

Internationally Known Technical Communications Expert to Speak at March Chapter Meeting

by Mike Murray

The Orlando Chapter STC is honored to announce that Nancy Hoft, internationally recognized expert in international and cross-cultural communication, will speak at our March 26 chapter meeting. Many thanks go to Senior Member and STC Fellow Dan Jones for arranging this marvelous speaker.

Background

Nancy Hoft is a professional writer, artist, trainer, interviewer, and



speaker who has won awards for both her writing and her Web-site designs. Her course content and teaching style continues to win her praise from students and workshop participants worldwide. Hundreds of Web sites link to Web sites that Nancy created. Nancy's books and journal articles are used in undergraduate and graduate courses around the world. She has served as both a keynote and a featured speaker for major conferences. Ms. Hoft has a contagious enthusiasm for whatever she works on and an engaging, high-energy personality.

Although most of her experience comes from working in the computer industry, Nancy has worked in the banking and financial, environmental, networking,

medical, and telecommunications industries. She has experience working in the U.S., Canada, and Europe. She integrates her diverse experience into all of her consulting, training, public speaking, and publications. Sponsors of her seminars and some of her clients include MicroSoft, Ford Motor Company, Compaq Computer Corporation, Sun Microsystems, Walmart, Eindhoven University of Technology in The Netherlands, and the World Health Organization.

Ms. Hoft is currently a Ph.D. student at Michigan Technological University in the Rhetoric and Technical Communication program, Humanities Department. She is currently reading in technical communication, activity theory, and sociolinguistics, and plans to integrate these areas with her knowledge of cross-cultural communication and international technical communication. She can read and speak French with conversational fluency and has a basic understanding of Spanish.

STC Activities

Ms. Hoft has been an active senior member of the Society for Technical Communication since 1983. In 1994-95, she managed the International Communication Professional Interest Committee, which grew from 250 to over 500 members worldwide and won an international achievement award for its newsletter. She started two chapter-level International SIGs. In 1991-92, she conceived and managed the first conference on International Technical Communication in Seattle, Washington. The conference was such a success that it was responsible for Puget Sound Chapter's international achievement award from STC in 1992.

Ms. Hoft has also served on various STC society-level committees, the Professional Interest Committee (PIC) Advisory Committee (3 years), and the International Policy Committee (3 years). In addition, Ms Hoft has served as a judge in society-level regional and chapter competitions evaluating art, publications, and on-line documentation. She has also been a reviewer for proposed papers on international topics for Technical Communication, the STC's journal, and served as the Guest Editor of a special

Nancy Hoft continued...

issue, *Global Issues, Local Concerns*, published in May 1999.

RSVP NOW!

You don't want to miss this one! To make sure you have a seat at this rare opportunity to hear a true leader in our profession, RSVP right away to Mike Murray at: Mike.Murray@lmco.com

The fees for this special event are only:

Nonmembers	\$10
Members	\$ 8
Students	\$ 6

Social Starts at 6:30 p.m. at the Winter Park Civic Center. Special refreshments will be served. The program begins at 7:00.

**For lots more information about
Nancy Hoft and Nancy Hoft Consulting
visit: <http://www.world-ready.com/>**

*Visit the STC Web Site at
[http://www.stc-southeast.org/
orlando](http://www.stc-southeast.org/orlando)*

Orlando Chapter April Meeting Update

The April meeting of the Orlando Chapter will be held on April 23, 2002 at the Winter Park Civic Center. Our special guest and speaker for the evening will be Pat Duggins, News Director at 90.7 WMFE-FM.

Our sources tell us that Pat is practically an encyclopedia of space knowledge. As National Public Radio's resident "NASA expert," he provides about an hour's worth of news stories every time the space shuttle blasts off from the Kennedy Space Center.

Pat's news reports go from Florida to NPR's studios in Washington, D.C. over the internet instead of "old-fashioned" telephones. He was among the first of NPR's contributing reporters to make the leap to "on-line" to deliver audio for national broadcast.

In addition, Pat covers more "down to earth" stories as well as hosting 90.7 Notebook, Morning Edition, and The Lawmakers on Channel 24. He's brought WMFE over 20 awards for journalistic excellence for radio and television.

We're told Pat enjoys cooking, traveling, photography, and collecting autographs. He and his wife, Lucia, live in College Park in Orlando.

Upcoming Events

March 26	Chapter Meeting UCF "Special Speaker"
April 23	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"

How I Solved My Worst

Professional Challenge

by W.C. Wiese

When you deal with technology, you deal with change. And, in many cases, there are no experts to turn to, or there aren't any within reach in the time you have left. You hope not to get bruised too badly and try to get through the best you can.

Perhaps that's why a number of members have asked Mike Murray to assemble a program on Project Management. Not only is this a test of organizational abilities, it's a test of coping skills. And the stories are worth sharing.

And so we shared at the February 26th meeting at the Winter Park Civic Center. Din Bissoondial, who will shortly begin a term as the chapter's employment chairman, talked about the delicate negotiations he needed to learn to do to interview candidates and place them with employers. We were delighted by his description of having to negotiate with a native American chief regarding employment of one of his significant others. W.C. Wiese talked about the challenge of preparing Lockheed Martin's original multinational proposals, which introduced new requirements (including translation without the font sets) and cultural differences, and how lessons learned on an early proposal produced significant dollar savings years later. Laurie Bradley told the story of a large 60 volume deliverable that was threatened when two of her employees decided to have an affair and not come in to work for several days. (Hers was the best example of the importance of subtlety, persuasiveness, and calm thinking. They met the deadline!) Dan Voss shared examples of out-of-the-box thinking by a clinical psychologist who needed to calm the fears of the elderly.

Obviously, there's more to the topic of project management, but the membership got several pieces of advice that can make our world a little bit more sane.

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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.

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2001 FTCC

Comes To A Close

by Karin Fraser Carlan, Suncoast Chapter
FTCC Publicity

The Florida Technical Communication Competition (FTCC) completed another successful competition in January as organizers sent plaques to winners and awarded the Best of Show honor.

Planning started months earlier during the summer of last year when committee volunteers gathered to plan and strategize. New this year, following a model recently adopted by other STC competitions, the FTCC committee conducted judges' training through a teleconference. The actual judging began when technical communicators across Florida submitted 34 entries to this year's competition in September. The panel of judges then evaluated and provided feedback on each entry by e-mail or conference call. Some team members who were located proximately met face-to-face as in years past. In November, the FTCC committee notified its 20 award winners. The three entries winning the Distinguished award are eligible for entry in the international competition for evaluation with entries from around the world. The "Best in Show" honor, chosen from the Distinguished award winners, was awarded to Amy Lisk and Jack Duffy of Paradyne for the entry, *Hotwire 8820 GrandSLAM Installation Guide*.

The FTCC committee feels the competition was a success even though events that occurred during the year-- economic recession, downsizing, layoffs, and the September 11 attacks-- impacted the number of entries submitted and the number wishing to attend the banquet. The new processes that the FTCC Committee tried this year to alleviate some expenses and travel time for judges were successful, and the committee will look at refining them for use in the future.

Congratulations to all of the 2001 FTCC winners!

See a list of winners on Page 5.



NOTE FROM THE EDITOR:

Please accept my apologies for falling behind on issuing Memo To Members. Part of the problem has been due to personal medical difficulties. The January issue, however, was completed, but I experienced technical difficulties in sending it out. I'm still not sure if it was due to problems we were having with our server at the time or the actual document itself. The document was extremely large and we kept receiving "over size limit" errors from both our internal LAN and then the listserv. I did eventually get the document out to Barb Odom, but then she experienced the same difficulties in attempting to post the document to the listserv.

If you had received the January issue, it would have contained several photographs, including the one above, of our illustrious vice president, Mike Murray, at his finest! I thought you would all still enjoy this wonderful picture. So, although it is definitely past Christmas, I'm including it in this issue for your amusement.

It's a great example of Mike's tremendous enthusiasm for everything he does! Keep up the good work, Mike, we all love it!!!

Sincerely,

Vicki Kirkpatrick, Editor

Florida Technical Communication Awards - 2001

Distinguished (3)			Merit		
Award Name	Entry Title	Company			
			Char A. Reed-Passineau	SP 3.0 Imaging User's Guide	CASI-RUSCO
Product Development Department	How to Master Access 2002 Level 1 Instructor-Led Training Courseware	InfoSource	Molly Townsend David A. Self	Partnerships in Excellence	Lockheed Martin Missiles and Fire Control
Wax and Company	AvMed Accent	Wax and Company	Alison Russell	Image ACCESS MedVIEW Training Guide	StorComm, Inc.
Amy List Jack Duffy	Hotwire 8820 GranDSLAM Installation Guide	Paradyne Corporation	Michelle De Armas	IBM ViaVoice for Mac OS X User's Guide	IBM Corporation
Excellence			Robert Pacheco	Resource Adapters Help	Mercator Software, Inc.
Michelle De Armas	IBM ViaVoice Pro USB Edition for Window User's Guide	IBM Corporation	Sharon Goldner	SNMP WebHelp	Mercator Software, Inc.
Product Development Department	How to Master PowerPoint 2002 Level 1 Instructor-Led Training Student Manual	InfoSource, Inc.	W.C. Wiese	Javelin and Predator	Lockheed Martin Missiles and Fire Control
Peter Bersani	How to Master Corporate Web Site Flash Intro	InfoSource, Inc.	Kelly R. Munkittrick Mark E. McMasters Glen Van Der Kraak Cam Portt Wade N. Gibbons Andrea Farwell Michelle Gran Society of Environmental Toxicology and Chemistry	Development of Methods for Effects Driven Cumulative Effects Assessment Using Fish Populations	SETAC
W.C. Wiese Brenda K. Smith	Medium Extended Air Defense System CD	Lockheed Martin Missiles and Fire Control	Michael Swindoll Ralph G. Stahl Jr. Stephen J. Ells Society of Environmental Toxicology and Chemistry	Natural Remediation	SETAC
Product Development Department	The Total Solution to A+ Certification	InfoSource, Inc.	Paul A. Severt	CopperController Online Help, Version 1.2	CopperCom
Donald W. Sparling Greg Linder Christine A. Bishop Society of Environmental Toxicology and Chemistry	Ecotoxicology of Amphibians and Reptiles	SETAC			
IT Performance Support	Quest CBT Tutorial	Blue Cross Blue Shield of Florida			



May 5-8, 2002
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Where: Opryland Hotel
2800 Opryland Drive
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(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	
Location	Date
Dallas, TX	May 18-21, 2003
Baltimore, MD	May 9-12, 2004
Seattle, WA	May 8-11, 2005