



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 4 ♦ August 2005

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From the President's Desk

Rally 'Round the Campfire—Scouting out a New Year for STC Orlando Chapter

By Gail Lippincott, Orlando Chapter President

I always loved being a Scout leader—my favorite activities were campfires and sing-alongs. The camaraderie and fun that imbued our hikes and meetings bubbled out through song, some silly ("Boom Chica Boom") and others traditional ("Make New Friends"). Leaders are also teachers, and when I teach, I do everything *but* build campfires and sing songs as I herd a disparate bunch of individuals into cohesive teams with a common goal. Schools generally frown on fires in classrooms, so I strive to build metaphoric fires (usually under a student or three).

Now I'm happy to return to my roots, this time as president of the fabulous Orlando Chapter. I look forward to leading meetings with old friends and new who share my sense of fun and purpose. I knew last year that I was coming home when at the June banquet President Mike

Murray sang an admittedly awful song to "honor" Dan Voss. Even the un-air-conditioned restaurant reminded me of a campfire.

The following month, between hurricanes, I participated in the first-ever Orlando chapter Leadership Retreat, where Dan Voss crooned a militaristic version of "Over the Rainbow," if you can imagine. And he sang yet another version at *this* year's June banquet, where we again roasted Mike (and ourselves).

One of my roles this past year was to document how the Orlando chapter fulfilled STC's version of the badge book, the Chapter Achievement Award. Our nine-pound binder proved that we fulfilled most of the 72 criteria, capturing our third Chapter of

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

A Colorful Curtain-Riser for the Chapter Year!

Come to Washlines XI: Part Mini-Conference, Part Fringe Festival!

By Dan Voss

Seattle is coming to Orlando!

That's right, folks—the Orlando STC Chapter of Distinction is going to kick off its 2005-2006 chapter year by continuing the new spin it put on its traditional August *Washlines* meeting last year as chapter members who attended the international conference shared what they learned with their colleagues in a new format.



Like last year's "Baltimore Comes to Orlando" *Washlines X* meeting, *Washlines XI* will preserve the traditional clothesline and colorful signs, but the dial on the "washing machine" will be turned to its new setting: MINI-CONFERENCE!

So mark your calendars and be sure to be at the "Laundromat" (a.k.a., Winter

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STC President to be Guest on *Content Management Live!* Radio Broadcast

By Scott Abel

TheContentWrangler.com is sponsoring *Content Management Live!* a series of six weekly one-hour live radio broadcasts on the *My Technology Lawyer* radio show. Each show features special guest experts who discuss topics related to content management. The series started August 2, 2006, and airs each Tuesday at 1 PM EST through September 6, 2005.

"Listeners will learn what content management is, why it's important, who's doing it and why," says Scott Abel, a content management strategist and owner of TheContentWrangler.com. "Taking advantage of radio programming is just another way we can help spread the word about the importance of managing content as an asset."

My Technology Lawyer host, attorney Scott Draughon welcomes Society for Technical Communication President, Suzanna Laurent and Lisa Bronson of TECHWR-L Tuesday August 16, 2005 at 1PM (EST) for "Technical Writers: Creators of Structured Content."

"Listeners will hear from experts who create and manage content, talk with journalists who cover the industry, learn about technical writing and content management professionals from leaders of the organizations

that represent them, and discover how XML authoring tools and content management systems are being used to help industries of all sizes make the most of their information assets," says Abel.

My Technology Lawyer, now in its third year of production, is a live call-in show hosted by Draughon and aimed at business professionals who need to better understand hot technology topics and their implications. The show is syndicated by Q2 Media and is streamed via the MyTechnologyLawyer.com website to nearly 7,000 listeners weekly. The show is currently negotiating a pilot program with *World Talk Radio* and *Global Talk Radio* that would considerably extend its reach through the AM radio airwaves.

"Helping business leaders understand the need for, the risks of, and the implications associated with content management is what this series is designed to do," says Draughon. "Bringing industry leaders together to illuminate complicated technology topics for makes sense and broadcasting this information on the radio makes it possible for us to get the message out in simple, easily digestible, bite-sized chunks," Draughon says.

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Wow, What a Great Ride!

By Mike Murray, Immediate Past President, Orlando Chapter

What a fabulous three-year journey I've just completed as Orlando Chapter President! It is as if the winds of fate got together and said, "Let's make this three years of Mike's life that he will never, ever forget!"

We all hear occasionally about organizations that have problems with people, budgets, and just the day-to-day business of existence, but I can honestly say that never happened during my entire three-year term. Our members, and especially the best leadership team in all of STC, made my job easy and extremely enjoyable. I've often heard that the secret to success is surrounding yourself with high-quality people. Well, it's no longer a secret! Our chapter leaders are the best anywhere, and my life has been enhanced just by knowing them.

Four years ago, W.C. Wiese got us on the right track with his insights, creativity, and strong business sense. His calm self-confidence made a strong impact on me

as vice president. His leadership and steady hand got the chapter on its feet and moving forward before he handed off to me. I fully expected to serve one year, but the fates had other plans, and I am thrilled that they did.

Three years later, I can honestly say that my term as president was three of the most enjoyable years that I have ever experienced. I learned a lot while developing some of the very best friendships I will ever have. My goal is to stay connected with every one of them. These are people who feed my soul and bolster my spirit. I am proud to know them and honored to be associated with them. We came together as various contributors in a fashion that complemented each other's efforts and created a synergism uncommon in most chapters. Today, we are a close-knit family.

The Orlando Chapter has become renowned throughout

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Communicator Spotlight – Heather Traynham

Heather Traynham, President of Lightbulb Productions, joined STC in 1999. After winning the Florida AP Award for Best Newscast and the Chris Magill Award for Overall Excellence, she started a multimedia consulting company in 1997, which specializes in



conveying information through corporate documentation and general-interest publications—in print, online, and on television. Heather has been published in international, national and local magazine/ newsletter syndication, trade publications, and newspaper circulations of 20,000+.

In positions such as Senior Technical Writer and Manager with London Bridge (LBSS, Inc.—headquartered in London, England) for five years, she has written instructional manuals, interactive Online Help systems, and industrial videos and demonstrations for U.S. Top 25 banking/financial institutions.

Heather has written and produced features, programs, and commercial scripts, such as the 1998 award-winning *Millionaires At Home Show* with Gary Collins and *Inside Look* with Steve Kmetko, and created Century 21 advertisements, promotional materials, and technical documents.

In 1994, Heather got her start writing and editing for television and radio with CNN news cut-ins and NPR newscasts. She holds a bachelor's degree in Journalism from the University of Florida. Heather lives in Winter Park with her husband Gary and two children.

Can you provide a brief summary of your position?

From my remote office, I am currently the assistant editor of *Connections* magazine—a publication focused on promoting volunteerism, developing the potential of women, and improving the community. I also consult on a variety of technical writing and marketing projects.

What kind of technical documentation do you write?

I typically write financial (real-estate or banking-based) technical documentation and end-user materials for the various stages of the product life cycle—printed, electronic or interactive—including development standards and style guidelines, installation and configuration instructions, implementation guides, system administrator manuals, training guides, and interface documents, with input into product design and functional specifications.

I have coordinated international, corporate, and website communications. I have also been responsible for achieving division-wide ISO 9000 Policy and Procedure Certification.

What software do you use?

In technical documentation, I have worked with a variety of software platforms, including Windows, Oracle, SQL Server, and UNIX. I am also partial to RoboHelp because of its ease of use with MS Word, along with the other advantages Microsoft products offer to various media endeavors. (I promise Mr. Gates is not paying me to say this...)

Who do you report to? Who do you have to interact with in developing products (Engineers, HR, etc.)?

The good news is I report to myself—and to whosoever has the most urgent deadline, which is also the not-so-good news. I have to interact with everyone who has knowledge about what I need to find out—from an interface developer to an administrative assistant (they are usually the ones to know where to find some tidbit of information stuck on some call center report from two years ago). Great time management is crucial to knowing when it is most efficient to interact through email, by phone or face-to-face.

What do you feel is unique about being a tech writer in your industry?

I feel being a technical writer who also writes for other media gives you an advantage in this ever-changing information age. With the converging media, technical writers who can communicate information to any end-user—who may be reading a technical document or a mainstream magazine or simply watching a television show—may become more relevant than ever! *MtM*



Tool Tips: Oh My Darling Clementime!

By David Coverston, Orlando Chapter Secretary

Often a conversation between a computer user and the IT staff goes something like this:

User- My computer is taking a long time to open a document.

IT – Well, how big is the document?

User- About the same as my other documents, 75 kB.

IT – How long does it take to open?

User – Uhhh...a long time?

Notice that the first question was answered by a quantifiable answer, but the second one was a bit more subjective. It's easy enough to look up the size of a file in Explorer, but how do you measure how long an event takes?

One thing you can do is to note the time stamp on a file when you start an operation, then compare it to the time stamp when you finish the operation. The problem with this technique is that you have to save the file at the end of your operation, which you may or may not want to do, then you have to calculate the elapsed time. If you have a stopwatch handy, you can avoid these limitations by using it instead. Or you could use Clementime (Figure 1).

What is Clementime? Clementime is a simple stopwatch program. That's exactly what the web site says it is. It is a simple program that does one thing: it measures how much time elapses between pushing the Start button and the Stop button.

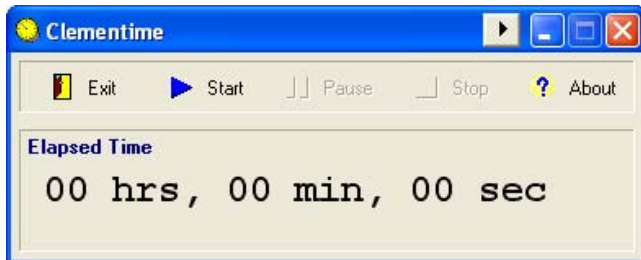


Figure 1. Oh my darling Clementime.

Clementime is freeware, so its shortcomings can be ignored. There is one thing I would change in its operation, but I'll address that in a minute.

Get started by downloading the zip file from www.kobayashi.com/. There are only two files in the zipfile, the executable and the program documentation in text file format. Create a folder where you want to keep the files, extract the two files to that folder, then create a shortcut to Clementime.exe. Start Clementime using your shortcut or by double-clicking Clementime.exe, and there you have your stopwatch.

Using it is straightforward. Click the Start button to begin timing your event, then click the Stop button when it is over. If you want to add the time of several events together, click the Pause button. The Pause button changes to a Resume button when you click it, so you can keep clicking it to add up your event times.

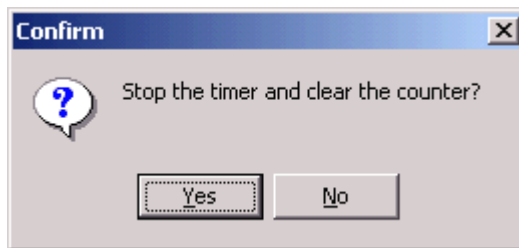


Figure 2. The Confirm dialog box.

When you click the Stop button, the Confirm dialog box displays, asking if you want to stop the timer and clear the counter. When you click Yes, the counter is cleared but the Elapsed Time display does not change. It does not reset to zero until you click the Start button again, or you restart the program. Yep, that is the one thing I would change about it. But for general performance testing, or just for answering your IT person's question, "How long did it take?" try Clementime. *MtM*

Have an article for the Memo to Members?

Submit a 750-1000 word article to newsletter@stc-orlando.org and if it's printed, you'll receive eternal gratitude and **one free regular chapter meeting admission voucher.**

That's a deal you can't beat, and it gets you an instant audience via STC-Orlando listserv!

Quit Horsin' Around...Join the Mentoring Program!

By Kelli Pharo and edited by Rachel Eichen

When I was kid I loved horses—I still do! But, as a kid, I was known as what is referred to as “horse crazy.” I lived next to an orange grove and occasionally equestrians from the area would ride by on the perimeter of the grove, just outside my kitchen window. If my mom happened to be washing dishes at the kitchen sink, she would yell, “Horse, Kelli!” Then I’d run fleet-footed out the front door, to the side yard, in hope of not only seeing the horse, but praying that some day, maybe if I was the luckiest kid on earth, that rider would stop the horse and offer to let me have a ride. Well, I was a big dreamer, but nobody ever offered up a horse for my riding enjoyment. So I just went on reading about horses, drawing horses, talking about horses, and running out the front door at every horse alarm that came from the kitchen.



Kelli at Sweet 16, with Red Tops Rooster

For my 16th birthday my parents decided to bite the bullet and buy me a horse. We didn’t have a lot of money, so this was a huge investment of faith on their part, and not the kind of expenditure that was their nature. July 1982 I brought home my love, Red Tops Rooster, a sorrel Quarter Horse that stood about 15.3 HH, had a flaxen mane and tail, and a white star and thin broken strip on his nose. If you know horses, you know what all that means. If you don’t, just know that he was the most beautiful horse that ever lived.

Rooster and I spent every waking moment together. I didn’t have a saddle at first, so I rode bareback. Later I cut a family friend’s yard five times and he sold me an old, well-worn western saddle for the \$5 I had earned on the job.

At 16 I thought I knew a lot about horses, but I really didn’t. I had read a lot, and studied everything I knew to study about horses, but I had no application skills. Thankfully, I boarded my horse at a friendly little stable where there were several ladies well-immersed in the equestrian world. These gals would pick me up

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Rally ‘Round, continued

(Continued from page 1)

Distinction award. What an electrifying moment as the entire Orlando contingent streamed onstage in Seattle to accept the award, which is given to only six chapters in the world! We demonstrated to all STC what a sharing, caring community can achieve.

Thank you for electing me and my terrific colleagues to serve you this year. The Orlando chapter revels in its legacy of inspiring role models, from Dick Hughes (first graduate of the UCF certificate program in tech writing), to W.C. Wiese, now treasurer of the Society, to our three-time president, Mike Murray. What class acts to follow and what wonderful mentors.

The leadership team and I want to help you make the most of your STC membership: Use the networking time of every meeting to make new friends and greet the, um, long-time ones. Enjoy the refreshments, craft a question for our guest presenters, stoke the fire of your imagination, and sing the praises of our community of like-minded colleagues. And let’s get started on this year’s all-electronic badge book—why not a 4th Chapter of Distinction?

Join us for entertaining, informative meetings that will feature member-requested topics. The excitement begins in a few weeks, at the August 23rd meeting. Get a taste of Seattle and dip into mini-sessions in the color-filled Winter Park Civic Center.

Oh, and bring a buddy or two. You’ll enjoy every minute—Scout’s honor! *MtM*

The Orlando Chapter welcomes these new and returning members and student members:

Carrie Avery
Karen Brydl
Nancy M. Carlson
Alicia L. Cook - Kirchman Corporation
Dr. Madelyn Flammia - University of Central Florida
Deb Kohan - Kirchman Corporation
Lori Kress - Kirchman Corporation
Emily Macey
Bridget Moore
Kenneth Nuckols
Karma Shaw
David Treweek - JetBlue
Steven Scott Warren - Ultimate Software Group

Murray Selected for Society Leadership Position

Not being one to rest on his laurels, the Orlando Chapter's immediate past president, Mike Murray, has accepted a Society leadership position. The day after he handed over the gavel to new president Gail Lippincott, Mike got a call from Judy Glick-Smith, past society president and current assistant to the president for the Leadership Community Resource (LCR) team. The LCR, whose mission is to support the leadership of STC's communities, consists of three main components – people, processes, and technology. Mike will serve as the manager of the LCR's "People" component.

Implementation of the LCR marks a change in the previous director-sponsor concept. Over time, the Society Board found that some director-sponsors were really good in the sponsorship role. On occasion, some director-sponsors were good at both jobs, but there was no way to ensure consistency of service. That role is now separated into eight at-large directors and the at-large LCR.

The current members of the LCR team have been tasked with developing all of the processes, guidelines, metrics, etc., that will support the ongoing LCR in the years to come. The team has two years to complete implementation of the fully developed Leadership Community Resource concept. Until then, current directors have been tasked with continuing in their sponsorship roles. *MtM*

Society News

Mike Bates, STC's first vice president, has resigned his position on the board of directors in order to spend more time with his growing family. Thanks, Mike, for your many years of service, and congratulations to Paula Berger, STC's new first vice-president, and Linda Oestreich, our new second vice president.

The resignation of Peter Herbst as STC's executive director last month sparked a search for his replacement. Three committees are now working together to ensure the transition is a smooth one and find the best possible candidate for STC's next executive director. Visit www.stc.org/chapterResources.asp in September to view results. *MtM*

Our Chapter web store is now open!
Click here for great STC-Orlando logo items



Don't Forget to RSVP for Washlines XI!
Tuesday, August 23rd at 6:30 pm.
Winter Park Civic Center
e-mail erika.higgins@suntrust.com

amazon.com
EARTH'S BIGGEST SELECTION!
shop here

Content Management Live! continued

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Content Management Live! Schedule:

Tuesday, August 16, 2005, 1 PM EST
"Technical Writers: Creators of Structured Content"
Guests: Suzanna Laurent, Society for Technical Communication and Lisa Bronson, TECHWR-L

Tuesday, August 23, 2005, 1 PM EST
"Moving to Content Management: Creating Structured Content"
Guest: Pamela Kostur, The Rockley Group

Tuesday, August 30, 2005, 1 PM EST
"Authoring tools for Creating Structured Content"
Guest: Karl Matthews, Adobe FrameMaker Group Product Manager

Tuesday, September 6, 2005, 1PM EST
"Content Management Systems"
Guests: Mary Laplante and Leonor Ciarlone, BlueBill Advisors/The Gilbane Report

- Listen to *Content Management Live!* via streaming audio:
www.mytechnologylawyer.com/cmp
- To request weekly show reminders via e-mail or ask a question of the guests in advance, send e-mail to:
radio@MyTechnologyLawyer.com
- To ask a question during the broadcast, call 866-MTL-SHOW (toll-free in the US).

Members Share Many Memories At Year-End Banquet

By Mike Murray, Immediate Past President, Orlando Chapter

The Willow Tree restaurant in Sanford was definitely the place to be on June 28 as we celebrated another awesome year of achievements by our members. The mood was festive and the fellowship flowed freely as about 40 attendees enjoyed libations, smiles, and great memories from the previous twelve months.

After some quality social time, we were served delicious German-style food, drink, and desserts as photographs from the year's events kept us looking and pointing at the projection screen. Memories from the past year will stay fresh in the minds of many members for years to come.

After the meal, outgoing Chapter President Mike Murray honored the Core Leadership Team with individually customized certificates recognizing each leader's contributions to our remarkable success. Following the certificates, Mike presented the "State of the Chapter" report for the 2004-2005 chapter year. Because we had so many outstanding accomplishments, Mike had to skim through them

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What a Great Ride, continued

(Continued from page 2)

STC for our energy, our innovative programs, and our willingness to share the programs and tools we have developed with everyone in the Society. When we wear our "Active Member" shirts to an event such as the Annual Conference, people take notice. If my own shirt had buttons down the front, they would have long since popped off at the pride I feel in my association with each of you reading this—yes, *you!*

The Orlando Chapter is ripe with new talent just waiting to emerge. The foundation is set, and the future is ours. There's really only one main thing to keep in mind to ensure the chapter's ongoing success—a positive attitude. I owe my own success to my ability to maintain a positive attitude at all costs. As Joe Kapp once said, "Success is living up to your potential. That's all. Wake up with a smile and go after life. Live it, enjoy it, smell it, feel it." And when you are successful at doing that, you are in for the ride of a lifetime! *MtM*



The Willow Tree rocked with Chapter camaraderie.

Quit Horsin' Around, continued

(Continued from page 5)

when they got off work, or early on weekends and take me with them to the stable. I'd follow them around asking questions, trail riding with them, attending shows, or just napping in the hay shed. They spent time with me and taught me about horses. From the time that they invested in my life, I learned more than I could have ever known from reading books or watching horses ride by in the orange grove. They were my mentors.

Several years back I graduated from the UCF technical writing program and had what I consider to be the best technical communication education available. I thought I knew how to be a technical communicator. I had read about it, I had studied it, I had seen it from the side yard. But I had not gotten my hands dirty. I had not strapped on a saddle and taken it for a ride. I needed experience, and I needed leadership.

A few years ago my company implemented a mentoring trial. The mentors were volunteers who had some tenure in the company and wanted to use their experience to help some of the up-and-comers in the company cut their teeth. The "newbies," or mentees, were recommended based on their promising, although fledgling careers in the company.

I received my invitation to participate as a mentee and jumped right on board. My mentor was a wonderfully insightful and talented man who had been with the company for 25 years. Through time spent with him I learned about my company, made some important

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GOMMUG Offers Insight

By Kitzy Aviles

You are invited to join the Greater Orlando Macromedia Users Group (GOMMUG) for their next meeting featuring a panel discussion on project management.

Date: Tuesday, August 16th, 2005

Time: 6:30 p.m.

Location: University of Central Florida, Partnership II Building, Room 208

Whether you are a project manager, freelancer or a developer working for a big company, how do you make sure projects get done on time and effectively? Come hear the experiences of our panel, ask your own questions, or share your insights with project management. For more details and to RSVP, please visit gommug.org/meetings.cfm.

We will broadcast this presentation live through Breeze. If you cannot physically attend, follow the meeting link on our site to hear the panel and even ask questions virtually! If you cannot attend virtually, you can e-mail your questions to gommug@gmail.com. The recording of the presentation will be available in the members area after the meeting.

The Greater Orlando Macromedia User Group (GOMMUG) promotes best practices in the development of rich media applications through the use of Macromedia products. We strive to enhance community building, networking, and knowledge sharing, and to showcase innovation among Macromedia users in the Greater Orlando area.

While we have Macromedia in our group title, we are not limited to discussion solely about Macromedia products. Our focus will be all things related to web development, including the various technologies and standards that affect it, and how the various Macromedia products and technologies can help us achieve our web development goals. *MtM*

Want to find out about upcoming chapter meetings and events?
Want a link to every new issue of *MtM* delivered to your e-mail inbox?
Want to find out about available jobs in the Orlando Metro area?

Sign up for our listserv! It's easy to do—just e-mail djones@ucf.edu.

Quit Horsin' Around, continued

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contacts, and gained some great communication skills. As a result of my mentor relationship with him I was able to bring some ideas forward and present them to our board of directors. This small beginning has since resulted in a dedicated technical editing department within my company, of which I am now one of three full-time editors. Once again, a mentor made the difference.

When our Orlando STC chapter announced a new mentor program two years ago, I signed right up. Now entering its third year, this program is seeing wonderful results, and I am happy to be representing the program as its chair.

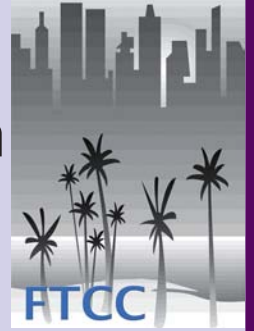
The purpose of relaying my story is to encourage your participation in our mentor program. If you are a technical communication professional, think back to those in your past who have spent time either informally or formally mentoring you. Do you remember being the newbie? Do you remember asking questions, seeking advice, and bubbling with enthusiasm and great ideas? It's your turn to give back. I encourage you to sign up to mentor one of our bright, talented UCF students. They need your guidance and wisdom.

If you are a UCF technical communications student just itching to get out there and make a difference in the world, you would benefit greatly from having a mentor to help point you in the right direction. Take advantage of some free, incredibly insightful guidance. Sign up to participate in the Orlando STC mentor program as a mentee. Not only will you benefit from the relationship you establish with your mentor, you will rejuvenate and encourage him or her in return.

We'll be kicking off this year's mentor program with a FUN event in September. I'm really looking forward to it. If you would like to participate, or if you simply have some questions, please contact me at klpharo@pbsj.com, or my mentee partner and student representative, Rachel Eichen, at adverb@gmail.com. I hope to see you in September. I have to run now. I think there's a horse riding by. *MtM*



Florida Technical Communication Competition 2005-2006



The Florida chapters of the Society for Technical Communication (STC) are announcing this year's Florida Technical Communication Competition (FTCC) for print and online publications.

If you are interested in submitting your work or assisting the selection process as a judge, please go to

www.stc-southeast.org/suncoast/ftcc.htm

to visit the Competition page on the **Suncoast Chapter** Web site and find out the eligibility and contact details.



NOTE: FTCC is open to all communicators; STC membership is not required to enter materials or serve as a judge.



The deadline for the submission of publication entries and the judging application is Friday, **September 30, 2005.**

The STC welcomes participants interested in both the submitting and judging of the competition entries. If you have any questions, please contact **Becky Siebenthaler** at siebents@tampabay.rr.com or (727) 446-5115.

Year-End Banquet, continued

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fairly quickly in the interest of time. What a wonderful “problem” to have! The high-level overview of our many achievements left us feeling fulfilled and very proud.

Before continuing, Mike paused to recognize some special people with the first-ever chapter “Heart” awards. The awards were presented to three of our members who poured their hearts, their love, and their wonderfully positive attitudes into everything they did throughout the year:

- Jon Kessler
- Kelli Pharo
- Mark Wray

Next came the special Year-end awards. The following individuals received the indicated awards in recognition of their outstanding service to the Orlando Chapter in 2004-2005:

- Outstanding Newsletter Contributor – David Coverston
- STC-UCF Bridge Award – Jen Selix
- Rookie of the year –Rose Petralia, Jen Selix, Mark Wray
- Executive Committee Plaque – Christina Hammock
- Executive Committee Award – W.C. Wiese
- President’s Award – Gail Lippincott, Bonnie Spivey, Dan Voss

As Mike was preparing to turn over the president’s gavel to Gail Lippincott and dismiss everyone, he was surprised when people began bringing him individual awards in honor of his three-year term. Soon, a line had formed as Mike sat quietly with a bemused expression. By night’s end, he had received gifts and special recognitions from the chapter leadership team, surprise attendee and four-time past chapter president Dick Hughes, and the UCF technical writing faculty in honor of his achievements over the previous three years. Gail Lippincott also presented Mike with several gifts from the chapter’s Web store (www.cafepress.com/orlandostc). What seemed to confuse Mike, however, was a line that formed across the front of the room. He was later heard to comment that he thought he was going to hear a “group sing.”

As each member approached, he or she presented Mike with his or her own specially designed certificate. It seems that Mike has earned the name “Mr. Certificate” because of the many certificates he presents our members in recognition to their service to the chapter. He could be seen alternately doubling up with laughter or warmly embracing each presenter as some certificates were humorous while others were serious. The real treat came at the end of the line where Dan Voss awaited. Mike gallantly tried to ignore him, but Dan wouldn’t hear of it. When Mike finally reluctantly handed Dan the microphone, he was serenaded by Dan with specially written words to the tune of “Somewhere Over the Rainbow.” The crowd roared, and alley cats and hound dogs for miles around knew they had met their match.



With apologies to Judy Garland...

We have rarely seen Mike speechless, but he seemed to have difficulty finding the right words as he thanked everyone for the special evening “that I won’t soon forget.” Gail received the gavel as the new chapter president and quickly dismissed the crowd due to the late hour. Many had no idea how late it was. Time goes by quickly when you are with people you enjoy and admire.

Mike remains a member of the chapter Executive Council for another year and intends to remain very active in the chapter activities. Stay tuned to *Memo to Members* for news from President Gail Lippincott as she plots another year of excitement for the Orlando Chapter! *MtM*

Washlines XI, continued

(Continued from page 1)

Park Civic Center) Tuesday, August 23, at 6:30 p.m. to get your STC year off to a rousing start.

Following a brief business meeting, 12 chapter members who attended the 52nd annual international STC conference in Seattle in May will bring you a full-blown mini-conference in a unique format that is half progression, half Orlando Fringe Festival.

The format is designed to simulate a realistic conference experience—including the sometimes vexing challenge of selecting the sessions you attend from a staggering array of fascinating and informational alternatives.

Eight progression tables will offer you the opportunity to choose from more than 30 mini-presentations covering a wide range of topics within technical communication (see box below). The complete program is published in this edition (pgs. 14-15) and will also be available at the event. A word of warning, however—choose *now* (with first and second choices for each rotation), because the mini-conference, just like the real thing, will fly past you at breakneck speed!

Six color-coded tables—we're calling them "venues," à la Orlando Fringe Festival—will be "open" in each of four 25-minute rotations; two venues will be "dark," thereby allowing the venue performers (a.k.a., table hosts) to take a break and attend one rotation at another venue.

In addition to choosing which four venues you are going to visit, you will also be faced with another panoply of choices at each table. The number of topics at the venues ranges from 1 to 9, and the level of possible treatment varies from brief summaries to in-depth presentations—even a mini-workshop on a powerful new tool (using WebWorks Publisher for single-sourcing). Each rotation at each venue will be different—somewhat like an interactive audience-driven "Improv" performance at the Fringe Festival, but with well-prepared material and valuable handouts to boot.

Venue hosts will be providing enough copies of their handouts to cover the full meeting attendance; consequently, at the end of the fourth rotation, you will be able to collect handouts from the venues you were not able to visit, to complete your mini-conference information package (our answer to the conference *Proceedings*).

(Continued on page 13)

Topics at Washlines XI			
AccessAbility SIG: an Update	Textual Bloopers: How to Avoid Them	The Art of Friendly Persuasion	Corporate Style Guides
Business Forms	Creative Writing	"Visible—The New Valuable"	Plug 'n Play Technical Communicators (4 Topics)
Webmastering	Bringing Film Online	Online Editing	Golden Rules of Technical Communication
Writing for Joe/Jane Consumer	Tips for Interns/New Hires	A Look Ahead—from STC Leadership Day	Using Word for Documentation
Year 3 of our Mentoring Program: Sign Up!	User-Centered Design	What's Coming Next? Hot Technical Trends	The State of STC (An Inside Report from our "Mole" on the Board)
Job Task Analysis	Networking Nuggets	Becoming a Technical Trainer	Collaborative Development
"Why I Didn't Hire You"	WebWorks Publisher for Single Sourcing	Online Sleuthwork on Companies	Metadata and RDF
Global English skills (Intercultural Communication)	Liberal Arts Majors as Technical Communicators	Electronic Access (Overcoming Disabilities)	UX: the Wave of the Future
Creativity (from a Master)	Customer-Focused Writing	Secondary Disabilities—a Vicious Circle	... and More!!!

Suncoast Chapter Hosts Content Management Presentation

Please join Suncoast Chapter (Tampa) September 1, when Scott Abel will present "Content Management: Improving Productivity and Reducing Risks by Managing Content as an Asset."

Before content makes its way to your employees, co-workers, stakeholders, customers, partners, and, in some cases, even to you, many people touch it. They may research, plan, create, review, revise, format, approve, translate, publish, deliver, and store it. And they likely use a variety of inefficient manual processes to accomplish each of these tasks. Moving to content management can help unify and streamline the processes involved in your content life cycle, improve productivity, reduce risks, comply with regulations, and provide substantial financial savings.

Join Scott Abel to learn why content should be managed as an asset, just like the raw materials used to manufacture products. Gain insight through real-world examples designed to illuminate why implementing content management can help organizations of all sizes avoid serious and expensive content dilemmas.

Date: September 1, 2005

Time: 6:30 to 9:00 p.m.

Location: Holiday Inn Express
3025 N. Rocky Point Drive
Tampa
813-287-8585

Cost: \$10.00 for members and guests, \$5 students
Snacks and beverages will be served.

RSVP: Kathy Robbins, at
kathy.l.robbins@us.pwc.com, by August 31

MtM

STC Training Program October 20-21, 2005

Imagine a two-day course covering the things you need to advance your career in technical communication—an in-depth, focused course taught by some of the most respected names in the field.

Now imagine that you have a choice of five such courses, each covering a different subject within technical communication. That's the STC Training Program—a new learning venue designed for today's professionals and scheduled for October 20-21. The five two-day courses, described in detail at www.stc.org/training, cover the following subjects:

—**The Architecture of Content.** Instructor: Jonathan Price, STC Fellow

—**Creating and Using Personas to Improve Usability.** Instructor: Whitney Quesenbery, STC Associate Fellow

—**Focusing on Content: Making Web Sites Work for Users.** Instructors: Janice (Ginny) Redish, STC Fellow, and Caroline Jarrett

—**Leadership in Information Management: Developing the Business Framework and Implementation Roadmap for Single Sourcing, Content Management, and Knowledge Management.** Instructor: Benhong Rosaline (Roz) Tsai, STC Associate Fellow

—**XML: From Hand-Coding to WYSIWYG Authoring.** Instructor: Neil Perlin, STC Associate Fellow

The STC Training Program will take place at the Hyatt Regency Crystal City, Crystal City, Virginia (near Washington, DC). Register by September 21, 2005, and the cost for STC members is \$1,095 (with hotel, \$1,295*) and \$1,255 for non-members (with hotel, \$1,455*). After September 21, costs increase \$150. Don't miss out on this unique opportunity. For information or to register, please visit www.stc.org/training.
MtM

Mark Your Calendars!

GOMMUG meeting at UCF—August 16th

Washlines XI—August 23rd

MtM Articles due—September 4th

Labor Day—September 5th

Admin Council Meeting—September 13th

Member High-Fives!

To David Coverston

David's Tool Tips: Word Macros Can Save Valuable Time article appears as part of Elizabeth Rogers' and Jerry Franklin's *Tips for Using Word for Documentation* STC conference materials.

Kudos to Kelli Pharo for submitting David's article, and to Karen Lane for passing the link on to the rest of us:

www.stc.org/52ndConf/sessionMaterial/dataShow.asp?ID=257

Washlines XI, continued

(Continued from page 11)

Participants at each venue session will choose which topics on that venue's program list they wish their host(s) to address in that rotation and, as appropriate, the depth of treatment they would like to receive in each selected topic. This may require some real-time negotiating and compromise—which will serve to make an already high-octane evening all that much more lively.

Since they will be paid based on audience size (just as at the Fringe), venue performers will be competing vigorously for your valuable patronage by offering not only information and experience, but also a wide range of trinkets, goodies, and other bribes to lure you to their tables.

Thus, we literally do not know exactly what will happen at *Washlines XI* until it happens (just as in the previous ten *Washlines* sessions), but we do know this—it will be richly varied, vastly informative, thoroughly entertaining, probably quite loud, and unquestionably a whole lot of fun! *MtM*

The Society grants senior member status to those who have held membership in STC for five years. Congratulations to the following Orlando chapter members who have attained the rank of senior member:

Robert R. Beulieu
David A. Coverston
John G. Henning
Emily Macey
Tom Schenck
Bob Shydo
Julie M. Stockton
Chris Strickland

FROM THE EDITOR'S DESK

Every year around this time I'm amazed at how my family has squeezed another summer's vacations and camps into our regular routine of work and endless lawn-mowings. I doubt I'd trade the past few hectic months for all the winters in the world, but I'll admit I am looking forward to the predictable and *slightly* calmer pace of autumn.

Following a small July break, the Orlando Chapter also returns to the regular, kicking the STC season off with the sure-to-be-spectacular *Washlines XII*! Don't miss this opportunity to taste a bit of Seattle right here at home, and get a running start on a great year.

Let me hear from you! newsletters@stc-orlando.org.

—Rose

Corner of Distinction

Did you know that last year the Orlando Chapter completed no less than 71 required activities in order to qualify for our third straight Chapter of Distinction Award?

While members may agree that our chapter deserves recognition, some of us aren't aware of what it takes to achieve this honor.

As a new feature, this little corner of *MtM* will bring some of our accomplishments to light each month, and inform us of some items on that hefty checklist that, once completed, will help give our chapter its distinctive edge.

For example: Item no. 25 from last year's entry specifies that a chapter must "Have at least one original newsletter article or feature published in another chapter's newsletter." Our own **David Coverston's** *Dual Monitors* article will appear in an upcoming *Carolina Communiqué*. Visit www.stc-carolina.org/newsletter to read all about it. *MtM*

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 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.

Please submit articles, graphics, and letters of opinion for publication. *Note: By submitting an item for publication, you implicitly grant a license to Memo to Members to run the article and for any other STC publications to reprint it. Copyright is held by the writer. Please let the editor know if an item you are submitting has run elsewhere and if it has been submitted for consideration to other publications.* Please e-mail the editor for reprint permission and guidelines.

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Washlines XI:

Seattle Comes to Orlando!

8 Venues!

12
Performers!

35 Topics!

The Way It Works:

Check out the 8 venues on the master washline;
follow the colors to the venues
Read the program to see which topics each venue
will be addressing

Determine your first and second choices for each
rotation (this is important, in case there is a rush to
certain tables)

Select which topic(s) you plan to ask your venue
host(s) to address and at what level of treatment
(summary level, medium depth, full detail)

Make sure the color-coded candle at your selected
venue is lighted (if it's not, the venue is dark for
that rotation)

Tonight's Schedule:

6:30-6:55 Socializing and Networking
6:55-7:15 Chapter Business
7:15-7:40 Rotation 1: Green and Orange venues dark
7:40-8:05 Rotation 2: Pink and Red venues dark
8:05-8:30 Rotation 3: Yellow and Purple venues dark
8:30-8:55 Rotation 4: Black and Blue venues dark
8:55-9:00 Collect Handouts
9:00-9:15 Informal Networking

Orange Venue:
Tom Schenck



Using WebWorks Publisher
for Single-Sourcing Content:
An SME Mini-Workshop on a
Powerful New Tool ... a
Unique Opportunity to Get in
on Some Bleeding-Edge Tech-
nology Coached by a Subject
Matter Expert Who is Beta-
Testing It

Pink Venue:
**Bonnie Spivey
and
Alexis Graham**

- Effective External Collaborative Development
- Why I Didn't Hire You
- Bridging the Gap Between Industry and Aca-
deme (the UCF/Orlando Chapter Partnership)
- Designing Business Forms: A No-Nonsense
Approach
- Developing a Corporate Style Guide

Warning: Attendees Who Trust the Force Will be Toasted

- Introduction to Metadata and RDF
- Developing Global English Skills (Intercultural and
Multinational Communication)
- Same Methods, Different Disciplines: The Historian
and Linguist as Technical Communicators
- Quantum Leaps: Electronic Access Technology
- Secondary Disabilities: The Vicious Circle (How
One Impairment Can Cause Another)
- User Experience (UX) Design: Gutenberg to the
Boardroom: Summary of the Closing Address by
William Gribbons
- An Update on the AccessAbility SIG
- Comprehensive Notes from the Seattle Conference

Black Venue: Darth Vossler

A Mini-Conference in Fringe Festival Format!

Purple Venue: Kelli Pharo

- Creative Writing Workshop for Technical Communicators: Parts I and II
- Tips for Using Word for Documentation
- Year 3 of Our Mentoring Program
- Note: Mentors and mentees can sign up for the program at this venue, and mentees who are not yet STC members can join STC tonight with

Freshy Cleany

Blue Venue: Gail Lippincott and Jen Selix

- 'Tween the Sessions: What I Learned 'Round the Virtual Conference Water-cooler (Networking Nuggets)
- Visible—The New Valuable
- Conducting a Job Task Analysis: "Stickie Bingo"
- How to Become a Technical Trainer

- How I Killed the Webmaster ... and Got Away With It!
- Putting the Poetry of Film to Use Online
- Improving Your Editing and Reviewing Efficiency: Software Skills, Soft Skills, and Strategies
- Do Your MS Word Documents Ever Blow Up? Tips for Using Word for Documentation

Green Venue: Karen Lane and W.C. Wiese

- What You Can Learn About a Company from Public Documents Online
- Leadership Day: STC Leadership Talks About What We Accomplished Last Year and What We Plan Do in the Year Ahead
- Summary of the Keynote Address: Patrick Whitney, Chicago Institute of Design (User-Centered Design—the New Paradigm)
- Planning for Tomorrow: The Annual Technical Trends Panel
- The State of STC: Notes from the Annual STC Board Meeting from our New "Mole" on the Board

Yellow Venue: Mike Murray

- Tapping into Your Creativity
- Customer-Focused Writing

An Opportunity to Learn First-Hand from the Remarkable Leader who Inspired Our Chapter to Astonishing Accomplishments that Enabled Us to Capture Three Straight "Chapter-of-Distinction" Awards

Red Venue: Alex Garcia and Mark Hanigan

- Textual Bloopers and How to Avoid Them
- The Art of Friendly Persuasion
- From Student to Second Career (Workplace Recommendations for Interns/New Hires)
- Communicating with Joe/Jane Consumer
- The Golden Rules (of Technical Communication)
- Plug 'n Play Technical Communicator (the Original)
- Plug 'n Play Technical Communicator in 2005 or Just Because I Don't Have a Job Does Not Mean I am Not Employed
- Plug 'n Play Technical Communicator: Providing Value at all Stages of a Project Life Cycle
- Plug 'n Play Technical Communicator: Shoes and SOX—Getting a Foothold on Sarbanes-Oxley

