



MEMO TO MEMBERS



"Creating & supporting a forum for communities of practice in the profession of technical communication."

STC Orlando Chapter: A 2003 Chapter of Distinction

Volume 3, Issue 2 ♦ October 2003

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Memo to Members is published monthly 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 the Editor, Erika Coto, at ecoto72@yahoo.com.

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From the President's Desk

What It Takes to be a Leader

By Mike Murray, Orlando Chapter President

(Author's Note: If you are happy with the status quo and don't wish to explore your full potential, this article is not for you. Don't read it. Don't worry; nobody will know but you.)

I'd absolutely love to be six years old again! When you're six, you can do *anything*, because nobody has told you that you will fail. Nobody has said that you'll never be a professional athlete, or a policeman, or the President of the United States. Nobody has told you that you can't build a rocket ship in your back yard and

I am looking for a lot of men who have an infinite capacity to not know what can't be done. - Henry Ford

take it to the moon. Every six-year-old will fulfill his or her maximum potential in life. What would you do if you knew for a fact that you could not fail?

If you read this article, internalize it, and apply it, I guarantee you will be much closer to achieving your full potential in life. You'll be more than a participant in life, you'll be a fully realized leader, and that's where you find your maximum potential. Interested? Here's how it's done.

I'll keep it simple, because it is.

Have the guts to take the first step. I should list the rest of my points as "See the first point," because everything else just

To avoid criticism, do nothing, say nothing, be nothing. - Elbert Hubbard

naturally follows. This probably sounds just a little obvious, but you can't get somewhere unless you start. The great thing about being an STC volunteer is that *you will not fail* (unless you quit). Whether you begin with a one-time, one-night effort or take on a year-long task, there are two things you'll have going for you:

- ♦ No experience is necessary.
- ♦ You'll get lots of training materials and support from your teammates.

At least 90% of what we fear never happens, and nothing is worse than wondering later in your life, "What could have been if only I had tried?"

Speak the truth.

Consistently talk the truth rather than saying things just to please others.

(Continued on page 2)



CALL FOR JUDGES

The STC-Orlando Florida High School Technical Writing Contest Needs Your Help

- ♦ If you are available from late November through December,
- ♦ If you are interested in reading what future technical communicators have to say,
- ♦ If you want to get more involved in your Orlando Chapter...

Then contact Jon Kessler at jskessler@aol.com for details.

Memo to Members

What It Takes, continued

(Continued from page 1)

Lead from the heart.

Leadership is about people. Get to know people individually, wear your heart on your sleeve, and don't be afraid to show your vulnerability. Genuinely care about other people, and develop the people around you.

Maintain high morals.

Who you are speaks much more loudly than anything you could ever say. Strength of character is true power – and people can feel it a mile away. Walk the talk, and stay aligned with your core values.

Be courageous.

This is just an extension of having the guts to take the first step. It takes courage to go against the flow, to be a visionary, to do what you think is right even though it may not be easy. Don't walk the path of least resistance; do what's right.

Build teams and create communities.

One of the main things people look for in their work is a sense of community. Leaders create organizations that foster human linkages and lasting friendships. Develop a “clubhouse” atmosphere.

Deepen yourself.

Know yourself. Be aware of your weaknesses and play to your strengths. Transcend your fears.

Be a dreamer.

Great things are born from imagination. Dare to dream impossible dreams.

Commit to excellence rather than perfection.

No human being is perfect. We are all a work in progress. Commit yourself to excellence in everything you do. Keep pushing the envelope and raising your standards.

Leave a legacy.

Success is wonderful, but significance is even better. Contribute. Leave a mark on the people around you. Build your legacy by adding value to everyone you deal with, and leave the world a better place in the process.

Now, aren't you glad you wouldn't accept the status quo? **MtM**

If You Missed Last Month's Meeting . . .

By David Coverston, Chapter Secretary

If you missed our last meeting, you missed a “well-formed” and “valid” meeting. That's right, XML was the topic for the night. Our presenters were Kimberly Willmott, a contractor for the Air Force and a co-owner of Pentecom, a document conversion company, and our very own vice president, Greg White. Kimberly, who participated in the standards committee that developed the original SGML specification (MIL-HDBK-SGML) for the Government, gave a short history of markup languages and a demonstration of XML tools. These languages include Generalized Markup Language (GML), Standard Generalized Markup Language (SGML), Hypertext Markup Language (HTML), and Extensible Markup Language (XML).

Kimberly said that the advantages XML provides include adding intelligence to data, platform independence, and the separation of structure from page appearance. A drawback to XML is the expense of implementing it. However, new tools are now available that are reducing the price of implementing XML.

Kimberly explained that the Extensible Stylesheet Languages determine how a document will be displayed. Two types of transformations are XSLT and XSL-FO. XSLT is a language for transforming XML into other XML documents. XSL-FO is used to produce a page layout from XML. Moreover, XSLT and XSL-FO can be combined for greater power.

A driving force behind the Air Force conversion to XML that Kimberly worked on was the need to make their manuals available to everyone. The result of this need is the Air Force Common Viewer, a Web browser interface that formats the documents online. The add-in gives users the ability to do keyword searches, print screens, and create his or her own bookmarks.

Several XML tools were demonstrated including the Arbortext Epic Editor, Sonic Stylus Studio, and Corel's X-Metal.

Greg showed us some of FrameMaker's structuring capabilities. He explained that the EDD that FrameMaker uses is a combination of a DTD and a stylesheet. That makes using FrameMaker for XML “a heck of a lot easier.”

Be sure to mark your calendars for Tuesday, October 28th, for our meeting “Expanding Your Horizons: Other Skill Sets for Technical Writers”. **MtM**

For More Information on XML, Visit:

- ◆ Pentecom: <http://www.pentecom.com>
- ◆ Arbortext: <http://www.arbortext.com>
- ◆ Adobe FrameMaker: <http://www.adobe.com/products/framemaker/main.html>
- ◆ Corel X-Metal: <http://www.corel.com/servlet/Satellite?pagename=Corel/Products/productInfo&id=1042152754863>
- ◆ Sonic Stylus Studio: http://www.sonicsoftware.com/products/additional_software/stylus_studio/index.ssp

Word Mint IX: [Taking Contractions to a New Level](#)

Achieving Verisimilitude in Written Dialogue Is a Labor of Painful Contractions

By Dan Voss, STC Fellow

D’jever wonder how authors can convey informal dialogue in writing that delivers the expression precisely as the speaker would sound yet also conforms with the conventions of the language? D’jever try to read William Faulkner? D’jever try to talk Southern? D’jever try to *write* like you wuz talkin’ Southern?

In a deviation from its normal format, Word Mint IX will now bring you careening to the very precipice of linguistic lunacy by taking contractions to an entirely new level. Buckle your seatbelts; you’re in for a wild ride.

Let’s start simple. Suppose you wanted to have a character in a novel say “I would not have done that.” Except in informal dialogue, the character would not say it like that. It would come out, instead, sounding like “I wouldn’t of done that.” However, the “of” is obviously not correct usage. How about “I wouldn’t have”? No, that’s not *exactly* what the character said. How *should* you spell it, then? Give up? Proper spelling and punctuation would be “I wouldn’t’ve.” Arggh!!!

That’s right. As ungodly as the compound contraction looks on paper, as badly as it grates on your eyeballs and eats away at your very editorial soul, that’s how it must be done.



Well, if that barbaric-looking contraction exists, then a whole gaggle of apostrophic mutants comes parading in its path. Gems like: I’d’ve, you’d’ve, we’d’ve, they’d’ve, she’d’ve, can’t’ve, couldn’t’ve, shouldn’t’ve, mustn’t’ve, and—my personal favorite—it’d’ve, as in “It’d’ve rained if we forgot the umbrella, but since we brought it, it didn’t.” Pronunciation is extremely important here; in this case, your tongue has to trip lightly over the middle part of the contraction, and the “t” and “d” sounds tend to trip your tongue up against your teeth, which makes this very difficult for many speakers and almost impossible after a couple beers.

But wait—it gets worse. “How could it possibly get worse?” I hear you cry. Take it South. To the Deep South.

Apply compound contractions to the expression “y’all,” which is the proper contraction for “you all.” (The commonly seen “ya’ll” is incorrect, by the way). Now make it possessive, as in “Y’all’s food is ready.” Now go into the present perfect, as in “Y’all’ve cooked a great meal here” or take it into the future, as in “Y’all’ll have enough to eat if y’all bring a covered dish.”

“Enough!” you scream.

Well, not quite. It is when you venture boldly into the future perfect and the conditional perfect that you can achieve heights so rarefied that no grammarian has ever flown there. You can achieve legitimate, honest-to-goodness TRIPLE contractions.

Really you can. Watch. I’ll take it from standard English to a combination of Southern and standard English (partial contractions) to a fully operational (partial contractions) to a fully operational triply contracted Deep South utterance that will amaze your Southern friends and confound your Yankee visitors.

First, the conditional perfect. You start with the standard English expression “You all would have finished.” Now the partial contraction: “Y’all would have finished.” The two-thirds point in the linguistic derivation: “Y’all would’ve finished.” And the finished product—drum roll, puhleeeezzz!—“Y’all’d’ve finished.” Yup. Read it and weep, linguistic purists. It’s absolutely legitimate. It follows all the rules of spelling and

punctuation. In fact, if you actually wanted to have a Southern character utter this expression in dialogue, this is the way it would have to appear in print. A real, live TRIPLE contraction—guaranteed to win you a bar bet or two.

And, finally, the most euphonious of all. Properly intoned, it is reminiscent of a yodeler in the Swiss Alps. You start with the standard “You all will have finished by the time I get here.” The partial contraction: “Y’all will have finished ...” The two-thirds point in the derivation: “Y’all will’ve ...” And now, for the grand finale: “Y’all’ll’ve.”

Try it. Now try it three times fast. Now try it three times fast after Happy Hour. Is it not somewhat like yodeling? Or perhaps more like gargling.

OK, it’s safe to return to your orderly little editorial worlds now. Until *next* month ... with Word Mint X! Don’t say you weren’t warned ... **MtM**

Opportunities Exist Both in STC and at UCF

A Word of Advice on Scholarships: Nothing Ventured, Nothing Gained!

By Dan Voss, Education Committee Manager

It's a good time of year for UCF technical communications students to "think scholarship."

Numerous opportunities exist for scholarships, and the time required to complete applications for them is fairly minimal compared to the potential economic assistance to be gained.

A word of advice: don't assume there will be hundreds of applications for a given scholarship and that your chances of winning it are therefore remote. That might not be the case.

For example, consider the Pellegrin Memorial Scholarships for graduate and undergraduate scholarships in technical communication at UCF (a Call for Applications for the 2004 Pellegrin Awards will be coming out in January; for details on the scholarship information, see <http://www.stc-orlando.org/education/college/schlr.asp>). These are the ones with which I am personally most familiar. Some years we get more applications for the Pellegrin scholarships than we do in other years. One year, regrettably, we did not get any applications at all for the graduate scholarship, so we obviously did not award one. Which means that in that case, at least, a deserving grad student could most likely have earned him or herself a check for \$500 for a couple hours' work completing an application form and writing a brief essay. That's pretty good pay per hour, folks!

Three Pellegrin scholarships were awarded last spring. (For details, see Volume 2, Issue 10 of *Memo to Members*, May 2003, at http://www.stc-orlando.org/newsletter/2003/memo_2003_05.pdf, page 2).

I do not have insight into how many entries are typically received for the \$1,000 scholarships that are offered each year by the STC Office in Arlington, VA—four will be awarded this year to full-time undergraduate and graduate students pursuing careers in technical communication—but I would not be at all surprised if the number were considerably lower than you might think. (See box; further information is available at http://www.stc.org/scholarship_info.asp).

In addition to the scholarship opportunities within STC, technical communication students are eligible to apply for a number of other scholarships at UCF, and, in fact, were quite successful last year doing precisely that (see Volume 2, Issue 10 of *Memo to Members*, May 2003, at http://www.stc-orlando.org/newsletter/2003/memo_2003_05.pdf, page 3). Opportunities include the Frances R. Lefkowitz Scholarship and the Jean C. Combs Memorial Scholarship awarded by the UCF English Department and the ACM SIGDOC undergraduate scholarship. I'm confident there are probably several others.

Dr. Dan Jones, who heads up the Scholarship Focus Team on our chapter's Education Committee, or any of the other technical communications faculty members at UCF, would be able to provide you with details on the UCF scholarships that are available.

Let me close with a thought about strategy. In all likelihood, there is considerable overlap among the various and sundry scholarship applications concerning the support data that is required. Thus, if you are serious about winning financial aid via this path, it would be shrewd to identify *every* scholarship for which you are eligible, gather all the applications, identify what data is needed, dig up all the data, and then apply for *all* of them. The total amount of time invested would be significantly reduced through "assembly line production," and your chances for success would obviously increase.

The biggest thing you have going for you in winning a scholarship is that most people who consider applying (including those who are reading this article) will wind up procrastinating and never submitting an application. That's human nature. We're all busy. And we probably wouldn't win anyhow, right?

Don't be so sure.

Have you tried? *MtM*



SCHOLARSHIP APPLICATIONS AVAILABLE

Each year, STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication.

Four awards of \$1,000 each will be granted for academic year 2004-2005.

Application deadline is February 16, 2004

Application forms and instructions are available from the STC office:

901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
(703) 522-4114
www.stc.org

Orlando Chapter Announces 2nd Jaffe Award

By W.C. Wiese, Past Chapter President

The Orlando Chapter of STC is pleased to request nominations for the 2004 [Jaffe Award](#), which will be presented next January to the Florida organization that employs the state's outstanding technical communicator. Nominations are due by November 7, 2003.

This year, the [Jaffe Award](#) search is expanding. Recognizing the need for statewide recognition of outstanding members of the profession, Jaffe Award Competition Manager Alicia Fellure has encouraged nominations for technical communicators throughout the state.

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. **MtM**

STC Telephone Seminar Recap

By Debra Chamberlin, Education Committee

The Adobe Acrobat 6.0 Web seminar offered to STC members, October 8th, provided a useful overview of the new Adobe 6.0 products. Here in Orlando, the seminar was hosted by the Gartner Group in Maitland who graciously provided meeting space for the Orlando chapter members who chose to attend. Presenter Brian Woods of Adobe Systems, showed the new features of Acrobat 6.0 and included a demo of the product. Additionally, a question-and-answer session was held at the end of the seminar.

The products were marketed with a positive tone, and many of the new features are appealing. I say "products" as Adobe Acrobat 6.0 is offered as a family of three products: Adobe Elements, Adobe Acrobat Standard, and Adobe Acrobat Professional, ranging from basic PDF tasks to a full complement of features.

The new interface offers task-oriented toolbars and seems more intuitive and user friendly than ever before. Reviewing and commenting in .pdf has been improved. For instance, one can send a .pdf file to several people via an e-mail that automatically includes instructions on how to mark up the document. When the e-mails are returned, just the comments are attached and are then merged into the original document. Reviews may also be conducted real-time via a Web browser.

The new product also enables you to add headers, footers, and numbering to a .pdf file, which is a useful complement to another new feature that allows one to merge disparate file types into one .pdf document. Such a document, which may contain various page sizing and orientation, may be printed to fit one page size.

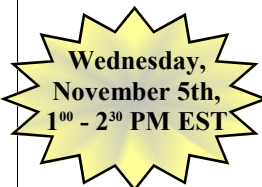
While it would be important to explore any caveats to this product, which were not presented, the new features make Adobe Acrobat, particularly the Professional version, a worthwhile upgrade to investigate. **MtM**



STC TELEPHONE SEMINAR Establishing a Baseline of Performance presented by Saul Carliner



Interested in verifiable data about the work that your colleagues in management do in technical communication? Based on the results of a recent study, this seminar presents a baseline of performance for technical communication departments. This presentation reviews effectiveness and productivity metrics in technical communication and discusses a survey of "portfolios" of work (collections of projects, people, and physical resources) supervised by technical communication managers. Using this information, participants can develop management strategies that result in more efficient, productive departments.



Saul Carliner is an assistant professor of educational technology at Concordia University in Montreal. Also an industry consultant, Saul advises numerous high-profile clients and several government agencies. He has written several books and is a two-time winner of the Best of Show award in the Frank R. Smith outstanding article competition, Saul is also a fellow and past president of STC. Saul holds a Ph.D. in instructional technology from Georgia State University.



Tool Tips: Automating FrameMaker

By David Coverston, Chapter Secretary

For writers like me, who try to automate the writing process whenever possible, one of the best features of Microsoft Word is its built in programming language. Although it is a popular technical writing tool, FrameMaker lacks this basic functionality. In the past, one technique writers used to overcome this deficit was by saving FrameMaker's files as *.mif* files, then writing scripts (or having programmers write scripts) in languages like Perl to edit the *.mif* files, then converting the *.mif* files back into FrameMaker files. A *.mif* file is a complete FrameMaker file in text format. Put another way, a *.mif* file is to FrameMaker as an *.rtf* file is to Word.

For those on Unix or other platforms, this is still a preferred method of automating tasks in FrameMaker. But for those of us on Windows or Mac machines there is another method—FrameScript.

FrameScript is a \$150 FrameMaker add-in that adds scripting ability to native FrameMaker files from within the FrameMaker interface. FrameScript, also known as ElmScript in Germany, does have site licenses available. Unfortunately, there is no runtime version, so you must buy a full license for each machine on which you want to run scripts.

Finite Matters, Ltd., FrameScript's developer, requires that you send them your FrameMaker's registration information before they send you a unique identifier you need to install FrameScript. The installation is straightforward, but I had to copy and paste the serial number from the email to get it to work.

FrameScript installs itself as a new menu item on the main FrameMaker toolbar. You can run scripts by choosing FrameScript>Run on the menu, then selecting the script you want to run from the File Open dialog box. You can also run scripts by opening them in the FrameScript window and clicking the Run button (the one with the hand on it). FrameScript comes with a number of scripts, but these are not capable of doing very much. More about that in a minute. You can install scripts that are only available while your FrameMaker session is open, or you can run scripts individually. The menu is customizable, and allows you to specify a script that runs automatically when FrameMaker starts. Since FrameScript loads every time FrameMaker starts, you can set scripts that are always available. FrameScript works with FrameMaker versions 5.5 through 7.0 and is

capable of scripting SGML documents as well as unstructured ones.

The FrameScript window is where you type your scripts. FrameScript comes with a Scriptwriter's Guide, a Quick Reference, a Scriptwriter's Reference, a System Objects Reference, and a Retrieval Database Object Reference, all in *.pdf* format.

FrameScript doesn't have debugging tools such as a way to step through code, or a way to run a line or two of code. A workaround for the latter is to copy your line of code to a

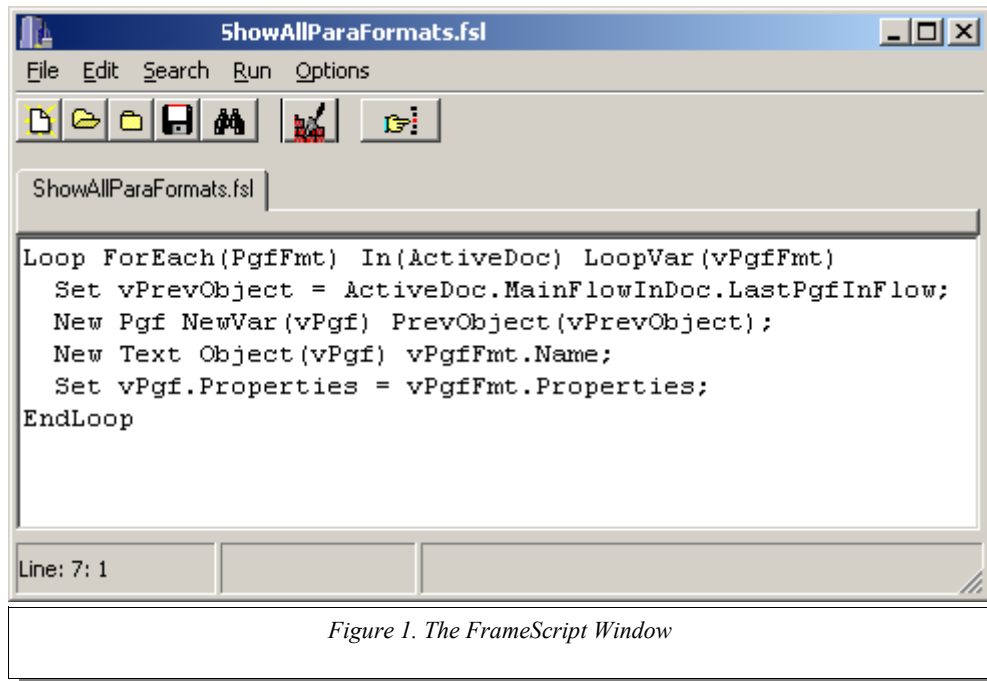


Figure 1. The FrameScript Window

separate file, then run that file. It does have a script builder that will insert valid words for you, but it does not supply you with the word completion and context-sensitive help files that you find in Word's Visual Basic interface.

A dozen or so scripts come with FrameScript, but if you want to really learn how to use it, the best source is Rick Quatro's book, *FrameScript: A Crash Course*. The spiral bound book contains instructions on performing common scripting tasks and programming theory such as conditionals and loops, as well as an accompanying CD with all of the script listings on it so that you can copy them for immediate use.

I also recommend buying the Super Web Bundle of scripts from the same source. It contains over 60 scripts that are fairly easy to modify for your own needs. As the web site states, "This is a great way to learn FrameScript by example." Speaking from experience, the time that you save in developing your own scripts will pay for the book and

(Continued on page 7)

Education Committee Welcomes New Members, Launches New Initiatives

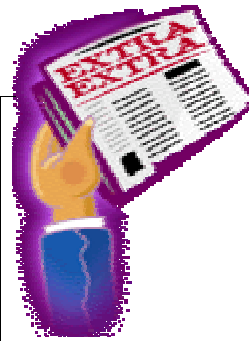
By Dan Voss, Education Committee Manager

The Education Committee is pleased to announce the addition of three new members, who will be instrumental in two new career placement and professional development initiatives.

Blake Scott, on the technical communication faculty at UCF, and **Rose Benedicks**, an undergraduate student in the technical communication program at UCF, will co-manage the chapter's first Special Interest Group, or SIG—on Job Search. The Job Search SIG plans to establish a separate listserv to assist those who are seeking employment—whether they be students seeking their initial career placement or professionals seeking new opportunities. Richard Phipps, the chapter's employment manager, will serve an advisory role.

Alan Gaynor has agreed to serve as coordinator of the STC Telephone Seminar series. Working with Bob Shydo, who has offered facilities at Intuitive Information, Inc., as a site for these seminars, Alan will be coordinating this low-cost professional development initiative via the listserv and e-mail. We urge chapter members to take advantage of this exceptional opportunity and to respond on a timely basis to Alan's announcements on the listserv to assist him in his efforts.

Contact information on Blake, Rose, Alan, and the rest of the Education Committee can be found on our Web page, at <http://www.stc-orlando.org/education/education.asp>. **MtM**



Society News

The SpaceTech chapter has extended an invitation to Orlando chapter members to join them for a special November 3 presentation on "Using PDFs to Distribute Technical Documentation: Do's

and Don'ts." This is another service made possible by the Florida Presidents Council in which all Florida chapters work together to provide additional opportunities for their members. Please note that you must RSVP by 10/28 for this event. Our thanks to David Bills, STC SpaceTech Chapter President, for making this great opportunity available to our members! For more information visit: <http://www.stc-spacetech.org/meetings.htm>



Help Support Orlando-STC
Click on the button to go to Amazon.com. **Remember:** A percentage of your purchase is rebated to the Orlando Chapter when you use our click-through.

Tool Tips, continued

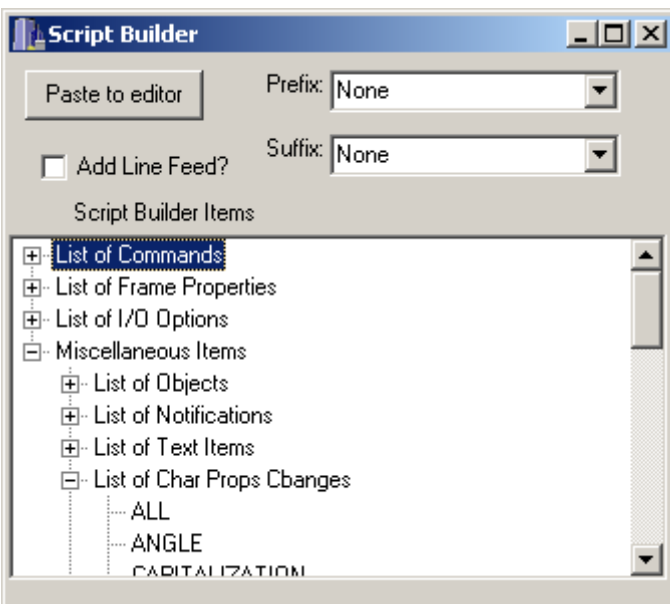


Figure 2. The Script Builder

(Continued from page 6)

scripts in short order. Several tutorials are also available on this site, and can give you a feel for the language.

If you need to automate FrameMaker and don't have the time or C programming skills to use the FrameMaker Developer's Kit, then FrameScript is your best solution. **MtM**

For more information:

- ◆ Finite Matters home page <http://www.framescript.com>
- ◆ Rick Quatro <http://www.frameexpert.com>
- ◆ Yahoo FrameScript User Group <http://groups.yahoo.com/group/framescript-users/>

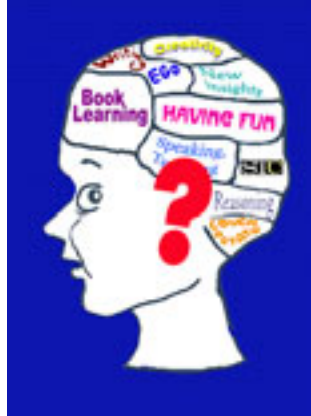
Tuesday, October 28th: Winter Park Civic Center

You Asked for It: Expanding Your Horizons

By W.C. Wiese, Past Chapter President

Back in the 50s, when I was but a small lad, there was a show sponsored by Skippy Peanut Butter entitled, *You Asked for It*.

The premise of the show was that viewers would mail in an event or phenomenon they'd like to see on television, and the producers would go find it or set it up. The show wasn't my favorite, but in the world of black-and-white television long before kid-vid, it was watchable. Evel Knievel hadn't jumped the Snake River Gorge on a motorcycle yet, but if someone had wanted him to in the 50s, this is the show it would have been on. I think I ended up watching some joker trying to set a land speed record in a Pontiac. Hadn't they heard of Porsches?



So why am I telling you all of this? *Because you asked for our next chapter program: Expanding Your Horizons – Other Skill Sets for Technical Writers.* On the hit parade of topics from this summer's survey, this is the one that hit Number 1. And it's coming your way on October 28th at the Winter Park Civic Center.

The program is being prepared by six chapter members with

varying career paths to share. They include Maggie Boreman, Janette Farnsworth, Dick Hughes, Richard

Phipps, Gwen Thomas, and W.C. Wiese. If you can join us, here's what you'll hear:

- ✓ We'll begin by examining what the STC learned about the aptitudes of technical communicators during a study in 1996.
- ✓ We'll look at alternative jobs that respond to your aptitudes.
- ✓ Richard Phipps will tell you how a recruiter looks at your talents and matches you to a job opening.
- ✓ Our intrepid panelists will reveal the stories of their own career journeys and how they got to where they are today.
- ✓ Then the panel will take your questions (if we haven't answered all of them along the way!).

Don't forget to ***RSVP to Greg White at gwhite@tadpgs.com*** and tell him what a great job he's doing in meeting your need for information that helps build your career. See you Tuesday, October 28th! ***MtM***

Orlando Chapter Lapel Pins!



Now available at our chapter meetings—the one-of-a-kind Orlando Chapter lapel pins.

Only \$5⁰⁰ Each

Buy Your Lapel Pin Tuesday, Oct. 28th!

YOUR AD HERE

Memo to Members has a wide and varied readership and is distributed on our Web site monthly. Our monthly 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

For more information, contact Erika Coto at ecoto72@yahoo.com

10 Mentor-Mentee Pairs in All!

Mentoring Program Set to Kick Off October 25th at UCF

By Dan Voss, Education Committee Manager

The long-awaited kickoff meeting for the Orlando Chapter's exciting new mentoring program pairing professional technical communicators in the chapter with student members from the UCF technical writing program and the Future Technical Communicators (FTC) Club is set for Saturday morning, October 25, at UCF.



The tech writing lab at venerable (read: ancient) Colbourne Hall will host the kickoff meeting for the chapter's new mentoring program.

The RSVP count indicates that 16 of the 18 mentors and mentees plan to physically attend the event, where the mentor-mentee teams will be paired up. A 17th will be patching in remotely via telephone, and the 18th, who will be out of town that Saturday, will be completing the ninth and final pairing at the October 28 chapter meeting.

Thus before the Trick-or-Treaters go out, our Chapter of Distinction's new program—which we believe will be another Society pace-setter—should be cranking on all 10 cylinders (read: 10 mentor-mentee pairs, including program coordinators Bonnie Spivey and myself!)

Watch for a detailed account of the kickoff meeting in the November edition of *Memo to Members*.

For further information on the mentoring program, check out the in-depth article from the August edition of *MtM*, at <http://www.stc-orlando.org/education/mentor/BridgingGap.pdf>; and browse our Web site, at <http://www.stc-orlando.org/education/mentor/mentor.asp>. **MtM**

Stylin' With a Classic

By Vicki Braun

Student writers at the University of Central Florida (UCF) learned how to use Microsoft Word more effectively when Jon Kessler and Vicki Braun presented "Stylin' With a Classic" on September 27th. The students—who are members of Future Technical Communicators (FTC)—learned to use styles to create templates and format technical documents.

FTC is a student-run organization whose members meet Saturday mornings to learn more about professional skills and tools. According to FTC president Bonnie Spivey, group members look forward to presentations by professionals such as Kessler and Braun, who "raised the bar" by providing such detailed information about software techniques.

One of the group's upcoming presentations will be Saturday, November 15th, when Jason Nichols presents a conceptual, single-sourcing workshop, which is based on research he completed for his UCF thesis.

FTC invites all STC members to attend the workshops, which run from 10-11:30 a.m. at the UCF Technical Writing Lab (Room 203 of Colbourn Hall). **MtM**

FROM THE EDITOR'S DESK



This month's issue of MtM has some new names in its bylines which is very refreshing to see.

Memo to Members is our newsletter and should reflect the thoughts, and views of as many of our members as possible. So, when you attend a chapter meeting, telephone seminar, special interest group meeting, or any other Chapter event and want to write about it, let me know.

Additionally, if you are interested in being featured in our forthcoming Member Spotlight feature, send me an email telling me a little about who you are, what your interests are, and what you do in the field of Technical Communications. If you like, you may even include a photo of yourself.

As always, I welcome your feedback and opinions, so feel free to email me at ecoto72@yahoo.com.

Thanks for reading,
Erika



Motorola is looking to fill a content developer position at its Sunrise office in Ft. Lauderdale.

HOW TO APPLY

1. Access http://www.motorolacareers.com/peopleclick_search.cfm?lang=eng&cntry=usa.
2. Click the Search All link. You will see the Job Search window.
3. Specify the following search criteria:
Job Interest: All Position Type: All Location: All Keywords: content developer
4. Click on the link to the job opening to see a description of the position.
5. Click the Submit CV/Resume link on the header to submit contact information and a resume.

THE ORLANDO CHAPTER OF STC WOULD LIKE TO WELCOME THE FOLLOWING NEW MEMBERS!



**DENISE FRITZ
ROSE BENEDICKS
TRAVIS DUNCAN**

YOUR OPINION COUNTS



Thanks to everyone who filled out a meeting survey for September's meeting on XML. Check out the results:

- ✓ **Overall Topic Rating:**
 - Excellent - 16
 - Satisfactory - 4
 - Did not meet expectations - 0
- ✓ **Overall Speaker Rating:**
 - Excellent - 18
 - Satisfactory - 2
 - Did not meet expectations - 0
- ✓ **Visitor Comments:**
 - ◆ "It was very interesting. Helped me a lot with questions I had about SGML and Arbor."
 - ◆ "Give more novice-specific information such as pros/cons, projects that use the language and why. Topic was interesting and well-presented otherwise."
 - ◆ "Demo was very helpful!"

Remember to fill out a comment card at every chapter meeting you attend. We value and listen to your comments; they guide our efforts towards make each monthly program worthwhile.

Key Chapter Dates in Oct/Nov 2003

- ✓ **October 8th** - Administrative Council meeting
- ✓ **October 25th** - Mentoring Program Kickoff @ UCF
- ✓ **October 28th** - Chapter meeting: 6:30 @ WPCC
- ✓ **November 7th** - Jaffe Award Nominations Due