



Memo To Members

Volume 2, Issue 1 August 2002

My Vision of the Orlando Chapter's Future By Mike Murray

Head Coach

When I officially received the gavel from W.C. Wiese as the new Orlando Chapter President at the annual year-end banquet, I likened how I felt to the head coach of the Los Angeles Lakers being fired and me being dropped in his place. "Now what do I do?" I thought. "These people are so talented!"

Talent!

Our chapter contains an incredible abundance of talent. We have 43+ Senior Members, 3 Fellows, several members who have served (and who are currently serving) in Society-level committees and other functions, some who directly influence Society decision making, and several who have been published multiple times in Society publications and presented at the Annual Conference. You couldn't possibly be in a better place to learn, to grow, and to cultivate your skills!

Salute

A cohesive Administrative Council, a 67% increase in meeting attendance, many extraordinary and innovative programs, national recognition – these are just *some* of the things accomplished by last year's leaders and members led by W.C. Wiese. Before giving you a glimpse of what lies ahead, I'd like to once again acknowledge W.C.'s outstanding leadership. The foundation has been set for a successful future for our chapter!



Mike Murray, Orlando Chapter President



Well it looks like I've got a tiger by the tail.
-Buck Owens-

Vision continued on page 5...

**Dear Friends
by Din Bissoondial**

Over the past six years, one of the few constants in my life has been the cherished and rewarding relationships I have gained in my association with so many of you connected with the Orlando chapter. The thoughts that come to me when I reflect are more of family and belonging than professional. Due to my new employment situation both immediate and in the foreseeable future, I regret to inform you that I must step down in my role as Employment Committee Manager.

This past year has been marked by many incredible changes in our chapter, too numerous to mention here, but let me assure you that the best is yet to come. Looking ahead, I want you all to know that I would not be worth my salt as a recruiter if I did not at the very least find a suitable replacement, someone who holds true to the same level of ethics and commitment to this most honorable post.

That being said, after securing his commitment and with the approval of the Executive Council, I am pleased to announce the installation of Richard Phipps as the new Employment Committee Manager for the STC Orlando Chapter. Richard, like me, is a seasoned I.T. Recruiter who brings over five years of industry experience to the service of the chapter. He is currently employed by CIBER, Inc., Orlando as their Recruiting Manager. Richard was quite frankly my first and only choice, and he has my full and complete confidence in being able to pick up where I left off and elevate the employment function to even greater heights.

I fully intend to continue in my support of the Chapter at large and, schedule permitting, will make every effort to attend monthly meetings as much as possible. Please join me in welcoming Richard to the chapter. I know you will find him to be as receptive and helpful as I have always strived to be.

Welcome Aboard Richard!!

We've Moved!

How can a chapter move, you ask? Well, let's see: we ask all current members to relocate to a new domicile, and then... Oh wait. You don't want to move? Okay, then. We'll do it for you.

Here's the new address:

**Orlando Chapter STC
P.O. Box 540444
Orlando, FL 32854-0444**

**2002–2003 FTCC
Call for Entries**

The Suncoast Chapter of the Society for Technical Communication invites technical communicators from across the state to enter the 2002–2003 Florida Technical Communication Competition (FTCC). The deadline for entries is Wednesday, September 18, 2002.

Categories include online help, reference manuals, books, newsletters, and more. Don't miss this opportunity to receive valuable, constructive feedback from your peers. All entries are eligible to win an award in one of three categories: Merit, Excellence, or Distinguished Technical Communication. Entries awarded Distinguished Technical Communication will be sent to STC's international competition. For complete details about the competition, see the Competitions page on the STC Suncoast Chapter Web site at:

<http://www.stc-southeast.org/suncoast/ftcc.htm>

If you are interested in judging the competition, contact Scott Havens at havpubs@msn.com.

(NOTE: STC Orlando strongly endorses and supports this competition and annually submits entries and supplies judges.)

“Washlines VIII” Opens Tuesday at a Civic Center Near You

by Dan Voss

Want to unify the look of your Web pages with cascading style sheets?

Ever had to “manage” when you didn’t have any authority?

Ever wonder what in blazes Six Sigma has to do with technical communication?

Been to your local library recently...and is it a place or a portal?

Want a behind-the-scenes look at the handling of the media releases for Millie—the world’s first cloned cow?

Then join the fun and help bring in the laundry at the chapter’s kickoff meeting for the new year next Tuesday, August 27, at 6:30 p.m. at the Winter Park Civic Center, just a block off US 17-92 in Winter Park.

RSVP to Allan Rotgers at 407-894-4383, x5246 or allan.rotgers@hughessupply.com.

That’s right. It’s b-a-c-c-c-c-k!

It’s that time. It’s time for “Washlines VIII”!

Washlines? Laundry? What in—

Let me explain.

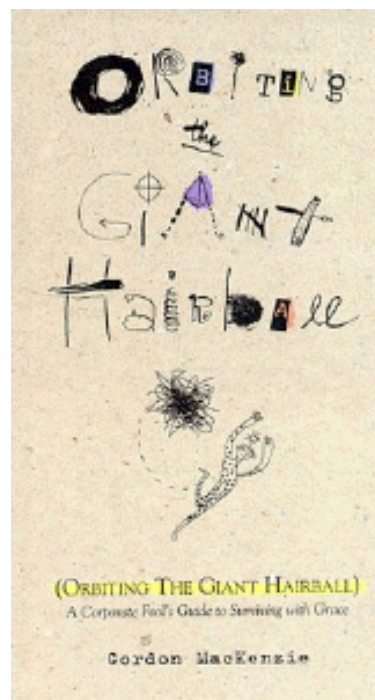
The Orlando Chapter has what is becoming a longstanding tradition for its August meeting. Members who were fortunate enough to have attended the STC international conference the previous spring share some of what they learned at the technical sessions, working lunches, etc., with fellow chapter meetings in a lively, informal panel discussion pat-

...Washlines continued on page 4

From Amazon.com:

Creativity is crucial to business success. But too often, even the most innovative organization quickly becomes a “giant hairball”—a tangled, impenetrable mass of rules, traditions, and systems, all based on what worked in the past. The “gravitational” force of the hairball exercises an inexorable pull into mediocrity. So says creativity expert, Gordon McKenzie, in his book, *Orbiting the Giant Hairball* (Viking Press, 1998).

Gordon McKenzie worked at Hallmark Cards for thirty years, many of which he spent inspiring his colleagues to slip the bonds of Corporate Normalcy and rise to orbit. This orbit is found in dreaming, daring, and doing above and beyond the rubber-stamp confines of the bean counter mind-set. In his deeply funny book, vividly and imaginatively illustrated in full color, McKenzie shares the story of his own professional evolution, together with lessons on awakening and fostering creative genius. This book focuses on the intersection between human creativity and the bottom line.



**This book will be a doorprize at our
August 27 meeting.
Don't miss your chance to win a copy!**

...Washlines from page 3

turned in format after the late Gordon McKenzie's memorable "interactive" keynote address to the 41st annual STC conference in Minneapolis on May 16, 1994.

We string a clothesline—literally!—across the meeting room (whence the name "Washlines") and signs bearing graphic and/or verbal "teasers" identifying topics that each of the presenters are prepared to discuss. Discussions range from a 30-second anecdote or illustration to a 5-minute mini-presentation. Audience members select which topics they want to hear. It is a truly *interactive* presentation! When you're tired of listening to people, you call number "30" (taking a leaf from the world of journalism) and it's a wrap—everybody stops talking and you all go home.

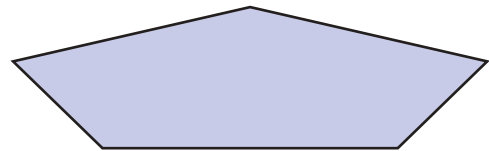
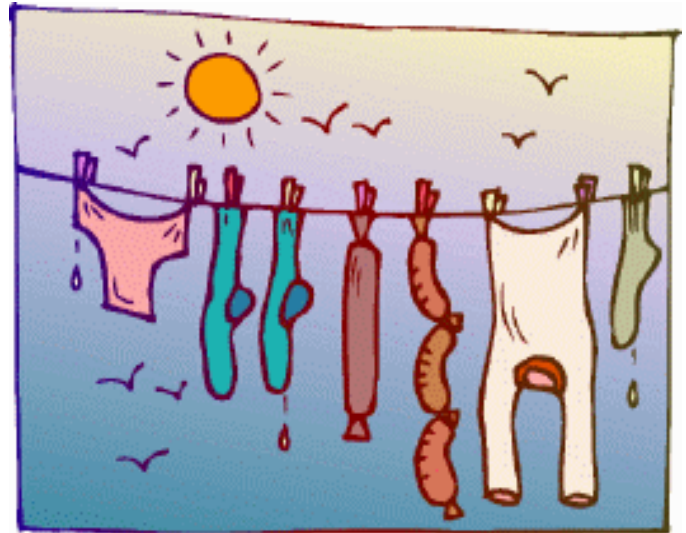
When Gordon McKenzie did the original version, nobody called "30." The conference coordinator finally had to call it herself so that the keynote address could finish and the technical sessions could proceed.

While the five panelists for next Tuesday's session can always aspire to such a lofty ideal, we will be humbly grateful if you let us talk, answer questions, and moderate discussion for about 90 minutes.

In return, we will not only hopefully edify and stimulate you professionally, we will also get off to a slam-dunk start on the chapter year. The meeting will begin with a half-hour of light refreshments and networking, followed by a brief but lively exchange of news and ideas among chapter members that W.C. Wiese initiated last year.

And at the end, there will be door prizes. Top prize this time will be an all-expenses-paid weekend in Bithlo with either Counselor Troy or Captain Jean-Luc Picard from *Star Trek Next Generation*—your choice.

OK, OK...yes, we're trying to increase attendance at chapter meetings this year, but we would never stoop to advertising a false door prize, now would we? Maybe you'd better come and see.



STC Pays Off for Member by Barb Odom

With professional advancement a primary goal, the Chapter is pleased to act as conduit for people looking for jobs and people looking to fill jobs. Case in point: a few months ago, Tim Trese from SAIC (Science Applications International Corporation) in Satellite Beach announced at a monthly meeting that his company had an open technical writing position. We are pleased to announce that Peter Raymond, who was "between jobs" at the time of the announcement, is now under contract with SAIC. Way to go, Peter!

Vision continued from page 1...

Goals

I'll be looking to you and inviting you to team with us in achieving our goals in the upcoming chapter year. Many of these goals, and strategies for achieving them, are based on our determination to achieve the honor of Chapter of Excellence. Specific goals and strategies will be published soon on our Web site in the Chapter Strategic Plan.

Members

We will continue our emphasis on retaining our valuable members by maintaining and increasing the value of chapter meetings and STC membership in general. I'm especially focused on getting everyone on our chapter's "listserv" distribution list, publishing regular *Memo to Members* newsletters, and making our Web site as valuable to you as possible. We've already begun reaching potential new members with postings in the *Orlando Sentinel* and will follow up with the *Orlando Business Journal*, insidecentralflorida.com, Digital City Orlando, and others. We'll also be developing a chapter brochure and working to contact organizations that employ technical communicators who are not represented in our chapter.

Education

Another very important continuing chapter goal is expanding member educational opportunities. Again, we've already begun working this goal by establishing strategic relationships with related organizations. Later in the chapter year, watch for a special Saturday "mini-conference," as well as educational opportunities presented by other Florida chapters as part of the newly formed, Orlando-led Florida Presidents' Council.

Employment

Not far into the chapter year, watch for a specially themed "job night" program. The "progression-style" format will allow you to go from table to table to the job-related topics that interest you the most. Watch for details in *Memo to Members*. Also, coming soon on the chapter Web site is one of the most fully functional job sites you'll find anywhere. And we're still checking, but we believe we have the only



Feeling Hospitable?

Want to meet new friends? Publicize the good works of the Chapter? Help decide what kinds of snacks to have at our meetings? Welcome new members? Organize special functions? Openings exist on the Hospitality and Membership Committee. We're a fun group and are always looking for folks to join us. For more information, e-mail Barbara Odom at bcodom@aol.com.

...continued from column 1

technical recruiter on staff in all of STC – and we *certainly* have the most talented team of professional Web technicians, bar none!

More!

There's a lot more to come, but too much to cover in this space. Other important activities will include instructional outreach, featuring a groundbreaking multimedia presentation being developed at the national level by Dan Jones, Dan Voss, and the Education Committee. Also upcoming are additional Web initiatives, chapter promotions, a *very* exciting and innovative technical communication profession promotion called the Jaffe Cup, and so much more! Watch *Memo to Members*, listserv announcements, and the Orlando Chapter Web site at <http://www.stc-orlando.org> for details. You won't find a more dynamic chapter anywhere!

So...you Lakers ready to kick some serious asterisk?

Orlando Chapter Contacts

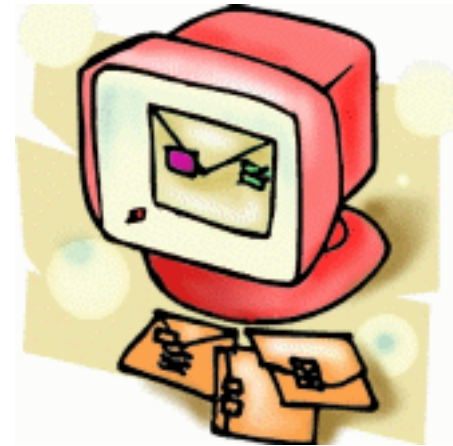
Orlando Chapter STC
P.O. Box 540444
Orlando, FL 32854-0444
www.stc-orlando.org

President Mike Murray
407.306.4681
mike.murray@lmco.com

Vice Pres. Allan Rotgers
407-894-4383, x5246
allan.rotgers@hughessupply.com

Secretary Victoria Kirkpatrick
321.263.3633
vkirkp4193@aol.com

Treasurer Karen Lane
407.421.7795
klane@klane.com



Chapter Meetings Schedule for 2002–2003

- **August 27, 2002**– *Washlines*
- **September 24, 2002**– *e-Learning 101* with Philip Zoller
- **October 22, 2002**– *Managing the Chaos of Technology* with Bob Shydo and Cathy Balboa from Intuitive Information, Inc.
- **November 26, 2002**– *Timeless Tips for Great Presentations* (tentative)
- **December 17, 2002**– *Getting Absolutely Anything Ready for Print* (tentative)
- **January 28, 2003**– *Joint meeting with UCF* (tentative)
- **February 25, 2003**– *Writing Contest Awards Banquet*
- **March 25, 2003**– *From Tina to Xena: A Recipe for Professional Empowerment*
- **April 22, 2003**– *Employment Progression* (tentative)
- **May 27, 2003**– *Panel Discussion on Help* (tentative)
- **June 24, 2003**– *Year-end Banquet*

Win a copy of Gordon McKenzie's *Orbiting the Giant Hairball* at our August 27 chapter meeting at the Winter Park Civic Center.

6:30 p.m. Social
7:00 p.m. Meeting

\$6 members
\$8 non-members