

TECH

STC
society for technical communication
Orlando Chapter
Volume 4, Number 1
July/August 1999

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A Note from the President . .

Getting Started

by Lori Corbett

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Where do I begin? (Oh yes, that's a song, isn't it?) But as I start writing this, my first presidential message to the Orlando Chapter STC membership, I can certainly relate to that question. First, let me introduce the rest of our chapter's administrative council:

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◆ **Dick Hughes** has moved on to become the Immediate Past President. For those of you who don't know, this is a voting position on the council – so Dick doesn't get to "retire" quite yet.

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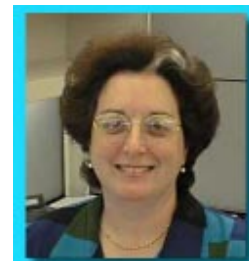
◆ **Gail Lippincott** is our new Vice President. Gail has been very active in our chapter, having received a Distinguished Chapter Service Award in 1995. As Vice President, Gail is responsible for our monthly programs and is working on some excellent events. Her first endeavor was the well-attended July presentation by JoAnn Hackos, which will be followed by a 1999 Conference Roundup in late August. Keep your eye on the calendar in *Tech Trends* and on our chapter web site.

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Gail is one of those busy and involved people who seem to be able to do "everything." As evidence, she is an active member of our chapter's Education Committee, is currently finishing her dissertation for a doctorate in technical communications, and received an Excellence award in the Ken Caird Student Article Competition this year.

◆ **Din Bissoondial** is our "acting" Secretary. I'm writing this article on July 1, but by the time you read it, I'm sure that he will be our

"official" Secretary. Din is relatively new to our chapter, having joined in 1998. He's already been actively participating by taking notes at the June Administrative Council meeting and the June Chapter meeting.



◆ **W.C. Wiese** is continuing as our Treasurer. Largely because of W.C.'s fiduciary efforts, our chapter is entering this fiscal year in excellent shape.

I would be remiss if I did not also congratulate **Dan Voss** on being honored as an Associate Fellow in the STC. As manager of the Education Committee, Dan has been the motivating force behind this committee's excellent outreach programs to Central Florida's colleges and high schools.

Officially my duties as chapter president began on July 1; however, things started getting really exciting during the STC Annual Conference in Cincinnati. As you undoubtedly know, our chapter (with help from the Suncoast Chapter) is hosting next year's STC

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Visit the Orlando Chapter Web Site at:
<http://stc.org/region3/orl/www/>

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Annual Conference at the Walt Disney World Swan and Dolphin hotels in May 2000. But what you may not know is that the Society has developed a new conference planning model, in which the chapter president serves as the liaison to the Society and is automatically the Conference Support Committee Manager. So there you have it -- I get the honor of fulfilling two jobs!

That's where **you** come in. The Orlando Chapter has some fantastic opportunities coming up, and together we can achieve the goals that have been put before us. "What goals," you ask? One of the benefits of hosting an annual conference is the exposure it provides for a chapter. Everyone involved in technical communication in the Central Florida region is going to know about our chapter, and if we can fulfill the needs of these folk, they will join our chapter and help make it better (and bigger). The more members we have, the more information (new tools, technologies, new methodologies, etc.) each of us can gain in this ever-evolving profession.

Hopefully, you're now asking, "how can I get involved?" Although more opportunities will be forthcoming, here are some immediate needs, in no particular order:

TECH TRENDS

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You may reprint original material appearing in Tech Trends if you acknowledge the author and source and send the editor a copy of the publication.

Tech Trends .pdf files available at <http://stc.org/region3/orl/www/>

- ◆ Student Mentoring Committee (ongoing, chapter need). The Education Committee has started an initiative to help students in technical communication learn more about the profession and introduce them to STC. The Suncoast chapter already has a program in place with one-on-one mentoring for USF students. If you would like to work on this committee for UCF students, please contact any member of the administrative council.
- ◆ Membership Directory (short-term, one-time chapter need). This directory includes the names of our members (student and professional) plus additional information (as authorized by the member). Our last directory was distributed about five years ago. The process of developing the directory involves creating a questionnaire, distributing it, compiling the results, and producing a printed directory. The directory will be available to members for free, and (depending on administrative council approval) may be available to nonmembers for a fee. If you would like to help with the directory, please contact **Alicia Baskin** at (407) 660-0343 or aliciab@paysys.com.
- ◆ *Tech Trends* (ongoing, chapter need). Yes, the newsletter needs leadership. If you want this award-winning (for the third year in a row) bi-monthly communication tool to continue and can take over its management, please contact **Dick Hughes**. We have some volunteers to help, but no one to lead.
- ◆ Conference publicity (short-term, conference need). **Nancy Reach** is the publicity manager for the 47th STC Annual Conference. As Nancy is a Suncoast chapter member, she can definitely use help with articles about the Orlando area. If you would like to help in this area, please contact Nancy at reachn@tvratings.com.

The Orlando Chapter has accomplished some excellent achievements and certainly has wonderful opportunities in the coming year. I hope you are intrigued and encouraged by some of the opportunities I have listed here. I urge you to share additional suggestions or comments you have with me or any other member of the administrative council. ❖

Employment Opportunities

To update our employment services to our members and provide the most current information, all employment listings and opportunities are now listed on our chapter web site at:

<http://stc.org/region3/orl/www/>

VP Peeps To Summarize...

by Din Bissoondial and Gail Lippincott

The June 23 end-of-the-year dinner meeting featured the formal transition of chapter leadership, a tasty meal by Classic Creations, and a surprise serving of “roast.” Under the guise of Dan Voss’ Dilbert ethics game, several long-time chapter members offered outgoing chapter president, Dick Hughes, a friendly “roasting” as his dessert course. Testimonials, letters from absentee members, and remembrances from times past were presented or performed to the delight of all attending.

Estelle Hurwitch, busier now in retirement than she ever was before, came to share the fun. She predicted that Dick, now in the 4th year of his second round of chapter president (the first round was in 1986), will be back, like Michael Jordan.



Dan Voss starts off the roast with his Mr. Rogers version of Dick.

Gail Lippincott called him the Dick Clark of STC, because he looks just the same as when he was a guest speaker in her Careers in Writing class, in her undergraduate days at UCF. And Dan Jones knows him even longer, reminiscing about the day he met the student

New Members

The Orlando Chapter welcomes the following new members and appreciates their support:

Christine A. Edel -- Hughes Supply Company
Beth A. Gerber -- Student Member
Brian C. Hagan -- Student Member
Michael R. Hayes
Brenda S. Kolbrich
Christopher McClelland -- Siemens Westinghouse
Laura C. Newcomer
Marcy L. Pack
Angela M. Reim -- Lucent Technologies Bell Labs
John F. Schell -- Univ. of Central Florida
Margaret R. Slocum
Jill Tocco -- Hughes Supply Company
William Drew Weinbrenner -- Appsource Corp.

Also, welcome back to Etta Jean Smith...

whose suitcase-sized briefcase was plastered with travel stickers from Bithlo.

The final surprise speaker was a grateful old man, the not-so-Immediate Past President. Bill Paskert, white haired and bent over a cane, was happy to *finally* hand over that voting position on the Administrative Council. He wished Dick a similar tenure under Lori Corbett.



In his typical “laid back” manner, Dick listens to his “roasters” words.

Admin Council

by Din Bissoondial

The June council meeting largely focused on two main items: chapter leadership transition and annual conference issues. Lori discussed the Society’s new model for conference support committee management, and W.C. Wiese reported on some preliminary research he has done on potential annual conference keynote speakers. Lori mentioned the possibility of recruiting a “chapter historian” who would organize and maintain chapter records and suggested the need to create new chapter business cards and letterhead stationery. Other items of business included making final arrangements for our July 14 meeting with JoAnn Hackos, the orientation of our new newsletter editor, and a review of the Education Committee’s year-end report.

Getting Ready for Orlando 2000

Going Mobile – Central Florida’s Conference Team Knows How to Promote on the Run!

by W.C. Wiese

“Hey, c’mere.” “Yeh, you!” “Wanna have some fun?” “Put on this t-shirt and give out these pens. Keep the shirt on wherever you go. Tell people you want to see them next year in Orlando. And, don’t forget to smile!” “Oh, by the way, you got a funny hat?”

That was the idea behind this year’s promotion for the 47th Annual STC Conference, which will be held at Walt Disney World Resort May 21-24, 2000. The Society expects the best attendance ever for its first conference in Florida, and it was up to Central Florida chapter members to get out the word in Cincinnati this past May.

A New Model

As a result of several circumstances, the Orlando organizing committee was given the challenge of a late start for promotion. At the same time, conference planning data at the STC office suggested that traditional promotion from a booth in the exhibit hall had not been very effective in recent years. Part of the fun of attending the annual conference is collecting promotional souvenirs, however, and the Central Florida team didn’t like the prospect of becoming the first group that didn’t demonstrate its civic pride.

The answer: go mobile. The tactic: don’t let any grass grow under your feet. Let everybody know you want to see them in Orlando.

It began with a logo and the slogan “Renaissance Communicators – A Vision of Our Future.” The organizing committee ordered t-shirts with the logo in front and the bold directive “Ask Me About Orlando 2000!” on the back. Committee members also sent 9000 hotel and attraction brochures to Cincinnati and carried 1500 promotional highlighters and 3000 logo stickers. They also brought various forms of Disney headgear, including “Mickey Mouse” baseball caps and “A Bug’s Life” headbands.

Strutting Our Stuff

Incoming Chapter President Lori Corbett, who will also serve as Conference Support Manager for the Annual Conference, called a meeting of Floridians in Cincinnati before this year’s conference began. Because it was more of a pep rally and lacked the threat of work, dozens of enthusiastic volunteers joined in to get their t-shirts, stickers, brochures, and pens to hand out to any innocent conference goers who strayed into their path. They also learned about

the four Disney park passes that would be given out as door prizes on the final day. There was plenty to be excited about.

Chapter Treasurer W.C. Wiese found the highlighters were wonderful icebreakers at the networking luncheons. “It was really great to sit down and pass them around as we introduced ourselves at lunch. The pens brought such goodwill that the conversation got off to a quick start. Everybody seems very excited about our conference next year.” He also passed highlighters out at the end of conference sessions as people walked out to coffee breaks. “People really liked being given something they’ll use after they get home.”

At the same time, Cincinnati attendees were eager to get “stickered.” Central Florida team members made a practice of getting our logo stickers onto everybody else’s badges. This strange custom provided just enough time to remind people to put their business cards into the box in the exhibit area, where the Orlando brochures were readily available. One mention of the name “Disney,” and conference attendees were quick to tell us they’d be here next year.

Because the team carried all of their promotional wares with them, they were ready for every opportunity. For example, what began as a normal networking lunch ended up with former STC President Bill Leavitt having his picture taken in Mickey Mouse ears!

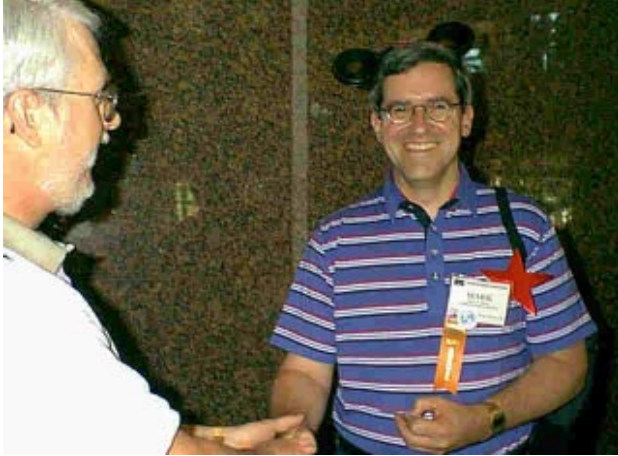


Former STC President Bill Leavitt got the message -- he’s ready to join us next year at Walt Disney World.

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Going Mobile (continued)

As the final event of the 46th annual conference, the Orlando committee drew the names of two lucky winners who each received a pair of tickets to Walt Disney World. Obviously, not every convention city in North America can do this, so conference attendees crowded the Cincinnati convention center lobby and paid close attention. The winners represented a combination of irony and justice. John and Elaine Randolph live in El Toro, California, and are close enough to have a Disney park of their own! Mark Sakuta, on the other hand, lives in West Chester, Ohio, and was part of the convention team for Cincinnati. He'd earned a vacation.



Ohio resident Mark Sakuta won two Disney tickets.

Lori Corbett enjoyed the promotion, saying, "Cincinnati was the seventh annual conference I've attended. My accomplice, Flick, truly brought out the extrovert in me. From the rally immediately after the Leadership session on Sunday through the closing reception on Wednesday, I enjoyed

meeting and talking to many people from around the globe. And they definitely seem to enjoy meeting us (Flick and me). I thank everyone on the Florida team for helping promote Orlando 2000!"



Orlando Chapter leaders W.C. Wiese and Lori Corbett show their enthusiasm for STC's first ever Florida annual conference. Check out that bug hat...(Flick)

Going mobile also solved other problems with past promotions. For one, the exhibit hall closes earlier than the rest of the conference, effectively ending the promotion early. At the same time, booth staffers miss the sessions they paid to attend. For another, there's also the problem of scheduling people to work the booth. Instead, the Central Florida team just took everything with them while everybody spread the word. That's 30 roving ambassadors compared to a few stuck in the exhibit hall. And they didn't miss the sessions they came for. Did the Central Florida team change the way conferences will be promoted in the new millennium? You bet! ❖

Xerographics Ad

Regional News

by Michelle Ratcliffe

It is a great time of year to congratulate and celebrate as it is the end of the STC year. We have plenty of both to do in region 3!

Please join me in congratulating these Chapter Achievement Award winners in region 3.

- ◆ Atlanta (more than 300 members)
- ◆ Suncoast (76-150 members)
- ◆ Northern Gulf Coast (less than 40 members)

The Chapter Achievement Award is a very special award given by the Society's Board of Directors each year. It recognizes the outstanding achievements of a chapter over the course of the year. Chapters submit an application for the award that recaps their initiatives, accomplishments, and activities. The Board considers each application and gives an award in each category. The categories are based on chapter size.

Please also join me in congratulating these Pacesetter Award winning chapters in our region.

- ◆ TransAlpine Chapter
- ◆ Mercer University Student Chapter

The Pacesetter is another special award given by the Society's Board of Directors each year. The Pacesetter recognizes outstanding achievement through a single event or activity conducted by a chapter in the year. The TransAlpine chapter was recognized for their innovative efforts and tremendous enthusiasm in forming a new chapter that comprises members in four countries and spread throughout a significant geographic area. The Mercer University Student Chapter was recognized for its outstanding efforts in planning, organizing, and hosting a fantastic student conference for our region. The conference was developed through the joint efforts of student



and professional members, was attended by more than 60 attendees, and was supported by many chapters in our region.

At the conference, we also celebrated Ken Rainey of the Atlanta chapter for receiving the Jay R. Gould Award for Excellence in Teaching Technical Communication and our newest Associate Fellows in the region, Jeanne Dole of the East Tennessee chapter and Dan Voss of the Orlando chapter.

Michelle Ratcliffe
8942 Bayaud Drive
Tampa, FL 33626
MRatcliffe@msn.com

Former Orlando Chapter Officers Wed

We are pleased to announce that two former leaders of our chapter, **Gwen Thomas** and **Bruce Cone**, were recently married.



Our sincerest congratulations to both!

Online Documentation Ad

on Language

by Mary Kendig



In the mood for a little levity? Well, I've got just the thing. It's amazing how today's work-related "buzzwords" can be misinterpreted if they're not precise. Be wary of the following examples in particular the next time you peruse the Classifieds:

"COMPETITIVE SALARY"

We remain competitive by paying less than our competitors.

"JOIN OUR FAST-PACED TEAM!"

We have no time to train you.

"CASUAL WORK ATMOSPHERE"

We don't pay enough to expect that you'll dress up.

"MUST BE DEADLINE ORIENTED."

You'll be six months behind schedule on your first day.

"SOME OVERTIME REQUIRED."

Some time each night and some time each weekend.

"DUTIES WILL VARY."

Anyone in the office can boss you around.

"MUST HAVE AN EYE FOR DETAIL."

We have no quality control.

"NO PHONE CALLS, PLEASE."

We've filled the job; our call for résumés is just a legal formality.

"SEEKING CANDIDATES WITH A WIDE VARIETY OF EXPERIENCE."

You'll need it to replace three people who just left.

"PROBLEM-SOLVING SKILLS A MUST."

You're walking into a company in perpetual chaos.

"REQUIRES TEAM LEADERSHIP SKILLS."

You'll have the responsibilities of a manager, without the pay or respect.

"GOOD COMMUNICATION SKILLS"

Management communicates; you listen, figure out what they want, and do it.

And, because I believe in equal time, here's some job candidate lingo I'm sure many well-seasoned recruiters have heard:

"I'M EXTREMELY ADEPT AT ALL MANNER OF OFFICE ORGANIZATION."

I've used Microsoft Office.

"I'M HONEST, HARD-WORKING, AND DEPENDABLE."

I pilfer office supplies.

"MY PERTINENT WORK EXPERIENCE INCLUDES..."

I hope you don't ask me about all the McJobs I've had.

"I TAKE PRIDE IN MY WORK."

I blame others for my mistakes.

"I'M PERSONABLE."

I give lots of unsolicited personal advice to coworkers.

"I'M EXTREMELY PROFESSIONAL."

I carry a Day-Timer.

"I AM ADAPTABLE."

I've changed jobs a lot.

"I AM ON THE GO."

I'm never at my desk.

"I'M HIGHLY MOTIVATED TO SUCCEED."

The minute I find a better job, I'm outta here! ❖

Coming Up...

August 25 Chapter Meeting: 1999 Annual Conference Review - A Recap of Several Interesting Sessions from Cincinnati

Winter Park Civic Center
1050 W. Morse Blvd.
Winter Park, Florida

Members: \$5.00 / Nonmembers: \$7.00
6:30 p.m.: Sign-in and Networking
7:00 p.m.: Program

September 3 Submission Deadline for the September/October issue of *Tech Trends*

Late Sept. Chapter Meeting: Microsoft Office 2000

Winter Park Civic Center
1050 W. Morse Blvd.
Winter Park, Florida

October 26 Chapter Meeting: Web Indexing

(Watch for details in our next issue)

May 21-24, 2000 - STC Annual Conference

Orlando, Florida

TECH TRENDS

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—PLEASE FORWARD—



society for technical communication