



Memo To Members

Volume 1, Issue 4 October 2001



"Job Market" Theme is Standing Room Only

by Mike Murray

What Do You REALLY Know About the Web?

by W.C. Wiese

Come Find Out As We Tour Full Sail Real World Education

Do you work the Web? Really work the Web? How much do you know about what your customers and employers expect to see these days?

You can get a hint as we focus on the Digital Media department at Full Sail Real World Education. This unique college provides film and video editors, sound recording engineers, television producers, and digital media designers for the modern electronic world- you've bought the music Full Sail students have recorded, attended the concerts they produce, played video games they designed, and watched the films they helped animate. You've also probably visited a number of web sites that bear their mark as well. Check theirs out at <http://www.fullsail.com>.

(Full Sail Tour continued on Page 3.)

The September 25 Orlando Chapter meeting was "standing room only" as the last chair was taken in anticipation of the evening's program. The 46 attendees were not disappointed.

In the packed room at the Winter Park Civic Center, five experts in the field enthusiastically shared their experiences in various aspects of the technical communications job market. Afterward, they extended themselves by staying beyond the normal meeting end time and providing one-on-one input to the attendees.

Dan Jones of the University of Central Florida got the group thinking about the characteristics that are most valued in technical communicators. He then gave us some idea of what the business community is asking of UCF in terms of preparing these professionals for the Central Florida job market.

As the Orlando Chapter Employment Manager, *Diane Heald* began the process of telling the crowd what employers are looking for by reviewing recent job posting trends. She also discussed ways in which networking can work to a job hunter's advantage. Diane particularly stressed going beyond attending meetings to participating in some official capacity in chapter activities.

(Standing Room Only continued on Page 3.)

Budget Approved for 2001 - 2002

The Executive Council took a few meetings to figure out where we were before determining where we wanted to go, but now has approved a budget at our September Council meeting. There are a few new messages in the budget: we want to increase our level of service to the membership, and we want to improve the quality and participation in general membership meetings. We hope that these will become distinguishing features of our chapter, building on already outstanding programs like the High School Writing Contest, our employment program, and our educational outreach.

The Board authorized an expenditure of \$9,300, up from actuals last year of less than \$6,000. This year's budget still preserves over \$7,000 in reserves, not including the Melissa Pellegrin Scholarship Fund that is managed separately from our general fund.

Income	Meetings	Newsletter	Conferences	Education
\$6,371	\$2,500	\$750	0	\$3,000
	Awards	Scholarships	Other	
	\$750	\$1,200	\$1,100	

What's New for 2001-2002?

- Our dues income is down from last year, at \$4,236 for 142 members.
- Beginning November 27, meeting costs will rise from \$5 to \$6 for members (\$8 non-members). Meetings were our largest expense last year and we have not kept up with increased cost for food for them. Discussion about cost increases led to a moderate increase, our first in over five years.

(Budget continued on Page 3.)

Upcoming Events

October 23	Chapter Meeting Full Sail Full Sail Tour
November 27	Chapter Meeting Winter Park Civic Center "Project Management"
December 18	Chapter Meeting Winter Park Civic Center "Technical Communications and the Investment World"
January 22	Chapter Meeting Winter Park Civic Center "Creativity"
February 26	Chapter Meeting Winter Park Civic Center "Each One Teach One"
March 26	Chapter Meeting UCF "Special Speaker"
April 30	Chapter Meeting Winter Park Civic Center "Writing Awards Banquet"
May 28	Chapter Meeting Winter Park Civic Center "Emerging Trends"
June 25	Chapter Meeting Winter Park Civic Center "End of Year Banquet"

*Visit the Web Site at
<http://www.stc-southeast.org/orlando>*

Full Sail continued...

On Tuesday, October 23rd, we'll meet between 6:30 and 7:00 p.m. at the college, located at 3300 University Boulevard (*see map*), right in the shadow of the University of Central Florida. After an introductory program focused on digital media, we'll also have the chance to tour their facilities. Bring your questions!

We will not provide food for this meeting, but on the other hand, we won't charge you to attend either. If you haven't checked out the chapter recently, there's no better time! Please RSVP to Mike Murray (Mike.Murray@lmco.com) by October 19th.

Standing Room Only continued...

Technical recruiter *Din Bissoondial* gave the attendees some extremely valuable, first-person insights into the mind of a recruiter. Din gave suggestions about resume content, how to enhance your chances of being hired, how to establish a relationship with multiple recruiters, and more.

Bob Shydo, managing partner of Intuitive Information, Inc., gave the crowd a very insightful view of real-world hiring considerations. Bob described a company's need to be aggressive and agile in marketing and pointed out the criticality of assessing the same qualities in potential employees. While he acknowledged that tool skills are important, he placed a much greater premium on traditional core skills such as rhetorical analysis, definition of communications goals and objectives, selection of media, etc. Bob stressed that success requires adaptability in each employee, along with a continued desire to remain a partner in the outcome.

Independent contractor, *Barbara Odom*, shared her experiences with the crowd and discussed the "myth versus reality" of independent contracting. Through Barbara's message, attendees learned about the considerations that must be taken into account before making a decision to enter this market.

The Orlando Chapter continues to schedule meeting topics that you have asked for. We hope you'll support your chapter by attending as many meetings as possible. It is only through your support and participation that we can continue to bring you this timely information. Check our Web site and watch for the "Memo to Members" for more information about upcoming dates (4th Tuesday, except 12/18) and topics.



Budget Continued...

- We increased the cost to publicize chapter events, yet we will primarily depend on e-mail distribution of our notifications.
- The Council chose not to re-implement the Trends conference at this time.
- We added funds for member education to the Education Committee budget. We hope this will take the form of matching funds grants to members, in exchange for the member sharing their learning experience with the chapter membership (much more to come on this program).
- We set aside funds to recognize distinguished contributions to our chapter.
- We identified funds for an active membership program, which remains undefined. This program will recognize those who are the most visible participants and proponents of the Orlando Chapter (much more to come on this program).

Orlando Chapter Contacts

President W.C. Wiese
407.356.4792
william.c.wiese@lmco.com

Vice Pres. Mike Murray
407.306.4681
mike.murray@lmco.com

Secretary Victoria Kirkpatrick
321.263.3633
vkirkpatrick@star-systems.com

Treasurer Karen Lane
407.421.7795
klane@klane.com