

2001-2002 Strategic Goals for the Orlando Chapter My View by W.C. Wiese

Before going any further, I want to make it clear that I have no intention of writing a monthly column. But, I do owe each of you a thanks for the trust you've placed in Mike, Vicki, Karen and myself as your incoming Executive Council. We hope to expand on the strengths we recognize in the Orlando Chapter as the year ahead unfolds. And there are many!

We've been recognized internationally within our organization for last year's conference efforts. Locally (and daily) we see the steady work of our Employment and Education Committees, and those involved with our website and discussion list. I'd like us to build on this solid base.

In our Executive Council meetings during the next two months, we will be discussing a number of approaches to doing this. I will invite the Council to agree on a number of strategic objectives with the core focus of increasing the value of membership in the Orlando Chapter. We will begin by creating a Board of Directors. This panel of senior members and former officers will be our sounding board and mentors. Their experience and suggestions will ensure that we lock on to the professional issues and enrichment you expect from us.

We will seek strategic partnerships for a number of reasons. We may share programming for greater mutual benefit with comparably lower effort. We should renew and strengthen the historic bonds that have enriched us in the past. So far, we have discussed sharing costs with the UCF Technical Writing Program to bring a national expert to Orlando. We will also partner with the Suncoast Chapter to support the Florida Technical Communications Competition as a Florida priority and leverage the experience of their many members who have served at the Society level. If we do this right, we open the path to new membership, new energy, mentorship, and advancement within our organization.

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**W.C. Wiese, 2001-2002
Orlando Chapter President**

Region 3 Pacesetter Award

W. C. Wiese and Karen Lane receive the Region 3 Pacesetter Award from incoming STC Vice President Ed See at the STC National Conference in Chicago. The awards recognize chapters for highly innovative and successful activities as recommended by their regional director-sponsor. Only one chapter and one student chapter may win in each region.



**W.C. Wiese, Karen Lane and STC Vice President,
Ed See at the Chicago conference.**

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I see the need to better reflect our profession, and what you do, in our regular meetings. If the Council agrees, we'll be making some format changes. I hope to grow our web-based resources in a way that models the highest capabilities of our profession, markets us well, expands participation, and provides technical enhancement for all involved (there may be some UCF opportunities here). I also want to expand the role of the Education Committee, to immediately increase the level of educational resources available to our members. I believe that we can find an equitable way of providing matching funds for conferences and software in exchange for your willingness to share what you've learned. We have the money. We should also generate additional energy by recognizing and rewarding performers who do the work of our chapter. We need more Sharon Wisserts and Jon Kesslers.

It is also important that the Executive Council communicates with you on a regular basis. I hope that we can establish quick-hit, double-punch, demand-access ways for letting you know what's coming up, or letting you know about the good programming and fellowship you may have missed at our last gathering.

You might want to save this newsletter and, next summer, let us know how we did.

Out-going Officers Honored

Departing members of the Executive Council were recognized at the June 27th Officer Installation/Awards Dinner held at Steak and Ale in Maitland. Marty Goodwin, Ann Vogt and Jennifer Kowalewski all received plaques for their contributions to the Orlando Chapter for the 2000-2001 administrative year. Since W.C. Wiese is not actually leaving the board, just moving to his new position as president, he was instead awarded "Play Money" as a tribute to his role as treasurer for the past two years. Thank you to these out-going officers for their hard work!

Jon Kessler was awarded the Distinguished Chapter Service Award for Education, along with a \$350 gift card, in recognition of his hard work and dedication to the Education Committee. Congratulations, Jon!

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Upcoming Events

July 11	Executive Board Meeting at Waterford Lakes Mall
August	Executive Board Meeting at TBD
August	Chapter Meeting - Fall Kickoff at TBD

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