

Goals for 2003-04, cont'd

(Continued from page 1)

student membership, we're privileged to enjoy a special relationship with both UCF and the Future Technical Communicators (FTC) club. FTC, led by President Bonnie Spivey, adds energy, fresh ideas, and youthful enthusiasm that have certainly helped to ignite our chapter. We rededicate ourselves in the coming year to provide membership opportunities for UCF students and program support, mentoring, scholarships, and anything else the school and FTC need to continue developing the technical communication leaders of tomorrow. FTC and STC are truly "Designing the future of technical communication in Central Florida!"

Provide Additional Member Development Opportunities

Soon to be published is the new *Chapter Leader's Handbook*. The Handbook, which will include all of the personal and professional development opportunities that the chapter can offer to members, is organized by short- (usually one day), medium- (varies), and long-term (one year) jobs. The only condition that is mandatory before pairing a member with a chapter job is that both the chapter *and* the member must benefit. We expect the Handbook to be a valuable resource for all members, and have already had several members ask, "I want to help. What can I do?" The answer is forthcoming.

Plans for the year include possible half-day Saturday training sessions at the chapter meeting facility and definite monthly Saturday morning "knowledge sharing" sessions at FTC meetings. The "Professional Development" section of our Web site continues to grow with valuable resources, we'll let you know about meetings of related organizations such as the Society of Logistics Engineers, and we'll be working with other Florida chapters to develop and offer even *more* educational opportunities. Add to all that your attendance at the 51st STC Annual Conference in Baltimore, and your opportunities to grow in your profession will literally be limitless!

Write Here, Right Now - Orlando Chapter STC!

That's just a taste of what the upcoming year holds. We invite you to join in the fun, and hang on for the ride of your life!

Amazon.com Associates Program To Raise Income for Orlando Chapter

By Karen Lane

Have you ever ordered books or electronic items online? Do you shop at Amazon.com? Your purchases can automatically generate revenue for our chapter at no extra cost to you.

The Amazon.com Associates Program is "the leading selling program on the Internet, with over 500,000 members." When you buy books, electronics, or other items at Amazon.com, your purchases earn commissions for our chapter. In order for the Orlando Chapter to receive this benefit, use the click-thru graphic located on our Web site at <http://www.stc-orlando.org>, or click on the logo in this article when you shop.



This extra income will help the chapter serve you even better. **Note: Your purchases are entirely confidential. We do not receive any information telling us who shops from our site.**

Remember: in order for us to benefit from your purchase, you must visit Amazon.com by way of the Amazon.com logo on the Orlando Chapter STC Web site or the logo in this *Memo* article.

Thanks for your support!



An Evening of Distinction

By Janette Farnsworth

Members who attended the June end-of-year banquet at the Citrus Club were treated to beautiful vistas from the eighteenth story of the Republic Bank Building in downtown Orlando. After members enjoyed a delicious dinner in one of the Citrus Club's elegant dining rooms, Mark Hanigan, distinguished speaker and past STC president, took members down the "Burma Shave Highway" with specially-designed poetry for the chapter leaders. In between poetry, Mark shared his meticulous system for tracking and prioritizing work assignments—a feat not to be undertaken by anyone except a serious list-maker. The next speaker, Chapter President Mike Murray, delivered an enthusiastic "State of the Chapter Address" that outlined the chapter's accomplishments and goals for the coming year. The festivities concluded with the presentation of chapter awards, active member shirts and a celebratory cake—complete with STC logo—in honor of the chapter's recent "Chapter of Distinction" award.

Guest Article**When New Technology Gets in the Way**

By LaVerne Roxby, Newsletter Editor, Huntsville/North Alabama Chapter
From *Pen and Brush*, Volume 43, Issue 5, April 2003, p.5

I work corporate proposals daily and I've noticed something on the major ones (the ones that require structured reviews) that disturbs me—our proposal drafts are being rewritten while our pink, red, gold teams, etc., are reviewing them. The end result is that much of the strategy, direction, and philosophy derived from the all-important reviews are really moot—the document given to the review team is not the same as the one that exists after the review. This new set of circumstances (coming about in the last 8-10 years, in most cases), is a result of new technology—each of us who are involved in the proposal process, including writers, now have our own computer. This was never an issue when draft sections were given (many times in longhand) to word processors to type and the word processors maintained the only “current” copy. After a review, writers were given a copy of their typed section(s), and they produced new ones based on reviewer comments.

The way it works now is that a cutoff day and time is established by the proposal manager (generally working in concert with the technical manager when the overall schedule is developed) for the writing to cease so the draft can be prepared for the upcoming review. Each writer electronically sends the latest copy of his/her draft to the proposal manager, the entire document is printed, and copies are given to the review team. When the information debrief is relayed to the team by the reviewers after their review, it is based on the document the reviewers reviewed, and their comments, etc., are based on what they perceive to be the only current data. Theoretically, once the review team has relayed their suggestions, redlines, additions, deletions, etc., their

information (when applicable) is incorporated to produce a new draft.

In truth, this is not the way the process actually works in many proposal environments. In other words, the writing does not cease while the document is under review. Each writer continues to create and/or change text and graphics while the document is being reviewed. He or she is then given changes from the review that may or may not now apply - even though the comments are valid and may make the difference between a win or loss for the company.

I'm certainly not suggesting that we revert back to our longhand and/or word processing days. New technology in this area has made our jobs so much easier in thousands of ways. I do believe we need to change our methods, however, and I think the key to it is education—helping proposal writers and other team members understand the importance of leaving the draft proposal “as is” while it is under review. I look at it this way—writers get a good review of their individual section(s) plus direction on how to make the proposal a unified document that reflects the overall proposal strategy. In addition, while the document is “frozen,” it is an excellent time to do something other than proposal work for a few hours or maybe for a day or so. I think most proposal team members will agree with me when I say a break from proposal work is not necessarily bad!

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Word Mint VII: A Key New Element in Our Tool Set!

Debloviation: Technical Communicators Unite vs. Verbosity!

By Dan Voss



Debloviation (n.). The act of wringing all excess verbiage from written or spoken communication, as in crisp journalistic editing or lucid technical writing for conciseness and clarity. From *bloviation* (v.), meaning to add unnecessary length or complexity to communication by introducing words and phrases that add nothing to meaning and may even serve to obfuscate. Root word is *bloviate* (v.i.), meaning “to speak or write verbosely and windily.” The etymology is complex. According to Merriam-Webster’s *Word of the Day*, the intransitive verb “bloviate” was first attributed to President Warren G. Harding, who reportedly used it in a non-pejorative sense meaning to “hang around and chew the fat.” The word may have assumed negative connotations by association with Harding’s reportedly long-winded speeches.

Ultimately, the linguistic origin of the term most likely dates to local Ohio slang that influenced Harding and his playmates; it may reflect a transmogrification of the verb “to blow” by adding the suffix “ate,” phonetically necessitating the shift from the “w” sound to the softer “v.” Examples: (1) Professional: “Technical communicators specialize in the debloviation, simplification, and clarification of vast engineering tomes that are typically characterized by arcane digressions, esoteric asides, and convoluted syntax.” (2) Political. “Cynics find debates between Presidential candidates to be an exercise in sheer bloviation.” (3) Domestic. “The ever soft-spoken Harry diplomatically warned Marsha that if she did not stop her long-distance bloviating with her mother he would yank the telephone right out of the wall...”

Tool Tips: Using .PAR Files to Recover Missing or Corrupt Files

By David Coverston

If you have ever downloaded some compressed .RAR files from a newsgroup and found a file with them that had a .PAR extension, along with a numbered set of files –.P01, .P02, and so forth, you may have wondered what those files were and how would you use them.

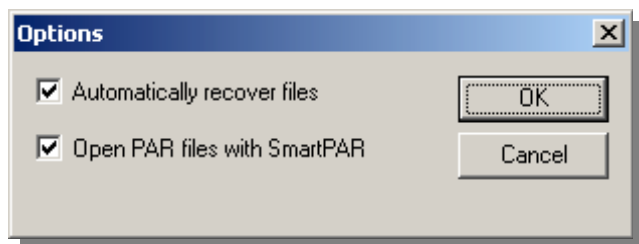
Well, wonder no more! PAR is short for parity recovery files, and are used to recover missing or corrupted segments of a .RAR file set. If you have all the parts of a .RAR file set and none have been corrupted, you do not need any of the .PAR files. You can just delete them. However, if any parts are missing or corrupted, you can recover any of the files by using the .PAR files.

The usually small .PAR file is an optional index file and contains only information about what .RAR files are part of the set. The recovery files are the files with the numbered extensions, beginning with .P01. It takes one .PAR recovery file to recover each missing or damaged .RAR segment. Believe it or not, you can reconstruct any missing file in a set with any .PAR file. It takes one .PAR file to recover each missing or corrupt file in a set.

SmartPAR is a lightweight program you can use to reconstruct the missing archive parts. Like most of my favorite software, SmartPAR is free. It has no installation utility—you just download the zip file containing the two files for the program, unzip the files into a folder (I suggest you create a folder in your Program Files folder) and create a shortcut to the SmartPAR.exe file.

To start the program, double-click the shortcut.

The first time you run the program, the Options window displays:



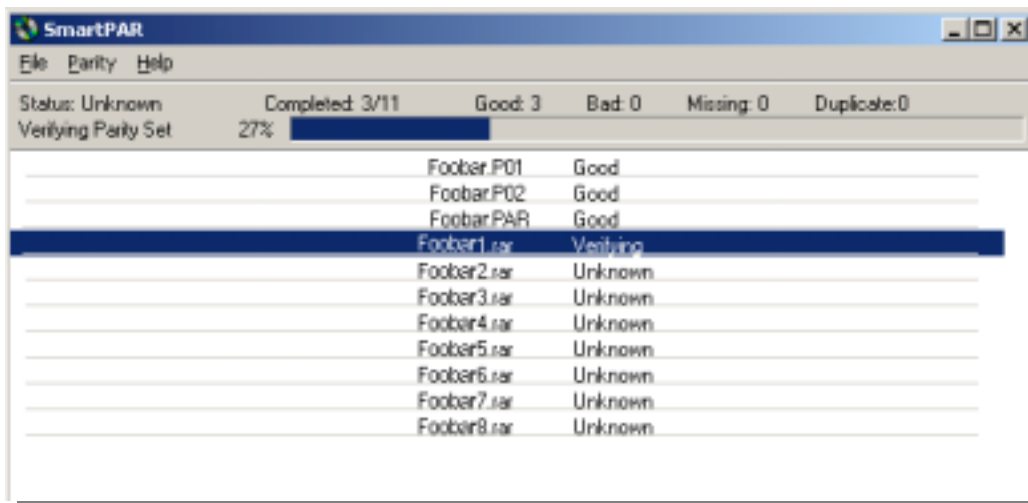
The SmartPAR options dialog box.

Just click OK to start the program. You can change these options later if you like.

To check a set of files for missing or corrupt files, open the .PAR file by clicking File > Open Parity Set on the menu bar, then selecting the .PAR file for the set you want to check. SmartPAR automatically verifies all files (.RAR and .PAR) and reconstructs any missing files and fixes any corrupt files.

Note: The .PAR files must be in the same folder as the archive set.

If the .PAR file is missing, SmartPAR can still reconstruct missing files. Just open the first .PAR file in the set, .P01. SmartPAR goes down the list and verifies that the files are there, in order, and not corrupt. When it finishes, all the files should be marked Good.



SmartPAR could be a great addition to your toolkit.

You can also use SmartPAR to create new parity sets. Click File>New Parity Set, select the files you want to create .PAR files for, and how many .PAR files you want to create for your files. About one .PAR file for every ten files is common.

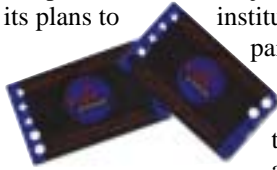
SmartPAR does not have a help file with it, but the download site has more information on how to use it. You can download Smart PAR from <http://www.slyck.com/smartpar.php>.

Building a Bridge, cont'd

(Continued from page 1)

realize that our age and youth were actually exactly what the doctor ordered for a fruitful mentoring relationship.

Imagine, then, [Rip Van Winkle](#) (you can guess which one that is!) joining forces with [Shirley Temple](#), teaming the power of age and experience with youth and energy to promote growth, not only within the traditional framework of formal mentoring relationships, but to benefit STC at both the Chapter and Society levels. In keeping with this vision, the Orlando Chapter of STC, in conjunction with UCF, hereby announces its plans to



*14 bottomless coffees =
1 mentor program.*

pairing veterans from the front lines of industry with talented technical communication students. The goal: to bridge the gap between industry and academe.

Background

Generally, mentorship pairs experts with novices to promote growth. One classic example of a successful mentoring relationship can be found in the realm of Antiquity, in ancient Greece, residing somewhere between Socrates, Plato, and Aristotle. Hopefully, the fruit of our mentoring program will not fall far from that tree. Carlos Parada, author of [Genealogical Guide to Greek Mythology](#), has traced the concept of mentoring back to Greek mythology, finding its roots in the tale of Odysseus.

“Mentor 4 was an old friend of Odysseus. To him Odysseus entrusted his household when he joined the coalition that sailed against Troy. Athena, assuming several times the shape of Mentor 4, became the guide of Odysseus’ son Telemachus, giving him prudent counsel. Since then, wise and trusted advisers have been called ‘mentors.’”

OK, then, so much for Antiquity. Let’s hit Fast Forward for a few millennia. So what does all this have to do with the new program we are launching?

Types of Mentoring

Today, mentoring occurs within industry, within academe, and across the two. Within industry, mentoring programs pair senior personnel with new hires or junior personnel. In this case, the most obvious recipient of mentoring is the intern. Large corporations like Cisco and IBM have achieved notable successful with their long-standing internship programs.

Within academe, two possibilities are to pair faculty with students not in their classes or to pair seniors, graduate students, or recent graduates with underclass students to promote growth.

For our purposes, we are concerned mainly with mentoring that occurs across industry and academe, pairing practicing professionals with students. For years, companies like NASA,

Siemens, and AT&T have taken this approach, often in the form of co-op programs, using the strategy both as a platform for early identification of potential leaders and as a low-risk screening process for potential new hires.

Perhaps [Dr. Lauren Kessler](#), professor of journalism at the University of Oregon, provides the clearest differentiation of the types of mentoring in her recent [article for etude](#): “Less chummy than a friendship, less formal than the tie between employee and boss, more personal than a student-teacher relationship, the connection between mentor and protégé can last a lifetime.”

Dr. Lauren Kessler (Jon’s sister) has published ten books. She is currently on tour with her latest, [Clever Girl](#).



On a chapter level, members might pair workplace research projects with academic researchers, involving students in their projects. A prime example of this concept is the recent creation of an educational outreach multimedia presentation developed by graduate students Cindy Hauptner and Bob Stultz under the guidance of Dr. Dan Jones at UCF and Dan Voss of Lockheed Martin. A tremendous success, this grant program—described in the [April edition of Memo to Members](#)—offered compelling proof of the natural synergy between industry and academe.

General Guidelines

All types of mentoring relationships pair experts with novices to promote growth. There are, however, certain guidelines that ensure the success of these connections. First and foremost, the relationships must fall outside all formal channels of supervision and evaluation. For instance, a supervisor, professor, or anyone the mentee reports directly to cannot serve as mentor. The bonds of trust will simply not form because of the power dynamics.

Secondly, in order for a mentoring program to properly develop it must strike the right balance between structure and flexibility. On the one hand, enough discipline needs to be exerted to ensure that regular face-to-face meetings occur (e.g., a working lunch in a suitable public venue once a month); yet the door must always be open for the spontaneous exchanges that nurture the relationship and develop trust.

STC Guidelines

According to the [STC Guidelines for Mentoring Programs](#), mentoring is a way for more experienced technical communicators to share their experiences with new or less experienced “protégé.” A mentor acts as a trusted counselor, or guide, who assists the mentored protégé in setting and achieving goals for developing career direction and skills. By participating in a mentor/protégé relationship, mentors develop valuable skills that can

(Continued on page 6)

Building a Bridge, cont'd

(Continued from page 5)

further their personal and professional development as well. The relationship between mentor and protégé* requires honesty, openness, commitment, and effort by both individuals. If they are willing to put forth the effort, there are enormous benefits to be realized.

Benefits

While the technical communication industry becomes increasingly competitive, today's students must become progressively more focused. Mentoring, then, seems to be a wise decision for the mentee in terms of enhanced skills, job placement in a fiercely competitive market, and accelerated career development. The benefits to the mentor may seem less readily apparent. However, professionals who have served the mentor role have found it to be beneficial in many ways, not the least of which is the satisfaction of helping a beginning fellow professional to grow. Thus, the benefits of having mentor/mentee relationships under the belt make the process a two-way street.

Mentor Benefits

- ✓ Gain personal satisfaction from helping others discover their potential
- ✓ Enhance coaching, feedback, and leadership skills
- ✓ Gain exposure to new perspectives from the mentee
- ✓ Expand professional networks

Mentee Benefits

- ✓ Develop networks
- ✓ Receive career guidance
- ✓ Increase their visibility
- ✓ Learn to adapt to changing professional and organizational circumstances
- ✓ Develop or enhance skills needed to move forward in their careers

For years, the Orlando Chapter has strongly supported an informal partnership between industry and academe, although without the structure of a formal mentoring program. For instance, many of our chapter members (some of whom are graduates of the University of Central Florida) have spoken to classes, evaluated portfolios, and invited students to conduct workplace interviews via visits or e-mail surveys. The new mentoring relationship should serve to strengthen the traditional ties between the chapter and the university and also provide STC with a platform to:

- ✓ Strengthen the local technical writing community
- ✓ Stabilize student STC membership
- ✓ Attract mentees as potential long-term STC members after graduation
- ✓ Generate positive word of mouth advertisement for the chapter
- ✓ Promote STC as a professional networking society
- ✓ Help the chapter execute educational outreach initiatives at the high school and college level
- ✓ Strengthen and expand the relationship between UCF and STC

- ✓ Increase attendance at STC chapter meetings.
- ✓ Identify and develop potential leaders within the chapter

OK, then—back to Borders. Nothing happens without paperwork.

Plan of Attack

We had the vision, but we needed the structure, so over several extensive planning sessions and with much caffeine, we drafted and revised the structure of the program to fit the needs of our community. For a detailed description of the development process, please refer to the in-depth article on our Web site.

Eligibility

To participate, students must be enrolled in the technical writing track at UCF and (1) be in their senior year of the undergraduate program, (2) be in the graduate program, or (3) have graduated from either program within 6 months of the application date. The idea was to focus on students closest to the job market, as we felt a mentoring program would most likely be of greatest benefit to them.



Youth brings energy.

Selection Criteria

While we wanted to include as many interested mentees as possible, we knew we had to have selection criteria in case the number of mentees exceeded the number of mentors. Besides the obvious restriction of the number of available mentors, we felt that STC membership should also be required as a reasonable prerequisite for the value received. In addition, we elected to take advantage of the existing structure of the [Future Technical Communicators \(FTC\)](#) Club at UCF, both because we expect a significant part of the mentee pool to come from this organization and also because "Shirley" is its current president. Since FTC costs nothing and entails no obligation, we included FTC membership as a requirement for mentees.

The Application Process

Prospective mentors and mentees are asked to electronically submit their applications, downloadable at www.STC-Orlando.org/education/mentor/mentor.asp, on or before September 15, 2003 to either the mentee or mentor program coordinators via e-mail. (For details, see *Getting Involved* on page 7.)

(Continued on page 7)

* For our purposes, we have adopted the term *mentee* instead of *protégé*. Not all lexicographers have swallowed that coinage yet, but we believe it is a matter of linguistic reality at this point. To any linguists purists who take umbrage, deal with it! ©

Building a Bridge, cont'd

(Continued from page 6)

The Pairing Process

We plan to pair mentors and mentees based on their stated goals and interests. To aid in the pairing process, we included personality profiles, preferred method of communication ratings, focus area checklists, and short answer questions on the applications. For example, an extroverted, structured mentor well-versed in online Help files would be the perfect match for an outgoing mentee who prefers a well-regimented learning environment and is interested in pursuing a career in online documentation. Once the basic needs have been matched, other aspects, like preferred method of communication, will be considered. For instance, mentors who prefer communication via e-mail as a primary medium will be paired with mentees who have also stipulated this.

Kickoff Session

Once the program coordinators and the Chapter President have finished pairing participants into mentor-mentee teams, participants will be notified of their selection and asked to fill out the initial mentor or mentee agreement forms (also downloadable from the Web). The entire group will then be invited to a mentoring kickoff session, to be held either in late September or early October (possibly a Saturday lunch). During this meeting, mentors and mentees will be formally introduced and asked to finalize their mentor/mentee agreements. From there, it boils down to regular one-on-one communication between mentor-mentee pairs.

As Lauren Kessler points out, "...it is unlikely that Athena will meet you at the local Starbucks [close enough!] to offer advice over skinny lattes..." She goes on to ask "where [then] can you find your own mentor?" Look no further. The Orlando Chapter mentoring program eagerly awaits you!

All we need now to make this program a reality is you!

Bibliography

A list of additional resources on mentoring is provided at the end of the in-depth article at <http://www.stc-orlando.org/education/mentor/BridgingGap.pdf>.

Getting Involved

The Orlando Chapter of STC invites you to apply for its 2003-2004 inaugural mentoring program. To apply, simply download the application forms from the chapter website: www.STC-Orlando.org/education/mentor/mentor.asp. The deadline for submission is September 15, 2003. If you have any questions or comments about the program, please feel free to contact either or both of the program coordinators, Bonnie Spivey at futurtek2003@hotmail.com, or Dan Voss at daniel.w.voss@lmco.com. We look forward to this exceptional opportunity.

How to Be An STC Award Winner

By Mike Murray



The Orlando chapter's year-end banquet affords an opportunity to present our leaders with awards in recognition of their distinguished service. Beyond being an acknowledgement of outstanding service, any one of these awards gives added credence to a technical communicator's resume. Have you ever wondered what it takes to qualify for an STC award? Wonder no longer. Announcing the award winners for 2003, followed by the standard criteria that are used for award selection:

Distinguished Chapter Service Award – Karen Lane

The Distinguished Chapter Service Award (DCSA) is a Society-level award that acknowledges the work of chapter members who provide exemplary service to the Society through their dedication to the chapter and its activities. All chapter members are eligible for this award. Because the scope of the chapter service is broad, the award criteria are not rigid, but they do include the following basic criteria:

- ✓ Length of chapter membership
- ✓ Consistency of service during the time of chapter membership
- ✓ Variety of service to STC

President's Award – Dan Voss

The President's Award is a new recognition that was established this year. Based on the Society award of the same name, the President's Award honors one or more persons who have made distinguished contributions to the chapter. Normally, these contributions have been consistent and of a high quality over an extended period of time, but may have been accomplished in only the current chapter year if they were truly superlative. The chapter president reserves the right to define "extended" and "superlative." Also, it is his or her discretion, in consultation with at least two additional Administrative Council members, that determines whether one President's Award will be presented in a given year, multiple awards, or none at all. Factors to be considered in determining this award may include:

- ✓ Commitment and dedication to technical communications or the chapter
- ✓ Innovative thinking and implementation
- ✓ Demonstration of exceptional management skills
- ✓ Hard work

Rookie of the Year – Bob Shydo

Another new award established just this year, the Rookie of the Year award was developed to further inspire the efforts of a member whose first year in a chapter leadership position, regardless of how many years he or she has been an Orlando Chapter STC member, resulted in extraordinary

(Continued on page 8)

How to Be, cont'd

(Continued from page 7)



Mike bestowing the (very large) Rookie of the Year Award to Bob Shydo.

achievements. The president, in consultation with at least two additional Administrative Council members, selects the awardee.

This can be an especially difficult award for which to select a winner, as the Orlando chapter is blessed each year with outstanding

new leaders, such as David Coverston, Erika Coto, Janette Farnsworth, Joanne Godwin, Christina Payne, Bonnie Spivey, and others. Factors to be considered in determining this award may include:

- ✓ Number of months of service during the year
- ✓ Level of significance of service to the chapter
- ✓ Attitude and initiative

Administrative Council Service Plaque – Bob Shydo

Any time a member successfully completes a term of service as a member of the Administrative Council and subsequently leaves the council, he or she is awarded a commemorative plaque in recognition of his or her service.

Chapter Hero – Mike Murray

While normally awarded at the discretion of the president, the Administrative Council presented the most recent Chapter Hero award to the chapter president. Two previous winners in the 2002-2003 chapter year include Karen Lane and Barbara Odom. A Chapter Hero award is presented when earned based on the following factors:

- ✓ Stepped forward willingly in a time of chapter need
- ✓ Filled the need in a high-quality, timely fashion
- ✓ Maintained the quality of other assigned responsibilities, including his or her paying job
- ✓ Maintained a positive attitude with no complaints

Any number of Chapter Hero awards may be presented during the chapter year as warranted, including zero.

Other Society Awards

Other individual awards that are presented at the national Society level include:

Frank R. Smith Outstanding Journal Article Award –

Awarded to the writer of the most outstanding article published in the previous year's issues of the quarterly *Technical Communication* journal.



Mike receives the Chapter Hero Award.

Jay R. Gould Award for Excellence in Teaching Technical Communication

– Presented annually to no more than three recipients, the purpose of this award is to acknowledge the importance of academic programs to the science and practice of technical communication and to encourage excellence in the academic profession by selecting and honoring those individuals who have made an outstanding contribution to teaching in this area.

Associate Fellow – To be honored as an Associate Fellow, a member must:

- ✓ Be nominated by an STC member
- ✓ Have been active in the field of technical communication for at least fifteen years
- ✓ Have been a member of the Society for at least ten years
- ✓ Have been responsible for important work in technical communication
- ✓ Have done notable original work that has contributed to the advancement of technical communication
- ✓ Have made a significant contribution to the Society (See *STC Bylaws*, Article III.)

Fellow – The election to the rank of Fellow, the Society's highest honor for members, is conferred only upon Associate Fellows who have attained eminence in the field of technical communication. Any member of the Society may bring to the attention of the Fellows nominating committee the name of an Associate Fellow for consideration. A two-thirds vote of all Board members is required for election of a nominee.

Honorary Fellow – Honorary Fellowship is conferred upon a person who is not a member of the Society but who has achieved eminence in the field of technical communication or has performed a significant service for the Society.

Job Searching and the STC Listserv

By Richard Phipps, Employment Committee Mgr.

I wanted to send a reminder to members who want to maximize their employment search via their STC membership: Sign up for the listserv!

During the period of July 16 - August 5, there has been a flurry of job related messages all posted on the listserv. During that period of time, I posted 4 job postings and a request for writers who were interested in contract work to contact me.

Since time is of the essence when it comes to job openings, the quickest way to disseminate this type of information is via the listserv. If you're not signed up as a member of the listserv, please do so as soon as possible. Doing so will maximize the value of your STC membership, and ensure that you catch all of the the job opening announcements in near real time fashion.

To sign up for the listserv, contact Dan Jones, our list owner, at djones@ucf.edu.

Tuesday, Aug. 26th: Winter Park Civic Center**“Washlines IX” to Kick Off New Year With Titillating Tidbits from Texas**

By Dan Voss

- ✓Want to learn about this new-fangled thing called XML? How about cascading style sheets?
- ✓Ready for a “Showdown at the Single-Source Corral”?
- ✓D’jever talk to an IBM bot?
- ✓Wonder what technical communication will be like in 2013?
- ✓Ever thought about what it is like for a blind person to access information on a Web page?
- ✓Any “newbies” in the house? Want some tips for making the leap from student to practicing professional?



Time to crank up the ol' washing machine, but with a new spin (viz., Christina & Esther).

We string a clothesline—literally!—across the meeting room (whence the name “Washlines”) and signs bearing graphic and/or verbal “teasers” identifying topics that each of the presenters are prepared to discuss. Discussions range from a 30-second anecdote or illustration to a 5-minute mini-presentation. Audience members select which topics they want to hear. It is a truly *interactive* presentation! When you’re tired of listening to people, you call number “30” (taking a leaf from the world of journalism) and it’s a wrap—everybody stops talking and you all go home.

This year’s panel who “did Dallas” include two enthusiastic newcomers—with bells on, no less!—who are bringing a new spin to the old washing machine: Christina Hammock and Esther Schuyt of PCS, Inc. Rounding out the fearsome foursome are two members of the Administrative Council and STC conference veterans: Immediate Past President W.C. Wiese and Treasurer Karen Lane.

Collectively, your four colleagues have put together about twenty intriguing mini-presentations with which to edify, entertain, perhaps even inspire you. Don’t miss this meeting!

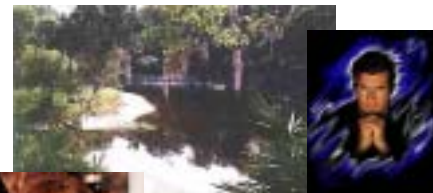
Sadly, yours truly *will* have to miss it this year, representing my first absence from the laundry room since the first time we strung up the washline back in 1995—due to an irresolvable conflict with a teaching commitment at Webster University. And President of Distinction Mike Murray has also been forced to sidelines by a late-breaking work conflict. But as event coordinator in absentia, I’m here to tell you—the show **WILL** go on!

Not only will we continue the “Washlines” tradition, we will be getting off to a slam-dunk start on the new

chapter year. The meeting will begin with the usual half hour of light refreshments and networking, followed by a brief update on chapter business by Vice President Greg White.

And Bonnie Spivey, co-coordinator of the chapter’s new mentoring program, will provide a brief look at this exciting new initiative which will pair professional practitioners with technical communication students at UCF (see story, p. 1).

And at the end, there will, of course, be door prizes. Top prize this time ’round will be an all-expenses-paid canoe trip down the [Econlockhatchee River](#) accompanied either by Jennifer Lopez or Mel Gibson—your choice.

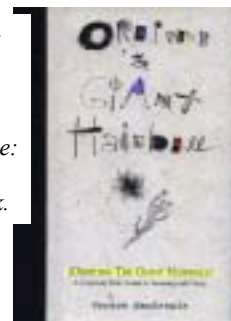


Paddle down the scenic Econolockhatchee whispering sweet nothings to your celebrity canoe mate: J-Lo or Mel.

OK, OK...yes, we’re trying to increase attendance at chapter meetings this year, but we would never stoop to advertising a false door prize, now would we?

Maybe you’d better just come and see.

A more realistic portrayal of an August chapter meeting door prize: Gordon McKenzie’s book.



Memo to Members

Then join the fun and help bring in the laundry at the Chapter of Distinction’s kickoff meeting for another new and bountiful year Tuesday, August 26, at 6:30 p.m. at the Winter Park Civic Center, just a block off US 17-92 in Winter Park. **RSVP to Greg White at 407-971-0184 or gwhite@tadpgs.com.**

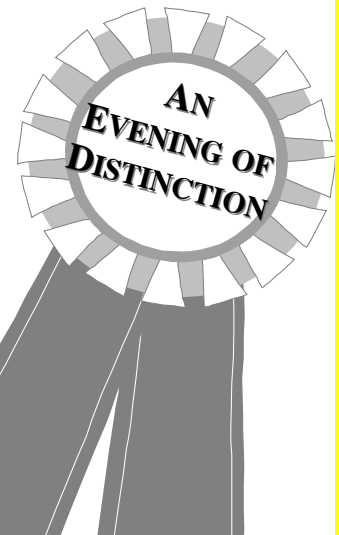
That’s right. Like Jason, it’s b-a-c-c-c-c-c-k! Again.

It’s that time. It’s time for “Washlines IX”!

Washlines? Laundry? What in—

Let me explain.

This is the ninth installment of a traditional year-opening August chapter meeting, where members who attended the STC international conference the previous spring share some of what they learned at the technical sessions, working lunches, etc., with fellow chapter meetings in a lively, informal panel discussion patterned in format after the late Gordon McKenzie’s memorable “interactive” keynote address to the 41st annual STC conference in Minneapolis on May 16, 1994.



Key Chapter Dates in August/September 2003

- ✓ **August 26** - Kickoff Chapter Meeting: "Washlines IX," 6:30 PM, Winter Park Civic Center
- ✓ **September 10** - Administrative Council Meeting
- ✓ **September 15** - Application deadline for Mentoring program
- ✓ **September 23** - Chapter meeting.

Memo to Members

Memo to Members is published for members of the STC-Orlando chapter and distributed via our listserv. This newsletter is also available on our chapter website at www.stc-orlando.org under the link [Newsletters](#). Comments, suggestions, and questions are always welcome and should be directed to: Erika Coto at ecoto72@yahoo.com.

Our ad rates are as follows (prices are the same for black & white or color):

- ◆ Full-page ad \$90
- ◆ One-half page \$50
- ◆ One-quarter page \$30
- ◆ One-eighth page \$20

Ad payment should be made to the Treasurer.

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