By GAIL LIPPINCOTT

As our usual frantic pace races up to warp speeds, it’s important to pause for a second to reflect on the many blessings we often overlook. Instead of complaining about all the laundry, for instance, I embrace the dirty clothes (well, not really embrace them) and give thanks that I have so many clothes to wear and that I have a washer and dryer to clean them quickly and efficiently.

Similarly, I tried to rethink all the work I needed to get done this weekend. As I graded yet another paper, I gave thanks for the bright minds I have the privilege to teach. Then, I needed to carve out time from my never-ending grading to complete yet one more STC task, the thrice-a-year Community Status Report. Previously this activity report could be completed online, but apparently many leaders complained that they then had no record for their files. In response, the STC Board revised the form but didn’t give any advance warning that it was coming and emailed it out during Thanksgiving week—with a December 5th deadline. By the time I returned from Thanksgiving vacation, waded through yet another round of grading, and then settled down to write the report, I had little time to consult anyone from my extensive Administrative Council. Burning the midnight oil, I searched through our fabulous chapter newsletters and Admin Council minutes, looking for information. Thankfully, Karen Lane, our night owl treasurer, responded immediately with needed figures. As I shaped answers to the different queries on the Status Report, my mood lightened, replaced by happiness and pride for all the wonderful things we are doing.

What’s especially gratifying to me is that so many members participate in the Admin Council and chapter meetings, which I realized as I recounted to the STC Board our overall status (“Excellent—Achieving most goals and have plans to achieve the rest”) and Leadership Team Status (“Outstanding—We have a full team of active leaders”).

Instead of reporting problems in the section “What the Board needs to know about,” I happily bragged:

The Admin Council meets monthly for dinner. We have 12–15 people attend each month. What’s even better, our vice president figured out a way to make those dinners benefit the chapter, through a monthly fundraiser at Pizzeria Uno. Such a deal!

Many chapters cannot fill the basic officer positions. In contrast, we have a full slate of members on our Core Leadership Team—and then some. A number of these folks wear several hats, so my list of people who have been extra good this year include:

Mike Murray - Immediate Past President; STC Leadership Community Resource People Manager
Dan Jones - Manager, LISTSERV; Lead, Scholarship Subcommittee
Jon Kessler - Manager, High School Technical Writing Competition; Webmaster
Bonnie Spivey - Manager, Publicity Committee and Rising Stars Fundraising Committee
W.C. Wiese - Manager, Active Member Points; Society Treasurer
Jen Selix - UCF Liaison, Membership Committee

My mood continued to brighten, because in a very short time, I added many cells to a

(Continued on page 2)
Deadlines and Blessings
(Continued from page 1)

measly 4-item table that asked for a report on community activities, events, and plans. After adding titles for Society Recognition, Member Recognition, Fundraising, and High School Writing Competition, I bragged some more on our wonderful chapter members:

- Designed and purchased lanyards and badge holders, and created badge templates for members. Admin Council members will have red stripes on their badges to help meeting attendees identify the chapter leaders; all members who purchase badge & lanyard will select list of bulleted awards/items to display on badge. The badges will identify members and their achievements, and the lanyards will advertise the Orlando Chapter and let members display their “flair”—the STC pins they have earned for membership, conference presentations, and various awards.

- Launched Year 3 of our Mentoring program with 10 pairs. The kickoff meeting was a ceramics party where each pair painted a ceramic piece that will be donated. We also just added an 11th pair; each person lives in another part of Florida and will mentor long distance, a first for our program!

- Launched the 10th Annual High School Technical Writing Competition in September. Our new Education Committee Manager has been making contact with potential presenters and the high schools. So far, two members have made presentations, and at least one more presentation is planned.

- Entries for the High School Technical Writing Competition will be made online this year.

- Canada Chapter requested our multimedia presentation to high school students.

- Launched student membership drive with incentives; gained five new student members.

- Recruit manager for individual recognition award, the 4th Annual Gloria Jaffe Outstanding Technical Communicator Award

- Monthly newsletters made available online; three entries for Newsletter Competition submitted

- Regular newsletter column Tool Tips has been reprinted in chapter newsletters from South Carolina to India

Finally, it was satisfying to mark the box under Funding & Budget Status: “Outstanding — We know what our funding is for the rest of the year; we have a budget planned in line with a strategic plan (funding and expenses); our expenses are under budget.” Thank you for your very sharp pencil, Karen!

“As I wondered how to share the good news with the Admin Council and the rest of the chapter, my eye caught the calendar. I had missed my sister’s birthday—and another STC deadline!”

I finished the report early Sunday morning—a day early. As I wondered how to share the good news with the Admin Council and the rest of the chapter, my eye caught the calendar. I had missed my sister’s birthday—and another STC deadline! The Memo to Members article is due to Rose … NOW!

In my clean nightshirt, warm from the dryer, I settle down at the keyboard again. If the Community Status Report let me recap the energy and creativity of the Orlando Chapter to the Society leaders, then my monthly column for Memo to Members provides the perfect venue for sharing my pride and thanks with the people who do these amazing things. You see, deadlines can indeed be blessings. —MIM

GAIL LIPPINCOTT IS STC ORLANDO CHAPTER PRESIDENT, AN ASSOCIATE FELLOW, AND MANAGER OF THE PROFESSIONAL DEVELOPMENT STEM FOR STC’S 53RD ANNUAL CONFERENCE TO BE HELD IN LAS VEGAS IN MAY 2006. GAIL TEACHES TECHNICAL WRITING AT THE UNIVERSITY OF CENTRAL FLORIDA.
Upcoming Web Telephone Seminars

January 11, 2006
Do you find yourself committing the same mistakes in your computer-based and online copy, again and again? Break the cycle! Jeff Johnson will host "Textual Bloopers and How to Avoid Them." Johnson will discuss techniques for avoiding common textual errors that occur in computer-based products and online services.

January 25, 2006
William Horton will present "Developing Visual Fluency." The seminar will help improve participants' ability to find the right picture to communicate a message.

February 8, 2006
Susan W. Gallagher will host "Documenting APIs: Step Up to the Plate." Gallagher's overview of API (Application Program Interface) documentation will discuss target audience, possible deliverables, and tools for generating reference material automatically.

February 22, 2006
Susan Haire, Amy Himes, and Marella Colyvas will present "Improve Your Technical Communication Skills through Creative Writing Techniques." The presenters will demonstrate how to adapt techniques of fiction writing for use in technical writing.

All Web telephone seminars take place from 1 to 2:30 p.m. Register at stc.webex.com. Please note that registration closes 24 hours prior to the event. For more information, visit www.stc.org/seminars.asp. —MtM

Identify this Orlando Chapter Member!

That sure is a cute kid and his— chicken?

Hmm...is the black-and-white photo a hint of some sort?

Have fun with this one!

Society News

CERF, KAHN NAMED HONORARY FELLOWS
STC is pleased to announce that Vinton G. Cerf and Robert E. Kahn, two of the "Fathers of the Internet," are the Society's honorary fellows for 2006. Cerf and Kahn will accept their award and address attendees at the opening session of STC's 53rd Annual Conference, May 7–10, 2006, in Las Vegas, Nevada.

In the early 1970s, Cerf and Kahn worked together on a Defense Advanced Research Projects Agency (DARPA) project to connect independent computer networks. Their work led them to describe what have become the standard protocols for communication between computers on the Internet: transmission-control protocol (TCP), which breaks data into pieces or "packets" and routes them to host computers, and Internet protocol (IP), which addresses and forwards the packets.

The Society bestows honorary fellowships on non-members who have made exceptional contributions to the field of technical communication. Honorary fellowships include lifetime membership in STC. Please join us in welcoming Vinton Cerf and Robert Kahn!

STC’s 2006 ELECTION
The annual STC election will be held in early 2006, and only members who have paid their dues by February 28, 2006, will be eligible to vote. An option on the dues renewal forms and new membership applications for 2006 allows members to receive their election materials via e-mail. In March, members who selected this option will be e-mailed the slate, candidate biographies, and voting instructions. Members who did not select this option will receive these materials by first-class mail. The election closes at noon on March 31. Be sure to renew by February 28 to have a say in STC's future!

RAMS SYMPOSIUM
The 52nd Annual Reliability and Maintainability Symposium will be held January 23–26, at the Newport Beach Marriott in Newport Beach, California. For more info, please visit www.rams.org. —MtM
Try Judging for a Change
BY PEGGY BIVINS

Do you want the opportunity to follow through on your New Year’s resolution and make a change in your life in 2006? If so, you can vary your daily routine by judging at one of the upcoming local, regional, or state science fairs. These science fairs will allow you to share your professional expertise and benefit students by stimulating their interest in mathematics, science, and engineering.

The St. Thomas Aquinas School science fair in St. Cloud takes place on Tuesday, January 17, 2006; the Orange County science fair takes place Monday through Wednesday, February 20, 21, and 22, 2006; and Orlando hosts the State Science and Engineering Fair (SSEF) at the Orange County Convention Center on Thursday, April 20, 2006. SSEF is administered by the Florida Foundation for Future Scientists, a non-profit organization dedicated to promoting excellence in science and engineering education in Florida. SSEF needs approximately 400 volunteers to judge the 900 student science research projects at the fair, which consists of one section for grades 9-12 and another section for grades 6-8. Students compete for place awards, special awards, scholarship awards, opportunity awards, and grand awards. The SSEF fair runs from 7:30 a.m. until 5 p.m. and judges receive a free continental breakfast and lunch. Anyone who possesses an understanding of mathematics, science, or engineering and who can commit to spending a day interviewing students can be a judge. SSEF recruits judges from colleges and universities; business and industry; research establishments; science-related occupations; and professional and technical societies, such as ours.

Take advantage of this chance to change your life for a day and have fun while doing it. Contact Rick Bliven at 407-356-7053 or email richard.bliven@lmco.com for further information about these fairs.

PEGGY BIVINS RECEIVED HER B.A. IN ENGLISH/TECHNICAL WRITING, SUMMA CUM LAUDE, FROM UCF IN MAY 2005 AND IS CURRENTLY WORKING ON HER TECHNICAL WRITING M.A. A RECIPIENT OF THE MELISSA PELLEGRIN MEMORIAL SCHOLARSHIP, PEGGY CO-AUTHORED THE STC A-SIG’S ACCESSIBILITY GUIDE FOR THE 52ND ANNUAL STC CONFERENCE.

Dr. Nelson Ying Orange County Science Exposition Call for Judges
BY BOB SMEDLEY

This year’s Dr. Nelson Ying Orange County Science Exposition takes place Tuesday, Feb 21, 2006, at the Central Florida Fairgrounds.

Over 400 students will compete in 14 categories and on two levels (grades 6-8 and 9-12). If you are able to volunteer as a judge, please complete the form on page 9 of this issue, or enter your info online at www.bobsmedley.net/ocrsef.

We can always use more judges, especially in the following categories:
- Biochemistry
- Chemistry
- Computer Sciences
- Earth and Space Sciences
- Mathematics
- Microbiology

Please take a few minutes to discuss the joys of OCRSEF judging with your associates, especially those in the above listed fields. Twist their arms, even!

Now, how valuable is your help? Without YOU there, unselfishly giving of your time, we wouldn’t have a Science Fair. It is through your participation as a category judge that we are able to produce a science fair with a high level of competition between the students. It is through your yearly involvement and your reviewing and scoring of students’ projects that the students develop an appreciation of what it takes to successfully compete at the state and international level.

Letters to the Editor

Dear Memo to Members,

I’m like a little kid on Christmas morning every time the MtM arrives! I just can’t wait to open it! It’s always full of great information, interesting articles, and helpful reminders. But most of all, it’s like receiving news from friends—hearing what’s up in their lives.

Thanks for doing a great job!

Kelli Pharo

Editor’s note: I really do like to hear from you, and your comments help to make the MtM better. E-mail newsletter@stc-orlando.org, and if you don’t want me to print your message (you’ve got something against being famous?), just let me know.
Conference News!

As you know, STC’s 53rd Annual Conference and Exhibition is quickly approaching. Next year’s conference will take place May 7-10, 2006 at the Paris and Bally’s Las Vegas hotels in Las Vegas, Nevada. We expect next year’s conference to be extremely successful, with almost 200 technical sessions, an additional day of post-conference sessions, and lots of networking opportunities.

Conference registration costs are now posted online at www.stc.org/53rdConf/53confRegInfo01.asp. The printed Preliminary Program will be mailed in January with the February issue of Intercom. The online Program will be posted in February.

This year, STC is excited to announce that we have a new Exhibition Management Company. If your company is interested in exhibiting at STC’s annual conference, or if you know of any companies that may benefit from exhibiting, please have them contact:

AHI Meeting Management
PO Box 519
Selbyville, DE 19975
Phone: 800-788-7077
Fax: 302-436-1911
E-mail: Convene@aol.com

Exhibition space is on a first-come, first-served basis. Space is limited, so sign up early!

If you have any questions about STC’s annual conference, please refer to the conference Web site at www.stc.org/53rdConf/ or contact Buffy M. Bennett, Special Projects Director, at: buffy@stc.org.

We hope to see you in Las Vegas in May! —MtM

Peachpit User Group Information

NEWS FROM PEACHPIT

As an official User Group, STC Orlando Chapter members are eligible for a 30% discount off the list price of any Peachpit books. At checkout, right before entering your credit card number, just enter the user group coupon code UE-23AA-PEUF (case-sensitive). This coupon code is an exclusive offer that may not be used with other coupon codes.


BOOKS FOR REVIEW

A great benefit of membership is free review copies (I got my first one last week—look for a review soon!). To request a free book for review, send an e-mail to user-groups@peachpit.com.

Your email should list the following information IN THE FORMAT THAT FOLLOWS:

STC Orlando Chapter (this is our group name)/YOUR NAME
ADDRESS
PHONE
QUANTITY
ISBN AND TITLE NAME

Members have 90 days to complete a review for the Memo to Members; once it’s published here, it gets sent to Peachpit. So, not only do you get to keep a great book, you get a $5-off meeting coupon for submitting an article. Sweet!

Peachpit also likes reviewers to try to post their reviews to Web sites such as Amazon, Barnes & Noble, and Borders. —MtM

Judges Needed!

The Seminole County Regional Science, Math, & Engineering Fair takes place Saturday, February 18, 2005.

Last year, 30 Seminole students went on to compete and many took prizes in the State competition. Four individual students and two teams from Seminole County High Schools went to International and several came home with prizes!

Professionals in the science, math, and engineering fields are needed to judge the event from 9 AM until 3PM. In addition, sponsorships and awards from professional societies, companies, and individuals are needed, and volunteers are needed to assist in logistics for the event.

There are also year-round opportunities to mentor students who are preparing projects.

Don’t miss the public display of projects during mall hours on February 18 at the Seminole Towne Center Mall in Sanford.

For more information, contact the Fair Director, Dr. Suzy Behel, at (407) 320-3603. —MtM

Take A Look at Darth Vosser’s Seattle Conference Notes!

Having trouble remembering all the good things you learned at last year’s conference? Check out the wonderful conference notes that Dan Voss has posted to our chapter’s professional development page: www.stc-orlando.org/prodev/52notes/mainmenu.asp.
If You Missed Our Last Meeting...

BY DREW HOFFMANN

...well, then you missed quite an information-rich session. Chapter member and UCF professor Dr. Karla Kitalong gave an enlightening presentation on the various methods of usability testing.

While a slight projector problem created a slow start, Karla used this opportunity as a nice segue into the topic of usability. Perhaps the projector could have been a little more user-friendly? Karla also used the time to bounce around ideas about some current real-world issues involving poor usability, such as the U.S. Government’s overload of new Medicare plans which makes decision making difficult.

After the projector problem was safely behind us, the presentation kicked off with an explanation of what exactly a “usable product” is. Well, a product with a high level of usability has five characteristics.

- Learnable
- Efficient
- Memorable (does not have to be re-learned)
- Error-friendly (easy to recover from mistakes or malfunctions)
- Satisfying to use

To insure that a company’s product contains these five characteristics, developers may perform one or all of the three usability tests Karla explained:
- Heuristic Inspection
- Thinking-aloud protocol
- Site Visit

During a Heuristic Inspection, a project team develops certain test criteria based on known principles. Experts then use the product against these principles, making sure that all the criteria is met. Karla explained that this is an inexpensive yet effective method for testing for usability. While it doesn’t involve real users, a heuristic inspection is a great way to find major issues of possible poor usability early in a product’s lifecycle.

Another method of usability testing is the Thinking-Aloud Protocol. This method involves gathering participants who may fit determined user profiles, or personas, and taking an active involvement in the testing process. Participants are required to use the product while verbalizing their thought processes during each task. The tester then takes on the role of the motivator by keeping the participant speaking loud and clear through each action. And as Mike Murray can attest, speaking out shouldn’t be a problem for many of us.

The Thinking-Aloud Protocol is a great method for revealing users’ motivation behind using a product. It can provide many intangible but valuable results in what seems like a fun and interactive manner.

The last usability testing method Karla discussed is a Site Visit. In this scenario, testers become distant observers unbeknownst to any of the product users. Site visits can reveal information that may not be easily picked up in a more active testing environment. While testers may not get direct verbal feedback, they receive situated data sent from a more natural operation environment.

So when should these usability tests be put to the test? As Karla explains, test early and test often. With this knowledge, testers do not need a large financial backing or extensive training—just a little motivation and maybe a few guinea pigs.

Thank you Dr. Kitalong for a great presentation. The information was both educational and engaging.

For more information on usability testing, check out Usability Testing and Research by Carol M. Barnum.

—MtM

Want to be In the Know?
Join our LISTSERV!
STC-Orlando’s discussion list offers access to hundreds of professionals and is an easy way to stay informed about chapter meetings and events.
E-mail djones@ucf.edu to sign up.

A percentage of your purchases from the following Web sites is returned to the Orlando chapter:
www.amazon.com/exec/obidos/redirect-home/orlandochapte-20
www.cafepress.com/orlandostc
Save $5 on next year’s fees.
Apply for new STC membership or renew in December and save $5. Applications are available at the December 13th chapter meeting and you may pay your dues right then and there (check or credit card only, thanks).
Take advantage of this deal before rates go up January 1st.

Viva STC!
STC’s 53rd Annual Conference and Exhibition quickly approaches! The 2006 conference takes place May 7-10 at the Paris and Bally’s Las Vegas hotels in Las Vegas, Nevada. Conference registration information is now posted online at www.stc.org/53rdConf/53confRegInfo01.asp

Tenth Annual High School Writing Competition
Contact Peggy Bivins if you are interested in speaking at a local high school about the Orlando Chapter’s High-School Writing Competition: pgbivins@cfl.rr.com.
If you’d like to judge entries, e-mail Jon Kessler: jskessler@aol.com.

New Members Only Job Listings!
Richard Phipps’ job announcements will become “members only” in the Spring of 2006. If you are an STC Orlando Chapter member, you’re all set. If you’re not, and would like to get Richard’s often exclusive job postings, now is the time to join! Just one more great member benefit brought to you by your Orlando Chapter STC!

Love Pizza?
Join us at our next Pizzeria Uno Fundraiser, Tuesday, January 10th. Order take-out or dine-in, present the coupon (e-mailed via LISTSERV each month) at payment time, and a portion of your purchase goes toward the STC Orlando Chapter. EASY!
Valid only at:
Pizzeria Uno
4120 E Colonial/50 East Orlando, FL 32803

Going Down Under?
Don’t fall off the STC radar when you move or change e-mail addresses.
Keep your STC Member Profile current via the member services section of www.stc.org.
Send Dan Jones an e-mail to ensure that you don’t miss valuable LISTSERV announcements (djones@ucf.edu). Only members can request updates.

Have a way with the camera?
Come to many monthly meetings? Then you should be the STC Orlando Chapter Photographer! It doesn’t pay much ($0/year) but you get the honor of being our official paparazzi and earning valuable Active Member points toward a much-coveted Active Member shirt. Talk to Gail Lippincott at our next meeting!

We Have Lanyards!
Stylish, cheap, and personalized (no more sticky name tags!), STC Orlando Chapter lanyards are a great way to showcase your bling! Buy yours for only $5 at our next chapter meeting.

STC Atlanta is now accepting proposals for its 17th Annual Currents Conference, March 24 and 25, 2006. Proposals are due January 13 and selected presenters will be notified by January 20. Proposal requirements, topic suggestions, and submittal instructions are posted at www.stcatlanta.org/currents06. Contact Leigh Richardson at (678) 802-1226 or lrichardson@intellisync.com for more information.
This holiday season, whether you’re buying bath towels, books, or blenders, give two gifts at once with amazon.com.

Get a jump on holiday shopping and earn a bit of cash for STC without lifting a finger (we think you should keep them all on your mouse). Every time you use the amazon click-thru below, a portion of your purchase goes to the STC Orlando Chapter. And if you bookmark the site, you can spread holiday cheer all year long.

It’s the easiest fundraiser ever!

www.amazon.com/exec/obidos/redirect-home/orlandochapte-20
Individuals willing to volunteer to serve as a science fair judge must complete and return this form to the address shown at the bottom of the page. Judging consists of talking to middle and high school age students concerning the work they performed and scoring them against a standard set of criteria. Your commitment to serve as a science fair judge will involve approximately 5 hours of your time.

☐ Yes, I would like to volunteer to serve as a judge in the Fair. Please include me.
☐ No. I will not be able to help this year — but keep me on your mailing list for next year.
☐ No. I will not be able to help this year. Please remove my name from your mailing list.

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**Contact Information**

Name: 
First and/or middle name or initial: 
Last Name: 
Suffix: 
Job Title: 
Company Name: 
Street Address: 
City: , FL ZIP: 
Daytime Phone: ___________ Evening Phone: ___________ FAX Phone: ___________ 
E-Mail Address: 

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**Judging Categories**

Please indicate, by entering a number in the boxes provided below, the categories in which you feel qualified to judge. Indicate your top three preferences by entering a “1” for your first preference, a “2” for your second, and a “3” for your third preference.

- [ ] Biological Sciences Division
  - Behavioral and Social Sciences (BE)
  - Biochemistry (BI)
  - Botany (BO)
  - Medicine and Health (ME)
  - Microbiology (MI)
  - Zoology (ZO)

- [ ] Physical Sciences Division
  - Chemistry (CH)
  - Computer Science (CO)
  - Earth and Space Sciences (EA)
  - Engineering (EN)
  - Environmental Sciences (EV)
  - Mathematics (MA)
  - Physics (PH)

Please indicate your group preference:

☐ Junior Section only, please  ☐ Senior Section only, please  ☐ Wherever the need is greatest

Would you be willing to serve as a Category Judging Team captain?  ☐ Yes  ☐ No

Would you be willing to judge TEAM projects?  ☐ Yes  ☐ No

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**FAX or MAIL this form to:**

D. Robert Smedley, PE, Boyle Engineering Corporation, 320 E. South St., Orlando, FL 32801
FAX No. (407) 246-7002 Voice No. (407) 513-8266

OR, you can enter your information on-line at http://www.bobsmedley.net/ocrsef
Another year’s end approaches, bringing with it a big ol' load of chaos. Just a few more weeks to squeeze in some 2005 resolutions, renew your STC membership on the cheap, and maybe find the perfect digital Sudoku game for your kid’s Christmas stocking. Deadlines are a mixed bag, as Gail Lippincott will tell you (and she does!). Sure, they send us running for aspirin, but without deadlines, few of us would get much done. They lend structure to our days, weeks, and see, they’ve given form to a whole year, just like that.

Having squeaked in the last MtM of 2005, I’m off to enjoy the holiday rush with my kids, and I hope you all steal a few minutes to reflect on a year well-spent—because next year I’m going to ask you to write an article!

Mark Your Calendars:

- **12/13** Chapter Meeting. Online Learning Technologies with Dan Heath. Winter Park Civic Center, 6:30 p.m. Bring a Toy!
- **12/15** Deadline for Jaffe Award nominations.
- **12/25** Christmas
- **12/31** New Year’s Eve. Deadline for $5 discount membership
- **01/10** AdCo meeting/Fundraiser. 6:30 p.m. at Pizzeria Uno
- **01/11** Textual Bloopers and How to Avoid Them
- **01/13** Atlanta Currents Conference proposals deadline
- **01/17** St. Thomas Aquinas School Science Fair in St. Cloud
- **01/23** 52nd Annual Reliability and Maintainability Symposium
- **01/25** Developing Visual Fluency
- **02/08** Documenting APIs: Step Up to the Plate
- **02/18** Seminole County Regional Science, Math, & Engineering Fair
- **02/21** Dr. Nelson Ying Orange County Science Exposition
- **02/22** Improve Your Technical Communication Skills through Creative Writing Techniques
- **04/20** State Science and Engineering Fair

Corner of Distinction

Congrats to Immediate Past President, Mike Murray, for his selection as a preliminary candidate for the position of 2006 STC National Director.

Mike earns Chapter Achievement Award points for STC Orlando Chapter!