Memo to Members

I'd like to buy an 'E,' please

by Allan Rotgers

Philip Zoller
VP, Triton Solutions

You've been using "e-mail" for years now. And lately, you've been buying "e-tickets" when you fly. So how about giving another "e" a try? Come explore the exciting world of "e-learning" at our E-Learning 101 meeting on September 24!

Philip Zoller of Triton Solutions in Jacksonville will be our guest presenter. Philip began his career in corporate training in 1987 at Blue Cross Blue Shield of Florida, where he went on to implement that company's first Web-based training program. After 12 years at BCBSFL, Philip co-founded Triton Solutions in order to build a trainer-friendly e-learning platform. At Triton, he has managed the development and implementation of enterprise e-learning programs for Fortune 500 and small corporations alike. Philip holds a B.S. degree in Business Organization and Management.

E-Learning 101 is Philip's introductory course, which lays the foundation for anyone looking into e-learning. From the history of computer-based training to the introduction of e-learning, Philip will explore how training technology has advanced over the past decade. The journey will reveal common acronyms, terms, and their definitions, and Philip will explain the various elements and skills required for effective management of an e-learning program. Common myths will be exposed and put to rest, and in the end, you will understand the full impact and value that e-learning can have on your organization.

Join Philip (and the rest of us!) at the Winter Park Civic Center on Tuesday, September 24. As always, the social begins at 6:30 p.m. and the meeting starts at 7:00 p.m. Hope to see you there!

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Meet Your Hospitality Committee

Meet your Hospitality Committee — **Janette Farnsworth**, **Joanne Godwin**, **Heather Haas**, and **Barbara Odom**. These hospitable helpers handle the refreshments for our monthly meetings as well as the proverbial "other duties as assigned." If you have any ideas concerning refreshments you'd like us to consider, have special needs we need to be aware of, or would like to join us, please see any committee member at the next meeting or contact **Barbara Odom** at bcodom@aol.com.

STC Region 6 Conference

The 12th Annual STC Region 6 Conference, hosted by the St. Louis Chapter, will be held from Sunday, October 13 through Tuesday, October 15, 2002, at the Millennium Hotel in downtown St. Louis. Join us under the Gateway Arch where we'll focus on helping technical communicators thrive in their careers.

Keynote Speaker: John Hedtke presents "Seeding the Clouds," to help technical communicators find more opportunities even in tough times.

Read more at the Region 6 Conference website
http://www.stcregion.org/region6/conference/ conf2002_General_Information.htm

The STC Special Needs SIG Wants You!

...Visit us at www.stcsig.org/sn/

Do you have a disability of any kind?

Are you interested in making our communication products more accessible for users with disabilities?

Would you like to join an inspirational "can-do" team that is committed to taking the "dis" out of "disabilities"?

When You Renew Your Membership, Join Us!

Florida Presidents' Council Reestablished

by Mike Murray

With inspiration from Immediate Past President **W.C. Wiese** and the support and encouragement of the presidents of the Florida STC chapters, Orlando Chapter President **Mike Murray** recently reestablished the Florida Presidents' Council. The Council, which until recent years had come together in mutual support of the goals of all STC chapters in our state, had proven its worth but had become inactive.

Discussions with incoming Florida chapter presidents at the Annual Conference in Nashville indicated that Florida STC members felt the Council had proven its value and was worth the effort to reestablish. The Council comprises the following chapters:

- First Coast – Jacksonville
- North Central Florida – Gainesville
- Northern Gulf Coast – Fort Walton Beach
- Orlando
- Palm Beaches – Boca Raton
- SpaceTech – Melbourne
- Suncoast – Tampa Bay

Chapter President Mike Murray

The purpose of the Florida Presidents' Council is to address questions such as:

√ How can we help each other?
√ Can we combine efforts to multiply the result of a training conference or contest?
√ What programs are in demand? What isn't working?
√ How can we work together and do something no chapter can do alone (like the Annual Conference)?
√ Are there any other ways we can help each other?

The idea is to be supportive of each other, to make things easier for each other, and to bring benefits to our members that may not otherwise be possible. Some Orlando members have already traveled to Tampa to hear guest lecturers, and out-of-towners have visited us as well.

The Florida Presidents' Council is just another way we are working to add value to your STC investment, one of the best career investments you'll ever make!

Next Chapter Meeting: September 24, 2002
E-Learning 101 with Philip Zoller
Winter Park Civic Center
6:30 p.m. Social — 7:00 p.m. Meeting
RSVP to Allan Rotgers
allan.rotgers@hughessupply.com

"Washlines VIII": A Smashing Success
by Dan Voss

"What is a *library* these days—a *place* or a *portal*?"

"Have you reinvented yourself lately?"

"What in tarnation has Six Sigma got to do with technical communication?"

"What's the straight and skinny on this XML stuff?"

"What do you do when you are addressing an audience at an international conference and somebody stands up during the questions and answers and basically tells you are full of –er, false theories?"

These were just a few of the topics addressed at the August 27 meeting that raised the curtain on the 2002–2003 chapter year in a stimulating 8th edition of the "Washlines"— the annual potpourri of mini-presentations from the recent international conference that has become the traditional "first pitch" of our professional development season.

Panelists **Karen Lane**, **Mike Murray**, **Allan Rotgers**, **Dan Voss**, and **W.C. Wiese** shared nuggets they gleaned from the technical sessions at the 49th annual STC international conference held in Nashville last May with an enthusiastic audience. The attendance represented 75 percent growth over "Washlines VII" last year (up from 16 to 28), auguring well for another robust year in terms of meeting attendance—a key indicator of chapter health. The pace was rapid, audience interest was high, and the presenters managed to cover exactly half of the 22 topics that were identified by colorful graphic and verbal signs dangling from a clothesline that was strung across the front of the room.

Preceding the presentations, incoming chapter president **Murray** kicked off the chapter year with an informal exchange of introductions, job needs vs job leads, and news from the workplace. It went well.

Following the panel presentation, which included animated and diverse treatments of a variegated smorgasbord of topics, the meeting concluded with door prizes. Those also sustained tradition—meeting organizer **Dan Voss** began the draw by pulling his own ticket out of the hat and promptly laying claim to the book *Orbiting the Corporate Hairball*, by Gordon McKenzie, inventor of the potpourri format after which Washlines is patterned, thereby exacting just revenge for the infamous coffee bean incident at last year's Christmas meeting. **Bob Shydo**, of course, drew the next prize, running his string of consecutive meetings receiving a door prize to a Southeast Region-leading 87 meetings. **Bob** is only 3 door prizes shy of eligibility for the *Guinness Book of World Records*; be sure to be there pulling for him at our next meeting.

Speaking of which, we expect to pick up right where we left off on come September 24 when our next chapter meeting, "E-Learning 101 with Philip Zoller" rolls around (see). Same place, same time: Winter Park Civic Center, munchies and networking at 6:30 p.m.

All things considered, "Washlines VIII," patterned after the late McKenzie's innovative, audience-centered format with which he broke new ground with his memorable keynote address at the 41st STC International Conference in Minneapolis in 1994, may have been the most successful yet. It certainly sparked a lively exchange of information.

We feel confident Gordon would approve.

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Seventh Annual

Florida High School Technical Writing Competition

for Students in Grades 9-12

Sponsored by the
Orlando Chapter
of the
Society for Technical
Communication

Coming soon to a high school classroom near you!

Two brand new creative multimedia presentations developed under an STC grant to the Orlando Chapter on

- Technical Communication
- Florida High School Technical Writing Competition

For details on this year's competition, see
http://www.stc-orlando.org/education/highsch/highsch.asp

Welcome New Members!

Welcome to the Orlando chapter of the Society for Technical Communication (STC). Join us for a brief welcome and short orientation at the next meeting at 6:45 PM. As you sign-in upon arrival, make sure we know you're a new member. In addition, our New Member Orientation brochure will answer your questions about your STC membership, explain the services provided by STC, and suggest how you can get the most out of your involvement with the Society. To obtain a copy, contact Barbara Odom at
<bcodom@aol.com>

The Gloria Jaffe Outstanding Technical Communicator Award

January 2005

Watch your mailbox for more info

Join STC Now and Save $$

As part of its annual fall membership drive, STC offers a special discount to new members who join the Society on or after October 1, 2002. For the regular member rate of $140 ($125 for dues plus a one-time $15 enrollment fee), new members will be credited with dues paid for the remainder of 2002 **and for the calendar year 2003**. That's fifteen months of Society membership for the price of twelve!

Among the benefits of Society membership are subscriptions to *Intercom*, the Society's monthly magazine, published ten times a year, and to *Technical Communication*, the Society's quarterly journal. These periodicals contain valuable, information-rich articles on the theory and practice of technical communication. Other membership benefits include discounts on STC's annual conference, the largest gathering of technical communicators in the world; eligibility for association group rate insurance; program discounts; job information; and access to STC's special interest groups. For more information on these and other benefits, and to join STC today, visit the STC Web site at **www.stc.org**. Questions? Contact **Barbara Odom** at **bcodom@aol.com**.

Chapter Meetings Schedule for 2002–2003

- **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*

All meetings are held at 6:30 p.m. at the Winter Park Civic Center unless otherwise specified