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Roller Coaster Ride!

BY ERIKA HIGGINS

When I got married a little over a year ago, everyone warned me that the day would go by quickly and I should

try to stop and really enjoy the day to avoid relying on my wedding video to remember what took place. I followed that advice well. However, what people should have warned me about was how quickly an STC chapter year can blow by when you are at the presidential helm.

It is already nearly January of 2007 and we are five months into a FANTASTIC roller coaster ride of a chapter year! I can hardly believe that we already enjoyed so many great presentations, including Washlines, Intellectual Property by MaryAnn Etzler, Game-Based Learning by 2C Hirumi, and Usability Testing by Chris Pedersen. That's not to mention the "icing on the cake" meeting that we recently enjoyed, hosted by the Executive Director of STC, Susan Burton. Plus, we've had some members doing super great things behind the scenes.

For instance, did you know that one of our members, Gwen Thomas, gave the keynote address at the first ever Data Governance Conference that was held a few weeks ago? Or did you know that the Orlando Chapter's Membership Manager, Dalton Hooper, has been on a veritable "world tour", presenting at the Suncoast, Palm Beach, and Atlanta chapters, to name a few?

See why my head is spinning?

Those of you who were able to come out on the 19th and meet Susan Burton most likely got the same sense of peace that I did knowing that our Society is still in very capable hands. Susan has great ideas and knows the right people to implement these ideas. In addition, we the members have elected some outstanding board members to help support Susan in her efforts to bring the Society into the 21st century. Among these board members are our own Mike Murray and W.C. Wiese.

Of course, not to rest on our laurels, we have an equally great slate of meeting programs ready to go for the second half of our chapter year. Kicking the year off in grand style will be our annual STC-at-UCF meeting featuring Patrick Hofmann, a world-renowned technical illustrator and writer who creates wordless documentation and visual solutions. Beyond this, several members of our chapter will be making us proud and representing us well as they present at the annual conference in May.

So, my advice to all of the Orlando Chapter is to fasten your seat belts and keep your arms and legs inside the vehicle at all times: it's going to be another wild ride!

Happy Holidays and Happy New Year! —**MtM**

ERIKA HIGGINS IS STC ORLANDO CHAPTER PRESIDENT, A SENIOR MEMBER, AND MEMBER OF THE A-SIG AND IDL SIG. ERIKA WORKS AS AN INSTRUCTIONAL DESIGNER IN THE FINANCIAL SERVICES INDUSTRY.

At our next meeting...

Intuitive Images: Evaluating and Enhancing the Usability of Visual Information

Presented by Patrick Hofmann
Tuesday, January 23rd

6:30 p.m. Networking / 7:00 p.m. Meeting
UCF Student Union, Cape Florida Room
316AB

As a former technical writer and now a visual interaction designer, Patrick Hofmann has turned into "a man of few words." For over ten years, this vibrant Canadian has helped clients like Motorola, Nokia, Philips, FedEx, HP, BASF, and Agfa overcome the anxiety and stress involved in globalization and translation—often by eliminating the text in their online, hardcopy, and interface information.

Patrick's award-winning work and undying passion for "visualization" have sent him far and wide, as he teaches workshops on using pictures to improve communication.

If You Missed Our Last Meeting...

BY BONNIE SPIVEY

At the November Chapter meeting, Chris Pedersen presented "Practical Usability Testing: The Low Budget or No Budget Way." As the webmaster for Seminole County, Florida (www.seminolecountyfl.gov), Chris shared valuable experience in getting usability testing done on the quick and dirty.

So what is Usability Testing? Well, according to Chris' presentation, usability testing is:

A technique for ensuring that the intended users of a system can carry out the intended tasks efficiently, effectively, and satisfactorily.

Chris also pointed out that the only way to create a superior website is to test it. As designers, we are so close to our projects that we might not be able to see it from the point of view of the user. It is difficult for us to predict how users will behave. Thus, testing becomes a way to inform judgment.

Some of the other key points Chris covered included:

- When to test: Test before the site is released. Select a time that will ensure that you and the user will not be interrupted.
- Who to test: Testing 3-4 users provides an accurate sample of the audience. Try to select testers that possess skills and knowledge similar to your target audience, but remember that anyone could potentially use your website.
- What to test: If your testing time is limited, focus on testing new, frequently used, or potentially-troublesome features.
- How to test: Write short, simple scenarios for the testers and keep the testing sessions no longer than 60-90 minutes.

To obtain a copy of Chris' PowerPoint presentation or handouts, download them at <http://cped.homeftp.net/nagw.zip>.

—MtM



Chris Pedersen discusses usability testing at November's meeting.

Peachpit User Group Information

NEWS FROM PEACHPIT

As an official User Group, STC Orlando Chapter members are eligible for a 30% discount off the list price of any Peachpit books. At checkout, right before entering your credit card number, just enter the user group coupon code UE-23AA-PEUF (case-sensitive). This coupon code is an exclusive offer that may not be used with other coupon codes.

Find lots of interesting titles at www.peachpit.com.

BOOKS FOR REVIEW

A great benefit of membership is free review copies. To request a free book for review, send an email to usergroups@peachpit.com.

Your email should list the following information IN THE FORMAT THAT FOLLOWS:

STC Orlando Chapter (this is our group name)/YOUR NAME
ADDRESS
PHONE
QUANTITY
ISBN AND TITLE NAME

Members have 90 days to complete a review for the *Memo to Members*; once it's published here, it gets sent to Peachpit. So, not only do you get to keep a great book, you get a \$5-off meeting coupon for submitting an article. Sweet!

Peachpit also likes reviewers to try to post their reviews to Web sites such as Amazon, Barnes & Noble, and Borders. —MtM

An Opportunity for Technical Communication Professionals

BY GWEN THOMAS

I recently had the privilege of keynoting at the industry's first ever Data Governance conference. At this event, a trend became evident that could have a positive effect on our profession. In a nutshell: Technical Communicators have the opportunity to fill an industry-acknowledged vacuum that exists very high up in the hierarchies of most companies. They have the skills. They have the background. They merely need to step up to it.

This is not only my opinion. The event I attended included a "who's who" of industry leaders in the new discipline of Data Governance, which is concerned with how organizations make decisions and develop rules, policies, and procedures for data-related processes and technologies. The conference included case studies from companies who have had bleeding-edge success, including several companies for which I have designed programs.

The Scope of Impact to the TC Profession

Data Governance may be a new discipline, but it's one that's been carved out of many existing Business and Technology disciplines. It sits ON TOP OF Data Management, IT Management, etc.—generally at the same level in an organization as Compliance, Security, and Privacy efforts. It's all about aligning these various efforts and their rules/policies/processes and ensuring that appropriate decision-making processes are in place so these separate disciplines can be managed with confidence.

This is not a discipline that applies to only software companies. Rather, every company needs it for operational purposes if they have a significant amount of data. Indeed, many federal regulations are being interpreted as requiring formal Data Governance.

"The #1 success factor for effective governance is communications!"

The Impact to the TC Profession

There was 100% consensus across the conference: The #1 success factor for effective governance is Communications! There's a need for constant communication up, down, and throughout the organization. What do companies need? People who create communication plans, know different ways to speak/write/present to different levels in the corporate hierarchy, and communicate the same concept in language that will be understood by stakeholders with different professional backgrounds and perspectives. People who can write a policy and a simple process. People who can absorb technical concepts enough to be translators—but who don't have to be the experts themselves.

Does this sound familiar?

This, of course, converges with the information I've gathered in the past several years, conducting seminars and workshops across the U.S. for DAMA (the Data Management Association), Ziff Davis publications, zJournal, Institutional Investors, the International Association for

Information and Data Quality, and others. Whether my audience consists of CIOs/CFOs, DBAs, Compliance officers, architects, or others, they've all had the same question: Where in the world are we going to find people with these skills?

When I've asked about using resources from their own Technical Communication ranks—or about finding resources through STC—I've found that most of my audience members were not aware of either option.

And so, this last week it was validating (but also frustrating) to hear other industry experts also lamenting the difficulty of finding

"...the biggest scarcity of resources needed to succeed with enterprise transformational efforts is...people who can communicate technical concepts to different audiences involved in or affected by those efforts."

people with the needed communication and organizational change skills who could also understand the technical components of working with data. Furthermore, these high-ranking business professionals extended the conversation; their belief is that these skills and the people who hold them are critical to more than

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Upcoming Conferences and Seminars

MARK YOUR CALENDAR FOR THESE
UPCOMING PROFESSIONAL DEVELOPMENT
OPPORTUNITIES

The Xfactor-From HTML to XHTML

Presenter: Neil Perlin
Web Seminar, January 17, 2007
1:00 - 2:30

HTML will be with us for years, but still, it's officially dead, replaced by XHTML. Future authoring tools will hide XHTML's details from us, the way today's tools largely hide the details of HTML. But, today, XHTML is still new enough that it's useful to understand why it appeared and how it works at the code level. This presentation introduces XHTML at both the concept and code level. XHTML is based on XML, so the presentation first reviews XML's concepts and codes. It then moves on to the specifics of XHTML—why it appeared and whether you need it (and whether you have a choice), how it differs from HTML and XML, what its codes look like, how to convert files from other formats to XHTML, and what tools you can use to do so.

[www.stc.org/edu/
seminarsList01.asp](http://www.stc.org/edu/seminarsList01.asp)

The 53rd Annual Reliability & Maintainability Symposium (RAMS)

Rosen Shingle Creek Resort & Golf Club, Orlando, FL
January 22 - 25, 2007

RAMS is an extremely effective and cost efficient way to educate and update both you and your associates in reliability, maintainability and product integrity. The variety and depth of the program will satisfy the range of attendees from novice to seasoned expert. Tutorials

present a unique "basic to advanced" forum, and qualify for CEU credits. Paper sessions complement the tutorials, with emphasis on demonstrating effective practical applications and theory. Panel sessions will feature company engineers and high-level government, corporate and academic experts providing their insight and experience. The Exhibits program will feature sources of tools and expertise carefully selected to be consistent with the technical program content.

www.rams.org

ANSI Z535.6- A New Standard for Safety Information in Product-Accompanying Literature

Presenters: Steven Hall and Elaine Wisniewski
Web Seminar, January 31, 2007

A new national standard for how to present safety messages in owners' manuals, ANSI Z535.6, Product Safety Information in Product Manuals, Instructions, and Other Collateral Materials, has been completed and approved and is expected to be published by the end of 2006. It addresses the design and placement of product safety messages (often referred to as warnings) in product-accompanying documents such as owners' manuals, instructions, users' guides, maintenance or service manuals, assembly instructions, and safety manuals. The purpose of this presentation is to provide awareness of ANSI Z535.6 to those within STC that develop and/or oversee the development of manuals that contain safety information.

[www.stc.org/edu/
seminarsList01.asp](http://www.stc.org/edu/seminarsList01.asp). —MIM

Sponsor Spotlight: Uno Chicago Grill

BY JEN SELIX

There are many individuals and businesses in Central Florida that help support the Orlando Chapter's many scholarship and outreach programs. We are truly grateful for all that they have contributed to our chapter, and we do our best to let them know how much we appreciate their support.

Yet, there is another, lesser known source of support that deserves recognition this month. We would like to acknowledge the contributions of those in the Catering and Food Service industries that have donated their time, goods, and services to help make our meetings and special events a success.

This month, we would like to thank our most frequent contributor. Every month, the Orlando Chapter's Administrative Council Meeting is held at the Uno Chicago Grill at 4120 East Colonial Drive. The restaurant's atmosphere provides the perfect setting for our Council Members to converse over Chapter issues and plan upcoming events, while Uno's staff helps to serve up delicious meals to our hungry team. But their contribution doesn't stop there! For each Uno's guest that presents a STC fundraiser coupon throughout the day of the Ad.Co. meeting, the restaurant donates up to 20% of their food bill back to the Orlando Chapter through the Uno's Dough Rai\$er program.

We would like to extend a word of thanks to the Servers and Staff at the East Colonial Uno Chicago Grill, as well as Uno's Dough Rai\$er

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A percentage of your purchases from the following Web sites is returned to the Orlando chapter:

www.amazon.com/exec/obidos/redirect-home/orlandochapte-20

www.cafepress.com/orlandostc



STC Membership Renewal

The 2007 membership renewal deadline has been extended. All current memberships must be renewed by **February 28, 2007**.

Look for the membership renewal letter and forms in the mail over the next several weeks. To renew online, visit

www.stc.org

and click on the **Dues Renewal** button.

Have you checked out STC's new Member Forum yet?

Why not now?

forum.stcforum.org

Want to be
In the Know?

Join our **LISTSERV!**

STC-Orlando's discussion list offers access to hundreds of professionals and is an easy way to stay informed about chapter meetings and events.

E-mail djones@ucf.edu to sign up.

Love pizza as much as you love STC?

Join us Tuesday,
January 9th at

PIZZERIA UNO
4120 E Colonial/SR 50 East
Orlando, FL 32803

Order take-out or dine-in, present the coupon (it's right over there! →), and the STC Orlando Chapter will receive a portion of your purchase.



A Tasty Way To Raise Dough.

Uno will donate up to 20% of your check to:

To Benefit: Orlando Chapter STC

Fundraiser Date: January 9, 2007

Valid only at:

4120 East Colonial Drive
(S.R. 50 East)
Orlando
407-895-7404

Please present this certificate at the time of payment to have 20% of your check's value, excluding tax and tip, donated to the organization above.

Not to be used with other coupons or discounts. Tickets are not to be distributed in the restaurant or within the perimeter of the parking areas.

Valid for date listed above.

Jaffe Award Nominations Due January 22

BY ALAN GAYNOR

The Orlando Chapter of STC is pleased to request nominations for the 2007 Jaffe Award, which will be presented in March to Central Florida's outstanding technical communicator and the organization that benefits from his or her professionalism.

We encourage entries whether you are an in-house employee, contractor, or free-lance professional. You may nominate yourself or another technical communicator who is deserving of this award.

We will select an individual award winner and two runners-up based on full-time pursuit of technical communication responsibilities; attainment of highly significant business objectives; and unique contributions during product development, product marketing, product support, instruction, or through the achievement of high user satisfaction. Nominations are due by January 22, 2007.

Good luck!
—M+M



Last year's Jaffe Award finalists: Boni Sherman, Mike Kaina, Mary Ellen Gomrad, and Alan Gaynor.

It's Time to Apply—Melissa Pellegrin Scholarship Applications Now Available

BY PEGGY BIVENS

The Education Committee invites interested University of Central Florida (UCF) technical writing students to apply for the Melissa Pellegrin Memorial Scholarship. Both full-time and part-time undergraduate and graduate students can apply for this prestigious scholarship. The application process is easy. Simply complete the application, print or copy your transcripts, and write a letter. To access the application and find out more about the application process, go to <http://www.stc-orlando.org/education/college/melissa.asp>.

The winners will receive a certificate and a check from the Melissa Pellegrin Memorial Scholarship Fund at the April awards banquet. In addition, their names will join the other winners' names on the plaques permanently displayed in the UCF English Department.

Application packages must be postmarked by Friday, March 2, 2007. The deadline will be here soon, so don't wait too long to begin the application process. —M+M

Heather Stearns shows off her Melissa Pellegrin Scholarship award at last April's awards banquet.



Be a Judge for the Orange County Regional Science and Engineering Fair

BY BOB SMEDLEY

It's that time of year again. Yes, it's the holiday season, but the time I am referring to is the time when I ask you to once again give of your valuable time to serve as a judge at this year's science fair. This year's judging is scheduled for Tuesday, February 20, 2007, at the Central Florida Fairgrounds.

There will be approximately 400 students who will be competing in

fourteen categories and on two different levels (grades six through eight and nine through twelve). We can always use more judges, especially in the following categories:

Biochemistry
Chemistry
Computer Sciences
Earth and Space Sciences
Mathematics
Microbiology

Now, how valuable is your help? Well, let me tell you—unless YOU

are there unselfishly giving of your time we would not be able to hold a Science Fair. It is through your participation as a category judge that we are able to produce a science fair that has a high level of competition between the students. It is through your yearly involvement with the students while you review and score their projects that the students develop an appreciation of what it takes to successfully compete at the state and international level.

For more information, visit <http://www.bobsmedley.net/ocrsef/>.

—M+M

Present at the Atlanta Chapter's Currents Conference

BY EUGENE LARSON

Share your technical communication expertise with attendees of STC Atlanta's 18th annual Currents conference, March 9 and 10, 2007 at the Atlanta campus of Mercer University. The Currents planning committee is now accepting proposals for presentations.

Email your proposal to Dirk Bender at dirkbender@gmail.com no later than January 12, 2007. Proposal requirements, topic suggestions, and submittal instructions are posted on our Web site, www.stcatlanta.org.

Authors of accepted proposals must submit a paper for publication in the conference proceedings. Papers are due February 16, 2007. Detailed instructions for preparation will be provided. Presenters attend the conference free of charge.

For Currents information, contact Dirk Bender at dirkbender@gmail.com. Complete conference information will be posted on our Web site, www.stcatlanta.org. —MtM

Sponsor Spotlight

(Continued from page 4)

Coordinator, Robin Demoy, for helping to make this contribution to our Chapter each month.

To all of our sponsors from the Catering and Food Service industries, we thank you, and truly appreciate your support. You too are one of the reasons that the Orlando Chapter is a 4-Time Winner of the STC Chapter of Distinction! —MtM

An Opportunity

(Continued from page 3)

just Data Governance efforts. They're critical for other transformational efforts that involve corporate information, customer information, and transactional data.

The Bottom Line

One hundred and fifty people went home from this conference to start spreading the message throughout companies, academia and the media that the biggest scarcity of resources needed to succeed with enterprise transformational efforts is...people who can communicate technical concepts to different audiences involved in or affected by those efforts.

So What Does This Mean to All of Us?

Do you have the skills? Do you have the experience? Do you know data-related buzzwords? Are you willing to supplement traditional communication tasks with higher-profile activities such as briefing executives, facilitating work sessions with high-ranking business leaders, and leading groups to consensus for data-related decisions? If so, there may be a place for you in this new discipline. In my estimate, the industry

might need up to several thousand people in such roles over the next few years.

No, I don't know of any openings today. But in my role as President of The Data Governance Institute, I am frequently asked to recommend resources. So if you think you may have what it takes, feel free to pass along a resume to me at gwen.thomas@datagovernance.com. Be sure to let me know whether you're only available for full-time positions or whether you'd be able to do 1-4 month contracts. If you want more information about this new discipline, visit www.datagovernance.com. —MtM

GWEN THOMAS IS THE PRESIDENT OF THE DATA GOVERNANCE INSTITUTE, WHICH PROVIDES CONSULTING AND TRAINING AND PUBLISHES THE DGI DATA GOVERNANCE FRAMEWORK AND SOX-ONLINE.COM, THE WEB'S LARGEST COLLECTION OF VENDOR-NEUTRAL SARBANES-OXLEY INFORMATION. SHE'S THE AUTHOR OF ALPHA MALES AND DATA DISASTERS: THE CASE FOR DATA GOVERNANCE. GWEN IS A LONG-TIME MEMBER OF THE ORLANDO CHAPTER OF STC.



MtM Mail

Here's what our readers are saying:

"What a fabulous job on this month's issue, Cindy and Drew! You capture the spirit of our members and activities perfectly in this content-rich and attractive issue. Congratulations on the excellent articles." - Gail Lippincott

Have something to say about *Memo to Members*? Write to us at newsletter@stc-orlando.org

Getting Yourself Hired: *Providing a Sample of your Work*

BY DALTON HOOPER

Do you bring examples of your writing with you on job interviews? Hopefully, you answered in the affirmative. But, did you know that someone sent the interviewer an example of your writing before your interview was even scheduled?

The most important writing sample

Would you expect a candidate applying for a job as a tailor to show up at the interview wearing a suit that did not fit well? Would you expect a candidate for an auto mechanic's job to pull into the parking lot in a car that was knocking loudly and spewing black smoke? Then why would you, as a technical communicator, send a résumé to a prospective employer that was not an example of your very best documentation work?

As a technical communicator you are unique in that you are able to show the interviewer a sample of your work without having to wait for an interview. The person who sent the interviewer an example of your writing before your interview was even scheduled was -- YOU! If you haven't caught on by now, your résumé IS an example of your work! The question is: Is it an excellent example?

What would make your résumé excellent?

Let's think about this for a moment. What is the value that we, as technical communicators, typically bring to the creation of documentation to make it excellent?

Some examples include:

- Identifying the intended audience (*the interviewer*).
- Assessing the needs of the intended audience.
 - (*What is the interviewer looking for?*)
 - (*How can you meet the interviewer's needs?*)
- Understanding how the documentation will be used (*as an aid in deciding who to interview*).
- Determining the optimal method by which to transform the source information into understanding for the intended audience (*creating a resume with the right information, in the right amount, and in the right layout*).

It is appropriate to think of your résumé as a type of job aid, with the interviewer being the user and the objective being to assist in the decision of whether to pursue you further (i.e., interview). Consequently, an excellent résumé would be one that convinces the reader that you should be interviewed.

"...why would you, as a technical communicator, send a résumé to a prospective employer that was not an example of your very best documentation work?"

The right information

Your résumé should contain information supporting your assertion that it is in the company's best interest to pursue you further. Your résumé should only address what you can do for the company – not what the company can do for you. In too many instances, résumés waste valuable space (not to mention the

reader's time!) in relating what a position with Acme Widgets would mean to the candidate's career, livelihood, and self-esteem. Frankly, companies are not in business to serve the needs of their employees, but to serve the needs of the owners (stockholders) of those companies. Filling the needs of the employees is simply a fortuitous by-product.

"Your résumé should only address what you can do for the company – not what the company can do for you."

The right amount

Your résumé should contain enough information to convince the reader you should be interviewed. No more – no less. That is, after all, the objective of a résumé – to get you the interview!

The right layout

This is very important: Your résumé should be easy to skim, with liberal use of white space. The first thing the reader sees when viewing your résumé for the first time is not the

content, but the layout! The layout sets the tone in the reader's mind before they have even

read the first line. If your layout is very busy, with small point type (less than 10 pt), narrative form (such as a lack of bulleted lists), and too much information (several pages), the reader will dread reading the content. Give the reader a feeling that they will be able to easily glean the information they need

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Getting Yourself Hired

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from your résumé and it will become a self-fulfilling prophecy.

The write stuff

Even if you followed all the advice mentioned above, if your résumé contains misspellings, grammatical errors, non-parallel construction, or any other violation of documentation standards recognized by technical communication professionals, it will rightly go on the "reject" pile. After all, when deciding which writing samples to bring to an interview, you wouldn't dream of including an example that had not been spell-checked, grammar-checked, proofread, and critiqued, would you? Why hold your résumé to a lesser standard? It is, after all, what determines whether there will even be an interview in which to show off those writing samples.

—MtM

DALTON HOOPER IS CURRENTLY THE DOCUMENTATION PROJECT MANAGER FOR WALT DISNEY PARKS AND RESORTS INFORMATION TECHNOLOGY. DALTON DIRECTS A TEAM OF TECHNICAL WRITERS RESPONSIBLE FOR PROVIDING ALL RELEVANT TECHNICAL DOCUMENTATION DURING THE DEVELOPMENT AND SUPPORT OF INTERNAL BUSINESS SYSTEMS FOR DISNEY PARKS AND RESORTS WORLDWIDE. IN THE ACCOMPANYING PHOTO, HE'S THE ONE ON THE LEFT. DALTON CAN BE REACHED AT dalton.hooper@disney.com.



Preliminary Slate of Candidates for Society Office Released

NEWS FROM STC

The preliminary slate of candidates for Society Office are now posted.

According to the *STC Bylaws*, "Additional candidates for the elective offices of nominating committee, director, secretary, treasurer, and second vice president may be nominated by petition of the lesser of (1) four percent of the voting members or (2) 400 voting members. Additional candidates may not be nominated by petition for the elective offices of first vice president and president."

Currently, no candidates have been added by petition. To begin this process, please contact Anita Dosik (anita@stc.org) in the STC office.

The preliminary list of candidates are as follows:

- **President:** *
Linda L. Oestreich (*unopposed*)
- **First Vice President:** *
Mark H. Clifford (*unopposed*)
- **Second Vice President:** *
Cynthia C. Currie
M. Katherine (Kit) Brown
- **Treasurer:** ***
William C. (W.C.) Wiese
(*unopposed incumbent*)

- **Directors:** (Three to be elected, each for a three-year term)
Jonathan W. Baker
Mollye M. Barrett
Nicoletta A. Bleiel
Jackie A. Damrau
Leah Guren
Steven F. Jong
Robert G. Young

- **Nominating Committee:** (*Two to be elected, each for a two-year term*)**
Rachel A. Jordan Houghton
Suzanna Laurent

* The *STC Bylaws* specify that the second vice president automatically becomes first vice president the following year and president the year after that. Thus, second vice president is the highest office to which a member is routinely elected

** Members of this year's nominating committee are Victoria Koster-Lenhardt (manager), Vienna, Austria; Michelle A. Didier, Washington DC chapter; Constance L. Kiernan, Bowie, Maryland; Betsy M. Maaks, Naperville, Illinois; and Martha K. Sippel, Lone Tree, Colorado.

*** Member of the STC Orlando Chapter!

Information about the candidates can be found at <http://www.stc.org/candidatesFAQ/index.asp>. —MtM

Technical Communicator Spotlight

Want to tell your Technical Communication story? Do you know an exceptional Communicator that wouldn't mind sharing his or her best practices?

Ask for a Technical Communicator Spotlight form, and your submission could be featured in the next issue of *MtM*!

Contact us at newsletter@stc-orlando.org.



Memo to Members



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Memo to Members is published monthly and distributed via the STC Orlando Chapter LISTSERV. View archived issues at our Web site: www.stc-orlando.org/newsletter/newsltr.asp. Comments and letters of opinion are always welcome and should be directed to the editor.

The *Memo to Members* invites writers to submit articles to be considered for publication. By submitting an article, you implicitly grant a license to this newsletter to run the article or post it online, and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editor know if your article has run elsewhere, and if it has been submitted for consideration to other publications. Permission to reprint any material herein is given provided that credit is given and a copy of the issue is sent to the editor.

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www.stc-orlando.org**From the Editor's Desk...**

Over the weekend I renewed my STC membership once again. It seems that each year I have more and more reasons to do so! First, I am lucky to be a part of a Chapter that works overtime to provide members the greatest benefits possible from STC. The leadership of this Chapter definitely has every member in mind when making its decisions.

Second, I've found that my involvement in STC has played a significant role in my career. I was recently transitioned from a strictly-writing role into a training-focused role. Rather than

panic at the sudden change in direction, I was able to refer back to a session I took at this year's conference in Las Vegas—"I'm a Tech Writer, Not a Trainer!"—that addressed the specific situation into which I was placed. How is that for useful?

Finally, I renewed because this year will be the best year in STC yet! After meeting Susan Burton at last month's Chapter meeting, I feel confident that the best of STC is yet to come!

So, have you renewed yet?

—Cindy

Corner of Distinction

Kudos to Mike Murray, who is partnering with the Academic Community SIG to support a mentoring program based on the successful program at the University of Central Florida!