MEMO TO MEMBERS

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

STC WINNER

Winner of STC's Chapter of Distinction Award, 2003 & 2004

From the President's Desk
Orlando Repeats as Chapter Of Distinction!
By Mike Murray, Orlando Chapter President

At first, we couldn't believe it. What were the chances that Orlando could be chosen again as one of the world's best chapters in STC? How could we possibly equal last year's stunning achievement?

Shortly after we arrived in Baltimore, we knew we were at least a Chapter of Excellence, as those honors were announced on Leadership Day on Sunday morning. We all agreed that "Excellence" would, in and of itself, be pretty great, since only 24 of STC's 150 or so chapters had even gotten that far. To be eligible for Distinction, we first had to win Excellence. *First mission accomplished!*

Associate Fellows
After a great meal and animated but slightly nervous conversation with other chapter members the evening of May 11 at the Honors Banquet in the Hyatt Regency Hotel's ballroom near Baltimore's beautiful Inner Harbor, the parade of honors began. First came recognition of new STC Fellows and Associate Fellows. Two extremely deserving new Associate Fellows were introduced from the Orlando chapter: **Gail Lippincott** and **W.C. Wiese**. Gail, a former active member of the Orlando chapter who has spent the last few years in Dallas, surprised and delighted us all with the announcement that she is returning to Orlando! And of course W.C. is our

immediate past Orlando chapter president who sparked the renaissance we all enjoy today. I hope the thunderous ovation he received made it abundantly clear to him the admiration, respect, and gratitude we all have for him.

All smiles as Gail Lippincott, Mike Murray, Dan Voss, and W.C. Wiese accept the Chapter of Distinction award for the second year in a row!

Chapter Achievement Awards
After the presentation of the Jay R. Gould Awards for excellence in teaching technical communications, of which our own Dr. Dan Jones is a past recipient, a few chapters received Pacesetter Awards. Unlike the Chapter Achievement Award, which recognizes chapters for exceptional strength across many activity types, the Pacesetter

Substance vs. "Fluff": Battle Lines Drawn for May Meeting
Technical Writing vs. Marketing Writing: Can the "Twain" Meet?
By Janette Farnsworth, Mike Murray, and Dan Voss

The age-old debate over who is more important—technical writers or marketing writers—will advance to a new level in Tuesday night's May chapter meeting at Winter Park Civic Center.

The meeting begins with networking and social time at 6:30, followed by chapter news and raucous celebrating of our chapter's rarely achieved second
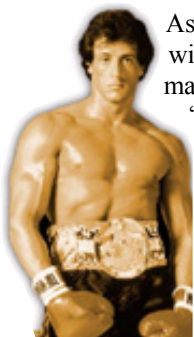
Memo to Members

Technical Writing vs. Marketing Writing, continued

consecutive Chapter of Distinction Award—just announced at STC's 51st International Conference in Baltimore—at 7 o'clock.

As soon as the cheering subsides, the gong will sound on the evening's main event—our very own "Thrilla in Godzilla." Fueled by decades of debate, the battle of tech writing vs. marketing writing is expected to go 15 rounds and to make *Rocky I* look like a Mother Goose rhyme.
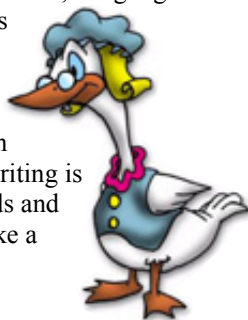
Mike Murray will get the ball rolling with a technical writing overview drawn from a 2-day Franklin Covey workshop that he has been certified to teach at Lockheed Martin.

High points of Mike's presentation will include a description of a successful, repeatable technical writing process for any project; an explanation of how to produce customer-focused writing; an examination of a *Challenger* O-rings memo; a demonstration featuring Laurel and Hardy; a word from "The Rock"; analysis of an iceberg; and fun with "gobbledygoop."

Following Mike's 20-minute presentation, which represents Rounds 1-3 in the Thrilla, technical marketing writer Dan Voss is expected to drag himself up off the canvas and start punching back with another 20-minute presentation—this one an overview about how proposal writing and media relations helped his Communications team at Lockheed Martin "slay Godzilla"—their nickname for a 4,000-page competitive aerospace proposal that recently landed the company a contract with a

Winning a $5 billion aerospace contract requires the right blend of technical writing and marketing communication—integrated strategic communication.

long-term value in excess of $5 billion.

The "Slaying of Godzilla," which opened off-Broadway last week to rave reviews in Baltimore, will provide a behind-the-scenes look at how integrated strategic communication (the kind that was addressed by Dan and W.C. Wiese in the "Tina/Xena" workshop at our March 2003 chapter meeting) helped Lockheed Martin fend off two fierce aerospace competitors and land a huge contract that is key to the future of its operation on Sand Lake Road in southwest Orlando.

Rounds 7 - 10 will be turned over to panelists Linda Lee, Christina Hammock, Janette Farnsworth, and Greg White who will continue the battle by presenting their own experiences in the tech writing and marketing writing arena.

Linda, who has experience with both technical writing and marketing writing, will present her insights on proposal/grant writing.

Christina will present her insights on military-style technical writing.

Janette will share her experiences with writing for the Web.

And Greg will introduce yet another spin with his perspective on technical writing from a warrior's point of view!

Rounds 11-14 will consist of audience participation, kind of like a combination of *Rocky I* and the *Jerry Springer Show*. Greg White will serve as bouncer during this phase, in case anybody gets too zealous in defending his/her cause.

If neither the tech writers nor the marketing writers have won by knockout or TKO by the end of the 14th round, Mike and Dan will take off their gloves, put on brass knuckles, and duke it out to a thrilling conclusion in the 15th round that is sure to keep you on the edge of your seat.

Following that, the winner will dance around the ring triumphantly, and the loser—but possible moral victor—will stagger to his feet, squint into the crowd through the glare of the spotlights and blood-blurred vision, and shout defiantly, "Adrienne …" (or Karen, or Janette, or whatever comes to mind), thereby paving the way for next year's exciting sequel.

Now we ask you, how could you possibly miss the May meeting? *MtM*

Orlando Repeats, continued

Award is designed as a one-time celebration of excellence in the specific activity for which the chapter is nominated. A chapter may not receive both a Chapter Achievement Award and a Pacesetter Award in the same year

Finally, the time came for Chapters of Distinction to be recognized. Second Vice President Suzanna Laurent summoned representatives from all 24 of the previously recognized Chapters of Excellence to the front of the stage. We nervously waited as she began calling off the winners, and then it came--*ORLANDO*! In an unabashed display of exuberance, the rest of the chapter members flooded the stage and hugged and cheered loudly. *Second mission accomplished!* Lots of hugging and photos followed, with the celebration continuing deep into the night.

In a remarkable first for the Orlando chapter, and a feat rarely accomplished in STC, Orlando is once again one of the six best chapters in the world. We did it *together*, all of us, as a chapter! It is an incredible honor—one of which we may all rightfully be very proud.

More Loot!

Other awards coming back to Orlando included the Distinguished SIG Service Award that was bestowed upon **Dan Voss** for his diligence in growing and solidifying the AccessAbility SIG as its manager from 2001 through 2003 and this year as its immediate past manager.

Also, in only its first competition in chapter history, our *Memo to Members* newsletter garnered "Merit" honors– missing Excellence by just a couple of points. Congratulations to editor **Erika Coto** for her fine work on this truly quality publication. Remember—two years ago, it was two pages!

Sharing Our Expertise

In addition to collecting a plethora of awards, our chapter gave away a great deal as well at the conference—in the form of valuable information and turnkey paper and electronic packages for several of our highly successful programs. (See "Orlando Chapter Shares. . .", page 3) There was literally a feeding frenzy at Leadership Day for those materials.

We left no doubt in anybody's mind why we are a Chapter of Distinction!

More to Come

Look for more information about our most recent incredible accomplishments in the next edition of *Memo to Members*. *WAY TO GO, ORLANDO!!!* *MtM*

Orlando Chapter Shares Several Programs at STC Conference
By Dan Voss

Have you ever wondered what it would be like to dump 500 pounds of chopped sirloin into the shark tank at Sea World?

If you want an idea, you should have been at the Leadership Day session at the 51st International STC Conference when W.C. Wiese, Alicia Fellure, Mike Murray, Bonnie Spivey (in her STC debut as a presenter), and Dan Voss provided an overview on several highly successful initiatives by the Orlando Chapter and then announced to a standing-room only crowd that hard copies and CDs containing all the information necessary to implement these initiatives were available at the front of the room.

"Never in all my years of STC conferences have I seen anything remotely like this," declared Chapter of Distinction President Mike Murray. "Normally if you participate in STC development-type sessions, which are typically sparsely attended, you wind up having to drag three-quarters of your handouts home."

"This time we literally had to leap out of the way to avoid being trampled as session attendees charged to the front of the room to snarf up our handouts," he explained. "One person in the back of the room actually shouted out, 'It would be nice if certain people would wait until after the Questions and Answers are finished to jump up and get their handouts!'"

Too late … the handouts were already half gone. W.C. Wiese wound up with a stack of business cards from disappointed attendees who got to the table too late—to

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!

Orlando Chapter Shares, continued

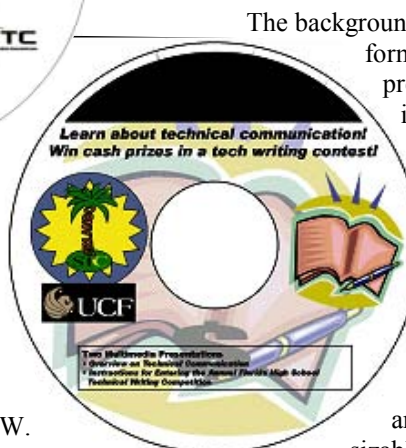whom we mailed complete packages after the conference.

The demand for handouts spilled over into the PD6U session on Tuesday entitled "What Generation Gap? In Orlando, UCF and STC are a Winning Combination!" Bonnie and Dan had wisely held back half of their handouts for this session, which was also very successful and which consumed most of the remaining handouts.

If a chapter or SIG wants to launch a professional recognition program, an educational outreach initiative, or a fund-raising campaign, they need look no further than the turnkey packages and CDs we provided in Baltimore.

The programs discussed at the two sessions and covered in the turnkey handouts and CDs included the Gloria Jaffe Outstanding Technical Communicator Award, presented by Alicia and W. C. on Sunday, as well as three Education Committee initiatives and one AccessAbility SIG initiative presented by Bonnie, Dan Voss, and Dan Jones on Tuesday.

The three Education Committee initiatives were the multimedia presentations that were developed under an STC Special Opportunities grant to support the chapter's long-standing and aggressive educational outreach to Central Florida high schools, including the annual technical writing competition; the exciting new mentoring program initiated this year between the chapter and the University of Central Florida; and the highly successful Operation Rising Stars fund-raiser.

The AccessAbility SIG initiative was the equally successful Operation Butterfly fund-raiser which was spearheaded by A-SIG members in the Orlando Chapter.

The background materials, administrative forms, and the multimedia presentations themselves are now in the hands of nearly 50 STC chapter and SIG leaders, thanks to the efforts of our chapter presenters and the long-suffering Jon Kessler who burned 50 CDs single-handedly.

Thus, Orlando has shared its wisdom, its accomplishments, and its lessons learned with a sizable percentage of the entire STC international population of 150+ chapters and 21 SIGs. And interest is bound to grow as word gets out about how useful these materials are to start similar programs.

Above and beyond, you say?

For some, maybe. For a Chapter of Distinction, it's all in a day's work! *MtM*

Special Contribution

Ease Your Compliance Headaches with Content Management
By Suzanne Mescan, *Vice President of Marketing, Vasont Systems*

Your technical documentation department produces thousands of pages of content a year, and now you are being told that you have to comply with a long list of government regulations. Feel a headache coming on?

There is a way to help that headache go away (without pills!). A good content management system can ease the stress of meeting compliance requirements, and it can help protect your organization from lawsuits.

For technical documentation departments, half the battle of dealing with compliance issues is maintaining records of all the versions of everything produced. However, the sheer magnitude of the materials can be overwhelming. Technical writers produce hundreds of documents a year, each going through a number of versions—all of which should be saved for later reference. Multiple people work on each version, which makes it difficult to keep track of who made what update and when he/she made it. This also presents a content integrity issue—suppose an editor makes a change to a document, and sends it back to the writer. The writer makes that change, but then also changes something that the editor had already fixed and approved. The editor doesn't catch this change and now the material is no longer correct. It is not hard to imagine situations where this could be a security risk, or even dangerous to the end user. On top of that, one version of a document may be published to multiple channels, such as print, Web, or CD-ROM. It is always a challenge to make sure that all your publications are correct at any given time, but it is even harder to keep

Ease Your Compliance Headaches, continued

accurate records of all those updates.

Tracking and maintaining records of technical documentation is also an important way to protect your organization from lawsuits. Lawsuits are often predicated on the differences between what documents say now and what they used to say. In a situation where that is the case, it is very important to know when updates were made and who made them. For example, imagine that a customer was injured while using your product. The customer claims that he/she followed the instructional manual, but you claim that you updated it to protect against the exact injury they incurred. Without having very specific information on when that change took place, you would not have much evidence to support your claim.

The traditional way to keep track of all this information is to maintain a paper trail. This involves literally keeping a physical dated copy of each and every version of a document, along with notes on who worked on it and where it was used… and it takes up a tremendous amount of file cabinet space. Disorganization is always a risk—as anyone who has ever worked in an office knows, it is very easy to disorganize a complicated filing system. And that isn't even considering the risk of fire or water damage, which could wipe out years of work.

This is where a good content management system can save you many hours of work and headaches. There are numerous systems on the market today with varying functionality that claim to do content management. To meet your compliance needs, you'll want to look for a single-sourcing content management system. This means that the system will digitally save individual "chunks" of content (paragraphs of text, graphics, multimedia clips, etc.) to one central repository. After it has been saved once, the content is available to be reused and repurposed to as many different media channels as you need.

The single-sourcing capability of your content management system will make editing and updating material simple and efficient, while still protecting its correctness. For example, imagine that in last year's instructional manual you defined a procedure. This year, government regulations are requiring you to define that procedure in a different way (maybe for safety reasons). Without a content management system, you

would have to manually go through all your materials where you defined that procedure and make sure that they are all updated correctly. With a single-sourcing content management system, however, you only need to make the change once and the system can *automatically* update every other instance of the definition, so you don't have to worry about missing one, or making sure that they all say exactly the same thing. It makes it easy to change large amounts of content to comply with a regulation.

To continue with the example, after you make the update, the old version of the procedure will still be recorded in the system. The system will also track exactly who made the change and the exact time and date he/she made it. In other words, the content management system will do your record keeping for you! This feature also protects the security of your content. Registered users can only access the content that they are authorized to update. No one can accidentally open the wrong file and make a change to an already correct and approved document. Another great bonus is that everything is stored digitally, so there is no need for a massive filing system, and no risk of human error or disorganization. With a few clicks, the system will allow you to access any version of a document from any given date.

Imagine how this could protect your organization if you were to be involved in a lawsuit. The content management system would allow you to access any version of any document and pinpoint exactly who worked on it. If your organization was not at fault, this would be very self-evident and easy to support. If your organization *was* at fault, you would be able to identify exactly when the mistake happened and who made it, eliminating painful finger-pointing and speculation.
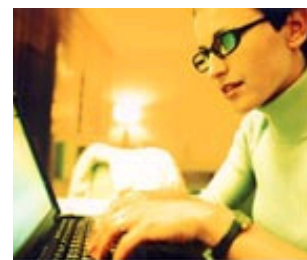
When shopping for a content management system to help you with your compliance issues, there are a few things that you should look for. First, make sure that the system offers audit trail capabilities and tracks the history of the content. Second, as mentioned earlier, a single-sourcing content management system is critical. Some systems will claim to single source, but make sure that they actually store content only one time and allow you to easily repurpose it to multiple media channels, not just your Web site. Third, if you work in a small editorial group, make sure that you ask about alternative systems. Some vendors have less expensive systems specifically designed to provide full functionality to small groups. Finally, inquire about compatibility with your favorite editing tools. A select number of vendors integrate with XML authoring and editing tools so that their systems

Tool Tips: Using the Clipboard Toolbar
By David Coverston, Chapter Secretary

Last month I wrote about a tool you can use to collect multiple items of text or graphics and paste them into an Microsoft Office document, the Office Clipboard. This handy little tool works great for Office applications. But what if you are not using an Office application, say, another authoring tool like FrameMaker?

Well, you are not completely out of luck, not if you grab one of these handy clipboard manager utilities to help you with your writing tasks.

Figure 1: Clipomatic Menu

Clipomatic 2.01 is the product of a 19-year-old MIT student named Mike Lin, and is available from his home page at http://mlin.net/. The program is free, but you are asked to leave a tip, and a link to PayPal is provided.

A single installation file is included in the zip file download, clipomatic.exe. The executable file for the program is named the same, so don't install the program to the same directory where you extracted the installation file. Just extract the installation file to a temporary directory, double-click it, and install to the directory of your choice.

Clipomatic puts a paper clip icon in the tray area of the taskbar to show you that it is running. Clipomatic caches text each time you copy it, and displays it on a menu that appears when you press the hot key. Simply highlight the item you to paste in your document and click it.

The default hot key is Ctrl + Alt +V, but you can change this in the Settings dialog box. Clipomatic stores up to 64 items in its cache, but you may have a hard time seeing that many at one time on your screen. You can change the default value of 10 in the Settings dialog box.

You can optionally save a set of permanent clips that will always be displayed. This is a handy feature if you have standardized text items that you want to keep handy. Two drawbacks to the program are that you cannot paste multiple items at once and graphics are not supported.
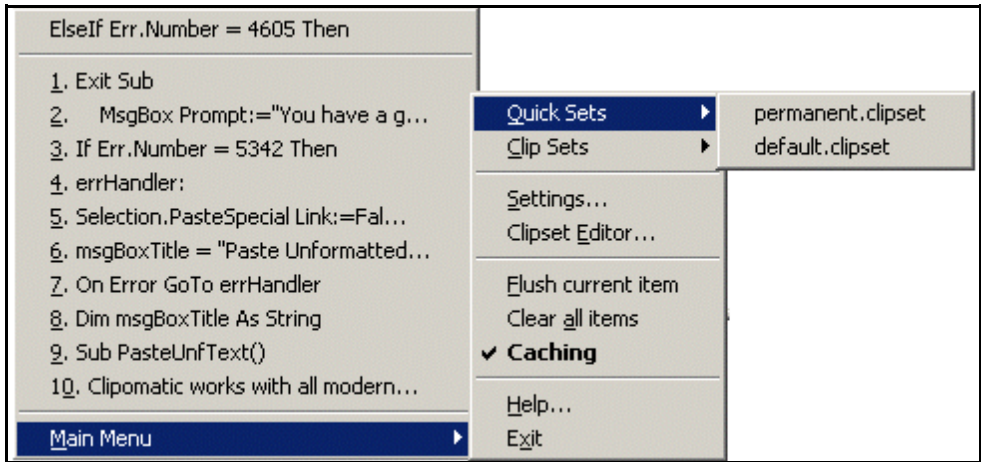

Figure 2: Yankee Clipper III
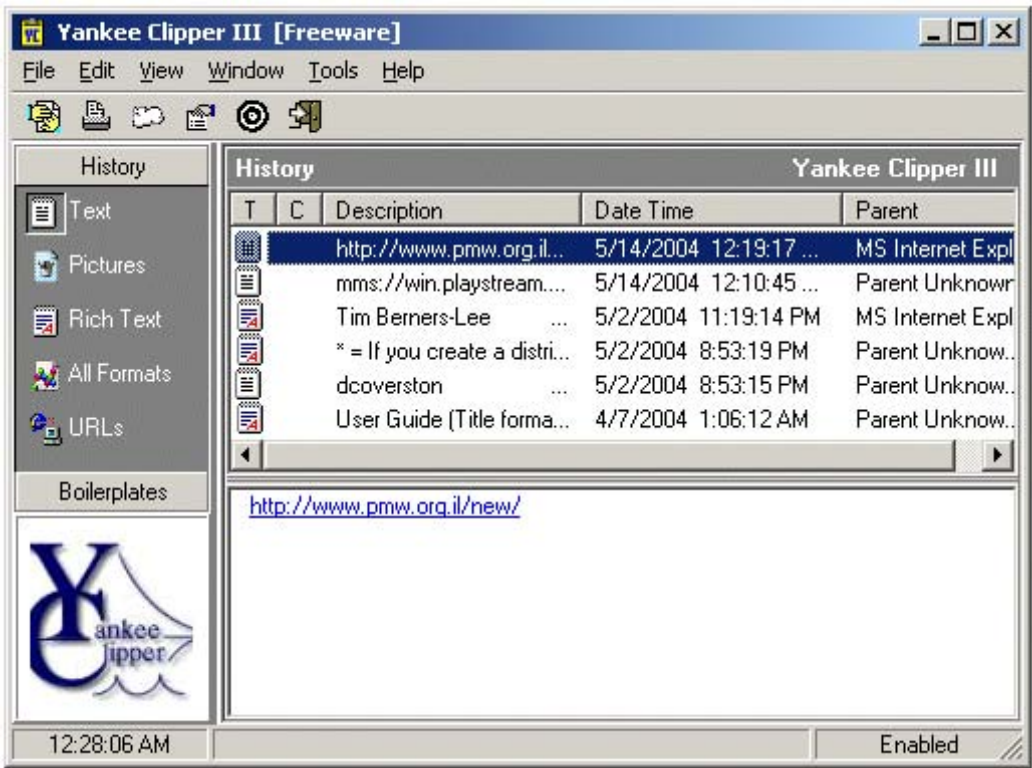
Tool Tips, continued

One program that does support both text and graphics is Yankee Clipper III, available from http://www.yankee-clipper.net/index.html.

As you can see from the screenshots, Yankee Clipper III is a bit more sophisticated than Clipomatic. It features a standard windows installation routine, and also has a calendar and a screensaver. It has an option that will let you strip off extra greater than or less than signs, but it can cause you to have missing letters in the text you paste if you are not careful.

Like Clipomatic, YC puts an icon in the taskbar's tray and has a default hot key of Ctrl + Alt + V that you can change. YC has a limit of 200 text items, but the website claims you can save and store as many items in permanent storage as you want. I'll take their word for that. Since it utilizes scroll bars, you could accumulate a sizeable collection of items without losing usability.

YC has a convenient Float button which gives it an always-stay-on-top capability that adds a lot to its ease of use. It also supports Drag & Drop text and graphics, but does not allow you to select multiple individual items. However, for text items, YC will let you combine your copied items starting with either the first or last item you copied. The Drag & Drop feature does not work with FrameMaker.

Another nice touch is the Find dialog box that you can use to search for text in your list of cached items. A Shoot tool lets you paste an item after a several-second delay. There is a shareware version, YCX, which has added features like a dedicated repository for clippings from specified applications, and a AutoBlocker feature that allows you to ignore clippings from specific applications.

Both programs allow you to set whether or not you want them to run at Windows startup, and both have good help files. Try them! *MtM*

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Join the Blue Star Network!

If you want to focus your networking opportunities at chapter meetings, join our new "Blue Star Network" by identifying your area of interest/expertise before the meeting and sporting a gummed blue star on your name badge at the meeting. Contact Madeline Betchold (maddy@madwriter.com) or Gail Lippincott (gail@unt.edu).
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If You Missed Our Last Meeting . . .
By David Coverston, Orlando Chapter Secretary

If you missed our last meeting you missed hearing about what is touted as the technology beyond XML. Chapter member Alan Gaynor led us on a tour of technologies that are currently being worked on to take the step beyond hypertext to the Semantic Web.

Tim Berners-Lee, the primary inventor of the World Wide Web, is developing what he calls the Semantic Web, an extension of the current web in which information is given a well-defined meaning, better enabling computers and people to work in cooperation. The Semantic Web is based on the Resource Description Framework (RDF), which integrates a variety of applications using XML for syntax and URIs (Uniform Resource Identifiers) for naming.

The structure of the World Wide Web today is a network of linked resources. To extract information from it, we have to do full-text or Boolean searches. The Semantic Web is a network of semantically linked objects. With this structure, inference engines can deduce more than the individual contributors knew about. Alan presented us with a timeline of innovation to illustrate how fast technology is developing.

Some highlights were:
- 1979 - WordStar
- 1982 - TCP\IP
- 1984 - PageMaker and McIntosh
- 1987 - Hypercard
- 1990 - Windows 3.0
- 1990 - WinWriters and WinHelp
- 1996 - XML Specification started
- 2001 - RDF recommendation
- 2002 - OWL (Ontology Web Language)

Having a new form of Web content that is meaningful to computers can unleash a number of possibilities. Alan challenged us to consider who will be the Henry Ford of the information revolution.

And if you missed the meeting, you missed seeing Jon Kessler fresh from representing the STC before the Seminole County School Board, wearing a coat, tie, and dress shoes. *MtM*

Word Mint XVI: *"#&$%@!#@!*&%!"*

Sticks and Stones May Break Your Bones, but Words . . . Well . . .

By Dan Voss

Counter-Thersitically (adv). Conducted in a manner so as to resist, prevent, or extirpate profanity. From *thersitically* (adv), meaning in a vulgar or profane manner; derived, in turn, from *thersitical* (adj), meaning foul-mouthed or scurrilous. Etymological derivation is from Thersites, a Greek in Homer's *Iliad* who was known for his abusive and foul-mouthed nature. (Among his accomplishments, Thersites called Agamemnon "greedy" and Achilles "a coward."). Examples: ***Literary.*** (1) Famed for its counter-thersitical jihads, the Peoria Institute for Suppression of Smutty and Erotic Reading (PISSER) recently conducted a public burning of Chaucer's *Canterbury Tales* (as well as an effigy of the medieval poet), prompting a raucous counter-demonstration by both the American Civil Liberties Union (ACLU) and the International Society of Bawdy Balladeers (ISBB). ***Sociological.*** (2) The study of graffiti can be fruitful turf for sociologists who are sufficiently thick-skinned to get past the initial thersitical layer in which the earthy witticisms, unvarnished philosophy, and gnomic wisdom of the unwashed masses are encased. ***Personal.*** (3) Fed up with Harry's incessant stream of vitriolic thersitical outbursts as his favorite pro and football team went down to defeat, the beleaguered Martha finally threatened him with defenestration. To which Harry replied, "Aw, go … [CENSORED BY PISSER]." *MtM*

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Orlando Chapter E-mail List: A Valuable Benefit

By Mike Murray, Orlando Chapter President

One of the most valuable benefits of Orlando Chapter STC membership is the chapter e-mail list. That's right, our *e-mail list* (AKA, "listserv")! When utilized to its full potential, the list can be every bit as valuable as a chapter meeting, our *Memo to Members* newsletter, or our Web site.

The Orlando chapter's e-mail list is available for use by any list member. To become a list member, simply send an e-mail to our Chapter E-mail List Manager, Dan Jones, at djones@ucf.edu and ask that your e-mail ID be added to the list. You are free to use the list for technical communications and chapter-related purposes. Here are just a few reasons why you might want to contact your fellow STCers:

- You're having trouble using a software package and need help understanding one of the features.
- You'd like another professional opinion on the proper way to handle something you're writing.
- You want to find out if there are any more of the following professionals in our chapter so you can form a special interest group or community of interest:
  o Technical writers, editors, or illustrators
  o Content developers
  o Documentation specialists
  o Instructional designers
  o Academics
  o Information architects
  o Usability and human factors professionals
  o Web designers and developers
  o Translators
  o Other members whose work makes technical information available to those who need it
- You need ideas regarding how to convince your boss of the value of paying for your annual membership renewal or your trip to the annual conference.
- You need recommendations on local artists or overnight printers.

As a list member, you will also receive valuable chapter news bulletins, such as meeting announcements, special educational opportunities, job openings, notification of newsletter postings, and a whole lot more.

As you can see, the sky is definitely the limit as long as you keep it professional and STC-related. Be sure to keep this in mind the next time you have a technical communications question or concern that one of your 230-or-so closest friends may be able to help you with. *MtM*

Ease , continued

are even more user-friendly for non-technical staff members, especially technical writers.

Dealing with compliance issues and protecting your organization from lawsuits in a technical documentation department can still be challenging, but a good content management system can get eliminate at least one of your headaches by automatically organizing and tracking all of your content. *MtM*

Suzanne Mescan is Vasont Systems' Vice President of Marketing. She has more than seventeen years of experience in the information management and publishing field. Memo to Members and the Orlando Chapter thanks Suzanne for sharing her expertise with us in this special guest article.

Society News

**52nd Annual Conference Call for Proposals Next year's conference theme is "Experiencing Technical Communication." You are invited to be part of this vision of technical communication as central to every user experience. We welcome proposals that share your ideas, research, or practice in an interdisciplinary field such as usability, information design, or information architecture or in a traditional STC field such as writing and editing, education and research, consulting, or management. Be part of STC's transformation and help make the 52nd Annual Conference in Seattle, Washington, an event that can't be missed. For more information, visit: http://www.stc.org/52ndConf/Proposal/confProposal.asp. Believe it or not, the deadline is fast-approaching!

**2004 - 2005 Election Results The Society for Technical Communication is pleased to announce the results of its election for 2004-2005. For a complete list of this year's results, visit: http://www.stc.org/electionResults_0405.asp *MtM*

From the *Orlando Sentinel*

Jon Kessler, manager of the annual high school writing competition, attended a meeting on April 27th of the Seminole County School Board to honor student winners of both our local and STC international competitions.

At the meeting, Jon presented a $500 check to Andrew First, a Winter Springs High School sophomore, as the 2nd place winner in the STC international competition. Certificates were also given to Eric First and Andrew Lai, juniors, and Robyn Tapley, sophomore, all from Winter Springs High School.

(Left to right): Trent Daniel (Chemistry teacher, Winter Springs H.S.), Andrew First, Eric First, Jon Kessler, Andrew Lai, Robyn Tapley, Dr. Maureen Warner (English teacher, Winter Springs High School). *Photos courtesy of Mr. Glenn Tapley.*

FROM THE EDITOR'S DESK

I'm certain that after reading this issue you now have a host of additional reasons to be glad that you are a member of such a distinguished chapter. Our membership reflects an amazing collection of talents, as evidenced by our being awarded the Chapter of Distinction award for a second year in a row!

Additionally, we have a tremendous program coming up for our May meeting on Tuesday and a fantastic year-end banquet being planned as we speak.

What can I say: "Membership has its rewards."

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

Thanks for reading,

Erika
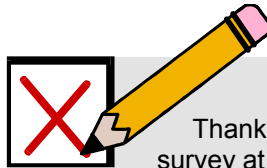
YOUR OPINION COUNTS

Thanks to everyone who filled out a meeting survey at the April meeting: "Instituting Single Sourcing." Check out the results.

✓ **Topic Quality**
Excellent – 15
Satisfactory – 4
Not Satisfactory – 2

✓ **Speaker Quality**
Excellent – 15
Satisfactory – 4
Not Satisfactory – 2

✓ **Comments:**

"Loved the music and the tangible discussion of XML."

"This was the best presentation all year!"

"It was not quite what I expected - I expected a more hands-on, real-world discussion, but it was very interesting and informative anyway!"

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!

- Madeline Bechtold
- Barbara Cherbonneau
- David Dillehay
- Lani Hathway

Mark Your Calendars!

✓ **May 25th: Chapter Meeting - Technical Writing vs. Marketing Writing**

✓ **June 9th: Administrative Council Meeting**

✓ **June 22nd: End-of-Year Banquet (TBA)**

ELECTION RESULTS
2004 - 2005 STC Orlando Officers
★ Mike Murray - President
★ Christina Hammock - Vice President
★ Karen Lane - Treasurer
★ David Coverston - Secretary

Memo to Members