

# Memo to Members

October 2009

## STC Orlando Update

### Special points of interest:

- We'll be at the Lake Island Bldg. for our Tues., Oct. 20th meeting!
- Jack Molisani will be our Oct. presenter!
- Tom Johnson presents on Thurs., Nov. 5!
- We're having a "thanks" dinner—join us on Tues., Nov. 17!

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### President's Corner

Happy Fall, Y'all!

Our 2009/2010 chapter year is well under way.

In August we enjoyed an enlightening presentation from our own Daniel Beck, and in September we welcomed back one of our favorite annual programs—Washlines! This year's theme: Gone With the Wind in Atlanta.

I know I had a great time hosting the Atlanta Orthopedic table—you all remember that from the movie, right?

We are so excited about our programs this fall.

This month we'll have a special guest Jack Molisani from ProSpring Staffing and LavaCon fame. He'll be presenting to us on The 10 Mistakes Writers Make

When Looking for Work.

Please make note that we will not be in our regular room this month. In fact, we won't even be in the



**Kelli with baby goat Roscoe.**

same building. We'll still be at a Winter Park Civic Center building—but it's just up the road from our normal meeting location.

We'll be at the Lake Island Bldg. at 450 Harper St. (same as WPCC) behind Burger King.

This is a one-time change, due to room scheduling conflicts.

And in November we have an extra special month planned.

First of all we are so happy to welcome special guest speaker, Tom Johnson!

You may know Tom if you've been around STC for a while.

He was formerly the Tampa Chapter president and is known as the blog/podcast guru.

He's bringing us a special presentation on both blogging and podcasting. You won't want to miss this one, folks.

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Last year's High School Writing Awards banquet

Want to receive jobs postings? Be sure to contact Karen Lane at [employment@stc-orlando.org](mailto:employment@stc-orlando.org) to get added to the list.



Last year's Jaffe Technical Communicator Lifetime Achievement Award winner, Dr. Dan Jones (right) with Gloria Jaffe (left) and Jaffe Award Committee Chair Dan Heath.

Want to be in the running for an Active Member polo shirt? Contact W.C. Wiese at [activemembership@stc-orlando.org](mailto:activemembership@stc-orlando.org).



Last year's Jaffe Award winner, Lillian McAnnally, with Jaffe Award Committee Chair Dan Heath.

### President's Corner *cont'd.*

And for those of you who have been unable to attend our Tuesday night meetings, Tom's presentation will be on the first Thursday night in November.

That's right, our regular chapter meeting will be held November 5th, the first Thursday of the month.

But don't despair if you are a 3rd-Tuesday regular. We'll have a special event just for you.

On November 17 join us for a "thanks" dinner.

The Chapter will be sponsoring appetizers that evening, to accompany whatever entrée you purchase.

Join us for a time of networking, giving thanks, and just some good-ol' socializing. More info on the location, etc. coming soon.

I hope to see you at one or more of these events.

You'll be receiving more information as each event draws near.

Kelli Pharo  
STC Orlando Chapter President



Want to help our Chapter in support of our educational outreach initiative? You can make a tax-free donation. Just contact Gail Lippincott at [risingstars@stc-orlando.org](mailto:risingstars@stc-orlando.org).

You can also shop via our amazon.com click-through and we will receive a percentage of your purchase total.

Or visit Café Press to purchase STC-Orlando logoed items. We will receive a cut of these profits as well.

Just visit [www.stc-orlando.org](http://www.stc-orlando.org) to start shopping!

### The Top 10 Mistakes Writers Make When Looking for Work

#### About the Presenter

Jack Molisani started his career as project officer in the Space Division of the US Air Force and is currently the president of ProSpring Technical Staffing, an employment agency specializing in engineers and technical writers: [www.ProspringStaffing.com](http://www.ProspringStaffing.com).

Jack also produces The LavaCon Conference on Professional Development. The seventh annual LavaCon will be held October 25-27, 2009, in New Orleans: [www.lavacon.org](http://www.lavacon.org). Jack will be raffling a free entrance to LavaCon at the meeting, so be sure to bring your business card for the drawing!



Have you ever submitted a resume for a position but weren't called for an interview? Or interviewed for a position you wanted but didn't get? Chances are you made one or more mistakes that scuttled your chance of landing the job.

At our October meeting, professional recruiter Jack Molisani will discuss the top 10 mistakes writers make when looking for work (whether contract, permanent or outsource), with proactive tips on how to avoid these pitfalls and increase your chances of landing that next job or contract.

Want (or need) a new job? Don't miss our October meeting!

## I'd Rather Be Writing Author Comes to Orlando STC

Tom Johnson is a senior technical writer for a nonprofit organization in Salt Lake City, Utah, where he creates online help, video tutorials, and quick reference guides.

He also writes an active blog focused on technical communication at [idratherbewriting.com](http://idratherbewriting.com) <<http://idratherbewriting.com/>> .

As part of his blog, he regularly records and publishes podcasts, often interviewing tech writing luminaries around the world.

In addition, he maintains the technical communication newsgroup at Publish2 and does WordPress consulting.



Tom will be joining us this November as our special guest speaker. He will be presenting on both podcasting and blogging.

And for the month of November we will be moving our program night to the first Thursday, instead of our

usual third Tuesday. We hope this is helpful for those who have been unable to attend on Tuesdays.

Regular Tuesday attenders, don't despair. We'll be having a special dinner of Thanks on the third Tuesday. More info coming soon.

We will be sending out more information on all of these important events soon. Be sure to check your email.

If you are not receiving STC Orlando email announcements, please contact our listserv manager, W.C. Wiese, at [listservmgr@stc-orlando.org](mailto:listservmgr@stc-orlando.org), and ask him to add you to the list.



Our meeters-and-greeters—Michele Damron and David Coverston.

Want more information on being an STC Orlando Chapter member? Contact David Coverston at [membership@stc-orlando.com](mailto:membership@stc-orlando.com) Your first meeting is free!

## What is FTC?

Perhaps from time to time you've heard us mention FTC. If you've been wondering about this acronym and who this illustrious group of people may be—introductions are in order.

FTC stands for Future Technical Communicators. This is a student organization of University of Central Florida students who are studying for careers in or have an interest in technical communications.

The group works closely with our STC Orlando Chapter in a variety of ways.

These students make up half of our professional-to-student Chapter mentoring program. Many of these students serve on our Administrative Council committees. And some of

our professional chapter members have been known to present programs at FTC events.

If you are a student interested in more information about FTC, contact Terry Leach, FTC President, at [president@ftc.com](mailto:president@ftc.com).



FTC Officers (L to R): Terry Leach—President, Dana Hratko—Vice-President, Tanisha Gabriel—Treasurer, Patricia Noelle Cruz—Historian, Saul Pacheco—Webmaster



Left: Some of the FTC gang.  
Right: Some of the STC Orlando gang.



Signing in for another exciting STC Orlando Chapter program.

## STC Orlando

The Orlando Chapter of the Society for  
Technical Communication  
Post Office Box 540444  
Orlando, Florida 32854-0444



The Orlando Chapter meets monthly at the Winter Park Civic Center, 1050 West Morse Boulevard, Winter Park, Florida (except as noted). Typically we meet the third Tuesday of the month (except as noted). Light refreshments and networking begin at 6:30 p.m., with the program at 7:00 p.m.

The cost is \$5.00 for student members, \$8.00 for student non-members, \$8.00 for members and \$15.00 for nonmembers. Please RSVP to our chapter vice-president and programs manager, Dalton Hooper if you plan to attend. He can be reached at [vicepresident@stc-orlando.org](mailto:vicepresident@stc-orlando.org).

We're on the Web!  
[www.stc-orlando.org](http://www.stc-orlando.org)

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<http://twitter.com/STCORLANDO>

### Meet Your Leaders: The STC Orlando 2009/2010 Administrative Council

L to R, top to bottom (in no particular order): Kelli Pharo, President and Newsletter Editor; Dalton Hooper, Vice President; Cindy Skawinski, Secretary and Education Committee Chair; Mark Wray, Treasurer; Erika Higgins, Immediate Past President, Nominating Committee Chair, and Technology Committee; Gail Lippincott, Rising Stars Manager, Chapter Historian, and Hospitality Manager; Michele Damron, Community Achievement Award Chair; Peggy Bivins, Bylaws and Policies and Procedures Chair; Alex Garcia, Jaffe Award Committee Chair; David Coverston, Membership Manager; Jon Kessler, Web Master and High School Writing Competition Committee Chair; Dan Heath, Mentoring Program Manager; Dan Voss, Education Committee and Mentoring Liaison; W.C. Wiese, Active Member Manager and Listserv Administrator; Karen Lane, Employment Manager

