

P.O. Box 795, Sonoita, Arizona 85637 ✚ (520) 455-5546 ✚ pat@coronadoconsulting.com

EXPERIENCE

1979-Present: *Consultant*. President, Coronado Consulting Services, LLC, Sonoita, Arizona.
www.coronadoconsulting.com

Consult with private companies (both within the United States and internationally) to improve product safety, focusing on instructions and warnings. Clients include manufacturers of a wide range of industrial and consumer products. Regular presenter at Products Liability seminars and conferences sponsored by the University of Wisconsin-Madison.

2007-2014: *Executive Dean – Public Safety* (and other titles), Fox Valley Technical College, Appleton, Wisconsin.

Administrative responsibility for Public Safety Division. Member of the College Executive Cabinet. Supervised faculty in academic departments serving 900-1000 degree students per year and 2000 continuing-education students. Oversaw the National Criminal Justice Training Center, which provides training and technical assistance nationwide through federal grants (\$10-\$15 million annually) and fee-based contracts.

2006-2007: *Captain*, Sonoita-Elgin Fire Department, Sonoita, Arizona.

Administrative responsibility for EMS function of the department. Incident commander for emergency calls, EMS training development and delivery, budget management, grant writing and administration. State certified Firefighter I & II, state-certified and nationally registered EMT.

2000-2002: *Law Enforcement Education Director and Deputy Bureau Director*, Wisconsin Department of Justice, Training and Standards Bureau, Madison, Wisconsin.

Statewide responsibility for design and development of law enforcement basic training curriculum. Principal architect of innovative (and substantially expanded) curriculum incorporating scenario-based instruction and simulation training throughout. Worked with diverse stakeholders to develop content and gain broad acceptance of new curriculum.

1991-2000: *Commissioned Police Officer*, Madison Police Department, Madison, Wisconsin.

Five years patrol experience, handling a variety of calls. Four years as a full-time training officer teaching a variety of topics to recruits in the department's recruit academy and to experienced officers at in-service training. State-certified instructor in firearms, defensive tactics, vehicle contacts, and many other areas.

1978-1991: *Faculty*, Department of Engineering Professional Development, University of Wisconsin-Madison, Madison, Wisconsin.

Curriculum development and teaching in technical communication, including writing instructions and warnings. First Director of Technical Communication Certificate Program. Manager of Campus Courses for the department. Program Director for continuing education courses in technical communication, including Writing and Designing Manuals, and Managing Technical Publications.

PUBLICATIONS AND PRESENTATIONS (Product-Safety Related)

Books

Writing and Designing Manuals and Warnings, 4th Edition 2009 (1st edition published 1984) CRC Press, Boca Raton, Florida

Effective Writing Strategies for Engineers and Scientists, 1989 Lewis Publishers, Chelsea, Michigan

Fundamentals of Technical Writing 1985 Houghton Mifflin, Boston

Articles

“Integrated Product Safety: The Role of the Technical Writer” in Twin Cities’ Chapter, Society for Technical Communication newsletter, Fall, 2006

“Product Liability Law: What Engineering Experts Need to Know” (co-author) in *Handbook of Human Factors in Litigation*, Y. Ian Noy and Waldemar Karwowski, eds. 2004 CRC Press, Boca Raton, Florida.

“Warnings That Work—Four Keys to Effective Warnings” newsletter of the Product Safety and Liability Prevention Forum, American Society for Quality, Fall 2004.

Hazard Communication Systems, Inc. newsletters:

“Beyond Labels: Product Safety Information” Fall, 2006

“Who Should Write Your Warnings?” Spring 2006

“Your Duty to Warn: What Manufacturers Need to Know” Spring 2005

“Integrated Product Safety” Fall 2004

EDUCATION

B.A. 1968 Oberlin College (Religion)

M.A. 1973 University of Wisconsin-Madison (Hebrew and Semitic Studies)

Ph.D. 1978 University of Wisconsin-Madison (Hebrew and Semitic Studies)

M.S. 1988 University of Wisconsin-Madison (Water Resources Management)

PROFESSIONAL MEMBERSHIPS

Human Factors and Ergonomics Society (full member)

Institute of Electrical and Electronics Engineers

ANSI Z535.6 Subcommittee

International Association of Chiefs of Police (Police Standards, Image and Ethics Committee—Chair, Image Subcommittee)