



# Memo to Members

## Inside this issue:

Lake Brantley High School Presentations	1
Gloria Jaffe Award Deadline	2
Dr. Jones Wins Ronald J. Blicq Award	3
Molly Townsend Promoted to Key Position	3
Karen Lane, Our Hero	4
Job Search Tips	5
Next Month's Events	7
Special Needs SIG Needs Volunteers	8
Technical Writer Parody	9

### Special points of interest:

- The STC Meeting fee for all students has been reduced to \$5.00. STC is experimenting with the lowered price in an effort to increase student attendance at our meetings.
- Our Orlando Chapter is listed in the *Orlando Sentinel* newspaper under *Computer Groups*.

## STC Presentations are a Smash Hit with Lake Brantley High School Students by Cindy Hauptner

On the morning of October 3, beta test versions of two STC-funded multimedia presentations proved a big hit with Lake Brantley High School students during a classroom usability test. The students, who are among the first to view the new presentations, are enrolled in Dr. Suzy Behel's Biotechnology I course.

The multimedia presentations introduced students to the field of technical communication and to the Orlando Chapter's 7<sup>th</sup> edition of its annual Florida high school technical writing competition.

**Dr. Dan Jones**, professor of English at UCF; **Jon Kessler**, coordinator for the high school writing competition, and **Cynthia Hauptner**, a graduate student in UCF's technical writing program, tested the multimedia presentations to gather students' reactions. "Usability testing is an essential part of a project of this nature," explained Dr. Jones. "No matter how thorough one tries to be in research and development, the real test of any product is with



A Lake Brantley student contributes to an interactive segment of a recent classroom visit by Orlando Chapter members.

the end user. Technical communication products—which these presentations definitely are—are no exception."

The students approved of the overall quality and presentation of the material. Chris Nieto, a student in the class, commented that the presentations "related to the audience well." Anujah Shah, also a student participant, said "[The presentations were] really informative...they made the subject matter more interesting."

During a question-and-answer session, the students asked

Dr. Jones if subjects such as hybrid engines, tissue engineering, and the acoustics of a guitar would be appropriate for the writing contest. Dr. Jones encouraged the students to write about these subjects, but reminded them that they should aim their papers at a lay audience. The students in Dr. Behel's course were among the first to view the multimedia presentations, developed under an \$8K grant provided to the Orlando Chap-

*Continued on Page 2*

## Lake Brantley, Cont'd

ter as part of the STC Special Opportunities Grant program.

The project, slated for completion in the first quarter of 2003, has been conducted under the joint oversight of Dr. Jones

"Usability testing is an essential part of a project of this nature."

—Dr. Dan Jones

and **Dan Voss**, manager of the chapter's Education Committee. Cynthia Hauptner, and **Suzanne Shomate**, a graduate from UCF with a B.A. in Technical Writing, designed and created the projects with the

intention of introducing high school students to the field of technical communication and gaining their interest in STC's annual high school writing competition.

The first multimedia presentation, entitled "What is Technical Communication?," is a lively half-hour introduction to the field of technical communication, including the types of projects technical communicators are involved in and how a person enters the technical communication profession. It features two animated cartoon characters: Shanna, the "with-it" aspiring young technical communicator, and Dan, the answer to *Revenge of the*

"...science is nothing if you can't communicate it."

—Dr. Suzy Behel

*Nerds*.

Asked where she came up with her prototype for the nerd character, Hauptner commented: "I decline to respond on the grounds that it might incriminate me."

The second multimedia presentation is approximately fifteen minutes in length, and introduces students to the writing competition. It packages the contest information with a space program motif.

Lake Brantley High School, located in Altamonte Springs, has historically made a strong showing in the writing contest over its 6-year run—due, in no small measure, to the enthusiastic support of Dr. Behel and a number of classroom visits by Dr. Jones.

Dr. Behel emphasizes the importance of communication to her science students. She said, "I think it makes all the difference in the world to have you come out because this is your field, but my philosophy is science is nothing if you can't communicate it."



## Have You Submitted Your Jaffe Award Nomination?

*You have less than a month left to be nominated for this outstanding Central Florida business recognition.*

The deadline for companies and individuals to be nominated for the **Gloria Jaffe Outstanding Technical Communicator Award** is November 4. The award recognizes Central Florida businesses that have significantly benefited from insightful employment of technical communicators, along with the individual communicators themselves.

As the award process moves forward, four exceptional leaders within the Orlando Chapter of the Society for Technical Communication have formed the inaugural Jaffe Award

Judging Committee. Alicia Fellure, Lead Judge, is a Distinguished Chapter Service Award winner (Jacksonville) and currently serves the Society as Manager for the International Online Technical Communication Competition. She is joined by three current/former chapter officers. **Bruce Cone** is a senior member of the Society and served as Orlando Chapter president in the early 1990s. He was one of the driving forces behind the successful proposal to locate the annual conference in Orlando in 2000. **Bill Paskert** is a senior member of the Society and served as Orlando Chapter president in the mid-1990s and continued as bylaws commit-

tee chairman for several additional years. **Richard Phipps**, a professional recruiter with CIBER, is the Orlando Chapter's employment manager and contributes a unique ability to assess job demands in the modern workplace.

Also a member of the Jaffe Award team is **Barbara Odom**, who canvassed Central Florida hotels and restaurants and negotiated the presentation dinner at the renowned Maison & Jardin restaurant in Altamonte Springs.

The Jaffe Award is named for Orlando Chapter founder and retired University of Central Florida Technical Communication professor Gloria Jaffe. Her leadership is reflected in the

enduring communication values prized by the Orlando Chapter and in the professionalism of UCF graduates who had the opportunity to study with her.

Applications for consideration by the Jaffe Award Judging Committee must be received by November 4, 2002, and are available on the Orlando Chapter STC Web site at <http://www.stc-orlando.org>. Award winners will be recognized in January at a ceremony at the Maison & Jardin Restaurant in Altamonte Springs. For further information, contact Competition Manager **W. C. Wiese** at [william.c.wiese@meadsintl.com](mailto:william.c.wiese@meadsintl.com)

## Dr. Dan Jones Receives Prestigious Ronald S. Blicq Award

At the International Professional Communication Conference, held in Orlando on September 21-24, **Dr. Dan Jones** was awarded the Ronald S. Blicq Award for Distinction in Technical Communication Education for 2003.

The Blicq Award recognizes innovative educators who have influenced the ways that technical communication is taught in pre-college settings, undergraduate and graduate university degree programs, and in professional life through workshops and seminars.

Dr. Dan Jones received this

award based on his many accomplishments as an excellent technical communicator, professor, and active member of STC. As a professor in the English Department at the University of Central Florida, Dan teaches a variety of graduate and undergraduate technical communication courses.

Noted in his nomination for the award was his participation in the creation of the Melissa Pellegrin Memorial Scholarship Fund at the University of Central Florida.

Presented by the Institute of Electrical and Electronics En-

gineering (IEEE) Professional Communication Society, the Ronald S. Blicq award was established in 2000.

The Professional Communication Society acknowledged Ronald Blicq, of the Manitoba Chapter STC, for his extraordinary impact on technical communication at all levels by creating the Ronald S. Blicq Award for Distinction in Technical Communication. This award is meant to honor technical communicators who possessed the same talent and success in the teaching of technical communication.



**Dr. Dan Jones has been recognized for outstanding Technical Communication Education.**

Congratulations, Dan! Your fellow members of STC are very proud of your ongoing effort and your many contribution to the field of technical communication.

## Molly Townsend Selected for Career-Accelerating Assignment

**Molly Townsend**, an employee in the Communications Department of Lockheed Martin, Missiles and Fire Control and an Orlando STC Member, was recently selected for a one-year career development assignment on the Systems Integration Business Area Communications staff, beginning January 2003 in Bethesda, Maryland.

Molly is a 1997 graduate of the Masters program in technical communication at the University of Central Florida.

This Business Area assignment provides significant career growth and learning op-

portunities for high-potential individuals, like Molly, who are willing to take on a stretch challenge. In her new assignment, Molly will work with the



**STC congratulates Molly Townsend on her big move!**

Systems Integration businesses to develop and implement strategic communica-

tions plans and to support proactive relations with the trade press and other media.

She will also review communications materials from the businesses, prepare correspondence and internal communications for Executive Vice President Bob Coutts and serve as a liaison between the business area and the Corporate Communications staff.

Although this entails a major move for Molly, her husband, and golden retrievers, Molly is excited to learn about the different programs and products, make valuable contacts throughout the corporation, and work on special assign-

ments with the media, the corporate communications staff, and the corporate business staff.

Congratulations on your new position, Molly! We know this experience will further your abilities as an excellent communicator.

If you feel congratulations are in order for a fellow STC member, please notify Christina Payne at [christina.l.payne@lmco.com](mailto:christina.l.payne@lmco.com) for an article to be included in next month's newsletter.

## Karen Lane Receives First-Ever “Orlando Chapter Hero” Award



In a surprise announcement at the September 24 chapter meeting, chapter president **Mike Murray** introduced chapter treasurer **Karen Lane** as the first-ever recipient of the “Orlando Chapter STC Hero” award.

Mike presented Karen with a stunning bouquet of flowers, drawing an enthusiastic ovation from a packed house.

Karen received, and actually inspired, the award, when she stepped forward to publish

two editions of “Memo to Members,” thereby maintaining an important flow of information to the chapter membership. Mike declared, “Her dedication prompted me to establish this new award because Karen did this without hesitation, in a quality manner, and in addition to her chapter duties and her business as an independent contractor.”

The Orlando Chapter STC Hero award will only occasionally be awarded, and only then to a member who has

distinguished himself or herself with the following characteristics:

- Steps forward in a time of chapter need without being prodded
- Displays a positive, helpful attitude
- Maintains a high level of quality in his or her work
- Contributes as long as necessary with a smile and without complaining



**Karen Lane is our hero!**

Congratulations, Karen. You are a true chapter hero in every sense of the word

## Why all the Red Name Tags?

You've probably noticed the red name tags by now. They're hard to miss, and that's the idea. Chapter members who you can go to for questions, suggestions, complaints, or to volunteer your time for a chapter activity will be wearing these red name tags.

We wanted to maximize communications by making it easy

for you to locate the right people to talk to. Be sure to let us hear from you.

Oh, and by the way, we really do welcome constructive criticism. We're always looking for ways to make your STC experience even better and more valuable to you and your career.

See you at the next chapter meeting on the fourth Tuesday of the month!



Red name tags are worn by chapter members who will be more than willing to help you find the information you need.

## Win Glory and Cash: Submit Your STC Orlando Pin Design

Here's your chance to win glory and a \$50 cash prize by designing our new chapter pin.

The Orlando Chapter STC is getting ready to produce and distribute chapter pins. Be the envy of your friends and colleagues when your fellow chapter members wear the pin *you* designed.

Here is a once-in-a-lifetime opportunity: you can be the

designer of the Orlando Chapter pin. The design can be any shape—round, square, palm-tree shaped, whatever you come up with—and any combination of graphics and text (no more than four colors).

As an added incentive: *win a \$50 cash prize* if your design is selected for the pin.

Enter as many original designs as you wish. Send your entries in JPEG format (300 dpi)

to **Karen Lane** at [klane@klane.com](mailto:klane@klane.com), or mail your design to

**Orlando Chapter STC  
P.O. Box 540444  
Orlando, FL 32854-0444**

Selection by the Administrative Council is final and all entries remain the property of the Orlando Chapter STC.

**The deadline for entries is November 15.**



**This is an example of a design created for the 2000 STC Annual Conference**



# Job Search Tips

by Richard Phipps

As a professional recruiter for CIBER and the employment manager for Orlando Chapter STC, people have come to me over the years asking for ideas to assist them in their job search. In examining numerous sources, I've documented the "best of the best" and created a one-page flyer that I supply anyone who is searching for that one "right" job. Yes, it is out there, but it takes lots of perseverance and patience to find it.

I hope the Web sites and ideas that follow help you land your perfect job. If I can help, e-mail me at [rhipps@ciber.com](mailto:rhipps@ciber.com). Happy hunting!

## Web Sites

Leverage the power of the Internet to boost your job search.

### The big job sites:

<http://www.careerbuilder.com/>  
<http://www.monster.com>  
<http://www.dice.com>  
<http://www.hotjobs.com>  
<http://www.ajb.dni.us/index.html>\*

\*America's Job Bank: Not considered one of the big job sites, but has jobs offered through the U.S. Department of Labor

Post your resume on as many sites as possible, but keep in mind that if you have skills that are in demand, you could receive as many as 30 phone calls a day.

### Search Engines:

<http://www.yahoo.com>\*

\*They have a career opportunities section you can navigate through as well.

<http://www.altavista.com>  
<http://www.hotbot.com>  
<http://www.webcrawler.com>  
<http://www.askjeeves.com>  
<http://www.lycos.com>  
<http://www.google.com>

Use these links to search for things like the following:

- *Career, Jobs*, etc., coupled with key words in your industry.
- Industry News – find Web sites dedicated to your industry/skills. There are employment opportunities posted there.
- Visit the Web sites of your current competitors. They will have job postings.

If you're not proficient with using Boolean logic, or using an Internet search engine to its fullest potential, be sure to read the Help file that most of the search engines offer.

## Career Fairs

All of the upcoming Career Fair information that I have relates to computer professionals. The newspapers will have advertisements of upcoming career fairs. Keep a look out for those that may relate to your field. If you decide to attend a career fair, stick to the fairs that offer opportunities that best match your background. Having no computer experience and then attending a computer career fair with hopes of changing careers will probably be unsuccessful, as the candidates with previous experience will be selected first, since they already have experience in the field. Try to be the big fish in the small pond.

**Try to be the big fish in the small pond.**

—Richard Phipps

## Resume Tips

I will be happy to critique a resume if you would like. There are plenty of books on the subject as well. The key to writing a resume is to put yourself in the hiring manager's shoes. Keep in mind that a manager is going to be asking himself, "I have urgent business needs. Where has this candidate solved these needs in the past?" You will need to provide relevant

details about the specifics of any projects or tasks you accomplished. My only selfish suggestion would be that if you e-mail your resume to a company, choose your last and first name as the filename, not the word "resume." I get hundreds of e-mails a day with the filename "resume" attached to them, and I have to rename all of those files.

Another key consideration is to make it easy for the reviewer to spot your key qualifications in a heartbeat. Hundreds of resumes cross our desks every week. I strongly recommend including a hard-hitting two-sentence summary of your qualifications at the top of your resume, as well as a bulleted list of key skills.

## Portfolio Tips

It's important to establish and maintain a comprehensive and attractive portfolio with samples of your work to show prospective employers. Consider an online portfolio, possibly as part of a personal Web site, as well as physical portfolio to bring to an interview. Of course, a CD of the online portfolio can be part of the physical portfolio.

## Interview Tips

Be knowledgeable, professional, confident, and assertive—but *listen* as well as talk. Research the company where you're interviewing, but don't "parade" your knowledge. Use it instead to come up with insightful questions that let your interviewer talk while also showing interest in the company. Dress professionally.

## Salary Tips

You only get one chance to negotiate with a company when you come in the door. Think positive. Be prepared for a job offer. Know your fair market value (use the [STC Salary Survey](#)) so you can "push the envelope" without pricing yourself out of contention.



## September Marked by Changes in Key Chapter Positions

by Mike Murray

September saw changes in the face of our chapter as some friends stepped down and others came forward to take on new challenges.

### Vice President

**Allan Rotgers** accepted a job offer in Boulder, Colorado, after doing an absolutely *outstanding* job of establishing our program schedule for the year. For his many contributions to the success of the Orlando chapter, Allan was presented with an onyx pen and pencil set at the September chapter meeting. When our name is called for Chapter of Excellence in Dallas, we expect Allan to join us on stage!

The Administrative Council is thrilled to welcome as the new chapter vice president **Bob Shydo**. Bob is an established, successful businessman in the Central Florida community and a regular contributor (and door prize winner!) at our chapter meetings. Bob was ac-

cepted by unanimous vote at the October 9 Council meeting, and we look forward to teaming with him for a truly outstanding chapter year!

### Secretary

You know her by her smile and her wonderful personality that lights up the room. **Vicki Kirkpatrick** served the Orlando chapter honorably and passionately as secretary for the past two years until physical problems made it too uncomfortable for her to continue. We move on without her, but Vicki, please know that you are sorely missed. Please visit as often as you can.

The Council is extremely pleased to welcome our new chapter secretary, **David Coverston**. As many of you know, David is an avid supporter of STC and is a fixture at nearly all of our chapter meetings. We were very pleased when he agreed to step in as our new secretary. David was also accepted by unanimous vote at the October 9 Council meeting.

### Newsletter Editor

In a previous article in this edition of *Memo to Members*, you found out how, in addition to her other duties and her "real" job, chapter treasurer **Karen Lane** stepped in when her chapter needed help and published two excellent editions of this newsletter to keep current information flowing to our members. Again, a hearty and most sincere thanks to Karen for a job extremely well done!

It is indeed a pleasure to introduce our new chapter newsletter editor, **Christina Payne**. Christina, a co-worker of chapter president Mike Murray at Lockheed Martin, is excited about being the new editor and has the energy and creativity to take our newsletter to new levels of achievement. The Board is proud to welcome Christina to her new, and very important, chapter role!

## September Meeting Focuses on E-learning

If you missed September's STC meeting, then you might not know what promises to be a new, vital skill set for technical communicators.

Phillip Zoller, co-founder of Triton Solutions in Jacksonville (<http://www.triton.com>), presented "E-Learning 101-What You Need to Know about On-line Learning before Diving Headfirst into It."

Phillip also let us in on a little tip: if we really want to captivate our audience, we need to learn Macromedia Flash.

Phillip gave the capacity crowd, (nearly 40) a rundown on the history of learning from pre-1983 Instructor-Led Training (ILT) to the present E-Learning.

If you were a newcomer, **Barbara Odom** gave you a new member orientation and handed out a very nice brochure. Well done, Barbara!

We also bid farewell to **Allan Rotgers** who is moving out-of-state. We wished him well and thanked him for all his hard work in setting up the meet-

ings for the coming year. We have the meeting agendas on business cards, so pick up a few to give to your co-workers.

**Dan Voss** passed out information and circulated a petition for the Special Needs SIG. If you haven't signed it or want more info, please contact Dan at [daniel.w.voss@lmco.com](mailto:daniel.w.voss@lmco.com). See also a letter published on page 8.

### Phillip Zoller gave us some numbers to think about:

- 60 percent of US corporations have active e-Learning initiatives.
- E-learning saves 30 to 60 percent of traditional classroom instructional-cost.
- Dell has 90 percent of its training delivered via technology.

## October Meeting: Learn How to Manage the Chaos of Technology

Our speaker at the October meeting will be Joyce Pearce, director of Business Development and senior consultant for Intuitive Information Inc.

Joyce will discuss how the introduction of new technology into an organization can be extremely stressful for the staff as well as the customers. Often management does not achieve the "promised" benefits because the technology was *implemented* only, but not *optimized* across the business structure. This presentation explores a holistic approach to "change" and offers practical tips to ensure

successful project implementations that will engage and excite management, staff, and clients.

Ask yourself: What are the most common implementation pitfalls and how can you avoid them? Learn what major research organizations have uncovered as the problems that are repeated over and over again.

Technical writers are in a unique position on the project team and can position themselves to have great influence in minimizing the overall impact of the technology implementation upon the organi-

zation. Come and find out how to increase your own value on the team.

Ms. Pearce is a seasoned professional with 30+ years of experience in leading large-scale change projects in major corporations in such departments as Product/Offer Development, Operations, Service Delivery, and CIO. She is currently engaged in consulting with organizations facing technology and organizational changes.

Visit the Intuitive Information Inc. Web site at <http://www.intuitive-info.com>



**Join us October 22 if you're under stress from new technology.**

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

### STC Events November 2002

Sun	Mon	Tue	Wed	Thu	Fri	Sat			
					1	2			
3	4	5	6	7	8	9			
10	Jaffe Award Deadline	11	12	Administrative Council Meeting	13	14	H.S. Writing Contest/Pin Design Deadline	15	16
17	18	STC Monthly Meeting	19	20	21	22	23		
24	25	26	27	28	29	30			



## Special Needs SIG Needs You

### A Letter From Lori and Dan

Dear Orlando Chapter Members,

The Society for Technical Communication's new Special Needs SIG is dedicated to providing information that will assist technical communicators with disabilities in the practice of our profession; furnishing *all* technical communicators with information that will help them make our communication products more accessible for users with disabilities; and offering strategic leadership, both within the Society and through alliance with other professions, to help harness technology and methodology to assist people with disabilities in the general population.

Those are lofty goals, but we have pulled together a highly committed and energetic team to pursue them. We have already made significant progress: a comprehensive Web site, a soon-to-be-released dynamic new online newsletter (*Achieve!*), the publication of *Guidelines for Persons with Special Needs* at the 49<sup>th</sup> annual conference, a highly successful progression at the same conference, and the publication of several articles.

But we have much yet to do, and we need more people. If you have a disability yourself, if you don't have a disability but prepare communication products for users who do, or if you meet neither of those two parameters but are committed to the concept of helping people take the "dis" out "disabilities," then we urge you to consider joining the Special Needs SIG.

If you interested, we can add you immediately to the SNSIG, meaning you can (with your permission, of course) be added to our robust and spirited listserv, receive our online newsletter, and join our efforts to fulfill our mission. Even if you are not in a position to contribute time as an Active participant—at least, not immediately—we still ask for your support in joining us now as a Patron, thereby committing to include your SNSIG affiliation when you submit your STC membership renewal later this fall. Quite frankly, as a brand new SIG, we face not only a daunting list of tasks to pursue our objectives, we also must overcome a significant budget challenge in order to fund those tasks. So if you want to support us but cannot at this time commit volunteer hours, please consider joining us as a Patron.

If you have a disability and are willing to share that information with us when you sign up, that would help us gather the data we need to focus our research and publishing initiatives in the areas that will benefit the most people. We urge you to join us and benefit from the information and resources we have already gathered, whether or not you are in a position to participate actively at this time in our undertakings.

You can find our detailed Mission Statement at our Web site: <http://www.stcsig.org/sn/index.shtml>.  
You can sign up by contacting either Lori Gillen or myself (e-links below).

Let us close by expressing our appreciation to your chapter president, Mike Murray, as well as to all of you who have already joined us, for your support to our mission to help people overcome disabilities.

Lori Gillen, Membership Co-Manager  
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[lori.gillen@McKesson.com](mailto:lori.gillen@McKesson.com)

Dan Voss, SIG Manager and Membership Co-Manager  
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### **The STC Special Needs SIG Wants You!**

...Visit us at [www.stcsig.org/sn/](http://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!**



Web Site: <http://www.stc-orlando.org>

Mailing Address: STC Orlando  
P.O. Box 540444  
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### Chapter Meeting Schedule

- **October 22-** *Managing the Chaos of Technology* with Bob Shydo and Cathy Balboa from Intuitive Information, Inc.
- **November 26-** *Timeless Tips for Great Presentations*
- **December 17-** *Getting Absolutely Anything Ready for Print*
- **January 28-** Joint Meeting with UCF
- **February 25-** Writing Contest Awards Banquet
- **March 25-** *From Tina to Xena: A Recipe for Professional Empowerment*
- **April 22-** *Employment Progression*
- **May 27-** Panel Discussion on *Help*
- **June 24-** Year-end Banquet

## “Technical Writer” by Clara Jaekel

*A parody of the Beatles’  
“Paperback Writer.”*



Dear sir or madam, will you read my "book"?

It took me months to write, will you take a look?

It's based on some software for the database

And I need a job, so I want to be a technical writer,  
Technical writer

It's the simple story of a complex task

To help the poor end user finally understand

I used to work teaching undergrads

It was a steady job, but I want to be a technical writer,



Technical writer

Technical writer

It's a hundred pages, give or take a few

I'll be writing more in a week or two

I can make it longer if you like the style

I can change it round, but I want to be a technical writer,  
Technical writer

If you really like it you can hire me

I could write your manual so clearly

If you must decline it, you can mail me here

But I need a break, and I want to be a technical writer,  
Technical writer

Technical writer!

*Published with permission by Clara Jaekel, a fellow STC member from the Silicon Valley Chapter.*

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