



# Memo to Members

## Inside this issue:

Year-end Gifts	1
High School Technical Writing Competition	2
Turtle Tale	3
A Grandchild's Guide to Using Grandpa's Computer	4
Tool Tips	5
Resignation Tips	6
Telephone Seminars	6
November Meeting	7
December Meeting	8
Crossword Puzzle	9

## Our Year-end Gifts to You by Mike Murray, Chapter President

As 2002 comes to a close and we recognize the holiday season in our own personal ways, it seemed like the right time to offer you, our valued members, some specially wrapped gifts. These gifts come from the Orlando chapter's Core Team and active members as a token of our friendship and camaraderie with you and dedication to our profession and STC. Take a look. Did you get what you asked for?

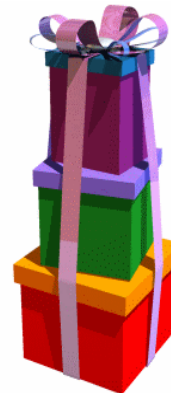


### Superb Meetings!

Your eyes will light up when you unwrap the January through June meetings! We begin with the excitement of a joint meeting with the University of Central Florida when we'll reveal the first-ever winner of the Gloria Jaffe Outstanding Technical Communicator Award. February follows with more awards, this time for the winners of the Orlando Chapter's Seventh Annual Florida High School Technical Writing Competition and the Melissa Pellegrin Memorial Scholarship competition at the University of Central Florida. Not many

chapters go to these lengths to encourage and develop future technical communicators, but we do!

You won't believe what you'll find when you unwrap March! Our own **Dan Voss** and **W.C.**



**Wiese** will present their STC Annual Conference "standing-room only" session for the past two years, "From Tina to Xena: A Recipe for Professional Empowerment." It's yours for only the usual price of admission!

Your gift in April will include everything you need to know to find that perfect job. May follows with lots of great "Help" writing information, a skill that more and more of us are being tasked with every day. Finally, you'll unwrap fun and friendship

as we celebrate our accomplishments and look forward to next year at our annual banquet in June. Oh, and don't worry about tearing the paper, we're getting all-new wrappings next year!



### Quality Communications!

Look around and see how many other chapters stay as closely in touch with their members as we do. This gift box is large and splendidly wrapped! Take out the professionally designed chapter newsletter, *Memo to Members*, and learn from the quality content put together every month by **Christina Payne**. Take a look at the chapter Web site at <http://www.stc-orlando.org>. If you haven't been there lately, you'll be amazed at what **Jon Kessler** and **Sharon Wisert** have done. Get the latest chapter information on our own e-mail list maintained by **Dan Jones**. Don't forget, *you* can use it too for technical communications questions, employment que-

*Continued on Page 2*



## Happy Holidays from STC

The Orlando Chapter would like to wish you and your family a wonderful holiday season and a happy new year!

## Gifts to You, cont'd

ries, chapter suggestions, or anything else job or STC related. Just send an e-mail to [orlandostc@lists.stc.org](mailto:orlandostc@lists.stc.org). Add to that everything members receive from the STC office, and you've hit the "Mother Lode right here in Orlando!"

### Great Education!

How can you put a price, a value, on gifts of education? They are yours for the taking in STC. You've already opened the chapter meetings, newsletter, and Web site package; now take the ribbons off *these*:

- Opportunities to grow professionally by taking part in chapter activities
- Direct access to members who are experts in a wide variety of technical communications specialties
- The opportunity to attend the fabulous STC Annual Confer-

ence to learn the very latest trends, tools, and techniques

- Access to meetings of related professional organizations, such as the Society of Logistics Engineers (SOLE)
- Opportunities to grow personally by getting involved in classroom visitations, as a mentor for a college student, by gaining confidence as a leader and speaker, and so much more
- Monthly STC educational telecons, publications, past Annual Conference materials, an extensive online database, salary surveys, job postings and on and on and on

It all adds up to *career security*, and it's here for the taking at the Orlando Chapter STC!



### Networking and Camaraderie!

How great is it to spend time with others who share your career interests? To repeat an oft-used cliché, this is truly "the gift that keeps on giving." Only with Orlando Chapter STC members do I feel the warmth, understanding,

and support that enable me to maintain my high level of effectiveness on the job. I *love* it when members are able to find great jobs as a result of some quality networking! The smiles, the obvious caring and concern for one another, the clubhouse-like buzz that lasts long after the meetings – they all go into a box with festive wrapping paper and a big red ribbon. So these are just a few of our gifts to you. Others are there for the finding; all you have to do is look, then reach out for them. And do you know what the very best part is? You can unwrap them any time you want. So what are you waiting for?

Happy holidays everyone!



## High School Writing Competition



The 7<sup>th</sup> Annual Florida High School Technical Writing Competition appears well on the way to a continuation of its successful

legacy as its 61 entries—the second-highest total ever—move into the capable hands of 15 volunteer judges.

Armed with a nifty Web-based online judging system devised by Competition Coordinator **Jon Kessler**, the judges will rate the entries based on 10 criteria and provide entrants with constructive feedback concerning

their writing. Jon's system automatically tabulates the numerical results and compiles the verbal comments. He then mails feedback to each and every entrant, whether or not his or her entry captures an award.

The awards will be presented at the February chapter meeting, along with the Pellegrin scholarships at UCF.

*For more information about the Florida High School Technical Writing Competition, please contact Jon Kessler at [jkessler@csi.soft.com](mailto:jkessler@csi.soft.com)*

### Season of Giving: Give Your Support to the Special Needs SIG

At our November meeting, **Karen Lane** reminded us that the Special Needs SIG is still open to membership.

The purpose of this SIG is to support technical communicators who have special needs, and also to promote awareness of making our information products accessible to end users who have special needs. This is important to consider when you are renewing your STC membership.

For more information about the Special Needs SIG, please contact **Dan Voss** by e-mail at [daniel.w.voss@lmco.com](mailto:daniel.w.voss@lmco.com).

## A Yuletide Turtle Tale

by Dan Voss

I save turtles. It goes way back. Something my parents taught me.



Somehow the odds of a tiny turtle pitted against 18-wheelers whizzing by at 75 mph seem to demand benevolent intervention and rescue.

My daughter and I saved many a turtle en route to Indian Princess campouts. Once a huge snapper from Lake Apopka nearly removed a couple of my fingers in gratitude for his deliverance.

My wife used to rescue fish which were flopping around on the sand beached by sudden low tides, returning them to the water.

Same basic concept.

She readily adapted to my turtle-saving tradition.

Recently, as we were motoring down Tivoli Drive near one of Deltona's many lakes, we saw a box turtle clambering down an embankment toward the busy thoroughfare. His chances of making it across safely were remote.

"Stop!" I cried.

My wife pulled over and I jumped out and ran back. Fortunately, there was a break in the traffic, and I was able to snare the little fellow just as his front toes were hitting the pavement.

I carried him back to the top of the embankment and pointed him down the hill in the other direction, toward the lake and safety.

Having done my good deed for the day, I hurried back to the car. My wife was laughing.

"What's so funny?" I demanded.

"Look."

She pointed back. The turtle had pulled a 180 and was charging back down the bank toward the busy road.

Sighing, I ran back and repeated the rescue operation.

Twice.

I was beginning to lose patience. We were late getting somewhere. This was becoming ridiculous. How many times were we obligated to keep saving this little guy who was so hell-bent on self-destruction?

On the fourth try, I lost it. I mean, RESCUING turtles is one thing-- but TALKING to them?

"This is the last time, you ungrateful little #@%&! If you come back again, you're on your own!"

This time, I carried him halfway down the hill to the lake, clawing my way through the palmetto and ripping my pants in the process.

"OK, that's it. Now GO to the lake!"



As if he were listening.

My wife and I were down the road a pace, still shaking our heads, when she looked at me and observed, "Now we know how God feels."

I let that sink in for a minute.

Perhaps we should all take a moment at Christmastime to ponder the tale of the turtle.

And maybe, just maybe, we can make it to the lake.

### Get Published in the STC Newsletter!

*Not all of our writing is technical.* In fact, many technical communicators enjoy creative writing. If you would like to share an article, poem, anecdote, opinion, announcement, or something else appropriate that you have written, please contact **Christina Payne** at [christina.l.payne@lmco.com](mailto:christina.l.payne@lmco.com).

# A Grandchild's Guide to Using Grandpa's Computer

## by Gene Ziegler

Bits Bytes Chips Clocks  
 Bits in bytes on chips in box.  
 Bytes with bits and chips with clocks.  
 Chips in box on ether-docks.

Chips with bits come. Chips with bytes come.  
 Chips with bits and bytes and clocks come.

Look, sir. Look, sir. read the book, sir.  
 Let's do tricks with bits and bytes, sir.  
 Let's do tricks with chips and clocks, sir.

First, I'll make a quick trick bit stack.  
 Then I'll make a quick trick byte stack.  
 You can make a quick trick chip stack.  
 You can make a quick trick clock stack.

And here's a new trick on the scene.  
 Bits in bytes for your machine.  
 Bytes in words to fill your screen.

Now we come to ticks and tocks, sir.  
 Try to say this by the clock, sir.

Clocks on chips tick.  
 Clocks on chips tock.  
 Eight byte bits tick.  
 Eight bit bytes tock.  
 Clocks on chips with eight bit bytes tick.  
 Chips with clocks and eight byte bits tock.

Here's an easy game to play.  
 Here's an easy thing to say....

If a packet hits a pocket on a socket on a port,  
 and the bus is interrupted as a very last resort,  
 and the address of the memory makes your floppy disk abort  
 then the socket packet pocket has an error to report!

If your cursor finds a menu item followed by a dash,  
 and the double-clicking icon puts your window in the trash,  
 and your data is corrupted cause the index doesn't hash,  
 then your situation's hopeless, and your system's gunna crash.

You can't say this? What a shame, sir!  
 We'll find you another game, sir.

If the label on the cable on the table at your house  
 says the network is connected to the button on your mouse,  
 but your packets want to tunnel on another protocol,  
 that's repeatedly rejected by the printer down the hall,  
 and your screen is all distorted by the side-effects of gauss,  
 so your icons in the window are as wavy as a souse,  
 then you may as well reboot and go out with a bang,  
 cause as sure as I'm a poet, the sucker's gunna hang!

When the copy of your floppy's getting sloppy on the disk,  
 and the microcode instructions cause unnecessary risc,  
 then you have to flash your memory and you'll want to RAM your  
 ROM,  
 quickly turn off your computer and be sure to tell your mom!

## History of Gene's Poem



**Gene Ziegler, the notorious Dr. Zseuss.**

significantly rearranged the resources on my Macintosh.

It was originally a gift to Internet friends and was passed from person to person, and posted on newsgroups and Web sites

This poem has probably received more attention and circulation than anything I have ever written.

It was created in an hour, late one night in the fall of 1994 after my four year old grandson and his older brother had

in several countries. It has since been published in *NetGuide Magazine*, March 95, page 86, and in the *Seattle Times*, Sunday edition August 13, 1995, and has generated more than 300 fan messages. A Web search will usually turn up 50 or more copies posted hither, thither, and yon.

Unfortunately, the Internet being what it is, some scoundrel whose editing skills exceeded his or her ethical standards edited the poem, reduced it by half, removed my name, and recirculated it under the title "If Dr. Seuss were a Technical Writer," attributed to the ever prolific "Anonymous." Dr. Zseuss, the real Dr. Seuss impersonator, responded with



*Hang the Information Highwayman!* in the summer of 95.

*A Grandchild's Guide to Using Grandpa's Computer* was reprinted with Gene Ziegler's permission. Gene is Director of the Technology Services Department at Cornell University. Visit Gene's Web site at <http://www.people.cornell.edu/pages/elz1/clocktower/index.html>.

## Tool Tips


### by David Coverston

When I first started using computers, a mouse was a luxury I could not afford. Today one comes standard on almost all computers. And some keyboards have all kinds of buttons and knobs that you can program to perform all kinds of tasks for you.



I like using my cordless mouse. But when I am writing, my hands are on the keyboard most of the time. I find that it slows me down to switch between the mouse and the keyboard to do many tasks.

Fortunately, most Windows applications have standardized a number of keyboard shortcuts, making it easier to remember and use these shortcuts in the different programs. Windows itself has a number of shortcuts built into the operating system that come in very handy. For example, the Windows Logo key +E, which has been on most keyboards since Windows 95, starts the Windows Explorer. When I go to another worker's computer to help them find a file, I don't have to close any application windows the user has up, or mouse around with Start>Program Files> Where is that Explorer icon? I just use the shortcut key and I'm off and running.

 +E = Windows

You can view a list of Windows shortcut keys at <http://support.microsoft.com/default.aspx?scid=KB;en-us;q126449>.

But suppose you can't remember a shortcut and you have misplaced the list of shortcuts you printed out. Or suppose you want to create a keyboard shortcut to an application you use all the time. Well, WinKey is the tool for you. It carries my favorite price tag (*free*) and can be downloaded from <http://www.copernic.com/winkey/>.

WinKey displays the flying Windows logo in the system tray area of your Windows taskbar. A single click opens the WinKey menu, letting you open WinKey, remove the icon from your system tray, or unload it altogether from your system.



Figure 1. The WinKey tray icon and menu

WinKey automatically creates a number of useful shortcuts for you and also enables you to create your own. I created shortcuts to Notepad and the Toolkit folder on my Desktop.

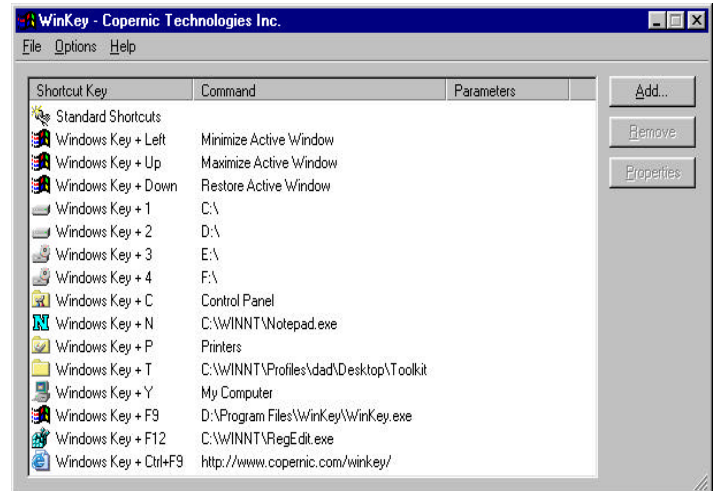


Figure 2. The WinKey window.

The Standard Shortcut List command on the Help menu displays a list of standard Windows shortcuts and has a print button so you can print the list if you so desire. Of course, I don't remember all these shortcuts. But I don't have to... I use WinKey.



Figure 3. The Standard Shortcuts window.

David Coverston, Orlando Chapter secretary, is a technical writer for PaySys International, Inc. If you have any questions about this Tool Tips article, please feel free to contact David at [dcoverston@paysys.com](mailto:dcoverston@paysys.com).

## Breaking Up is Hard to do!

by Richard Phipps



With thoughts of New Year's resolutions right around the corner, many of us will naturally plan on prosperity and growth in the new year. Career growth should be on your list of things to accomplish in 2003 and many times entails the need to leave a current employer to improve your situation, I would like to address the details of properly quitting a job.

Resigning is never easy, especially when you've worked at a position for several years, and have become part of a team. Some employers and co-workers take it personally and accuse you of abandoning ship. However, handling your resignation as professionally and thoughtfully as you handle your search for a new job can help make your resignation relatively smooth and amicable.

### Make Up Your Mind

Before you submit your resignation,

you must be clearly committed to leaving. Have you already pursued all avenues for advancement within your firm?

### Keep Resignations Simple & Positive

Leave your employer on a positive note. Your moving on does not have to mean long faces. After all, you have just won an opportunity to advance in your career for which you owe your employer sincere thanks. Thank your colleagues, for their help in preparing you to move onward and upward.

### The Oral Resignation

Resigning orally may place you in the compromising position of having to explain your decision on the spot. Words are very powerful. Choose your words with care.

### The Written Resignation

A written resignation gives you the time to effectively prepare what you wish to communicate, and gives you greater con-

trol over your delivery of the message. A written resignation also reinforces the fact that you are really leaving and are not simply threatening in order to re-negotiate your position.

"Handling your resignation as professionally and thoughtfully as you handle your search for a new job can help your resignation relatively smooth and amicable."

—Richard Phipps

### Leave on the Right Note

Before leaving the firm, take time to speak with each of your support staff, peers, executive personnel, and others with whom you have worked. To the extent practical, clear up any unfinished business. Be sensitive to others' reactions and keep your conversations positive and constructive.

For more information, feel free to contact Richard Phipps, Orlando Chapter employment manager at [rhipps@CIBER.com](mailto:rhipps@CIBER.com).



## STC Telephone Seminars

STC offers a number of ways for technical communicators to further their education and expand their skill sets. In addition to the STC annual conference and various regional conferences, the Society offers seminars conducted over the telephone.

### What Is a Telephone Seminar?

A telephone seminar is much like a large conference call in which the speaker makes a presentation over the phone. As a participant, you simply dial the 800 number from your phone, enter your personal identification number, and you're connected! You then sit back and listen to the presentations and join in the lively Q&A discussion that follows.

With a telephone seminar, the cost is per site, not per person.

### Cost:

- U.S. Sites: \$145.00
- Canadian Sites: \$160.00
- Overseas Sites: Please contact the STC Office

An additional \$10 will be charged for registrations received less than five business days before the seminar.

### Benefits:

- No travel time
- Pay per site and not per person
- Train all your people without leaving the office.

All seminars take place from 1:00-2:30 p.m., Eastern Standard Time. Please visit the STC Web Site, [www.stc.org](http://www.stc.org), for more information.

### Upcoming Seminars:

- 12/17/02—"A Brief, Comprehensive Indexing Primer," by Seth Maislin
- 1/08/03—"Managing a Software User Interface Design Team," by Diane Feldman and Carla Merrill
- 1/15/03—"Using Personas in the Development Process," by Whitney Quesenbery
- 2/5/03—"Creating Persuasive Executive Summaries," by Stacia D. Kelly
- 2/13/03—"Fast and Easy Time Management," by John Hedtke
- 3/12/03—"Making the Complex Clear and Pretty," by Phylise Banner
- 3/19/03—"Evaluating an Index (even if you only have five minutes)," by Seth Maislin

## November Meeting: Timeless Tips for Great Presentations

One of our own members, **Bruce Dallard** emceed the November program and was joined by several members of local



**Bruce Dallard and his fellow Toastmasters taught STC members how to give an effective speech, from start to finish.**

Toastmasters chapters. Bruce said that STC and Toastmasters both seek to promote communication. While STC involves primarily written communication, Toastmasters promotes verbal communication. Toastmasters gives you a cheap way to develop speaking skills that technical communicators often need. Their web site is <http://www.toastmasters.org>.

When asked “if you would rather give a speech or have a root canal done”, an amazing 80 percent of those surveyed said they would rather have the root canal. Each

presenter gave a number of hints to help build your confidence and skills when you present a speech (and ease the pain). Here are some of their tips:

### “Organizing Your Speech,” by Don Moore

1. Start with a formula. The formula is “Tell them what you are going to tell them, tell them, then tell them what you told them.
2. Develop an outline with an introduction, body, and conclusion.
3. Begin in the middle. List your key points, then arrange and expand them.
4. Make your introduction and conclusion after you have developed your speech.
5. Create a mindmap, a block diagram, to help you arrange your material.

### “Selecting Your Topic,” by Glenn Tapley

Consider your situation:

- What does your audience want to hear?
- What is the occasion?
- What are your abilities?

Pick topics from your personal experiences, family, profession, or interests. Also consider using reference materials such as books, magazines, and the Internet.

### “Know Your Audience,” by Jay Metz

Most problems in speaking, Jay said, come from a speaker speaking *at* the audience, instead of *to* the audience. Factors to consider in your audience include age, male/female ratio, occupation, economic status, educational background, politi-

cal orientation, and leisure activities. In preparing for your speech, ask yourself these questions: “When and where will I be speaking? What do they want to hear? and Why are they listening?” Four general reasons audiences listen include a desire to be informed, trained, persuaded, or entertained.

### “Preparation and Practice,” by Sharon McIlhenney

Sharon stressed the importance of knowing your location and audience, and paying attention to details such as microphones and room conditions. Check them ahead of time if possible, and practice with your visual aids. Rehearse your speech to yourself to prepare yourself mentally.

### “Beginning Your Speech,” by Lillian Brown

Open your speech by stating the importance of your topic. To get their attention, do something to startle the audience. You want to arouse their curiosity. Other techniques include starting with a story, asking rhetorical questions, using a quotation, or referencing the occasion. The first ten seconds of a speech set the stage, so find one of these techniques that will work for you—and *use* it.

### “Ending Your Speech,” by Roscoe Brown

When you conclude your speech, you want to give the audience a sense of closure. Take five to ten percent of your time, and summarize your main points. Techniques you can use in closing are similar to those you use to begin your speech:

- Tell a story
- Ask a rhetorical question
- Use a quotation or reference the opening

“Most problems in speaking come from a speaker speaking *at* the audience, instead of *to* the audience.”

—Jay Metz

Remember, don’t add new points in your closing, and end on time! For a really great ending, write out your close and memorize it

### “Taking the Terror out of a Talk,” by Terry Tinsley

Terry gave us a mini workout, with her stress-relieving exercises. Actually, doing isometric exercises is a technique to relieve stress and make you more comfortable in giving speeches. Mentally rehearsing a speech and imagining that you are in front of your audience also helps, but nothing substitutes for experience.

### “Impromptu Speaking,” by Chris Dallard

One of the biggest mistakes people make in impromptu speaking, or in any other speaking for that matter, is the use of “speaking crutches.” You, uh, have, uh, heard, uh, these in many speeches. Many people are guilty of using speaking crutches without being aware of it. Identifying your own crutches is the first big step in mastering impromptu speaking. Throw away those crutches!

# December Meeting: Getting Absolutely Anything Ready for Print



*Getting Absolutely Anything Ready for Print* will be presented by Linda Sang of Minuteman Press in Winter Park at the next chapter meeting, Tuesday, December 17.

Minuteman Press International was rated the #1 printing franchise in the printing industry by *Entrepreneur Magazine*.

Linda will be reviewing milestones or timeline requirements each writer should be aware of and how and when to communicate your printing needs to the printer so you ensure a successful implementation.

In addition, she will review the print-



**MinuteMan Press will be at our December meeting to give us some successful printing tips!**

ing options you can select to help your document make the statement you want.

Linda will be discussing problems encountered when using a printing firm and most important, how to avoid them. She will also address the preferred document types.

For more information about Minuteman

Press and to find the location nearest you, please visit <http://www.minutemanonline.com>.

December 17, 2003

Please plan on attending this Holiday Meeting. In addition to this very helpful topic, we will have holiday spirits in the form of beer and wine to accompany a fine selection of catered holiday snacks. There will be a fixed price of \$10.00 (for both members and non-members) for the December event. Please feel free to bring a guest—and your appetite!

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

# January 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	Administrative Council Meeting 8	9	10	11
12	13	14	Judging Deadline: High School Competition 15	16	17	18
19	20	21	22	23	24	25
26	27	STC Monthly Meeting 28	29	30	31	



# STC Crossword Puzzle

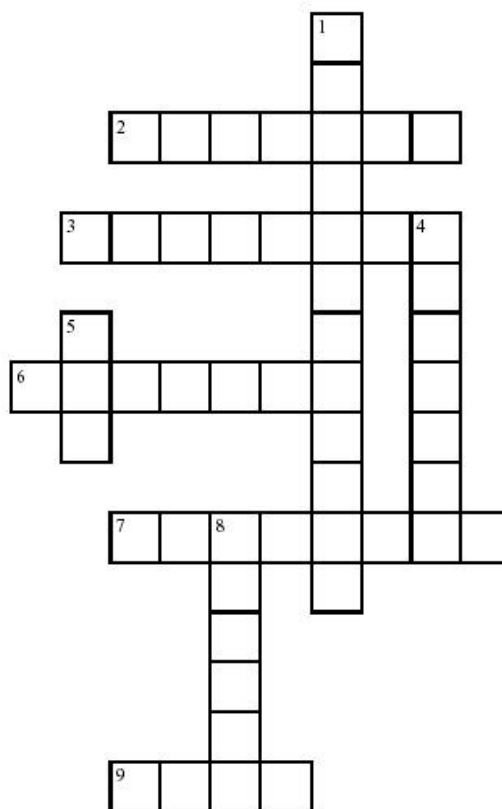
by Christina Payne

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

Mailing Address: STC Orlando  
 P.O. Box 540444  
 Orlando, Florida  
 32854-0444

## Chapter Meeting Schedule

- **December 17-** *Getting Absolutely Anything Ready for Print*
- **January 28-** Joint Meeting with UCF
- **February 25-** Writing Contest and Scholarship Awards Banquet
- **March 25-** *The Tina-Xena Transformation: A Recipe for Professional Empowerment*
- **April 22-** *Employment Progression*
- **May 27-** Panel Discussion on *Help*
- **June 24-** Year-end Banquet



### Across:

- 2 Employment manager
- 3 UCF mascot
- 6 Most coveted door prize—*not* the bag
- 7 Award-winning STC publication
- 9 STC's holiday treat

### Down:

- 1 Taught us how to give better speeches
- 4 #1 STC Chapter
- 5 High School Writing Competition coordinator
- 8 Yuletide \_\_\_ Tale

## Contact Us

President: Mike Murray  
 407 306-4681  
 mike.murray@lmco.com

Hospitality & Membership Mgr.: Barbara Odom  
 407 831-5820  
 BCOdom@aol.com

Vice President: Bob Shydo  
 407 302-2735  
 bob@intuitive-info.com

Education Committee Manager: Dan Voss  
 407 356-6508  
 daniel.w.voss@lmco.com

Secretary: David Coverston  
 407 551-3444  
 Dcoverston@paysys.com

E-mail List Administrator: Dan Jones  
 407 823-5160  
 djones@ucf.edu

Treasurer: Karen Lane  
 407 421-7795  
 klane@klane.com

Employment Manager: Richard Phipps  
 407 682-1300  
 rphipps@ciber.com

Past President: W.C. Wiese  
 407 356-4792  
 william.c.wiese@meadsintl.com

Co-Webmasters: Jon Kessler  
 407 992-8005  
 jkessler@csi.soft.com

Newsletter Editor: Christina Payne  
 407 306-6589  
 christina.l.payne@lmco.com

Sharon Wissert  
 407 365-1396  
 skw@cfl.rr.com