

New Programs - Part of Our Member Focus

My View

by W.C. Wiese

Several months ago, I wrote that we wanted to build on the strengths of the Orlando Chapter through several strategic objectives with the core focus of increasing the value of your membership in the STC. By now, I hope you like Memo to Members and the changes in our monthly meetings, website, and support for employment.



Last month, the Executive Council approved three pilot programs that will recognize your active support of the Orlando Chapter and increase the life-long-learning potential of your membership. We've patiently discussed them over several months to make sure we get the recipe right, and I'm very excited about them.

Active Member Program -- We wanted to find a way to thank you for your pride in the chapter, set you apart as a chapter leader, and give you a way to show STC pride at work. Next June, we will make our first active membership awards. It works like this: you get points for every meeting you attend (2), committee you serve (2), and program you prepare (4).

(New Programs continued on Page 3.)

A Christmas Bash Where You Can Build Your Stash... Where Else Can You Combine Jingle Bells and Mutual Funds?

by Daniel W. Voss

All together now...

Deck the halls with stocks and earnings
Fa-la-la-la-la-la, la-la-la-la.
Satisfy your fiscal yearnings
Fa-la-la-la-la-la, la-la-la-la.

DOW shall rise and so shall NASDAQ
Fa-la-la-la, la-la-la, la, la, la.
Bears shall flee and bulls shall fast-track
Fa-la-la-la-la-la, la-laaa-laaaa-laaaaaa!

"Oh good grief, Dan's
been into the egg-nog!" I
hear Mike cry.

Nah. Just warming up.

There will be a little something extra in your stocking this year if you carve out a couple hours from your last-minute holiday rush to make time for the next chapter meeting on Tuesday, December 18, at 6:30 at the Winter Park Civic Center. In fact, you'll be sorry if you **don't make time for this one.**

special drawing at evening's end for two tickets to Universal Studios, courtesy of Raymond James.



Members Share Their Creativity

by Mike Murray

The ideas and the Silly String flowed freely at the November chapter meeting as our members explored ways of being more creative in all aspects of their lives.

After brainstorming some very creative ideas, Vice President, Mike Murray, shared some additional ways to inspire creativity. Mike then treated the crowd to humor (puns), balloon animals, magic, attempted two-ball juggling by W.C. Wiese, and the Silly String. The discussion ended with the crowd brainstorming some *extremely* creative uses for duct tape, such as keeping a car's trunk lid closed, creating a wallet from scratch, and lots more. (Later in the evening, it was *great* to see W.C. Wiese and Dan Voss covered in Silly String!)

After the discussion, the members were treated to the *Extraordinary Visions* video, featuring Dewitt Jones. In an hour of motivation and inspiration, Jones weaved a visual tapestry of emotion and content. Our members learned how to touch their own passion, balance their heads with their hearts, and to come away inspired with their own creative potential.

Inspiration isn't *all* they came away with. Meeting attendees also left with valuable handouts, including "10 Steps to Boosting Creativity," "Igniting Creativity in the Workplace," and several others.

Door prizes included a top-selling creativity book by Roger Van Oech, "A Whack on the Side of the Head;"



The Creativity and "goodies" tables, most of which actually came from the office of our esteemed Vice President, Mike Murray.

a Barnes & Noble gift certificate; a kinetic desktop sculpture; a potted plant; t-shirts; a desk lamp and several other prizes.

Good friends, good food, good information, and good fun — that's what our monthly chapter meetings are all about. Mark your calendar for the fourth Tuesday of every month (third Tuesday in December) and join the fun. It's a great way to enhance your career, while actually enjoying yourself!



Orlando Chapter President, W.C. Wiese covered in Silly String.

New Programs continued...

The Executive Council will recognize members with 21 points or more with a unique and distinctive gift that will always designate them as Active Members of the Orlando Chapter. Members that make the Orlando Chapter a special chapter deserve our highest thanks.

Senior Member Program — We have never (to my awareness) recognized members when they achieved 5 years of STC membership and became Senior Members. Perhaps we didn't know that the Society Office had special jewelry available. But now that we do, it is our intention to provide pins to these special members when they next attend a chapter meeting. At our last meeting, I had the pleasure of recognizing Jon Kessler, Jennifer Kowalewski, Karen Lane, Chris Laning, Loretta Lott, Mike Murray, Sharyn Pierce, and Dan Voss for their achievements.

Matching Funds Program — I am particularly excited about this one, because I have discussed it many times in the past couple years. Now, it's ready to go on an experimental basis. The Council has authorized \$1000 to be used as a pilot program to match a full member's expenses to attend seminars or training, or in some cases, purchase software. In return, we expect you to share what you have learned in a program, or agree to become a Chapter resource as a software application expert.

Our intent is to help members grow professionally, both by getting the tools and training they need, and distributing the knowledge within the chapter. Requests will be coordinated through the Education Committee via Vice President, Mike Murray. We agreed to match up to \$200 of member expense on a reimbursement basis when the training meets these criteria.

Upcoming Events

December 18	Chapter Meeting Winter Park Civic Center "Technical Communications and the Investment World"
January 22	Chapter Meeting Winter Park Civic Center "Emerging Trends"
February 26	Chapter Meeting Winter Park Civic Center "Project Management"
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 "Each One Teach One"
June 25	Chapter Meeting Winter Park Civic Center "End of Year Banquet"

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

Christmas Bash continued...

Not only will there be the top-of-the line hot hors d'oeuvres, exceptional door prizes, holiday merriment, music, all kinds of decorations, and special libations Lead Elf Mike Murray has in the making for you, you will be getting a valuable Yuletide bonus from Raymond James' answer to St. Nick, Associate Vice President for Investment, Paul Holt — there will be a special drawing at evening's end for two tickets to Universal Studios, courtesy of Raymond James. But Paul will be bringing a much more important package to Tuesday's party than theme park tickets — smarts. In all earnestness, Paul is a consummate professional who has a depth and breadth of knowledge of the investment world to share with us. The format will be a casual fireside chat, with some planned questions and answers and also open inquiries from the audience.

Raymond James has also graciously contributed to our refreshments for the evening, so Elf Murray has even more up his culinary sleeve than his usual fine efforts. And yes, the rumor you heard is true—the Civic Center really does allow alcoholic beverages!

Paul has agreed that if the DOW slips back under 10,000 between now and then, he will wear a Grinch hat in penance for the evil bear market the stock market has inflicted upon us over the past 18 months. If, on the other hand, it continues to rally, he will be entitled to wear a Santa hat...or a set of bull's horns...his choice.

Seriously, the first part of the program will explore the elements of technical communication that are operative in the world of financial investment. At first blush, you might think that's a bit of a stretch, but you will be surprised how much overlap there is. Everything from audience analysis to brochures, to Web-based archiving and retrieval...many of the chapters in our "book" play in Paul's as well.



The second part of the program will answer common questions about investment in general and provide valuable advice concerning shrewd ways to prepare for retirement, focusing on employment situations typically encountered within our profession in particular.

At the end, Paul has promised to give us the name of three stocks that are currently trading between \$1 and \$2 a share, which will be worth between \$100 and \$125 a share by this time next year.*

Pretty good trade for the price of admission (\$6 members, \$8 non-members), wouldn't you say? See y'all Tuesday. Don't miss this one!

*Please note that Mr. Paul Holt and the Raymond James Corporation disavow any knowledge of or warranty for wild-eyed claims made by the egg-nog-besotted writer in a thinly veiled and tacky attempt to lure people to the chapter's Christmas meeting.

Science Fair Needs Judges

by Mike Murray

The staff of the Orange County Regional Science and Engineering Fair (OCRSEF) is looking for judges for the February 20, 2002 event at the Central Florida Fairgrounds.

Many of our members continually look for ways to enhance their growth as a technical communicator, and volunteering to assist with OCRSEF judging this year would certainly be one way of adding to that growth. Chapter members report that their experience as a judge in similar competitions has proven to be very educational and rewarding. If you are interested, details are available on the Web at:

<http://www.bobsmedley.net/ocrsef/>



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Society for Technical Communication

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. Contact the STC at 901 N. Stuart Street, Suite 904, Arlington VA 22203.

Phone: 703.522.4114 Fax: 703.522.2075

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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

Editor: Victoria A. Kirkpatrick
Concord EFS, Inc.
495 N. Keller Road, Suite 500
Maitland, FL 32751
Phone 321.263.3633
E-mail: vkirkpatrick@star-systems.com



*Happy Holidays from
your Orlando Chapter
Executive Council*



May 5-8, 2002
Nashville, TN

LEADING
the **TECHNICAL**
COMMUNICATION **REVOLUTION**

When: May 5-8, 2002

Where: Opryland Hotel
2800 Opryland Drive
Nashville, TN 37214
(615) 889-1000

Hotel Rates

\$160 single/double (plus tax)
\$40 additional for Garden Terrace option
Each additional person is \$15

What: STC's annual conference is the largest conference in the world focusing on the arts and sciences of technical communication. The conference includes more than 250 educational presentations. It offers opportunities for networking and a chance to view award-winning entries from STC's technical communication competitions and vendor exhibits.

Who: STC members are technical communicators-people whose work involves making technical information available and understandable to people who need it. Conference attendees include the following professionals:

- ◆ Technical Writers
- ◆ Web Designers
- ◆ Technical Editors
- ◆ Technical Translators
- ◆ Documentation Specialists
- ◆ Information Developers
- ◆ Technical Communicators
- ◆ Technical Illustrators
- ◆ Managers of Technical Communication Departments
- ◆ Teachers of Technical Communication

Conference events address the needs of technical communicators at every level of experience, from entry level to senior management.

Why: STC holds the conference to provide educational opportunities to its members, to support professional development, and to expand networks of contacts. Full registration entitles you to three days of educational presentations (technical sessions), vendor exhibits and social events, useful handouts, and a copy of the conference Proceedings.

Rates:

Registration Fees	Member	Non-Member	Student /Retired
Advance Registration	\$420	\$560	\$100
On-site Registration	\$495	\$635	\$155
One Day Registration			
Advance Registration	\$220	\$290	\$100
On-site Registration	\$295	\$365	\$155

All figures in U.S. Dollars.

Future Conferences	
<u>Location</u>	<u>Date</u>
Dallas, TX	May 18-21, 2003
Baltimore, MD	May 9-12, 2004
Seattle, WA	May 8-11, 2005