



MEMO TO MEMBERS

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



STC Orlando Chapter: A 2003 Chapter of Distinction

Volume 3, Issue 7 ♦ March 2004



Winner of STC's Chapter of Distinction Award, 2003

2004-2005 Officer Nominations

By Bob Shydo, Nominating Committee Mgr.

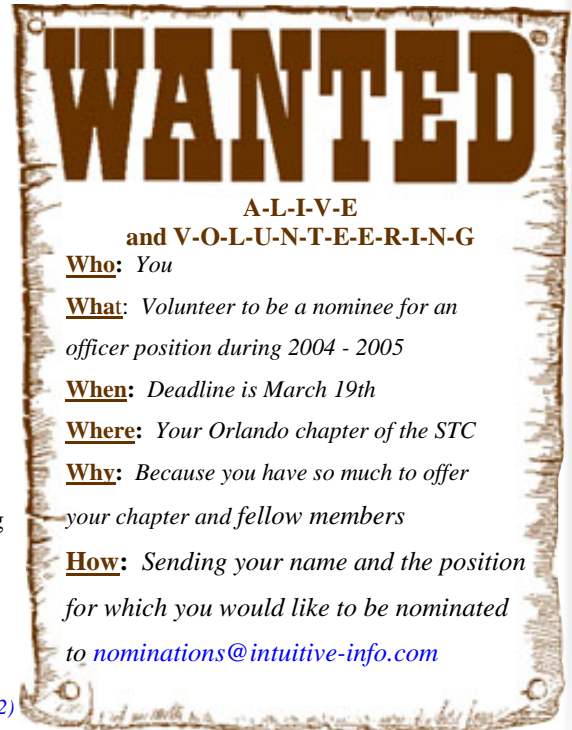
We are in the process of preparing the slate for next year's Orlando chapter officers and are looking for candidates for the following positions:

- ✓ President
- ✓ Vice President (President Elect* and Program Chair)
- ✓ Treasurer
- ✓ Secretary

We would really like to:

- ✓ Make this election competitive by having several nominations for each position
- ✓ Involve some more members in chapter decisions
- ✓ Have everyone volunteer to be placed on the ballot (maybe not, but how about

(Continued on page 2)



In This Issue...

2004-2005 Officer Nominations	1
March Meeting Preview	1
If You Missed Last Month's Meeting	3
Operation Rising Stars is a Smash Success!	3
Word Mint XIV	4
Upcoming FTC Workshops	5
STC Telephone Seminar Announcement	5
Tool Tips	6
Society News	7
Help Wanted	8
Member Achievements	9
Selling STC to the Boss	9
You Oughta Be in Pictures	10
From the Editor's Desk	11
Your Opinion Counts!	11
Mark Your Calendars	11
New Members	11

March 23rd at 6:30 PM, Winter Park Civic Center

March Meeting Preview

By Greg White, W.C. Wiese, Dan Jones, and Dan Voss

It's that time of year again when we present the Melissa Pellegrin scholarships to the outstanding undergraduate and graduate students in UCF's technical writing programs and the Gloria Jaffe Outstanding Technical Communicator Award to a Central Florida practicing technical communicator. Not only will we have these exciting award presentations, but we will also present special recognition awards to the corporate and personal sponsors of our chapter's educational outreach initiative: Rising Stars. Following the awards presentations, the meeting will offer a varied and information-rich Employment Progression that includes valuable job search information!



Pellegrin Scholarships

The Pellegrin scholarships are prestigious scholarships sponsored by the Melissa Pellegrin Memorial Scholarship Fund and the Orlando chapter STC. These scholarships are much valued by the recipients, by UCF's technical writing faculty, and by members of Orlando STC. Students who receive this scholarship are particularly outstanding, not only for their academic work but also for their many other contributions and activities.

To compete for these scholarships, students must complete an application, submit transcripts, and compose a letter discussing why they chose this discipline, what they consider the profession to be, and why they want to become a technical communicator. A majority of the non-student members of the Orlando STC Education Committee determines who the recipients of these scholarships will be. Recipients are presented with certificates and checks from the

(Continued on page 2)

March Meeting, continued

(Continued from page 1)

scholarship fund, and their names are added to a permanent plaque displayed at UCF. (For more information, visit: <http://www.stc-orlando.org/education/college/melissa.asp>)

Gloria Jaffe Awards

The evening also marks the second annual presentation of the Gloria Jaffe Outstanding Technical Communicator Awards. As last year, Professor Jaffe plans to join us for the presentation. Now retired, she made valuable contributions to STC and UCF during her career, and we are pleased to honor her by presenting the Jaffe Award in the presence of both communities. Her leadership is reflected in the enduring communication values prized by the Orlando Chapter and in the professionalism of UCF graduates that is a tradition of the Technical Writing program.



Jaffe Competition Manager Alicia Fellure and her team of judges received nominations in November and again had a tough challenge in identifying the area's outstanding communicator for the past year. We hope you will be on hand when the announcement is made



Between the Pellegrin scholarships/Jaffe awards and the progression, we will take a moment to honor the eight personal sponsors and six corporate sponsors who made our recent Operation Rising Stars fund-raising campaign such a success (see *Operation Rising Stars is a Smash*

Success!). Without their generous support, it would not have been possible to award Pellegrin scholarships this year.

Employment Progression

The Employment Progression will be set up with expert table captains at seven tables who will be sharing employment-related topics with our members. Initially, you pick the table that will help you the most. After approximately 15 minutes, you will rotate to another table to learn even more! We have very experienced and knowledgeable table captains, such as Din Bissoondial who has more than ten years field experience in recruiting. We also have Dalton Hooper, Manager of the Strategy & Methods Documentation Team for Walt Disney World-IT, who will be giving us the do's and don'ts of resumes and cover letters. Additionally, Richard Phipps, a long-time professional technical recruiter and Orlando chapter Employment Manager, will be steering the Job Search Skills table, Dr. Dan Jones and Gloria Jaffe will be sharing the "History of the Orlando Chapter," and Janette Farnsworth and Dan Voss will be providing tips on and reviewing portfolios. Check out the full line up!

Table 1: Resumes and Cover Letters – Do's and Don'ts

Table 2: Portfolio Review

Table 3: Tips for Successful Interviewing

Table 4: Future of Staffing

Table 5: Job Search Skills

Table 6: History of the Orlando Chapter

Table 7: What It Takes To Succeed (Discussions with the Jaffe Award Winners)

As always, the evening's activities will be complemented with some great food. Take a minute now to send your RSVP to Greg White at gwhite@tadpgs.com. We look forward to seeing you on March 23 at the Winter Park Civic Center!

For more program information and detailed driving directions, check the chapter Web site at <http://www.stc-orlando.org>. **MtM**

Nominations, continued

(Continued from page 1)

throwing your name in the hat to find out how much fun and rewarding being an officer really can be?)

Your individual involvement is what makes this chapter successful and contributes to the ongoing professional growth of all members. Please give this request for your time, effort, and knowledge some serious consideration. Take a minute now to send Bob Shydo an e-mail (the deadline is **March 19**) at nominations@intuitive-info.com and request that your name be placed on the ballot for one of these positions. **MtM**

*Based on pending amendment to by-laws

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 at the next meeting!

If You Missed Last Month's Meeting...

By David Coverston, Chapter Secretary

If you missed our last meeting, you missed a chance to meet some of the best technical writers in our local high schools. The rain didn't dampen the spirits of the high school students or members as we gathered to present the students their awards in our Eighth Annual Florida Technical Writing Competition.

President Mike Murray welcomed the students and their parents as we sat at the round tables in the Winter Park Civic Center ballroom and enjoyed an excellent meal catered by the Olive Garden restaurant. Each table had a table host who helped stimulate conversation and ensure that our guests felt welcome.

Check out the press release!

To view the press release about this awards ceremony, visit the following site: http://www.stc-orlando.org/education/highsch/8th_pr.asp

I sat at a table with fellow members Jack, Erika, and Maggie. With us were two award winners from one

family—Andrew and Jennifer Lai, from Winter Springs High School. The pride on their parents' faces was obvious. Andrew, who won an award last year, came away this year with an Excellence award for his paper "Telomerase: The Miracle Elixir for Cancer?" His sister Jennifer took an Achievement award for "Interleuken-2: The Cure to Cancer?" Since Andrew is a junior and Jennifer is a sophomore, it seems quite likely we will be seeing them again next year.

Winter Springs also had another sibling combination at the awards ceremony! Junior Eric First won an Excellence award for "CAPTCHA: Read This!" and sophomore Andrew First took home a Merit award for "Artificial Muscles: Revolutionary Motors and Power Generators."

Everyone enjoyed themselves at this relaxed meeting, and we did learn one valuable piece of information—the best way to guarantee entries into the competition is to have the teacher make the paper a requirement. **MtM**

Operation Rising Stars Is a Smash Success!

By Melanie Trickey and Dan Voss, Education Committee

Editor's Note: This article was edited for space considerations. For the unabridged version, visit: <http://www.stc-orlando.org/education/risingstars.asp>

One measure of a truly outstanding organization is its ability to meet a tough challenge head on and work together as a team to overcome it. Our Orlando Chapter of Distinction did precisely that this year. Let us tell you the story of Operation Rising Stars.

Background

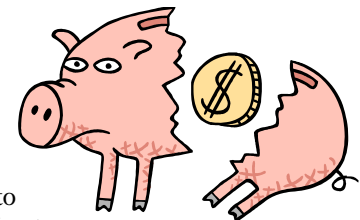
Like most STC chapters, as well as the Society as a whole, the Orlando Chapter has had to deal with increasing fiscal pressures over the past few years, a natural consequence of the downturn in the economy, which hit hardest on our profession's home turf—the technical sector.



As Treasurer Karen Lane and the Administrative Council wrestled with this challenge last summer, trying to come up with a balanced chapter budget for STC's fiscal 2003-2004 year, we came to an alarming realization that the situation was worse than we realized. It appeared we would be hard pressed to continue our educational outreach initiatives at the same level to which we had become accustomed over the past several years.

Operation Rising Stars

To close the budget gap and restore our full agenda without jeopardizing the chapter's general operating budget, the Education Committee decided to undertake a fund-raising initiative to increase the number of corporate sponsorships. (We have typically had two or three each year, without any concerted effort to solicit them.)



The campaign swung into high gear in December. Key to its success would be effective leadership, broad participation, solid organization, and outstanding promotional materials. We began with the latter—setting to work on a tri-fold brochure that we could use to show Central Florida businesses the programs we were asking them to support.

Work on the brochure began in mid-December. By the beginning of January, a draft was ready. By the time the final draft was being reviewed, the task of finding a printer was underway.

(Continued on page 8)

Word Mint XIV: The Linguistic Theater of the Absurd

A Lesson In Geometry and in Advanced Interpersonal Dynamics

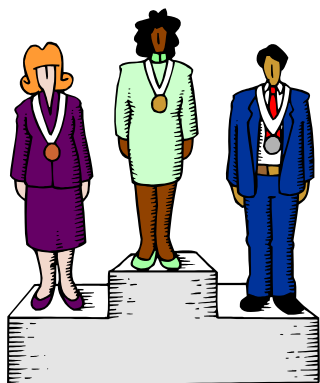
By Dan Voss

Horizontalization or Verticalization (n.). The process of adjusting the proportions of something to make it flatter or taller, respectively. From *horizontalize* (v.t.), meaning to make flatter and *verticalize* (v.t.), meaning to make taller. Root words, obviously, are *horizontal* (adj.), meaning parallel to, in the plane of, or operating in a plane parallel to the horizon or to a baseline; and *vertical* (adj.), meaning perpendicular to the plane of the horizon or to a primary axis. Thus, if a diagonal line is verticalized, it becomes perpendicular to the plane of the horizon; conversely, if a diagonal line is horizontalized, it becomes parallel to the plane of the horizon. In colloquial usage, a diagonal line that is verticalized is sometimes referred to as having been “perpendicularized,” but this is technically incorrect, just as is using the term “parallelized” to refer to a diagonal line that has been horizontalized. The reason for this is that “perpendicularized” and “parallelized” are relative terms (i.e., a diagonal line that is perpendicularized to the vertical axis is actually horizontalized, and a diagonal line that is parallelized to the vertical axis is actually verticalized), whereas “horizontalized” and “verticalized” are absolute terms. The terms are generally used in conjunction with

geometric relationships, but they are occasionally used in the context of interpersonal relationships as well, often with startling results.

Examples: (1) Geometrical relationships. This race car needs to be horizontalized to reduce drag and

increase speed. The lamp-post that blew over in the hurricane must be reverticalized so we can see our path from the driveway to the front door. (2) Personal relationships. After Harry’s zombification from watching three consecutive pro football games on television, Marsha abruptly verticalized him by applying an acetylene torch to the seat of his pajamas. Raoul, quite the roué, used all his slickest lines in an attempt to horizontalize the demurely provocative but staunchly virtuous Penelope—but she saw through his concupiscent machinations and defenestrated him, emerging with her maiden honor unbesmirched. **MtM**

**And the Winner is. . .**

Winner? Winner of *what*?

What else? The Final Exam of Word Mint 101 that ran on page 10 of the [January edition of Memo to Members](#). Here’s the answer key, for those of you who have anxiously been awaiting the outcome and clamoring for the results of your efforts. This way, you can check your own performance and evaluate it against that of our about-to-be-crowned Word Mint champion.

1F, 2A, 3C, 4I, 5H, 6K, 7J, 8D, 9E, 10G, 11B.

It was a fiercely fought competition, but when the dust settled, the victor who emerged from the linguistic fray was Bart Leahy, with a remote entry from up north. Bart not only got his

entry in first, he also came closest to a perfect score. Arguably, he could have had a perfect score, were it not for a fine nuance. Versus the answer key, Bart came in at 9-of-11 right. Actually, his answer to #11, C, does fit, but it’s not the best fit, because it forced him to use B for #3, which does not work. Thus, B is the best fit for #11 and C is the only right answer for #3. Essentially, though, Bart was 10-for-11, which shows either extreme linguistic perspicacity or an alarming level of dementia akin to that of the author.

My condolences to all the runners-up; you put up a great fight. To the winner go the spoils, however. In this case, the spoils are a free libation of Bart’s choice following the March 23 chapter meeting (or whatever chapter meeting Bart is next able to attend).

Alternatively, Bart may decide to act with grand munificence and empower the author to offer up this wonderful opportunity as a door prize at the March 23 meeting. Bart, that’s up to you. How say ye? **MtM**



**UPCOMING FTC
WORKSHOPS**
(SPRING '04)



FTC students develop and host a series of Saturday workshops in the Technical Writing Lab **FREE** to all UCF Students, UCF Faculty, and STC members. Each workshop is held from 1:00 pm - 2:30 pm, and a small snack is served. The objective of these workshops is for technical writers to enhance their knowledge of basic computer skills vital to any career or job. The Technical Writing lab is located in Colbourn Hall, room 203 on UCF's main campus. For more information contact: futuretek2003@hotmail.com

March 20, 2004 - Introduction to Adobe Photoshop

Learn the basics of how to manipulate high-quality images using the industry's top image-altering application.

March 27, 2004 - Introduction to Single Sourcing

Learn the new practice being used by many technical communicators today. Single sourcing allows a technical communicator to create similar documentation within two distinctly different production mediums (i.e., print, Web).

April 17, 2004 - Introduction to e-Help RoboHelp X3

Learn the basics of the new and exciting application that is sweeping the industry.

April 24, 2004 - Microsoft Word Styles

Learn how to format a Microsoft Word document using Word's styles.

**Congratulations,
Rising Young Stars!**



**Pride is the
Patriot Difference!**

STC TELEPHONE SEMINAR
**Winning New Business:
Preparing & Submitting
Proposals 101B**



presented by

Judith Herr



Wednesday, March 24th
1⁰⁰ to 2³⁰ PM ET

In her previous STC telephone seminar, "*Winning New Business: Preparing the Proposal 101*," Judith Herr presented basic vocabulary and processes needed to write proposals for government work. This second installment offers concrete strategies for preparing and managing proposals that win. For technical communicators new to proposal and grant writing, the seminar also will provide concrete suggestions for breaking into the business. Learn how to apply your technical communication skills to a new, challenging area of communication—and succeed at doing it!

Speaker Biography

Judith Herr successfully manages and coordinates both small and high-stakes, complex proposal efforts. She leverages twenty years' experience in technical communication to prepare proposals, train and manage technical communication teams, prepare training packages for global corporations, and provide consultative communication support to diverse clients. Judith led and contributed to wins of numerous contracts with organizations such as the Department of Energy, NASA, National Institute of Health, Kaiser Permanente, and other state and research organizations.



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.

Benefits

- Minimal travel time
- Pay per site and not per person
- Train without leaving the office (or nearby)

Costs

- U.S. sites: \$145/\$160 (Canadian sites: \$160 /\$175)
- Overseas sites: Contact the STC office
- With all seminars, the cost is per site, not per person.
- An additional \$10 will be charged for registrations received less than five business days before the seminar.

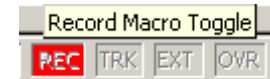
Tool Tips**Disposable Macros Are a Great Help with Small Projects**

By David Coverston, Chapter Secretary

Once in a while a documentation project comes along that has a number of repetitive tasks, but you really would like a way to automate some of the work. One of the first word processors I used, PC-Write, had a handy little hot key that let you record and play back quick macros. You could save these macros to a file, but generally what you wanted to do was just to record your actions and play them back. There was another hot key that let you repeat those actions.

I recently took on a project where I needed to compare text from several different documents. I decided to combine all the material into one document and put it in different tables, so it could be sorted and compared without losing sight of the source. Word doesn't have one of those macro hot keys, but it does have something very similar, and I'll show you how to use it.

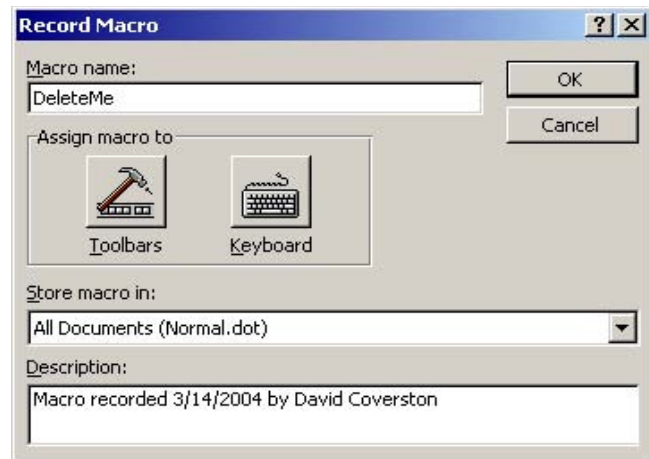
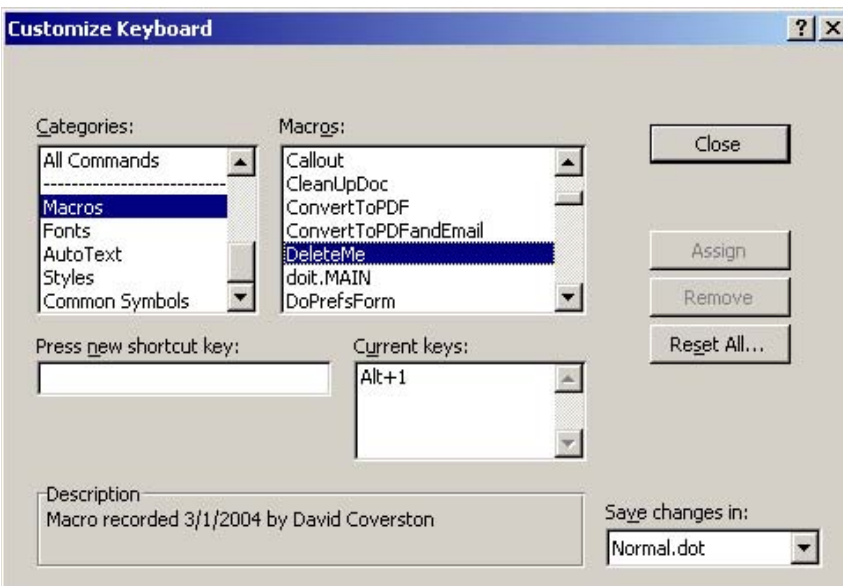
My first task was to format my text, which came from several e-mails. I copied my text into a Word document and set up my first macro. I double-clicked the Record Macro Toggle button on my status bar and created a macro called DeleteMe. DeleteMe is a name I use for my disposable macros, ones that I will use one time and then delete.

*The Record Macro Toggle.*

The text I wanted had something like `VALUE="86353"><What I Wanted` in front of it, where the numbers for the value varied for each paragraph. So for my first DeleteMe macro I recorded the keystrokes to move down one line, turn on the text selection, find "<", then delete my selection. I then set up a hot key by choosing Tools >Customize and clicking the Keyboard button. In the Customize Keyboard dialog box, I chose Macros in the Categories pane, DeleteMe in the Macros pane, and pressed Alt+1 to set it up for my hot key.

By holding down the Alt+1 key, I had all of the text stripped from the front of the text I wanted in seconds.

After I got the text from the several e-mails into one document, I put it into appropriately named tables to separate it, then color-coded the text so that I could tell which email a particular paragraph came from. I then used my Fast Find macro (see the April 2003 issue of *Memo to Members*) to check each of the values in each table to see if the value was unique. What the Find Fast macro does is find whether the selected text occurs again before or after your location in the document.

*The Record Macro Dialog Box**The Customize Keyboard Dialog Box.*

Disposable macros are most useful when your project is fairly small, and it is not a good expenditure of time to do a lot of coding and testing macros. It is a good idea to set your macros so that you can watch what is happening as you run them. You can use the undo function to step backwards to fix things that your macro breaks if it is not set up right, and also to see if there is a quick coding tweak you can make. Use the Visual Basic Editor to add your tweaks, and you will have your work done in record time (pun intended). **MTM**

Society News

**The Society office encourages all STC members to update their membership information with home addresses, home phone numbers, or home e-mail addresses. Many members provide only their work contact information, and the office often loses track of these members when they change jobs. To update your membership information, complete the STC address change form at http://www.stc.org/address_change.asp or contact the office at (703) 522-4114.


**Technical Standards announced the winning entry in its fourth annual Worst Manual Contest. To view the top entries and more information about Technical Standards' fourth annual Worst Manual Contest, go to their Web site at: www.tecstandards.com

**The Atlanta Chapter is pleased to host a workshop, "Discount Distance Learning: How to Design and Deliver a Course Without Spending a Fortune," on Saturday, April 17, at Southern Polytechnic State University in Marietta, Georgia. George Hayhoe, Ph.D., editor of STC's *Technical Communication* journal, will present this half-day workshop. For more information, visit: www.stcatlanta.org

**FTC and STC members are needed as judges in the 7th annual Internet Science and Technology Fair (ISTF). If you are able to devote approximately two to three hours of your time, please send your response to: director@istf.ucf.edu

**LavaCon: The International Conference on Technical Project Management is now accepting proposals from interested speakers. LavaCon 2004 will be held in New Orleans, LA, September 25-30, 2004. The complete call for speakers is available at: <http://www.lavacon.org> *MtM*

Congratulations on Your Educational Outreach!



TAD
TAD PGS, Inc.
Proscribed Government Services

Our People Perform!

Thank You, Rising Stars Sponsors!



The Orlando Chapter of the Society for Technical Communication (STC) expresses its appreciation to the Personal and Corporate Sponsors who have generously supported our outreach initiative to the Central Florida educational community.

Personal Sponsorships:

- ★ Grand Patron: Anonymous
- ★ Grand Patron: Dick Hughes
- ★ Grand Patron: Jon Kessler
- ★ Tech Angel: Anonymous
- ★ Tech Angel: Karen Lane
- ★ Tech Angel: Mike Murray
- ★ Tech Angel: Dan and Ria Voss
- ★ Tech Angel: Greg White

Corporate Sponsorships:

- ★ Patron: [Avionics Research Corporation](#)
- ★ Patron: [Michael F. Lane, M.D., P.A.](#)
- ★ Patron: [Scribe Tree \(Janette Farnsworth\)](#)
- ★ Grand Patron: [Patriot Press*](#)
- ★ Grand Patron: [TAD PGS, Inc.*](#)
- ★ Tech Angel: [Lockheed Martin Missiles and Fire Control*](#)

* Please see ad in this issue.

Your support helps us motivate and prepare the technical communicators of tomorrow. It is most appreciated!

For details on our Rising Stars initiative, see: <http://www.stc-orlando.org/education/risingstars.asp>

**... Helping to Nurture Tomorrow's
Technical Communicators**



NAVIGATING THE FUTURE OF TECHNICAL COMMUNICATION

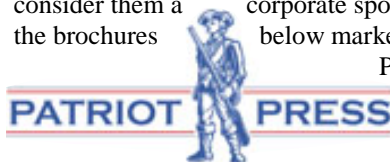
Baltimore, MD May 9-12, 2004

For more information visit: <http://www.stc.org/51stConf/>

Rising Stars, continued

(Continued from page 3)

The budget was tight: we needed 200 copies for a price considerably below the commercial market value of the job. We determined that if we could get one of the printers at the low end of that range to further reduce their price, we could consider them a corporate sponsor in return for printing the brochures below market value. As a result,



Patriot Press became our first corporate sponsor for 2003-2004!

Ironically, moments after the deal with Patriot was inked, Lockheed Martin offered to do the print job pro bono. Instead of turning down either offer, we decided to have Patriot Press print the sponsorship brochures as planned and asked Lockheed Martin to print next year's high school



writing competition brochures instead. The high school brochures would serve our needs for two to three years and they were to the same trifold specifications that the Lockheed Martin print shop had agreed to for the Rising Stars brochure. Lockheed Martin agreed to the new arrangement and became our second corporate sponsor. We had two sponsors, and we were still preparing ourselves to launch our campaign!

Operating Rising Stars was launched at the end of January, with a deadline of February 22—the day before our high school awards presentations. Student member Melanie Trickey took the lead in coordinating the campaign with the

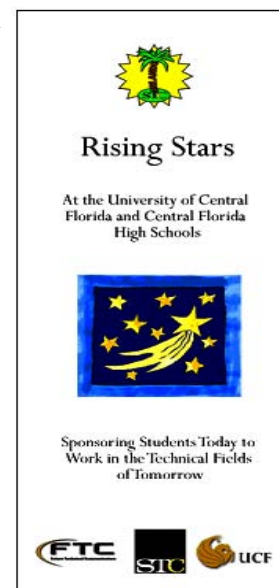
volunteers who were charged with the task of finding corporate and personal sponsors—the Education Committee, the Steering Team, and the Administrative Council. Our volunteers began to “pound the pavements.” Finally, the results began coming in and Melanie kept track of the personal and corporate donations we received.

Success!

When the dust settled on Operating Rising Stars and we made the final tally, we were delighted to learn that we had raised nearly \$2,000 (combining cash contributions and printing value). We were the proud and grateful beneficiaries of eight personal sponsorships and six corporate sponsorships—all of whom are acknowledged in this edition and who will be receiving recognition awards at this month's meeting.

As a result of our sponsors' generosity, our chapter is able to continue its tradition of awarding annual scholarships unbroken, and we are also able to look forward to another year of robust educational outreach to our community in 2004-2005, while also maintaining a well-balanced general operating budget.

Thank you, Rising Stars sponsors!! **MtM**



The Rising Stars brochure.



Technical Writer Opening – Orlando, FL

The Training Associates is in need of a technical writer to write business process documentation. This is a five-month assignment in Orlando, Florida. The dates are to be determined; the hours will be standard daily hours.

Required skills are Peoplesoft Enterprise 1, Framemaker, Windows, and Word skills.

If you are qualified, available, and interested please respond via e-mail to Heidi@TheTrainingAssociates.com. Please include the following in your response:

- ✓ Your most recent resume (including any technical writing experience)
- ✓ Your qualifications
- ✓ Your earliest availability
- ✓ Your best FLAT rate

Grammar Workshop



Everything You Ever Wanted to Know About English Grammar but Were Afraid to Ask: A Workshop in Editing

Presented by Dr. Gerald Schiffhorst

For more information visit: http://www.ce.ucf.edu/pc_course.asp?prog=526, or call 407-882-0260

Member Achievements!

The **Distinguished Chapter Service Awards** acknowledge the work of chapter members who provide exemplary service to the Society through their dedication to the chapter and its activities. This year's award recipient for the Orlando chapter is Karen Lane. Her commendation reads: "For continuous, ongoing, outstanding leadership and support of the Orlando chapter, as well as your inspiration, enthusiasm, creativity, and dedication." Way to go, Karen!



The **Distinguished SIG Service Award** has been conferred upon our own Dan Voss! The commendation says it all: "In sincere recognition of your exemplary efforts in leading against all odds the AccessAbility SIG, and your exceptional inspiration, creativity, enthusiasm, and dedication." Good going, Dan!
MtM

Selling STC to the Boss

from STC Headquarters

Having trouble selling the idea of STC membership to the boss? Get it paid through your corporate training budget. Dictionary.com defines "training" as follows: "to make proficient with specialized instruction and practice."

- "Training" happens when a chapter workshop on XML helps you develop superior company documents—faster and more efficiently.
- "Training" happens when an STC telephone seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company's production processes.
- "Training" happens when a technical session at an STC annual conference shows you how to develop a usability plan that returns valuable feedback on your company's product—resulting in a better product and more satisfied customers.
- "Training" happens when an article in *Intercom* or *Technical Communication* shows you how to translate a company Web site—to reach an international audience.

If an STC- or chapter-sponsored event or activity shows you how to improve your company products or processes, that's "training." Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community with numerous opportunities for networking. For information about joining STC or renewing a membership, visit the Society Web site. STC helps you make career opportunities happen. **MtM**

Partners in the Community

LOCKHEED MARTIN



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.

We never forget who we're working for™

Memo to Members

YOU OUGHTA BE IN PICTURES



★ FLORIDA HIGH SCHOOL TECHNICAL WRITING COMPETITION AWARDS BANQUET ★



★ February 24th, 2004
Winter Park Civic Center



Note: If you would like copies of any of these pictures, please write me at ecoto72@yahoo.com and I will be happy to e-mail them to you.

FROM THE EDITOR'S DESK



We are drawing close to the end of another great chapter year, but we aren't finished yet! This month's chapter meeting promises to be both fun and informative as we will be presenting our Jaffe and Pellegrin awards and offering an Employment Progression—one of your top program topic picks.

In light of all the local and national election year buzz, I want to remind you that we also have chapter elections looming on the horizon. If you or a member you know is interested in running for one of our chapter officer positions, check out the "wanted" ad on the front page of this issue and GET INVOLVED!

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

Thanks for reading,
Erika



YOUR OPINION COUNTS

Due to the nature of the February meeting, no opinion survey was taken. However, we did receive the following unsolicited compliment from one of our High School Awards banquet attendees, Andrew Lai:

I just wanted to thank you for such an outstanding awards ceremony last week. Everyone had a great time talking with STC members, and Mrs. Daniel says that she wished she had gone to the meeting instead of going to the School Board meeting. . . . Again, my thanks (and those of Dr. Warner and everyone who went) to you and STC for such a marvelously arranged ceremony. And who knows, I might even see you sometime next year...

Sincerely,
Andrew Lai

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 making each monthly program worthwhile. **MtM**

THE ORLANDO CHAPTER OF STC WELCOMES THE FOLLOWING NEW MEMBERS!



- Peggy Bivins
- Jou-Ying Chen
- Tara Ellis
- Pasquale Gatti
- Andrew Hoffman
- Frances Lazic
- Laurel Moll
- Sandy Montini
- Jeff Nelson
- Jennifer Selix
- Karen White
- Earl Eddings (transfer)



Mark Your Calendars!

- ✓ **March 23rd: Gloria Jaffe, Pellegrin Scholarship, and Rising Star Sponsor Awards/Employment Progression**
- ✓ **April 14th: Admin Council Meeting**
- ✓ **April 23rd: STC Annual Conference Early Registration Deadline (register early and enjoy reduced registration fees!)**
- ✓ **April 27th: Chapter Meeting - Instituting Single Sourcing**
- ✓ **May 9th – 12th: 51st Annual STC International Conference in Baltimore**

Memo to Members is published monthly for members of the STC-Orlando chapter and distributed via our e-mail distribution list. 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.

Please submit articles, graphics, and letters of opinion for publication. *Note: By submitting an item for publication, you implicitly grant a license to Memo to Members to run the article and for any other STC publications to reprint it without permission. Copyright is held by the writer. Please let the editor know if an item you are submitting has run elsewhere, and if it has been submitted for consideration to other*

publications. Permission to reprint any material herein is given provided that credit is given and a copy of the issue is sent to the editor.

Mailing Address:
STC Orlando, P.O. Box 540444 Orlando, FL 32854-0444
www.stc-orlando.org
[Contact Us](#)

President: Mike Murray
Mike.Murray@lmco.com
Vice President: Greg White
Gwhite@tadpgs.com