MEMO TO MEMBERS

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

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

From the President's Desk
Orlando Captures *Distinguished* Award in PR Competition!
By Mike Murray, Orlando Chapter STC President

The Orlando Chapter STC has done it again! Public Relations Manager Bonnie Spivey's entry in STC's international Public Relations competition has captured a "*Distinguished* Award, Chapter Public Relations Competition"! The Southwestern Ohio and Phoenix chapters won "Distinguished, Specific Event or Service Publicity," and Lone Star garnered an "Excellence" overall award, but Orlando stands alone in all of STC for having an <u>overall</u> distinguished program [size has nuttin' to do with anything in this competition]! Awards are considered in Merit, Excellence, and Distinguished (highest) categories.

In her accompanying letter to Bonnie, STC Public Relations Competition Manager Ann Balaban said: "For your award, the professional public relations judges'

comments included 'Well-written, well-thought out plan with specific, measurable objectives. Good job!' Your chapter will be honored for the award during the Annual Conference in Seattle, May 2005. All winning entries, including yours, will be displayed at the conference. Your chapter will receive an award plaque including the judges' citation and your public relations committee members' names. After the conference, your entry will join the others in a traveling exhibit available to all STC chapters."

Bonnie made an extra copy of her award-winning entry that will be proudly displayed at future chapter meetings.

Congratulations to Bonnie and the Orlando Chapter of Distinction – *AGAIN*! **MtM**

High School Writing Awards and Pellegrin Scholarships

Over the past 9 years, Central Florida High School students have won 122 awards and $6,800 in cash prizes in STC writing competitions.

The Orlando Chapter will honor 17 Central Florida high school students for excellence in technical writing at its annual awards banquet April 26 at the Winter Park Civic Center.

The honorees, 9 of whom were tenth graders, were the authors of the top papers in the Ninth Annual Florida High School Technical Writing Competition, which drew 91 entries. Winter Springs High School dominated this year's competition, capturing 8 of the 17 awards.

Awards are offered in four categories: Distinguished ($250), Excellence ($150), Merit ($75), Achievement ($25), and Honorable Mention ($5 gift certificate). Judging was done by 25 STC members representing a cross section of the technical communicators in Central Florida and at the University of Central Florida. All entrants receive comprehensive feedback on their writing.

Winter Springs junior Andrew First and senior Andrew Lai topped the field, each winning an Excellence award. First's essay was entitled OLEDs: The Displays of the Future; Lai wrote on Epigenetics: The Hidden Potential Beyond Coding DNA. First also won an

Join Us!
Tuesday, April. 26th
6:30 PM
Winter Park Civic Center
RSVP by April 25th, 2005 to
vicepresident@stc-orlando.org

Jen Selix Receives Distinguished Student Award
By Mike Murray, Orlando Chapter STC President

Once again, an Orlando Chapter STC member has made us proud! She consistently and enthusiastically contributes to the profession and to STC. She takes on a huge number of commitments that would cause most professionals to blanch. She carries a full undergraduate load at the University of Central Florida (UCF). She is the (underpaid) manager of the University of Central Florida's Technical Writing Lab. She is the parent of a two-year-old, a full-time job in and of itself. She accomplishes all this with a huge, infectious smile, a positive "can-do" attitude, and the unbridled enthusiasm of what one member calls "a nuclear fusion reactor!"

And now **Jen Selix** is the winner of the very first Distinguished Service Award for Students ever presented in the Orlando Chapter STC – one of only three such awards in *all* of STC!

Earlier this year, the Society for Technical Communication

initiated a new awards program designed to recognize exemplary dedication by student members to a student or professional community and its activities. Only members who hold a "student membership" in the Society are eligible for this award. A student may only receive this award once.

Jen's citation reads, "*For your unfailing willingness to initiate and wholeheartedly support innovative and successful activities for the Future Technical Communicators club at the University of Central Florida and the Orlando Chapter STC.*"

Congratulations, Jen! We have another winner! *MtM*

Meet one of three Distinguished Students in all of STC!

Chapter Members Review UCF Student Portfolios
By Dan Voss

Several members of the Orlando chapter have added yet another page to the ever-expanding book of cooperative ventures between the chapter and the University of Central Florida's technical communication program.

Erika Coto, Christina Hammock, Robin Horn, Sara Morris, and Dan Voss were all on a panel of professionals who reviewed student portfolios on April 13 in Dr. Madelyn Flammia's technical documentation class.

The recipients of this collective wisdom were approximately 20 technical communication students, including three officers in the Future Technical Communicators (FTC) club—Alex Garcia, Laurel Moll, and Rose Petralia.

The reviewers gave out expert opinions on the organization, content, design, and physical presentation of the portfolios, as well as several handouts on various aspects of the job search and placement process, including resumes, interviews, and portfolios.

The portfolios that came under scrutiny were physical portfolios, but the reviewers also encouraged students to develop online portfolios and electronic resumes, to give them the capability to respond rapidly and electronically to job opportunities as they arise. An attractive physical portfolio is equally important, because it becomes a key resource for the face-to-face interview that is the key to getting a job offer.

Interestingly, a couple of the reviewers are only a year or two into the profession themselves. But having recently conducted successful job searches, they had a particularly valuable perspective to bring to the class. Today's mentee becomes tomorrow's mentor.

It just keeps getting better, folks! And Erika even brought doughnuts. *MtM*

> **QUOTE:**
> **Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.**
> **-Charles Mingus**

Tech Communicator Spotlight: Leigh Cottrell Cordiner

The technical communicators of the Orlando Chapter STC have wide varieties of specialties, skills, and careers. This new column will introduce us to a different member every month and answer some questions about his or her job and industry.

Leigh graduated with a BA in English/Technical Writing from UCF in June of 1998, and after a fabulous graduation gift trip to Greece she joined Jardon and Howard Technologies, Inc. (JHT) as an Instructional Designer. In October of 2000 she transferred to JHT's Undersea Department (Naval submarine forces) and was bestowed the title of Logistician. Leigh still works for JHT as a Senior Logistician in the department now known as Technical and Management Support (TAMS). TAMS supports not only submarine forces but also surface, air, and land forces through the management and development of training and technical documents.

Q. Can you provide a brief summary of your position?
I work with teams of writers, artists, programmers, and publication specialists. We research, design, develop, edit, and publish software documentation and training materials in all mediums. I have had some opportunities to work with JHT's video production department as a scriptwriter, a production manager, and even learned Premier and did some digital video editing.

Q. What kind of documentation do you write?
The majority of JHT's work is for the military so I write to military standards most of the time. Occasionally a project allows me to step outside of the box.

In the TAMS department I usually write user manuals such as Training Systems Support Documents (TSSDs), System/ Subsystem Specifications (SSS), System Interface Manuals (SIMs), and Interactive Electronic Technical Manual (IETMs). Over the years at JHT I have managed projects for Internet information and commerce sites and written brochures, video scripts, and proposals. I have conducted data gathering trips and performed Quality Assurance (QA) and Verification and Validation (V&V) tasks.

Currently, I am working on a challenging and fun project writing IETMs for the Army's Force XXI Battle Command Brigade and Below (FBCB2) equipment installations. One of my sons is in the National Guard at Camp Caldwell, Iraq, and drives one of the vehicles we write for so I am able to impress him with my knowledge (ha!).

Q. What software do you use?
The software I use most often is Microsoft Word, PowerPoint, Excel, and Visio; Adobe FrameMaker and Acrobat; Paint Shop Pro; and a limited amount of AutoCad. I have used Dreamweaver, FileMaker Pro, and Adobe's PageMaker, Photoshop, and Premier. I love Adobe software.

Q. Who do you report to? Who do you have to interact with in developing products (Engineers, HR, etc.)?
Depending on the project, I report to the either the Lead Technical Analyst or directly to the Project Manager. I interact daily with Subject Matter Experts (SMEs), Software/ Hardware Engineers, Programmers, Artists, and other Technical Writers.

Q. Does your company employ other technical writers?
Yes. As we know, many areas of media are included under the definition of "technical writer." When I began working for JHT in 1998, I wasn't the first one but I was the only one at that time with a degree specifically in Technical Writing. Most of our projects were Interactive Courseware (ICW), and my co-workers had various degrees including Instructional Design and Industrial Psychology. Then, the Undersea Department was born and needed paper-based and electronic manuals. Mr. Howard (The 'H' of JHT), recommended the expertise of a technical writer. Now, when hiring, we specifically ask for "technical writers."

When someone asks me what I do for a living I usually say I am a technical writer rather than a logistician. A logistician encompasses everything from the concepts of training to buying bullets. I say "writer" because when I say, "logistician" I get questions like, *"Huh? You stock soda machines?"*

Q. What do you feel is unique about being a technical writer in your industry?
I can't think of anything outstandingly unique, but like my co-workers I do feel the distinct honor of providing our war fighters with good technical documentation that assists them in training for their tasks and in many instances to provide more than adequate information for use in the battlefields on land, sea, and air.

Q. Anything else you'd like to add?
I also feel the distinct honor of working with the professionals that I interface with, both the peers I work with every day and also the professionals I have occasional opportunities to work with. We all respect each other's professional abilities, encourage each other in our tasks and challenges, and take the time to enjoy our work. When I chose a new career after my children were grown, I decided that if I were going to do something for eight hours every day, it must be something I enjoy. I have succeeded in achieving that goal. *MtM*

Tool Tips: AutoText in FrameMaker
By David Coverston, Orlando Chapter Secretary

For those who started out using Microsoft Word for documentation and grew accustomed to all its bells and whistles, the transition to a tool like FrameMaker may have left you feeling somewhat flat. One of the tools you probably missed is autotext. I say this not only because it is one I personally missed but because it is one that other writers have told me they also miss.

Well, I have good news for you. No, Adobe has not announced they will have autotext in the next version of Frame. But there is a third-party tool available to fill in the gap. And, although it is not free, it is inexpensive enough that you won't spend next year's IT budget in one place.

Meet AutoText from Silicon Prairie Software, available worldwide at http://www.siliconprairiesoftware.com. For only $10 (or $100 for a site license), you can add this tool to Frame and watch your productivity go up while your blood pressure goes down.

AutoText is shareware, yet the program is fully functional, with only a pop-up window to remind you to register the software. So, you can fully evaluate it before you buy it.

Installing the program is easy. Download the AutoText.zip file and extract the AutoText.dll into the fminit\PlugIns directory where you have FrameMaker installed. Then copy the AutoText.fm file into the fminit directory. As with all initialization routines, you have to restart FrameMaker before it will work. Documentation with instructions for installation and use of the tool is available on the same download page.

AutoText adds a new menu to your FrameMaker toolbar. To insert an entry, choose AutoText then the item you want to insert in your document. The AutoText entries can be text, graphics, or both; and the text entries can be inserted with or without formatting. All the menu items displayed except the last two are AutoText items that are available for use. As you can see, AutoText can support submenus. Figure 1 shows sample entries provided by the author that you can modify for your own use. These entries correspond to the table items in the AutoText.fm file.

Of course, the first thing you will need to do is to set up the autotext entries you want to use. To do this open the AutoText.fm file by choosing Edit AutoText from the AutoText menu. (Figure 1).

Items in the Name column display as commands on the AutoText menu. The Shortcut column allows you to assign shortcut keys to your AutoText entries. The Type column is used to designate the type of item, and the Auto-Text column contains the actual entry. You will need to read the documentation for more information about setting up your entries.
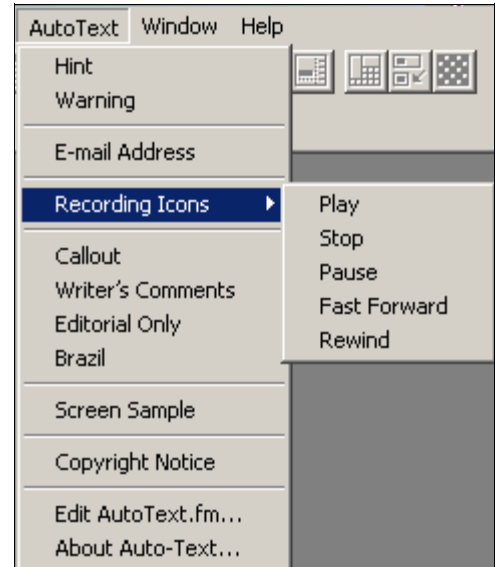

Figure 1

The easiest way to get started is to modify the existing entries in the table. Note that the Callout entry (one I added in Figure 2) is in the left margin while the anchor for the frame is in the Auto-Text column. It takes a little time to set up the entries, but that is nothing compared to the time you will save using this

Figure 2

tool. Try inserting a callout in the left margin with a yellow background and a particular paragraph format with one menu command.

One more thing: structured documents are supported. Not a bad deal at all. *MtM*

If You Missed Our Last Meeting. . .
By David Coverston, Orlando Chapter STC Secretary

...you missed a great opportunity for networking. A number of employers were on hand to talk about employment opportunities with their companies. Afterwards, Dalton Hooper of Walt Disney World presented "Why I Did Not Hire You," which included a surprise visit from Mickey and Minnie.

One of the first words of wisdom Dalton offered us was very much like something I tell my kids, "Life isn't fair, and neither is the hiring process." There are a number of factors that you have no control over when you interview for a job. These factors include the competence of the interviewer, the quality and quantity of other candidates, and the accuracy of the job ad. Besides those, you may run into a situation where you remind the interviewer of someone he or she doesn't like. Since there is nothing you can do about these kind of things, don't be discouraged.

Dalton also explained the objective of a résumé: to get you an interview. According to Dalton, the first half of the first page of your résumé holds great significance to him. Because of the volume of résumés he gets, by the time he reaches the bottom half of the first page, he has made the decision of which pile to put your résumé in. Once it goes into the reject pile, it probably will not get looked at again. Dalton recommends that you should bring samples of your work, but don't pull them out unless you are asked. You don't want it to appear that you are too eager.

In Dalton's opinion, what is unique about the résumé of a technical communicator is that it is an example of your work. Some employment firms do not edit the résumé of writers for this reason. Your résumé is an advertisement and *you* are the product.

Per Dalton, the purpose of the objective statement on a résumé is *not* to tell a company what you are looking for, it is to tell them what you can do for *them*.

Dalton gave some tips on handling typical job search challenges:

* The contracting firm rewrites my résumé to fit their format – *Try to use a firm that will let you review your résumé before it is sent out to the prospective employer.*

* I've been a writer for over 20 years. My résumé goes way over two pages – *Abbreviate your work history details so that you can fit your information to two pages. You can put a note that says your prior experience is available on request.*

* There are gaps in my work history – *Arrange your résumé so that it is a combination of functional and chronological ordering. Highlight your experience by job function first. Emphasize your abilities while maintaining a timeline.*

Your appearance is important in presenting yourself in an interview. Dress to look like a professional. Smile; act like you are glad to be there. Act confident, not arrogant.

Finally, be prepared to discuss anything on your résumé. Be knowledgeable about the company you are interviewing with. Make the interviewer like you. *MtM*

Awards, continued

Excellence award in last year's STC international high school technical writing competition, and Lai received an Honorable Mention.

Two Honorable Mention winners from the 2004 competition, Jeremy Hsu and Travis Pillow, returned as Merit winners this year, both juniors from Winter Springs High.

The top four papers in this competition will go on for further judging in the international competition. Results will be released in May. Historically, Central Florida students have shown well at the next level, winning 11 awards over the past five years.

In addition to the two Excellence and Merit awards, the Orlando Chapter will present four Achievement awards and nine Honorable Mentions awards.

Four Achievement awards were harvested by: Jacqueline Boehme (Sophomore, Winter Springs), Nicole de Paz (Sophomore, Winter Springs), Justin Lynn (Junior, Apopka), Dahvyd Wing (Senior, Apopka).

Lake Brantley took 4 of the 9 Honorable Mentions, Winter Springs took 2, and Apopka High School and Crooms Academy of Information Technology each took 1. The recipients were sophomores Christopher Bonk, Grant Chernoby, Brennan Dobbins, Chris Lang, Davis Tiblier, Joel Weiss, junior Jason Kwong, and seniors Andy Singh and Kevin Walsh.

Faculty sponsors of the award winners included five Winter Springs instructors (Dr. Maureen Warner, Ms. Jenny Dunn, Ms. Michele Ciccarello, Mrs. Trent Daniel, and Mrs. Rosemary Roberts), Dr. Susan Behel of Lake Brantley, Mr. Kenneth Bowles of Apopka, and Ms. Becky Vanderlugt of Crooms Academy of Information Technology.

A complete listing of the award winners since the contest's inception in 1996, including the titles of their essays, is available at http://www.stc-orlando.org/education/highsch/allhsawards.asp. *MtM*

Employment Committee: Annual Report
By Richard Phipps, Orlando Chapter STC Employment Committee Manager

After submitting this year's Employment Committee report for our 2004-2005 Chapter of Distinction application, it was suggested that we share the information with the entire chapter. After you read this article, I hope you're glad that we did.

Below is an excerpt from our Chapter of Distinction application for this year, which simply asks for evidence that the chapter can "Provide an active employment information service (job bank)." Our response demonstrates our chapter's ability to not only provide a job bank but also to leverage our employment committee contacts to promote the chapter within the community, which ultimately benefits all chapter members.

Here is a snapshot of our response, covering the April 2004 – March 2005 timeframe:

The Orlando chapter provides an employment information service that has reaped many more benefits than that of simply providing a listing of job openings. Our employment services are based on two key components:

1. A former full-time professional recruiter who serves as an employment counselor to chapter members and runs the chapter's employment committee, which includes the pre-qualifying of job leads, and functions as a community-relations liaison, introducing local businesses who contact us to the benefits of STC. *Note that our employment committee manager counseled approximately 25 different members throughout the year providing services ranging from résumé evaluation and rewrites, to portfolio review, to job search campaign strategy development.*

2. An active LISTSERV™-based job bank that the employment committee uses to post pre-qualified jobs in near real time to chapter members. We believe it's important to confirm job openings for two reasons:

    a. To ensure that the LISTSERV job openings service doesn't become a rumor mill, but instead strives to contain "real jobs" that include pertinent details about the positions for our members.

    b. To make the best use of the "touch point" that is made with a business contact who chooses to promote their job with our chapter by promoting STC and the Orlando chapter to those local business contacts.

The quantifiable benefits of making direct contact with employers who have contacted our chapter to place advertisements include:

1. Providing the Public-Relations Committee with a database of "active" business community contacts who were later approached to make contributions to our "Rising Stars" fundraising campaign. (The concept was to ask for a little something in return after they were able to reap the benefit of tapping our 150+ member chapter for filling their job openings.)
2. Providing the Vice-President a database of "active" business community contacts that was mined to design an "Employer's Expo" chapter meeting whereby eight different local companies set up tables and held a mini-job fair for our members.

Furthermore, our chapter's employment committee has produced quantifiable results. During the period of April 1, 2004 through March 31, 2005 we had the following job-related statistics:

-   39 job postings to our chapter (a 44% increase over last year's 27).
-   13 of which were contract positions (a 0% change over last year's 13).
-   20 of which were permanent positions (a 66% increase over last year's 12).
-   6 of which were freelance positions (a 200% increase over last year's 2).
-   **14 CONFIRMED placements (hires) onto these jobs by STC members (a 75% increase over last year's 8).***

*The actual number of hires is probably much higher, but it is difficult to track this data, which is only provided on a voluntary basis by members and employers. *MtM*

The following Orlando chapter members have attained the rank of senior member:

Robert R. Beaulieu	David A. Coverston
Marianne DiFiore	John G. Henning
Patience Mack	Thomas W. Schenck
Robert M. Shydo	Julie M. Stockton
Chris Strickland	Stephen Zygula

CONGRATULATIONS!!!!

Upcoming Seminar... Magical Numbers: The Seven-Plus-or-Minus-Two Myth
Wednesday, April 20, 2005 | 1:00-2:30 PM ET

Presenter: Jean-luc Doumont

The magical number seven, plus or minus two, was made famous when George Miller, in his 1956 article, denoted it as the number of information chunks a person could hold in short-term memory. Miller's insights into "our capacity for processing information" have been frequently misunderstood and misquoted. Contrary to popular belief, it turns out that seven items are usually too many for a communication to be effective.

The seminar first exposes the seven-plus-or-minus-two myth by interpreting the number correctly as an asymptotical limit, per Miller's paper. It then proposes other rules of thumb that prove more useful in practice, based on the numbers zero through six, and illustrates these concepts with numerous examples.

By the end of this STC Web-Telephone seminar, you will clearly understand what seven plus or minus two means—and what it does not mean. You will be better equipped to answer the same fundamental question in a variety of contexts: "How many is too many?" Finally, you will know what to do when you have too many items to present together, one way or the other.

Seminar Type: Web-Telephone
Seminar Level: All Levels

Seminar Costs:
$99 USD (STC Members)
$149 USD (non-members)

With all seminars, the cost is per site, not per person. One site can have only **one phone connection** and **one computer connection**. You will be issued an enrollment ID, passcode and phone number when you register and pay for the seminar. If you forward your ID, passcode and/or phone number to others or use it on more than one computer or phone connection, you will be billed $150 for each additional connection used.

For more information, please visit STC's Seminar Information page at: http://www.stc.org/seminars.asp.

Society News

✱✱STUDENT MEMBERSHIP REVISITED
In the midst of the STC Transformation, we promised to "do no harm." We have listened to many responses from students and student chapter advisors about the new definition of student member as well as the process of applying for student membership. The STC Board voted unanimously to return to the original definition of student member as well as the original process for applying for student membership.

It is the intention of the STC Board to encourage and support student membership in every way possible. The definition reads as follows:
To be eligible for student membership, an applicant must be (1) enrolled in an accredited university, college, community college, or technical school; (2) taking at least two courses or their equivalent each term; and (3) preparing for a career in technical communication.

In addition, the application must be signed by an STC Student Chapter Advisor or a faculty advisor teaching in the technical communication program.

✱✱CONSUMER REPORTS MONEY ADVISER CALLS TECHNICAL WRITING A "BRILLIANT CAREER"
Consumer Reports Money Adviser newsletter included an article in its September 2004 issue titled "Your brilliant (second) career." The article is aimed at those who have reached middle age (or beyond) and are considering a career change.

Included in the list of careers was that of technical writer. The text mentions STC and lists statistics from the Society's annual salary survey. For those interested in technical writing careers, *Money Adviser* says "...you should be a clear, concise writer with some background in the industry in which you plan to work."

✱✱USER AND TASK ANALYSIS FOR INFORMATION DESIGN
JoAnn Hackos's "User and Task Analysis for Information Design" workshop will be held in Jacksonville, FL on May 23-24, 2005. This workshop is taught by Bill Hackos and sponsored by Fidelity Information Services. For more information, visit: http://www.comtech-serv.com/workshops/user_task.shtml

✱✱U.S. MEMBERS: DEDUCT YOUR STC DUES!
If you pay taxes in the United States, keep in mind that STC dues are tax deductible. Please note, however, that *dues must be deducted from the tax return filed for the year in which they were paid*. In other words, dues paid in 2004 may be deducted only from 2004 tax returns. Members who have questions should contact their local IRS office or their accountant. *MtM*

A Visit to Remember
By Jeremy Boehl, STC Orlando Chapter Mentee

As a student participating in the Orlando Chapter STC Mentoring Program, I have had many opportunities to learn from both my mentor and other Orlando chapter members about technical communication in the workplace. However, my most recent experience was by far the most rewarding of them all. This past February, my mentor, Molly Townsend, a communications supervisor at Lockheed Martin Missiles and Fire Control and winner of the 1st annual Gloria Jaffe Outstanding Technical Communicator Award, arranged for me to visit her at Lockheed Martin's location in south Orlando.

During my visit, Molly gave me a tour of the enormous facility and of several departments. She introduced me to many of her coworkers and I got a feel for the busy work environment at Lockheed Martin. The next portion of my visit was to conduct interviews with three Lockheed Martin employees. At first, I was a little nervous interviewing professionals who are normally the ones doing the interviewing, but they were very receptive to my questions and put me at ease. It was quite an experience, but very enjoyable and I learned a lot.

My first interview was with Leighann Burrell, a Senior Technical Writer/Editor. Ms. Burrell is a graduate of the UCF Master's Program in Technical Writing, a program I am currently enrolled in. I asked her how the graduate program at UCF prepared her for a career in technical communication, and about making the transition into the workplace. Ms. Burrell said that graduate school "improved her writing skills," but she has learned from working in the field that it is important to remember the marketing aspect of the work, that "when you're writing for the company, you're also marketing for the company." She spends most of her time working on proposals, marketing, writing for the media relations department, and in meetings where she learns business development strategies. Working at Lockheed Martin has given her the opportunity to do more diverse types of writing, improve her "people skills," and become more of an "overall communicator."

My next task was to interview a 39-year veteran of the company, Douglas Kerr. Mr. Kerr is a Senior Manager of Communications and has been with Lockheed Martin since the days of the Martin Corporation and Martin Marietta. He enjoys the opportunity to use his skills as a communicator and writer to contribute to the bottom line of the company, from development and research all the way to production. A familiar saying around the office is "Ask Doug," because he has handled so many different positions and tasks over the years and has an extensive "experience base" he enjoys sharing with younger employees. Mr. Kerr is also proud of his involvement with the STC. He was one of the first members who helped start the Orlando chapter around 1980, was formerly chief editor, and has been on the STC Education Committee for many years. Mr. Kerr credits the STC with introducing him "to the craft of technical writing" and broadening his "perspective of the field."

My final interview of the day was with Bill Brown, Senior Manager of Marketing Communications, who has been with the company for 23 years. He works with other Lockheed Martin divisions (executives, managers), with outside companies, and with other companies under Lockheed Martin. Some of his everyday work consists of managing proposals, advertising, video production and imagery, Web publishing, and media relations. Mr. Brown enjoys working for Lockheed Martin because, through his work, he is involved in important things for the country, such as supporting the military. A company slogan of Lockheed Martin is that they are "with them (the military) in their defining moments," which Mr. Brown takes a lot of pride in. I asked Mr. Brown about some things someone studying technical communication should keep in mind when they are first breaking into the field. He has noticed that a lot of novice communicators "confuse communications objectives with business objectives" and advises to always strive to affect the bottom line. Mr. Brown stated that sometimes you have to make trade-offs between trivial tasks and what's good for the business, and technical communicators in the workplace should be careful not to "lose sight of the big picture" and always consider how their work is going to help the company.

I am very grateful to my mentor, Molly Townsend, for arranging my visit to Lockheed Martin, and also to Leighann Burrell, Douglas Kerr, and Bill Brown for taking the time to sit down with me and answer my questions. I learned a lot about technical communication in the workplace and enjoyed getting their unique perspectives and valuable advice. This was just another great experience I've had with the Orlando Chapter Mentoring Program! *MtM*

Active Membership Corner
By W.C. Wiese

An outstanding employment event continued our record meeting attendance pace for 2005. With 42 members and guests signing in (we're afraid that some of you did not!), the meeting was the 2nd largest March meeting on record, up 2 from last year.

That brings year-to-date participation to 328, which is **9 percent larger** than last year's total attendance through March. 81 Orlando Chapter members have earned points so far this year.

A total of 13 points are required to receive an active membership shirt at our awards celebration in June. 13 members have already gathered the points they need for this year's award! How about you? *MtM*

- Gail Lippincott
- Karen Lane
- Bonnie Spivey
- Jennifer Selix
- Sara Morris
- Rosalie Petralia
- Jonathan Kessler
- Mike Murray
- Mark Hanigan
- William Wiese
- Christina Hammock
- Kelli Pharo
- Daniel Voss

2005 Activity	Points
Chapter Meeting	1
Board Meeting	1
Meeting Program	2
Committee Meeting	1
Mentor - Month	1
Judge - Month	1
Bring Paid Guest	1
Total Required	**13**

FROM THE EDITOR'S DESK

In the words of our great President Mike Murray, "Let's Finish Strong," fellow Chapter of Distinction members. As we near the end of another great chapter year, let's keep up the pace of the rest of the year and continue working hard to make this the best Chapter in STC. Continue to volunteer, write articles, attend Chapter meetings, etc., etc., etc. You get the idea. Don't rest on your laurels just yet—there is plenty more time left in this year. Plus, there is still time to earn yourself one of those swanky Active Member shirts!

As always, I welcome your feedback and opinions, so feel free to e-mail me at newsletter@stc-orlando.org.

Thanks for reading,
Erika

YOUR OPINION COUNTS

Here are some of the comments you made about last month's meeting. Thanks for the feedback!   *MtM*

About the showcase:
- ☐ "There were a lot of very interesting people, and each table had different information to offer. It was very helpful to get a variety of perspectives on the Technical Writing profession - as well as the application process."
- ☐ "I was very pleased that such an opportunity was presented."
- ☐ "Wonderful opportunities- we should do it again!!!"
- ☐ "Impressive organization and breadth of employers. Very well planned."

About the presentation:
- ☐ "Dalton presented some very valuable information. I was pleased with the presentation as well as the audience's hearty interaction."
- ☐ "Dalton gave us some good "behind the scenes" tips from the employer's perspective on resumes and interviews."
- ☐ "100% satisfied! What a great way to wrap up the evening!"

✓ **Want to find out about upcoming chapter meetings and events?**

✓ **Want to get a link to every new issue of *MtM* delivered to your e-mail inbox?**

✓ **Want to find out about available job openings in the area?**

Then sign up for our listserv! It's easy to do—just contact djones@ucf.edu.

Mark Your Calendars!

- April 20th: Web/telephone seminar "Magical Numbers"
- April 26th: Orlando Chapter meeting at the Winter Park Civic Center, 6:30 PM
- April 27th: Administrative Professional's Day
- May 8th: Mother's Day
- May 18th: Administrative Council Meeting, 6:30 PM
- May 24th: Orlando Chapter meeting at the Winter Park Civic Center, 6:30 PM

Mailing Address:	STC Orlando, P.O. Box 540444 Orlando, FL 32854-0444 www.stc-orlando.org	**President**: Mike Murray president@stc-orlando.org	**Vice President**: Christina Hammock vicepresident@stc-orlando.org