

# TECH



society for technical communication

Orlando Chapter  
Volume 5, Number 1  
July/August 2000

## A Note from the President ...

by Marty Goodwin

Welcome to another chapter year. I want to begin by expressing my sincere thanks and appreciation to last year's officers and everyone who helped make our previous year a wonderful success. I would also like to congratulate Dan Jones on receiving a society Fellowship and Dick Hughes on receiving an Associate Fellowship. Both of these gentlemen have made great contributions to STC and to the technical communication field as a whole.

Congratulations are also in order for our newest senior members. Laura Augustine, Laurie Benson, Jill House, Fred Jaskowski, Carolina Lofgren, Molly McCoy, Joan Nelson, Barbara Odom, Charlotte Salvesson, and James Shaeffer all achieved senior member status this summer.

Things have been moving at a rapid pace over the last few months. The new Administrative Council is in place and working on many exciting events for the upcoming year. Our major focus is on expanding the professional development opportunities available to our members. Through our monthly meetings and a combination of programs, workshops, and other initiatives, chapter members will be able to take advantage of a variety of opportunities to enhance their professional growth and expand their skill sets. But before we get serious, we had a little fun at the family picnic at Fleet Peoples Park on July 29. This replaced our July meeting and provided an opportunity to meet and socialize with other chapter members and their families in a fun, relaxed setting.

The chapter leadership is committed to making this one of our best years. To that

end, I invite all of you, whether you're active in STC or not, to let me know what you would like to see in the upcoming year. Maybe you have some ideas on different types of programs that can be presented at our monthly meetings or some thoughts on different types of events or functions that would benefit technical communicators. Perhaps you have information on some of the tools we use or some other aspect of the technical communication field that you can share with other members as a speaker at one of our meetings. Send me an email at [goodwinm@intuitive-info.com](mailto:goodwinm@intuitive-info.com). I look forward to hearing from you. ❖



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# VP Peeps To Summarize...

by Ann Vogt

Another exciting chapter year has begun. We have many new and innovative ideas to make chapter meetings interesting and beneficial for our members. Our main focus this year will be on professional development and learning opportunities. To that end, we are planning joint meetings with local chapters of other professional organizations that would be of interest to technical communicators and meetings that include topics that are currently being debated in the technical writing field.

Our monthly meeting times will change a bit starting with the August meeting. We will have a networking session that starts from 6:00 and will last until 7:00. To facilitate a fun way of networking that even the shyest among us will enjoy; we are implementing a business card collecting contest. During the networking hour, it will be up to each member to collect as many business cards from other attendees. Whoever collects the most business cards by the end of the hour will receive a door prize. So all you folks attending the August

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## TECH TRENDS

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#### Treasurer

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### STC Region 3 Director/Sponsor

Rob Houser [rob@userfirst.com](mailto:rob@userfirst.com)

*Tech Trends*, published six times per year, is the official publication of the STC Orlando Chapter. We encourage letters, articles, and other items from STC members for publication. Please refer to "Coming Up..." for deadline information. Address (email) submissions to Dick Hughes at [dhughes@ema-inc.com](mailto:dhughes@ema-inc.com).

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/>.

meeting and future meetings don't forget to bring a handful of business cards and be prepared to meet some new people.

We are also interested in adding more support for existing committees and starting some new ones. If anyone is interested in joining a committee, please call me at (407) 296-0349 or send me an e-mail with "Committee Volunteer" in the subject line at [avogt@cfl.rr.com](mailto:avogt@cfl.rr.com).

In closing, I would like to thank everyone for their support during the transition to the new chapter leadership. I would especially like to thank Gail Lippincott for so many exciting meetings last year and I am sure we will all miss her joyful smiles at our future meetings. We hope that Gail's future endeavors are just as successful as they were here with the Orlando Chapter.



## Member News

Congratulations to the following chapter members who have achieved Senior Member status:

**Barbara Odom**

**Carolina Lofgren**

**Charlotte Salveson**

**Fred Jaskowski**

**James Shaeffer**

**Jill House**

**Joan Nelson**

**Laura Augustine**

**Laurie Benson**

**Molly McCoy**

## 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/>.

## Zingers

DR. SEUSS EXPLAINS COMPUTERS  
(let's see how fast you can read this without messing up!)

If a packet hits a pocket on a socket on a port,  
and the bus is interrupted as a very last resort,  
and the address of the memory makes your floppy  
disk abort,  
then the socket packet pocket has an error to report.

## Mark Hanigan, National President

### An Open Letter to STC Members

*“Take What You Do Seriously, but Don’t Take Yourself Too Seriously.”*

Hello, and Happy STC New Year! We are just coming off of another very successful STC Annual Conference, this 47th edition having taken place in Orlando! If you were there, you would have to agree that it was the best yet in terms of the number and variety of sessions.

Also, from my vantage, it appeared that everyone enjoyed all the conference activities from our opening keynote Thomas Koulopoulos through our side-splitting closing speaker Bill Herz!

If you were not at this year’s 47th annual conference, it is not too soon to start planning to attend next year’s edition, which will be in Chicago on May 13-16, 2001. Like nothing else, the STC annual conference provides us with the setting to celebrate our profession, renew and make new professional acquaintances, and expand our technical and professional knowledge.

For me, STC’s 47th Annual Conference was most special in that I begin my one-year term at the “STC helm,” a privilege for which I am most appreciative. And now that the conference is over, I look forward to getting to work on this year’s agenda. And along these lines, I would like to introduce you to this year’s elected STC board of directors:

Immediate Past President -

Mary Wise, Washington DC Chapter

First VP – Judy Glick-Smith, Lone Star Chapter

Second VP – Ed See, Mid-Hudson Chapter

Secretary – Jean Gabriel, Orange County Chapter

Treasurer – Martha Collins, Suncoast Chapter

Director-Sponsor:

Region 1 – Kitty Aughey, Rochester Chapter

Region 2 – Chris Benz, Carolina Chapter

Region 3 – Rob Houser, Atlanta Chapter

Region 4 – Thea Teich, Southwestern Ohio Chapter

Region 5 – Suzanna Laurent, Oklahoma Chapter

Region 6 – Susan Jensen, Twin Cities Chapter

Region 7 – Ellen Fenwick, Snake River Chapter

Region 8 – Andrea Ames, Silicon Valley Chapter

In addition to the elected members, this year’s STC board of directors includes seven assistants to the president, or APs for short. These individuals participate in the board meetings and also manage a subset of the Society-level committees. This year’s APs are as follows:

Academic & Research Programs – Sandi Harner, Cedarville College Student Chapter

Communications - Lory Hawkes, Lone Star Chapter

Competitions – Michelle Ratcliffe, Suncoast Chapter

Conferences – Deb Sauer, Boston Chapter

External Relations – Laura Ramsey, Puget Sound Chapter

Professional Development – Carolyn Watt, Toronto Chapter

Special Interest Groups (SIGs) – Ray Urgo

All of us are going to be very busy over the summer, helping to advance this year’s objectives, and, of course, preparing for the Fall 2000 meeting of the STC board. This year, the Fall board meeting is to be held on September 14-17, 2000 in Winnipeg, MB, hosted by the Manitoba Chapter. With the exception of an executive session, all STC board of director meetings are open to all members. So, if you are in the area, please stop by. (Location details will be forthcoming!)

The theme of the 2000-2001 STC year is *Providing Value*. Needless to say, all of the efforts to make our organization successful takes the efforts of literally hundreds of individuals – individuals just like you! If there is an area of STC at the Society level that is of interest to you, let me or another member of the board know. Or, if you just want to drop me a line, my e-mail address is [onwritetrk@aol.com](mailto:onwritetrk@aol.com).

My personal philosophy is to “take what you do seriously, but don’t take yourself too seriously.”

Couple this with my belief about STC: Collectively we have all of the knowledge, but individually, none of us do. This means you are the keeper of a piece of this collective knowledge. Let’s share the wealth!

Yours in friendship and service,

Mark Hanigan ❖

## Admin Council

by Paula O’Brien

The Monday, June 5, 2000 meeting included activity reports for the standing committees. Betty Jasper will assume the position of Tech Trends Managing Editor.



The Monday, July 10, 2000 meeting included activity reports for the standing committees. Dick Hughes will be invited to cover the bylaws. Barbara Odom is elected to the nominating committee. ❖

## Kudos

We all need ‘em. We all want ‘em. So here’s your chance to share. Send me your kudos, be it professional or personal.

Betty Jasper, Managing Editor  
[bjasper@star-system.com](mailto:bjasper@star-system.com)

## **Why did I join STC?**

by Rob Houser, Director-Sponsor Region 3

I was just talking to one of the kids next door about what she wanted to be when she grows up. She said she couldn't decide between being an engineer, a doctor, or a salesperson at Baskin-Robbins (hey, she can learn about cost of living later). Thinking about how ill defined her ultimate career goals are at age nine, I realized that mine weren't much more defined when I was in college. I ended up as a technical writer and a member of STC almost by mistake.

I didn't go to college to study technical communication, but somehow I ended up in a technical writing class at the University of Tennessee (U.T.). I enjoyed the class, but still thought I was destined to teach literature. At the end of the term, Dr. Mike Keene suggested that I enter one of my reports from his class in a scholarship competition by some group called STC. I entered my report in the competition and was awarded the J. Paul Blakely Memorial Scholarship from the East Tennessee Chapter.

I went to one of the East Tennessee Chapter's monthly meetings to receive my award and this guy named Fred O'Hara greeted me like I was his long lost cousin. He introduced me to people around the room all of whom were friendly and eagerly talking about their work. Okay, one guy was talking about his home brewery, too. I met people like Ann Wilson Buttram, who encouraged me to get more involved in technical writing and STC. They invited me back to attend their chapter meetings like they really cared that I return.

I had an internship with the FBI that summer. The intern director saw that I was an English major, so he assigned me a project writing and indexing documents for some upcoming Senate hearings. I was still a literature major with only one technical writing class under my belt, so I struggled a little. Still, I enjoyed the experience so much that upon returning to U.T. I changed my focus from literature to writing and joined STC.

I took more classes about technical communication, and I continued to attend the STC meetings. I even attended a conference called PCOC and learned there was a lot more I still had to learn. I joined the Society in 1988 because I felt that the profession was challenging and the members of STC were friendly and interesting. They invited me into their organization through the scholarship and the personal invitations to visit their chapter again. They won me over with their enthusiasm for their jobs (and I guess the money played a part, too). But it was their openness to consider a student as a colleague and their warm and friendly manner that made me dedicated to STC.

Every time I volunteer for some activity in STC, I meet someone new who makes me glad that I became a technical communicator. The meetings and periodicals are informative, but most of all I like getting to know the people because they are why STC was created in the first place. You make it happen, you make it valuable, and you make it FUN! Think about the influence you can have over others simply by inviting them to join STC, by supporting them when they need you with scholarships and networking, and by just being friendly when they show up to the monthly meeting. I am excited to be your Director-Sponsor and I look forward to meeting as many of you as possible over the next 3 years. Now, if you'll excuse me, I've got to go back outside and talk to that little girl about technical writing.

### **STC to Launch Financial Industry Special Interest Group**

by Maurice Martin

***Would you like to become a member of a special interest group (SIG) devoted to the issues unique to technical writers and instructional designers connected to the financial industry? STC is currently in the process of forming such a SIG, and is seeking members to get it started.***

***Technical communicators should consider joining the SIG if they work for the following types of organizations: Accountancy Firm, Business or Economic Analysis Company, Commercial Bank, Credit Union, Investment Firm, Loan Broker, Loan Servicer, Mortgage Broker/Banker, Private Mortgage Lender, Real Estate-related Company, REIT, Stock Brokerage Firm, Thrift, Or any other company related to the financial industry. If you're interested, and you're an active STC member, please email your expressed interest or questions to Steven Marshall at [steven\\_marshall@indymac.com](mailto:steven_marshall@indymac.com). Please include your name and email address.***

***Contact: Maurice Martin, (703) 522-4114 ext. 208, [maurice@stc-va.org](mailto:maurice@stc-va.org)***



## Conference in Review



Congratulations to the Orlando Chapter for the success of the STC 47th Annual Conference. It's official. "More than 250 technical sessions, product exhibits, workshops and tutorials, and networking opportunities attracted technical communicators from around the world to STC's 47th Annual Conference, held May 21-24, 2000, in Orlando, Florida. This year's theme, 'Renaissance Communicators-A Vision of Our Future,' established the millennial technical communicator as one who draws upon a large variety of sources and experiences to create opportunities in the twenty-first century." (Reprinted with permission from STC's 47th Annual Conference Proceedings, published by the Society for Technical Communication, Arlington, Virginia.)

Orlando chapter's Dan Jones was awarded Fellow, the highest honor bestowed by the Society for those who have attained such eminence in the arts and sciences of technical communication that they are designated among the select few whose service has distinguished both the Society and the profession. Dan was

recognized for creativity in the development of academic technical communication programs, for contributions to electronic communication among students and professionals, and for the dissemination of new ideas in technical communication style.

Orlando Chapter's Dick Hughes was awarded Associate Fellow, the honor bestowed deserving senior members conferred by the Society for those exceptional individuals who have demonstrated a consistent pattern of meaningful contributions to the Society and to the profession over a period of years. Dick was recognized for distinguished service to the Society and dedicated support to the Orlando chapter's educational programs.



Hosting the conference was not all work. There numerous opportunities for enrichment, networking, and socializing.

Mark your calendar for STC's 48th Annual Conference to be held May 13-16, 2001, in Chicago, Illinois.





# June Officer Installation

Scene: Gina's on the Water at Cranes Roost  
Action: The 2000 officer installation meeting of the Orlando Chapter.

Pictured at top left to right:  
Marty Goodwin, incoming President, and dinner guest,  
Gail Lippincott, out going Vice President and Lori Corbett, outgoing President ,  
and Attorney Scott Draughon, guest speaker.  
Scott specializes in computer technology and Internet law.



Pictured left:  
Cast: Ann Vogt, incoming Vice President  
Paula O'Brien, incoming Secretary  
W.C. Wiese, incoming Treasurer



Pictured right:  
Jon Kessler accepting a tribute for the many  
contributions of time and talent to the chapter.  
Attorney Scott Draughon, guest speaker.



Pictured below:  
Dan "The Boss" Voss presenting Gail Lippincott  
some appropriate equipment needed for her  
adventures to the "Wild, Wild West."  
Texas, that is!



Dan Voss accepting a tribute for the many contri-  
butions of time and talent to the chapter.



Next production: May 2001

Credits: It was a great year.  
Thanks to all who gave of their  
time, talent, and effort. ❖





# on Language

by Mary Kendig



## Label What?

I received this amusing list from a colleague a few months ago via e-mail and thought it was definite material for an *Eye* column. The following items are taken from actual label instructions on several of the consumer goods we are buying these days. Makes you wonder what those folks in charge of packaging are thinking! Enjoy.

### On a Sears hairdryer:

“Do not use while sleeping.”  
(Apparently, in the shower is okay.)

### On a bag of Fritos:

“You could be a winner! No purchase necessary. Details inside.”  
(Evidently intended for shoplifters.)

### On a bar of Dial soap:

“Directions: Use like regular soap.”  
(And that would be how?)

### On some Swanson frozen dinners:

“Serving suggestion: Defrost.”  
(But it’s just a suggestion.)

### On Tesco's Tiramisu dessert (printed on the bottom of the box):

“Do not turn upside down.”  
(Too late!)

### On Marks & Spencer Bread Pudding:

“Product will be hot after heating.”  
( . . . or cold after freezing. . . )

### On packaging for a Rowenta iron:

“Do not iron clothes on body.”  
(Iron your body separately.)

### On Boot's Children's Cough Medicine:

“Do not drive a car or operate machinery after taking this medication.”  
(For those of you who bought your five-year-olds a forklift for Christmas.)

### On Nytol Sleep Aid:

“Warning: May cause drowsiness.”  
(One would hope.)

### On most brands of Christmas lights:

“For indoor or outdoor use only.”  
(As opposed to what?)

### On a Japanese food processor:

“Not to be used for the other use.”  
(I gotta admit, I’m curious.)

### On Sainsbury's peanuts:

“Warning: contains nuts.”  
(Talk about a news flash.)

### On an American Airlines packet of nuts:

“Instructions: Open packet, eat nuts.”  
(Step 3: Fly Delta.)

### On a child's Superman costume:

“Wearing of this garment does not enable you to fly.”  
(Actually, you can fly, but you might have a problem with the landing part.)

### On a Swedish chainsaw:

“Do not attempt to stop chain with your hands or genitals.”  
(We can only hope that this is a translation problem.) ❖

# Coming Up...

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August 23

Chapter Meeting:

Panel discussion by attendees  
of the International Convention

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 8 Submission Deadline for September/October issue of Tech Trends

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## **TECH TRENDS**

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

—PLEASE FORWARD—



society for technical communication