

Memo to Members

The newsletter of the Orlando Central Florida Chapter of the Society for Technical Communication



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August 2011

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Memo to Members



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Regular Meeting		ADCO Meeting		Special Event		
Sun	Mon	Tue	Wed	Thu	Fri	Sat
April 2012						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
May 2012						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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From the Editor's Desk



Alex Garcia

Hello friends and members of the Orlando Chapter STC!

August officially kicks off our chapter year, programwise, and we are kicking it off with a rush—a gold rush that is!

On August 16th, at the Winter Park Civic Center, Orlando Chapter STC proudly presents Washlines XVII: "California, There We Went." This one night mini-conference brings the best "nuggets" of information gold back from the STC Summit in Sacramento to Orlando. Networking and refreshments at 6:30 PM, program at 7:00 PM.

STC Members \$10.00

STC Student Members \$5.00

"Not yet" Regular members \$20.00

"Not yet" Student members \$10.00

First timers and presenters are free (email David Coverston @ membership@stc-orlando.org for more information about the first timer's coupon).

Please RSVP to Debra Johnson @ vicepresident@stc-orlando.org.

This special issue of Memo to Members will be devoted exclusively to Washlines, with a word (or 1,000) from the coordinator, Dan Voss, a user-friendly program matrix, and a preview of some of the programs available. Until next month, when we resume our "normal" programming, find all the gold you can at Washlines!

Alex Garcia
Editor
Orlando Chapter STC Memo to Members

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August 16: Don't Miss the "Gold Rush"



Dan Voss

Come to *Washlines XVII*—"California, There We Went": Pan for Nuggets to Enrich Your Professional Development

By Dan Voss

Over the years, the traditional *Washlines* event has opened the STC-Orlando chapter year by conveying information on our profession gathered at



the Society's annual international conference in a lively "mini-conference" format that has, over the years, varied from speaker panels to progression tables.

In fitting with the Sacramento venue for last May's 58th annual STC international conference, our theme this year is keyed to California in general and Sacramento in

Want to post a job opening? You can contact our Employment Manager, Dalton Hooper, by clicking [here](#).

NOT A MEMBER?

Want more information on being an STC Orlando Chapter member? You can contact our Membership Manager, David Coverston, by clicking [here](#). Your first meeting is free!

ACTIVE MEMBER SHIRTS

Want to be in the running for an Active Member polo shirt? You can contact our Active Members Manager, W.C. Wiese, by clicking [here](#).

RISING STARS



Want to help our Chapter in support of our educational outreach initiative? You can make a tax-free donation. Just click on the above image for more information.

STC ORLANDO LOGO ITEMS

Our Chapter web store is now open!
[Click here for great STC-Orlando logo items](#)



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particular. Fittingly, *Washlines XVII*—can you believe this is the 17th incarnation of *Washlines*?!—offers a gold mine of information at a fraction of the cost of attending the conference itself.



So mark your calendars and be sure to be in “Sacramento Southeast” (a.k.a., Winter Park Civic Center) Tuesday, August 16, at 6:30 p.m. to partake in the fun and the sharing of information—not to mention cleverly themed refreshments.

Following the usual social networking time and a brief business meeting, eight chapter members who attended the 58th annual international STC conference in Sacramento in May (and one who didn’t but was supposed to!) will bring you a full-blown mini-conference in a unique format that is 50% progression, 50% North Central California ambiance—and 110% fun.

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

Eight “California, There We Went”-themed progression tables will offer you the opportunity to choose from 18 mini-presentations covering a wide range of subject areas within technical communication (see box).

The complete program is published in this edition of *Memo to Members* and will also be available as a printed handout 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 a dizzying pace.

Five or six venues will be open in each of three 25-minute rotations; two or three will be closed, thereby allowing the table hosts to take a break and attend one rotation at another venue so they can acquire as well as share conference information.

In addition to choosing which three venues you are going to visit, you will also be faced with a smorgasbord of choices at many of the tables. The number of topics at the venues ranges from 1 to 4, and the level of possible treatment varies from brief summaries to in-depth presentations, based on the number of topics on the menu as well as the audience’s preferences. Each rotation at each venue will be different, but all with well-prepared material and some with valuable handouts to boot.

At three of the venues, the host or hostesses are offering a reprise of sessions they presented in Dallas; another is offering unique leadership insights from within the STC Board of Directors. The remaining four tables will offer information gleaned from a broad range of technical sessions at the conference.

Without any doubt, *Washlines XVII* has something for everybody!

Your table hosts will be competing vigorously for your attendance by offering not only information, experience, and handouts, but also a wide range of trinkets, goodies, and



Click on the above image to go to Amazon.com. A percentage of your purchase is rebated to the Orlando Chapter.

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... OR ON TWITTER!



SOCIETY FOR TECHNICAL COMMUNICATION (STC)



Mission: STC advances the theory and practice of technical communication across all user abilities and media so that both businesses and customers benefit from safe, appropriate, and effective use of products, information, and services.

VISITS TO THIS SITE

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other bribes to lure you unabashedly to their venues.

We literally do not know exactly what will happen at *Washlines XVII* until it happens (just as in the previous 16 *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!

Topics at <i>Washlines XVII</i>			
HTML-5: The Next Internet Gold Rush	Fun and Games Till Someone Gets Sued	Errors in a Tech Comm Editing Test	Tech Comm Management Certificate Program
TechComm2020: Get Vision Be Ready	STC Leadership Day Presentation on Revitalizing Student Memberships	Rolling Out the STC Certification Program	Digital Self-Defense
Expanded Roles, Added Values	Translating Work Skills to Different Career Paths	Why Social Networking Matters	We Are All Content Strategists!
Radically Open Documentation	The Ethics of Teaching Across Intercultural Boundaries	Managing Stress in the Workplace	Change, Trust, Collaboration: Adapting to New Technologies
Forty-Nine Nuggets from the Conference	Sign up for the 2011-2012 Mentoring Program!	... and More!	... Join Us!!!

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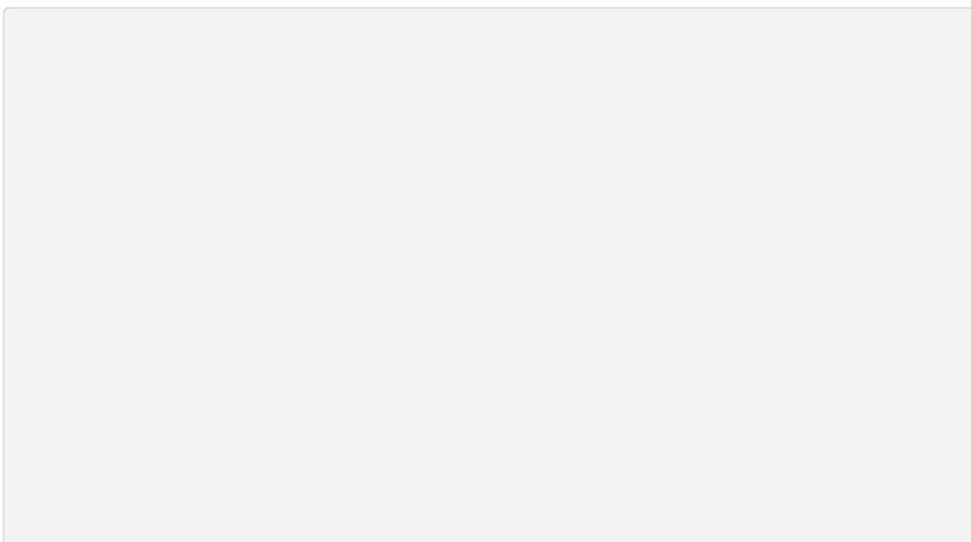
Washlines XVII Program Matrix

Washlines XVII: “California, There We Went”

Tuesday, August 16, 6:30–8:30 p.m., Winter Park Civic Center

11
08
2011

R1 = Rotation 1 (7:25–7:50) R2 = Rotation 2 (7:50–8:15)
R3 = Rotation 3 (8:15–8:40) C = Closed O = Open



Venue/Theme	Host	R1	R2	R3	Topics	Colors
Sierra Nevada Brewery	Karen Lane	OR	C	OR	<ul style="list-style-type: none"> HTML 5: The Next Internet Gold Rush It's All Fun and Games Until Somebody Gets Sued Examining Error in the Technical Communication Editing Text 	Sierra Nevada green
Blue Diamond Almond Factory	Debra Johnson	C	OR	OR	<ul style="list-style-type: none"> Technical Communication Management Certificate Program TechComm 2020: Get Vision, Be Ready 	Diamond blue
California Legislature	W.C. Wise	OR	OR	C	<ul style="list-style-type: none"> STC Certification Program Roll-out Digital Self-Defense Expanded Roles and Added Value 	Tan
NorCal Sports	Jim Clark	C	OR	OR	<ul style="list-style-type: none"> Translatable Work Skills to Different Career Paths Why Social Networking Matters 	Red
Old Sacramento	Patricia Cruz	OR	C	OR	<ul style="list-style-type: none"> We Are All Content Strategists Now Radically Open Documentation 	Tower bridge yellow
Central California Winery Trail	Sarah Baca and Dan Voss	OR	OR	C	<ul style="list-style-type: none"> Gaining, Sustaining, & Retaining Student Members: An STC Imperative (Leadership Day Presentation) Ethical Perspectives on Teaching, Training, and Learning Across International and Intercultural Boundaries (from Academic SIG Progression) From Distress to De-Stress: A Cross-Generational Formula for Managing Stress in the Workplace (from Management SIG Progression) Sign Up for 2011-2012 Orlando Chapter UCF Mentoring Program 	Burgundy
The Raging Sacramento River	Paula Toth	O	C	OR	<ul style="list-style-type: none"> Change, Trust, Collaboration: Adapting to New Technologies 	White
The Gold Rush	Dawnell Claessen	OR	OR	C	<ul style="list-style-type: none"> Forty-Nine Nuggets from the Conference 	Gold
Total	9 Presenters, 8 Venues	6/2	5/3	5/3	18 Mini-Presentations	Rainbow

Washlines XVII Program Matrix (Click to Enlarge)

The Print-quality program matrix, which will be distributed at Washlines, is available at the following link for your highlighting pleasure:
[WashlinesXVII_Program](#)
(PDF Reading Software Required)

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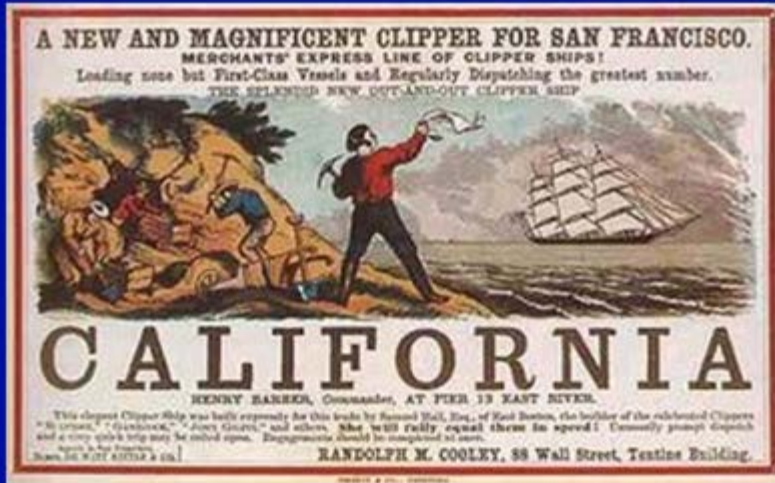
Washlines Venue and Topic Highlights

Here is a preview of what you can expect at Washlines XVII:

Venue: [Sierra Nevada Brewery \(GREEN\)](#)
Host: [Karen Lane](#)



HTML 5: The Next Internet Gold Rush



Venue: **California Legislature (Tan)**
Host: **WC Wiese**



A Bill to Certify Professional Communicators

SENATE BILL

No. 355

Introduced by Senator Huff
(Principal coauthor: Senator Emmerson)

February 15, 2011

An act to amend Sections 44662, 44955, and 44956 of, and to add Sections 44955.1 and 44955.2 to, the Education Code, relating to education employment.

LEGISLATIVE COUNSEL'S DIGEST

SB 355, as introduced, Huff. Education employment: certificated employees.

(1) Existing law requires each school district to evaluate and assess certificated employee performance as it reasonably relates to pupil academic progress, the instructional techniques and strategies used by the employee, the employee's adherence to curricular objectives, and

Venue: **Old Sacramento (Tower Bridge Yellow)**
Host: **Patricia Cruz**



We are all
content
strategists

now



Venue: [Burgundy](#)
Hosts: [Dan Voss](#) and [Sarah Baca](#)

From Distress to De-Stress: A Cross-Generational Formula for Managing Stress in the Workplace



[Dan Voss](#) and [Sarah Baca](#)

AND MANY MORE...

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