



WRITE RIGHT SEMINAR 2026

TUESDAYS: MAY 12, 19, JUNE 2, 9 | 11 AM - 1 PM | ZOOM

REGISTER NOW

MEMBERS	\$300
NON-MEMBERS	\$450

All geoprofessional staff members who write, edit, or proofread need to attend this course.

SESSION ONE

Orientation/Overview

The Fundamentals of Good Writing

Parts of Speech

SESSION THREE

Absolute Statements

Jargon and Colloquialisms

Providing Complete Information

Proofreading

SESSION TWO

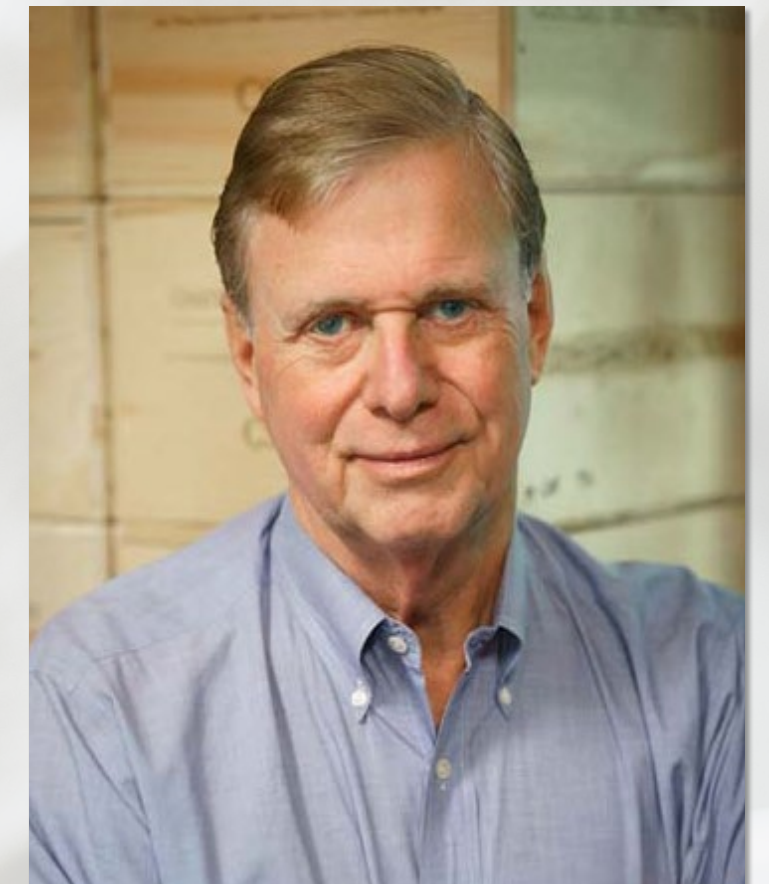
Parts of Speech (continued)

Taboo Words

SESSION FOUR

Email and Messaging

List Preparation



**JOHN BACHNER | PRESIDENT
BACHNER COMMUNICATIONS**

“The best evidence is what’s in writing.” Any lawyer will tell you that. And no professionals write more than geoprofessionals. Proposals. Reports. Recommendations. Specifications. Site guidance. Emails. Texts. Contracts. Anyone who believes ChatGPT and its AI roommates can make geoprofessional writing bulletproof is dangerously wrong. No one knows this better than John Bachner. He’s created more professional-liability guidance for geoprofessionals than anyone else. Ever. More than 300 manuals, guides, and textbooks published. More than 2,500 magazine articles and columns (The “GeoCurmudgeon”) published. Now, in four humor-laced, two-hour sessions, John will give you the basics you need to make your writing to-the-point and, most important, unambiguous. Apply that knowledge to write your own stuff and to critically evaluate what AI prepares for you, to make the outcome something you don’t fear putting your name on. Knowledge-based caution is essential. As John will discuss, the lack of a comma cost one company \$10 million. Another lost \$13 million by adding a comma that didn’t belong. And you can’t sue AI.

***GROUP PRICING** Register five employees, receive the next registration free. Email info@calgeo.org for the discount to be applied to your invoice.