



# MEMO TO MEMBERS

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



STC Orlando Chapter: A 2003, 2004, and 2005 Chapter of Distinction

Volume 4, Issue 3 ♦ June 2005

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From the President's Desk

## Orlando Is One of World's Best for Third Consecutive Year

By Mike Murray, Orlando Chapter President

Despite moving up in size category from 75 – 150 to 151 – 300 members, the Orlando Chapter STC has again been named one of the best "communities" in the world as a Chapter of Distinction! In receiving our third consecutive Distinction award, Orlando beat out the likes of the Phoenix chapter, Distinction winner in the 151 – 300 member category seven of the last eight years.

### Other Awards this Year

Chapter of Distinction is only one of many reasons why Orlando stands alone as one of the top chapters in the Society for Technical Communication. Earlier this year, our exceptional public relations program and *Memo to Members* newsletter were both recognized as high-

quality components of our efforts to bring maximum value to our members. Public Relations Manager Bonnie Spivey was identified as having the only overall distinguished public relations program in all of STC (approximately 140 chapters worldwide). At about the same time, Newsletter Editor Erika Coto's outstanding *Memo to Members* newsletter garnered the first Award of Excellence for a newsletter in the history of the Orlando chapter.

### Awesome Members

STC's Board of Directors is the governing body for the large,

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**Winner of STC's  
Chapter of  
Distinction Award,  
2003, 2004, and 2005.**

## Want to Better Yourself? All it Takes is G.U.T.S.

By Mike Murray, Orlando Chapter President

It is perfectly normal to fear the responsibility of leadership and to immediately start coming up with excuses for why we can't volunteer for a community leadership position. We do it automatically and almost without thinking. It is an immediate reflex action in the face of any sort of fear or trepidation.

When I first agreed to run for chapter vice-president four years ago, I did it because a friend "cornered" me and said he would be president if I would be his vice-president. I felt trapped and agreed very reluctantly to his proposal. Perhaps I thought I would somehow still get out of it during my year as VP, but then something unexpected happened. As I became more comfortable, the fear began

to subside and I actually began enjoying myself! I was still quite nervous a year later when it was time to move up to president, but it was time to "give up the 'scuses" (G.U.T.S.) and keep my word. Three years later, I wonder what all the fuss was about, and yet I clearly remember that initial fear.

As a Past President of the Orlando Chapter, one of my initiatives will be to get to the bottom of why people won't volunteer. In fact, I have already started. At our April 13 Administrative Council meeting, I had a highly qualified volunteer who had agreed to run for president, but no VP candidate. My plan was to challenge everyone to have the

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## G.U.T.S., continued

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guts to give up the excuses and step forward to run for VP. As it turns out, a strong candidate agreed to run prior to the meeting, but I gave her an award anyway—the first-ever Orlando chapter G.U.T.S. award certificate. I plan to make the certificate available on our Web site for any member to recognize another when he or she sees him or her have the guts to step forward and take on a new responsibility. G.U.T.S. award winners will be listed prominently in our chapter newsletter.

Want to better yourself? All it takes is heart, and maybe a few guts.

**MtM**

*Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein.*

*—H. Jackson Brown, Jr.*

## Meet Gary! Using Personas to Evaluate Web Site Design

By Rachel Eichen

Since February of 2005, in an effort to hone my writing skills and augment my technological knowledge, I have been a news editor and product reviewer at Aximsite.com. This site specializes in Personal Digital Assistants (better known as PDAs or digital organizers), specifically the Dell Axim models.

With more than 80,000 registered members, Aximsite.com is the largest PDA information resource on the web. Although our community is quite strong, we have faced the ongoing problem of how to attract and maintain new users. Competition is fierce. Because PDAs are such a popular item, there are many different sites and resources dedicated to news and information. In such a market, understanding and meeting audience needs is critical. However, as the majority of our staff (including me) are experienced PDA users, developing more novice-friendly content can present a challenge.

Early in March, I had an unusual professional development experience that has since helped me to meet that challenge. I attended a usability workshop at the University of Central Florida, jointly sponsored by the Orlando



**A persona named Gary helped Rachel Eichen evaluate Aximsite.com to better meet user needs.**

Chapter STC and the UCF Student Government Association, and hosted by internationally recognized usability expert and STC Usability SIG Webmaster Whitney Quesenbery of Whitney Interactive Design, LLC.

Whitney explained the fascinating concept of creating *personas*—self-built characters designed to represent a specific demographic—and using them in a variety of scenarios to better tailor documentation to the needs of its users.

**Gary was a 45-year-old business consultant, married, with three children ...**

Of all the activities and exercises I participated in that day, the one I remember most involved navigating and evaluating a Web site based on the criteria of the persona our work group created. Interested in this new approach, I considered the Aximsite Web site, and began to brainstorm ways to incorporate the use of personas into the site modification process.

Using the techniques suggested and discussed by Whitney, I created a persona called “Gary” to represent all the new users who came to the Web site. I then placed him in typical scenarios involving the use of our product and its documentation:

Gary was a 45-year-old business consultant, married, with three children. Because he lived in the city, he commuted to and from work via the subway. Gary spent about two hours online per day and was reasonably computer-savvy. He

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# Communicator Spotlight – Robin Horn

*Robin Horn graduated from UCF in April 2004 with her BA in English-Technical Writing. This summer she is going back to graduate school to pursue her International Master of Business Administration (IMBA) through the University of South Carolina's Moore School of Business (USC-MSOB). The program includes three months of business, culture, and language training and a four to twelve month internship, all in Germany. The remainder of the two-year program is spent at USC's Columbia, SC campus.*



*Robin has been involved for the past three years with the Girl Scouts of Citrus Council as a Camp Counselor and Challenge Course Facilitator. Robin spent the majority of her time at Camp Mah-Kah-Wee (MKW) in Chuluota as a facilitator on the high ropes/challenge course. Robin's activities included everything from team-building to safety training with the groups that participated. During her tenure, Robin also had the opportunity to write a training manual for the company that built the challenge course at MKW.*

## **Since graduation where have you been working and what is your role there?**

I started as a Technical Writer for Walt Disney World Information Technology about a month after graduation and will continue to work there until I leave for grad school. I've had the good fortune to work on a number of projects that have given me insight into many different roles and allowed me to work in capacities other than those typically expected of a technical writer. Many of my assignments have put me in positions that are usually filled by business analysts.

## **When are you leaving for school? Do you know what city you'll be in?**

I fly to Germany on May 6 and start a language immersion program at Sprachinstitut Tuebingen on the 9th. I will live in Tuebingen (in southwestern Germany, about 20 miles south of Stuttgart), a small medieval castle town on the Neckar River. Tuebingen is what we would refer to as a "college town" here in the states. I move to Columbia, South Carolina, in July and will continue my studies there until March of 2006. Then I go to Cologne, Germany, for a month of business culture and language immersion studies before beginning my internship in either Germany or Austria. Upon completion of my internship, I have the option of returning to Columbia for my last two semesters, staying somewhere in Germany, or studying abroad in a different country.

## **What are your goals after you finish graduate school? Are you hoping to remain in technical communication?**

While I always knew that I would attend graduate school, I hadn't considered an MBA until I learned about the program at USC. The combination of language studies and business courses allows me to continue to focus on communications while familiarizing myself with many of the business units that we interact with as technical communicators. I'm not sure where I will end up after grad school, but I've always considered my education in technical communication as a skill set to be valued no matter what career I pursue. Ideally, I will end up working as a business analyst for an automotive or technology-based company that will allow me to continue to travel and use the knowledge that I will gain through my IMBA program. **MtM**

- ✓ 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](mailto:djones@ucf.edu).





## Tool Tips: Unveiling Computer Activity with Process Explorer

By David Coverston, Orlando Chapter Secretary

This month's column is about a real geek tool. If you are not a geek, you probably are a geek wanna be, like me. Of course, that's what technical communicators do anyway isn't it, translate geek?

Process Explorer is a free tool from Sysinternals you can download from [www.sysinternals.com/](http://www.sysinternals.com/).

So what is a process? A process is a running instance of a program, including variables and states. An application that is shared by multiple users usually has one process for each user. Processes are sometimes called tasks, but the term *task* has the sense of a real-time application, whereas a *process* is something that takes up memory space and execution time. But you don't have to understand all the finer points of this to use this tool.

If you have ever had to end a program that stopped responding to your commands, then you are probably familiar with the Windows Task Manager (Figure 1). You can open the Task Manager by pressing Control+Alt+Delete, then clicking the Task List button. The Task Manager's Applications tab shows you which programs are running, and the Processes tab displays the processes running on your system.

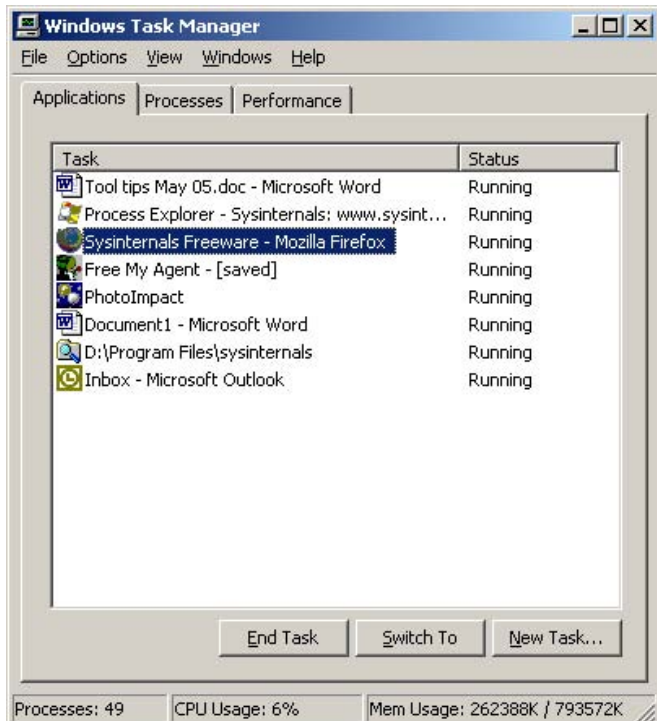


Figure 1: The Windows Task Manager.

But the Task Manager doesn't always show all the programs a computer has running on it. A rogue program can run as a process and not show up on the Applications tab. You also have to guess from the processes which programs they are connected to. The Task Manager will let you stop a process by right-clicking the process name and choosing End Process, but you are taking a shot in the dark sometimes as to what you are doing. Doing a Google search on process names is often productive, but it helps if you can gather a little more information before you do that.

Process Explorer (Figure 2) can help you track down information on these processes. It shows you detailed information about a process, including its icon, command line, path, memory statistics, user account, and security attributes. If you want to know what a process is for, this is about as close as you can get.

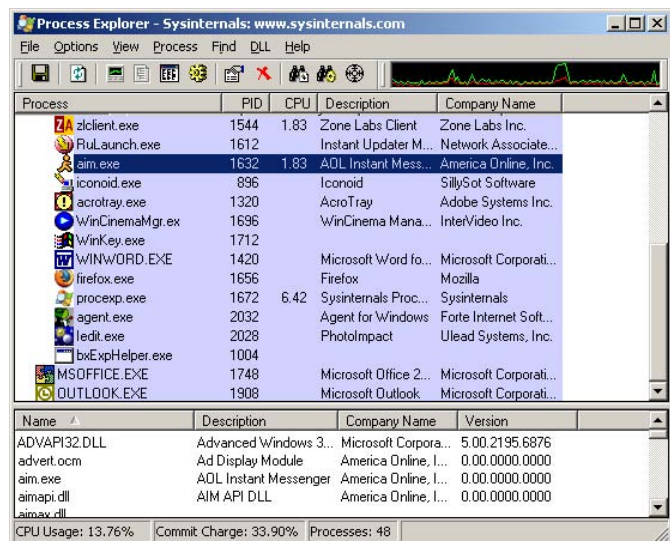


Figure 2: The Process Explorer.

For example, the Task Manager's Processes tab tells me that I have aim.exe running as a process on my home computer. Process Explorer also tells me that this is started by the file D:\Program Files\AIM95\aim.exe, gives me a description of the process, AOL Instant Messenger, and tells me the company name associated with the file, America Online, Inc.

The upper pane of the Process Explorer displays a list of currently active processes along with their icons, and the bottom pane shows either the list of Dynamic Link Libraries (DLLs) a process is using or the list of

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## If You Missed Our Last Meeting. . .

By David Coverston, Orlando Chapter STC Secretary

... you may not know who the AMWA is, and why they could be important to your future, especially if you want to branch out into medical writing.

Medical writer **Susie Blackmun** told us her story "How I Ran Away to Sea and Ended Up a Medical Writer," referring to her journey covering 80,000 miles of ocean. Although she had never been on a sailboat, Susie boarded one for seven years, then returned to write a story for a sailing magazine. A dry period of several years followed when she didn't sell anything. Then another break came when West gave her a couple of college textbooks to edit. Susie is a member of the American Medical Writers Association, [www.amwa.org](http://www.amwa.org), and passed out the latest issue of their journal. She broke into medical writing by doing an article for the Mayo Clinic on glaucoma, then another on ADHD.

"The nice thing about freelancing is that you can write about whatever interests you," Susie said. "Medical writing has a couple of different audiences. You can write for consumers, which is an eighth-grade level, or you can write articles for doctors. As long as you know your subject or are willing to learn about it, you can be a medical writer."

This point was also made by our second speaker, **Heather Traynham**, president of Lightbulb Productions, a multimedia consulting company. Heather has written for CNN news television, NPR radio newscasts, and has been a senior technical writer and manager with London Bridge (LBSS, Inc.), an international computer software company.

"Write about what you know," Heather said. "If you want to write for a particular area, train yourself in the technical knowledge you need to know." As a freelance writer, you will have to spend about one-third of your time marketing yourself, she said.

**Bill Lites** backed into technical writing naturally. After getting his degree in ecology from UCF, he went to work as an ecologist for an environmental consulting firm. "I never intended to be a writer," Bill said. But as a by-product of the work he was doing, he became one.

Environmental writing is similar to other types of technical writing, in that you have to be very accurate

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## Three-Peat, continued

(Continued from page 1)

international organization. Election to a Board position means that you have been recognized by your peers worldwide as being the best candidate in STC for your elected position. As the result of recent Society elections, our own W.C. Wiese was elected Society Treasurer! W.C., a Society Associate Fellow and long-time Orlando chapter leader, takes over as treasurer in the midst of the Society's demanding transformation process. STC's finances could not possibly be in better hands!

At the May 10 awards banquet in Seattle, chapter member and former Society President Mark Hanigan was recognized as a new Fellow! If you are fortunate enough to know Mark, you know how well-deserved this honor is.



**New Fellow Mark Hanigan enjoying his spotlight at the STC 52nd Conference Honors Banquet.**

Mark's many years in service to STC members are truly unparalleled. His boundless energy and child-like enthusiasm have served him spectacularly well as a judge in various competitions, participant in numerous Society special-initiative teams, Region 3 Director-Sponsor, Annual Conference presenter, friend and supporter of countless chapters and individuals, and enough other activities to fill a book. Mark is truly one in several million.



**Jen Selix and Gail Lippincott represent Orlando Chapter STC.**

Posing as a nuclear reactor, student member Jen Selix has already distinguished herself at both the chapter and Society levels! Earlier this year, Jen received the first-ever Orlando Chapter Distinguished Service Award for Students (DSAS). The DSAS is a Society-level award that is designed to recognize exemplary dedication by student members to a student or professional community and

(Continued on page 6)

## Pellegrin Scholarships Awarded

By Dan Jones

Three UCF technical writing students received Melissa Pellegrin scholarships during the April 26 meeting.

**Carrie Avery** received a \$300 scholarship and a certificate for her achievements as a student in the M.A. program, and **Peggy Bivins** and **Alex Garcia** each received \$300 scholarships and certificates for their achievements in the undergraduate program.

Members of the Education Committee of the Orlando STC chapter met early this April to determine the winners of these scholarships. The judging criteria include the student's overall GPA and GPA in the major, the quality of the letter expressing the student's interest in technical communication, the student's activities in technical communication, and financial need.



**Melissa Pellegrin**

Previous winners of this award are: Sharon Wissert, Michele Damron, Melanie Woods, Ann Vogt, Kelli Cooper, Anna Gaal, Mireille Shebbein, Rudy McDaniel, Christina Payne, Jason Nichols, Ana Marichal, Bonnie Spivey, Cynthia Hauptner, Robert Stultz, and Melanie Trickey.

The Melissa Pellegrin Memorial Scholarship Fund was founded by the Orlando Chapter STC to honor and preserve the memory and generous spirit of a valued friend and professional colleague, Melissa Pellegrin. She was a 1994 graduate of the University of Central Florida and a member of the Orlando Chapter STC. Melissa was an exceptional student who earned an Orlando Chapter undergraduate scholarship. After graduation, she served on the Orlando Chapter's Education Committee.

Melissa's commitment to excellence was evident in the quality of her academic and professional work. She shared her enthusiasm in many ways, including professional presentations at STC conferences and meetings. She was employed as a technical communicator with The Resource Center, Inc., in Tampa, until her untimely death in April 1997. **MtM**

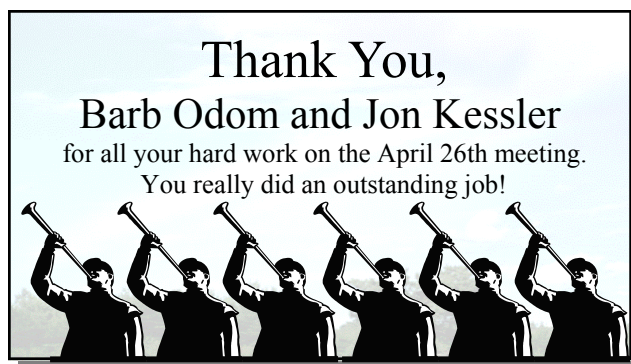
## Last Month's Meeting, continued

*(Continued from page 5)*

in the information you are publishing.

When someone wants to buy some land to develop, Bill studies the property, identifying wetlands that would be impacted, and counting threatened and endangered wildlife species. Then all this information has to be written in a report—actually, three state and two federal reports. These become public records, and contain a goldmine of information for some enterprising writer. Then information is collected over a five-year period and analyzed to see how the plan succeeded in its goals.

All three speakers emphasized this point: Find a way to market the knowledge that you have. **MtM**



## Three-Peat, continued

*(Continued from page 5)*

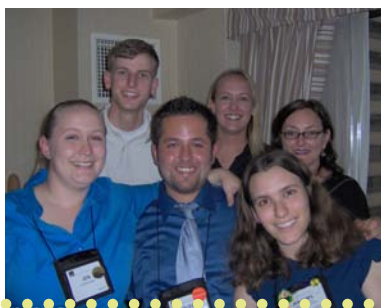
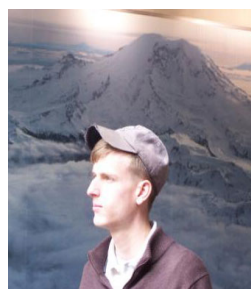
its activities. As if that weren't enough, Jen took a lead role in creating STC's Annual Conference Accessibility Guide, which has received high praise throughout the Society and beyond, and in updating the AccessAbility SIG's tri-fold brochure. As a result, the AccessAbility SIG was presented with a surprise Pacesetter Award for the creation of this valuable resource.

And folks, all these achievements don't even take into account some highly rated presentations that Orlando Chapter members made at various Annual Conference sessions in Seattle. What a great time to be an active member of STC's Orlando Chapter of Distinction. Got G.U.T.S.? "Give Up The 'Scuses" and join in the fun! **MtM**



**You Ought to be in Pictures—and if you attended STC's 52nd Conference, perhaps you are!**

Photos submitted by Alex Garcia, Gail Lippincott, Rose Petralia, and Michael Plattner





You Ought to be in Pictures, continued







## Upcoming Seminar...One World Publishing: Single-source Editing and Translation

Wednesday, June 22, 2005 1:00–2:30 PM Eastern Time

Presenter: Michael Plattner

Until now, international technical communication has treated single-source editing, translation/localization, and cross-media publishing as separate processes of document development for a global audience. In its lifecycle, a translated document passes through many hands, including those of editors, translators, and producers—an inefficient process. Nowadays, continually decreasing “time-to-market” cycles demand an integrated process that is as fully automated as possible.

Welcome to One World Publishing (OWP). The

OWP concept encompasses practically all desktop production technologies, allowing you to use a single publishing system to develop documents in virtually all languages, regardless of the language version used by the machine's operating system.

This Web–telephone seminar will show you how to streamline your company's editing and translation processes and publish documents in all official languages. You'll also view live demonstrations of different OWP tools that can increase efficiency.

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

**MtM**

## Society News

### STC Announces Election Results

**President** **Suzanna Laurent**, an associate fellow of STC from Mustang, Oklahoma.

**First Vice President** **Mike Bates**, a senior member of STC from Cleveland.

**Second Vice President** **Paula R. Berger**, a fellow of STC from Reading, Massachusetts.

**Treasurer** **William C. (W.C.) Wiese**, an associate fellow of STC from Maitland, Florida.

**Director Region 1** **Cynthia C. Currie**, a fellow of STC from Bedford, New Hampshire.

**Director Region 5** **Sherry J. Michaels**, a senior member of STC from Scottsdale, Arizona.

**Director Region 7** **John V. Hedtke**, a fellow of STC from Eugene, Oregon.

**Nominating Committee** **Michelle A. Didier**, a senior member of STC from Springfield, Virginia.

### Next Year's Conference: Call for Proposals

STC's 53rd Annual Conference will take place May 7–10, 2006, in Las Vegas, Nevada. The call for proposals (and its accompanying application form) will be posted on the STC Web site in early summer 2005. The deadline for submitting proposals is August 15. **MtM**



Don't Forget to RSVP for  
Orlando Chapter's Year-End  
Banquet!

**Registration deadline is June  
23rd.**

*Print out the registration form  
on page 13...  
...mail with your check,  
and you're in!*

## Partners in the Community



*We never forget who we're working for™*

## Personas, continued

*(Continued from page 2)*

had been using PDAs since 1999 with the purchase of his monochrome Palm Pilot. He enjoyed using digital organizers because they helped him efficiently manage his client appointment schedule and address book.

Although Gary's current Palm Pilot was reliable, he found himself disappointed with the limitations of his hardware. He was intrigued with the idea of a PDA with a color screen, an all-purpose media player, and a multitude of expandability options with other models. Satisfied with his purchase of a Dell desktop computer the year before, Gary browsed the company line a bit further and noticed the Axim PDA models. Before committing to a hefty purchase, however, Gary decided to do a bit of research. He typed "axim" into a Google search engine, and clicked on the first hit: Aximsite.com.

In the workshop, once our group developed the persona and scenario, we went to a specific Web site to navigate it from the perspective of our newly created characters. With this mentality, I revisited Aximsite—no longer as myself—but as my new persona, Gary. Thus, my evaluation of the site was no longer centered on *my* needs and opinions, but Gary's. A few questions Gary hoped to find the answers for were: Should I buy an Axim? What do I do if I have a problem with my Axim? Is this the best Web site to help me?

Upon the initial load of the site, Gary was intrigued; the colors were calm, there was a nice set of images, and the design was relatively modern. In the center of the page, Gary saw the "Welcome to Aximsite" box, containing a paragraph of introduction and tutorial links. There were also links atop the page for easy navigation.

**Through the persona of Gary, I was able to evaluate the site from a new user perspective.**

Although Gary understood the purpose for most of the links, he was a bit overwhelmed by all the information and advertisements. After all, he hadn't even purchased an Axim PDA yet. Under the "Quick Links" menu, Gary was immediately drawn to the link titled "What can I do with my Axim?" He clicked on this link and pulled up a page that was much more spacious and less

cluttered with ads. Gary did not read the text (but planned to later); instead, he scrolled down the document to look at the various screenshots. He was pleased, and went back to find more tutorials to explain the capabilities of this device. He also spent a few minutes in the forums and was amazed at the amount of activity in each section.

Through the persona of Gary, I was able to evaluate the site from a new user perspective. Being a long-time visitor of the site, I was already familiar with the navigation and the complex terminology. On the other hand, Gary was a new user and found the site a bit too crowded and too wordy in certain places. Gary did, however, enjoy the well-laid-out tutorials and the direct links from the main page.

To improve the site and make it friendlier to new users like Gary, I noticed that several improvements could be made: The type size on the quick links could be increased and placed in the center of the page. The introductory paragraph's length could also be reduced. Since Gary had to search to find the tutorial entitled "What can I do with my Axim," a path to this tutorial could be made more easily discernible, maybe by highlighting the link leading to it.

In addition to incorporating the site suggestions that Gary helped to discover, the Aximsite design team is also in the process of implementing a module that allows users to directly compare the statistics for specific PDAs of their choosing.

Overall, I found Whitney's presentation on personas extremely helpful. Specifying a personality and developing appropriate scenarios are important techniques that helped give a personal edge to my project. I feel many Web sites, no matter the subject content, could benefit greatly from technical communicators who use personas to design as well as test site navigation and content. The persona is a relatively simple concept, but it has proven to be invaluable when evaluating Web site effectiveness. Think how much more effective most Web sites could be if personas were used early in their design process.

Bring fresh user eyes to your Web site design—create a persona!

For more information visit Whitney's Web site at [www.wqusability.com](http://www.wqusability.com) or the Usability SIG at [www.stcsig.org/usability/](http://www.stcsig.org/usability/). **MtM**



## Rising Stars Raises \$2400 for 2005!

Many thanks to our corporate and personal sponsors, who helped underwrite our educational outreach objectives.

### Corporate Tech Angel

Lockheed Martin Missiles & Fire Control

### Corporate Grand Patron

United Space Alliance

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### Personal Grand Patron

Jon Kessler

Robert & Gail Lippincott

*in memory of Bruce Cone*

### Personal Patron

Dan Jones

Estelle & Bernie Hurwitch

*in memory of Bruce Cone*

## Tool tips, continued

*(Continued from page 4)*

operating system resource handles the process has open. Another quick definition for you: a *handle* is a temporary name or number assigned to a file, font or other object as a way of identifying it. Select a process, right-click it and select Properties to launch the Explorer properties dialog box for the selected DLL.

What this means is that Process Explorer can help you discover the answer to a common question: what process has a file or directory open, or which processes have a particular DLL loaded? Process Explorer also has a search capability that shows you which processes have particular handles opened or DLLs loaded. If you want to kill (stop) a process, select it and click the red X (Kill Process button).

Doing a Google search on process names is even easier with Process Explorer. Simply select the process in the upper pane, then choose Process > Google from the menu and you have just done a search on that process. You can also change the default search and the corresponding menu item to MSN search.

Another feature of this tool is the ability to find which process belongs to a window. The icon that looks like a periscope's viewfinder is the Find Window's Process tool. Click the button, then drag it onto an open window. When the window displays a black outline, drop it. The process running the window will be highlighted in the upper pane.

There is no installation routine. Just extract the downloaded files to a folder and create a shortcut to procexp.exe. There are only three files to this program: procexp.exe, procexp.chm, and readme.txt.

Process Explorer works on Windows 9x/Me, Windows NT 4.0, Windows 2000, Windows XP, Server 2003, and 64-bit versions of Windows for x64 processors. **MtM**



## FROM THE EDITOR'S DESK



Happy Summer!

Allow me to introduce your new MtM editor, Rose Petralia on her maiden issue. As you can tell by the look of this issue, Rose has a keen eye for layout and design, so I am sure you will agree that MtM is in very capable hands. Please support Rose's efforts to lead MtM to another award-winning year by contributing articles, joining the newsletter committee, or helping out in any other way you can.

Thanks for all of your support and readership during my tenure as editor and I look forward to the new challenges ahead of me as your Orlando Chapter vice-president.

Thanks for reading,

Erika



## Mark Your Calendars!

- June 19th: Father's Day
- June 22nd: One World Publishing Web Seminar with Michael Plattner
- June 23rd: Year-End Banquet registration deadline
- June 28th: Orlando Chapter Year-End Banquet at Hollerbach's Willow Tree Cafe in Sanford, 6 PM check-in
- July 13th: Upgrading Your PowerPoint Presentations Web Seminar with Ann Jennings



W.C. Wiese performs his first trick as Society Treasurer.

*Memo to Members* is published monthly for members of the Orlando Chapter STC and distributed via our e-mail distribution list. This newsletter is also available on our chapter Web site at [www.stc-orlando.org](http://www.stc-orlando.org) under the link **Newsletters**. Comments, suggestions, and questions are always welcome and should be directed to the Editor, Rosalie Petralia at [newsletter@stc-orlando.org](mailto:newsletter@stc-orlando.org).

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## This year's banquet will be at the Hollerbach's Willow Tree Cafe in Sanford

Date: Tue, June 28, 2005

Time:  
6<sup>00</sup> - 7<sup>30</sup> PM Check-In/Networking  
7<sup>30</sup> PM Dinner/Program

RSVP/\$\$ must be received by:  
**June 23, 2005**

Cost : See Menu Selections

Dress: Business Casual/Casual



### MENU SELECTIONS

Your choice of one of the following entrees will be served with soup or salad, bread, and iced tea, coffee, or soda. A dessert buffet will be available compliments of the Orlando Chapter.

- **1: Hunter chicken** with Spatzel (homemade noodles) in gravy, with mushrooms and red cabbage. \$22 per person
- **2: Three Sausage Platter:** One Bratwurst, Bockwurst, and Knockwurst with sauerkraut and German potato salad. \$22 per person
- **3: Wiener Schnitzel** Pork Loin lightly breaded and pan-fried, with Spatzel and gravy. \$22 per person
- **4: Spinach Quiche** (Vegetarian) with eggs, sauteed onions, cooked spinach and Swiss emmentaler cheese and fresh fruit. \$15 per person

**Note:** Alcoholic beverages will also be available for purchase during the banquet.

### Join your fellow STC Chapter of Distinction members for:

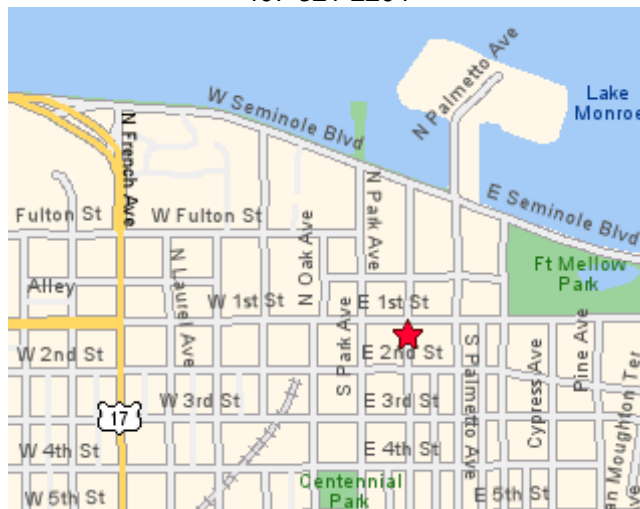
- ♦ A wonderful dinner and dessert in a unique setting
- ♦ A celebration of our **3-time** "Chapter of Distinction" status
- ♦ The end-of-the-year awards
- ♦ Mike Murray's "State of the Chapter" address
- ♦ An introduction to the 2005-2006 Administrative Council

### DIRECTIONS

Take I-4 East to exit 101BC/SR 417 South/SR-46 towards Mount Dora. Go about two miles, then turn right on W. 1st Street/W SR-46. Continue on W. 1st St. until you reach 205 E. 1st St., Sanford.

#### *Hollerbach's Willow Tree Cafe*

205 E. 1st. Street Sanford, FL 32771-1372  
407-321-2204



**Mail RSVP and payment to be received\* by June 23rd, 2005 to:**  
Check or money order **only**, please,  
made payable to the *Society for Technical Communication - Orlando Chapter*.  
\*should be mailed in enough time to arrive by the 23rd.

STC-Orlando (Attn: STC-Orlando Banquet)  
Post Office Box 540444  
Orlando, FL 32854-0444

If you have any questions, contact Gail Lippincott ([glippincott@earthlink.net](mailto:glippincott@earthlink.net)).

Member Name \_\_\_\_\_

Guest's Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

\$ \_\_\_\_\_  
Total amount enclosed

#### Meal Selection

	<u>Member</u>	<u>Guest</u>	<u>Price</u>
1. Chicken	<input type="checkbox"/>	<input type="checkbox"/>	\$22 pp
2. Sausage	<input type="checkbox"/>	<input type="checkbox"/>	\$22 pp
	<input type="checkbox"/>	<input type="checkbox"/>	\$22 pp
4. Quiche	<input type="checkbox"/>	<input type="checkbox"/>	\$15 pp