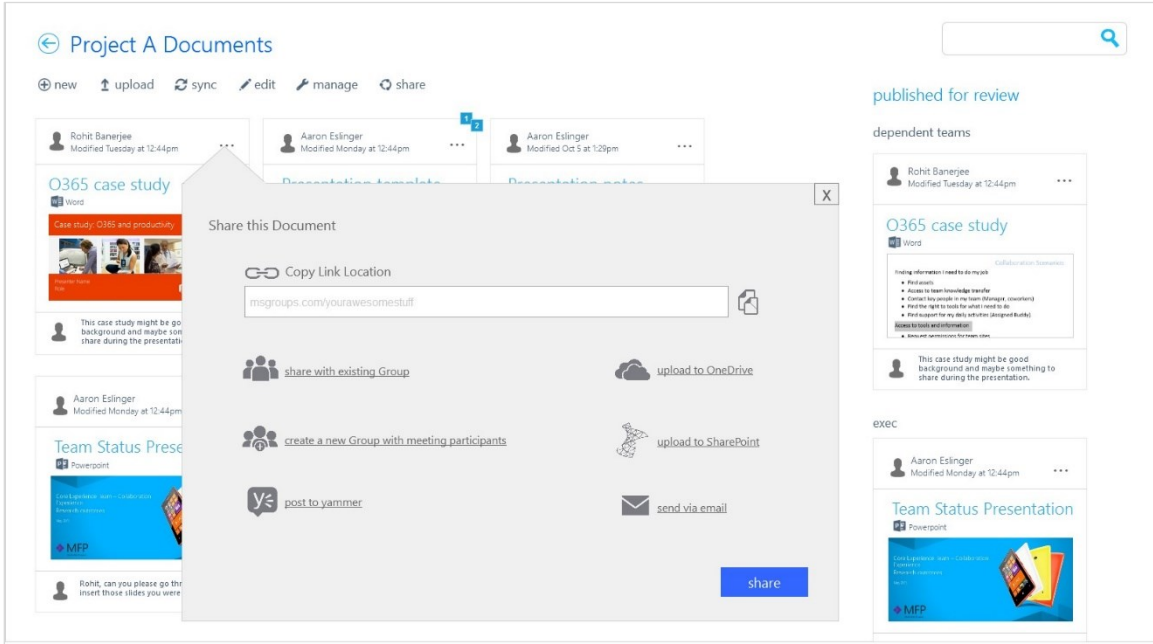
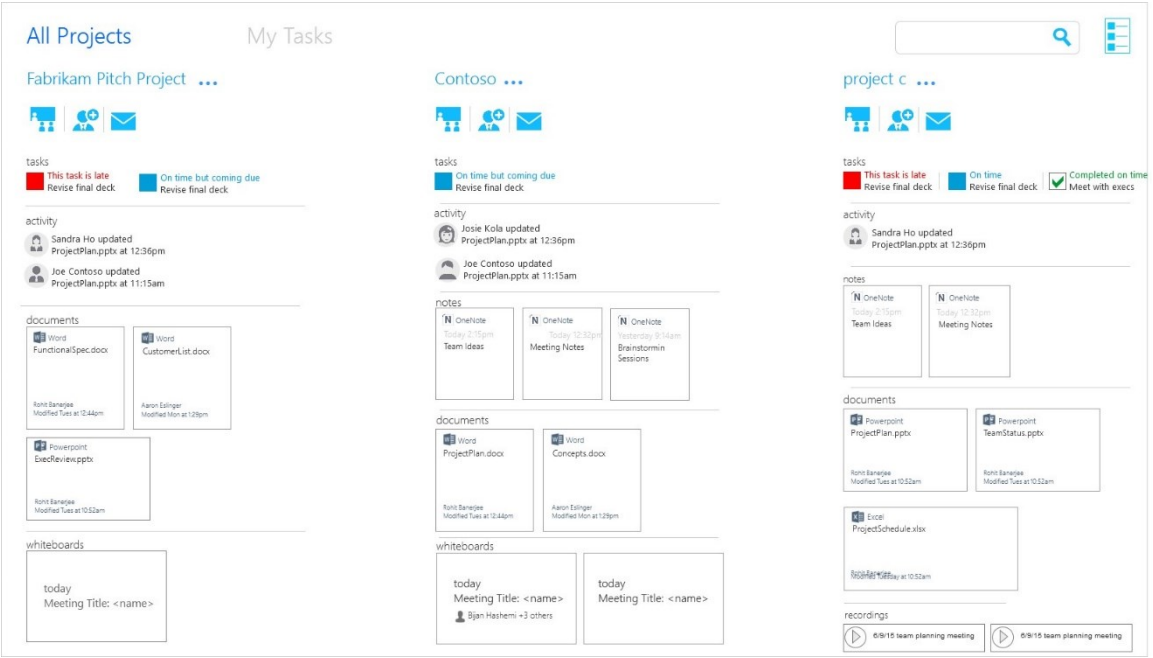
Your Pharmacies & Estimated Yearly Drug Costs

Pharmacy	Humana		WellCare Health Plans	
	Network Status	Estimated Total Yearly Cost*	Network Status	Estimated Total Yearly Cost*
CVS 1234 A Street City, State, Zip	✔ In-Network Preferred	\$879	✔ In-Network Standard	\$1,275
Walgreens 1234 A Street City, State, Zip	✔ In-Network Standard	\$342	✔ In-Network Standard	\$922
Jones' Neighborhood Pharmacy 1234 A Street City, State, Zip	✖ Out of Network	\$1,275	✔ In-Network Preferred	\$835
QwikMeds 1234 A Street City, State, Zip	✔ In-Network Standard	\$922	✔ In-Network Preferred	\$342
Bartell Drugs 1234 A Street City, State, Zip	✔ In-Network Standard	\$835	✖ Out of Network	\$537

* Includes all Rx costs + monthly plan premium

Microsoft Field Sales & Client Collaboration

This project was focused on pitching concepts to Microsoft for innovative software to enable their field sales force to more easily collaborate and share documents with external team members and clients.



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Mobility Services

Get end-to-end enterprise services to mobilize your organization and help transform the way you do business.

- Enhanced Push-to-Talk
- M2M Solutions
- Mobile Applications

Cloud Services

Drive competitive advantages, scale your network and increase productivity by moving storage, computing, applications and desktop environments into the cloud.

- Network Enabled Cloud
- Cloud Computing
- Cloud Storage

Network Services

Build a more reliable wired or wireless network solution that will be the foundation for your communications and keep workers connected, in and out of the office.

- VPN Services
- Ethernet Services
- Remote Access Service

Network Security Services

Keep your critical data, applications and infrastructure highly secure with solutions that help enforce security policies.

- Threat Management
- Firewall Security
- Mobile Security

Manage Your Account

AT&T Business Direct
Manage your account online.

Log In

[How to register](#)
[Learn More](#)

AT&T Premier
Purchase, monitor and manage your wireless product and services online.

Log In

[Register](#)
[Learn More](#)

Get Help & Support
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Accenture Pension & Wealth Management

Back

Retirement Calculator

Select your Benefit Option and consider how much you'd like to make during retirement.

Which Benefit Option Would You Like?

Single Life

\$5670

Joint Life

\$3890

Lump Sum

\$2150

What do you need monthly to sustain your desired lifestyle in retirement?*

\$10,000

\$1,867

Generally, the goal is for retirement income to be 80% of your pre-retirement income

\$5,000

80% of your pre-retirement income

\$1,867

\$1,867

\$0

Cancel

Next

Retirement Calculator

Income Sources

Social Security

\$1,000

monthly

lump sum

Total Savings

\$325,000

401K

\$200,000

safe

moderate

risky

IRA

\$85,000

safe

moderate

risky

457

\$12,300

safe

moderate

risky

Other

\$12,300

safe

moderate

risky

Calculate

After-Tax Retirement Base

\$4,234

IRA 15%

401K 8%

457 3%

Investmt 1 9%

Soc Sec 3%

PENSION 48%

Acct 2 4%

Acct 1 10%

Tax Bracket

23%

10%

23%

40%

Tax Amount

\$1,079

Actual vs Goal

\$142^{GAP}

Goal

\$10,000

\$3,387

\$3,245

Take-Home Income

\$0

Need Help Reaching Your Goal?

John Doe

Vested Member

#1234567-8

Membership Started

00/00/0000

First Credited Service

00/00/0000

Total Service

25 yrs 7 mos

Past Service

2 yrs 8 mos

Account Summary

Account Balance on 4/1/2016

\$10,000.00

This Year's Contributions

\$300.00

Past Service Payments

\$200.00

Miscellaneous Adjustments

\$50.00

Interest credited on 3/13/16

\$50.00

CURRENT ACCOUNT BALANCE

\$16,000.00

As Of 4/1/17

Tax Notes

Federal Taxes:

You **don't** need to report your contributions on your federal income tax return.

NY State Taxes:

You **do** need to report your contributions on your state income tax return.

New York State and Local Retirement System

2017 Member Annual Statement

2



Important Retirement Plan Milestones

DAY 1
You're covered by certain job-related death and disability benefits.

1 YR
You're covered by non-job-related death disability benefit.

5 YRS
You become vested & are entitled to a monthly benefit that can start at age 55.

10 YRS
You're no longer required to contribute 3% of your salary.

OVER 10 YRS
Eligible to apply for non-job related disability
Eligible for out-of-service death benefit
No longer able to withdraw your membership & receive a refund of your contributions

25 YRS
You're eligible to retire at any age.

25 Yrs of Creditable Service:
You're eligible to retire at any age

30 Yrs of Service w/Regular Plan:
Reductions for early retirement between 55 & 62 are eliminated

You'll Receive a Higher Benefit If:
You're 55 or older at retirement
Your regular plan benefit is greater than your special plan benefit



Committee for Children's Second Step Site

LOGO

Dash board

Second Step

learn
build
teach
track & measure

BPU

CPU

Welcome, Cersei!

BUILD

Build Your PlanBuild MomentumBuild Your Team

Support Roles

Champion - Helps sustain participation & motivation - Strong belief in the program - Can be any school staff member, or even a parent or community member - Helps keep the program going through periods of waning motivation or staff changes Champion Responsibilities	Coach - In-house staff member available to provide ongoing program support to other staff members - Trained in how to teach the program, as well as how to support other staff members in teaching the program - May be knowledgeable about SEL - Help ensure the program's smooth sustainability Coach Responsibilities	Coordinator - Oversees implementation process - May be school or district-level - May be knowledgeable about SEL - Help ensure the program's smooth sustainability - Can act as Champion Coordinator Responsibilities
Evaluator - In charge of monitoring and assessing program implementation in order to both guide management of the program and to build support for sustaining implementation - May also be Coordinator - Helps motivate staff to sustain & improve - Provides measures of accountability to district, community and federal officials Evaluator Responsibilities	District-level Support - May facilitate access to program materials & ensure continued funding - Can be superintendent, assistant superintendent, director of school & community relations and/or director of curricula District-Level Support Responsibilities	Stakeholders - Any other adult in the school and wider community who can help support program implementation. - May include special-subjects teachers, paraprofessionals, support staff, parents and caregivers, extended families and friends. - Can help school's overall effort to create a safe, respectful learning environment Stakeholder Responsibilities

Landing Pages

Excerpts from a Design Consulting Firm's Landing Page

Design Research

Businesses are made up of systems, products, processes and protocols. But most importantly, it's made up of people. There's no User Experience without Users, so our research & design professionals investigate every aspect of how a business works, with a strong focus on its people. We use a combination of cognitive & behavioral methods to observe and gain insights into how teams & individuals work, the tools they use and the ones they invent in order to get their jobs done. We uncover motivations, frustrations and needs you may not have known were there, and we turn the thousands of data points we collect into a clear set of requirements that equally addresses business goals and user needs.

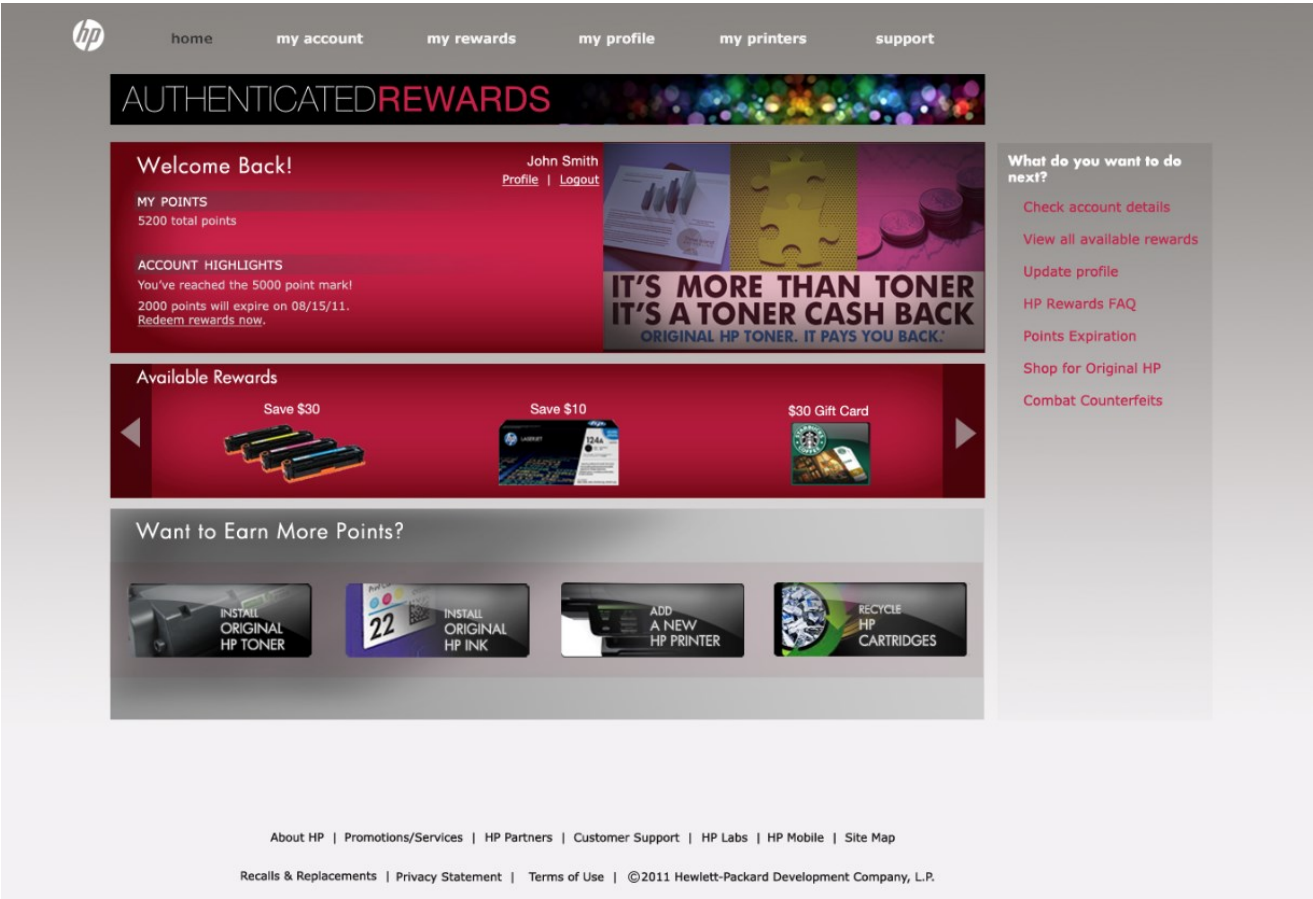
Breaking Away from the Old Model

Business operations leaders and technologists have established frameworks and techniques for systems design and delivery. What has been implicit in these traditions is a belief that, if software is successfully delivered to the business operation, then positive business impact will be experienced. This has been true to some extent, most of the time. Also true most of the time: systems have not delivered their promised impact, and very often new systems mean new unexpected challenges within the operation.

<Company Name>'s design-centered approach provides business operators the means by which to design better work methods, and in doing so allows for the specification and deployment of the most appropriate technology tools to support that work.

The best business operations leverage everything they have – people, processes, technology and data. Designing work means each is seen as a rich source of problem insight and a deep pool of opportunity. And all are considered equally. Our multidisciplinary teams see and explore 4 pillars of the business enterprise to accurately identify problems and opportunities.

HP Loyalty Programs





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Last Name

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Password

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