

Memo to Members



SEPTEMBER 2014

Table of Contents

From the Editor's Desk *by R.D. Sharninghouse*

A View From Number Two *by Mary Burns*

If You Missed The last Meeting *by R.D. Sharninghouse*

STC CPK Flyer *by Alex Garcia*

Remember the Knights Write Project *by Lisa Bottomley*

2015 IS OPEN

Renew your STC membership now!

Or join today and get 15 months for the price of 12!

In case you have not been able to visit the STC site, there is a new deal for you to join or renew!

As a classic member, you'll receive the list below at no extra cost. For even more offerings, consider the Gold Value Package.

- Members-only discounts on education and our annual Summit
- Access to over 140 free, on-demand webinars
- 14-day advance access to the newest employment opportunities available in the STC Job Bank
- A copy of STC's *Salary Database*, containing the most up-to-date information from the U.S. Bureau of Labor Statistics on what technical communicators are earning
- Online access to industry-leading publications *Intercom* and *Technical Communication*
- Access to the members-only sections of the STC website, including the community leadership resources, the STC Member Directory, and more
- An affinity program that provides discounts on software, products, and services
- Professional support through our global network of over 6,000 professionals

2015 MEMBERSHIP DUES

Current membership dues rates effective 15 September-28 February 2015

Membership Category	Included in Membership	Current Dues**	Adjusted Dues (See List of Eligible Countries)
Classic Membership	<ul style="list-style-type: none"> • Online Publications • Free On-Demand Webinars • Salary Database • Job Bank 	<ul style="list-style-type: none"> • \$225 • Add \$25 per chapter • Add \$10 per SIG 	<ul style="list-style-type: none"> • \$50 • Add \$10 per chapter • Add \$5 per SIG
Gold Value Package (available only until 31 May)	<ul style="list-style-type: none"> • Classic Membership Benefits • 1 Chapter • All selected SIGs • 5 Live Webinars • 50% off 1 Virtual Course • Summit Really Early Bird Pricing Anytime • A print subscription to <i>Intercom</i> (introduced June 2014) 	\$425	\$425
New TC Professional (graduated within past three years)	<ul style="list-style-type: none"> • Classic Membership Benefits • 1 Chapter 	\$160	\$160

Membership Category	Included in Membership	Current Dues**	Adjusted Dues (See List of Eligible Countries)
	<ul style="list-style-type: none"> • 1 SIG 		
Student Membership	<ul style="list-style-type: none"> • Classic Membership Benefits • 1 Student Chapter • 1 Professional Chapter • Academic SIG • 1 Other SIG 	\$75	\$25
Retired Membership (contact Membership Dept. for eligibility)	<ul style="list-style-type: none"> • Classic Membership Benefits • 1 Chapter • 1 SIG 	\$145	\$145

There is a \$30 enrollment fee for new membership.

Members may add the following a la carte menu items:

- \$25 per chapter (emerging nations: \$10)
- \$10 per SIG (emerging nations: \$5)
- \$60 for printed copies of *Intercom**
- \$75 for printed copies of *Technical Communication**

Please visit STC.org

R.D. Sharninghouse
Secretary and Editor, Memo 2 Members Newsletter
rdsharninghouse@gmail.com

By Mary Burns
Vice President
Orlando Central Florida Chapter STC
Vicepresident@stc-Orlando.org

The View from Number 2

I suspect that for many of us, the back-to-school season brings a touch of nostalgia for the ritual of buying new notebooks, pencils, and those fragrant rubber erasers in preparation for a new academic year. Technical communicators tend to remain lifelong students. After all, our jobs require us to be learners. But did you ever think about tapping the teacher in you to develop your career?

This month's meeting is entitled "We're All Teachers: The Technical Communicator as Instructional System Designer." A panel consisting of our own Alex Garcia and his colleagues Megan Brown and Jessica Baker will cover:

- Personal anecdotes from panelists' careers and what led them to become ISDs
- Why Technical Communicators are uniquely positioned to design user-centered, interactive Computer-Based Training (CBT)
- A list of skills most Technical Communicators need to learn to be effective ISDs
- A day in the life of an ISD
- ISD professional development resources (like the STC Instructional Design & Learning [IDL] SIG)

By the end of this presentation, you should have a better idea of how to move into instructional system design, or just have gained some useful principles for your current area of technical communication. We hope you can join us for this exciting topic!

You can RSVP at this link: <http://stcorlando.eventbrite.com>.

IF YOU MISSED THE LAST MEETING...

On Thursday, August 21st, at the Winter Park Civic Center, the Orlando chapter of the STC held Washlines XX. Unfortunately, at the last minute, guest speaker Jack Molisani was unable to attend the meeting. He will be back to present to us at a later date.

For those of you unfamiliar with Washlines, it is a recap of the annual STC Summit where technical communicators gather to watch or present various aspects of this ever-changing industry. This year the summit was held in Phoenix, AZ. Orlando chapter President, Debra Johnson was the only one of our members to attend so past presenters brought notes from the 2013 summit in Atlanta, GA.

You can find a listing of the topics covered at Washlines by checking our August issue of "Memo to Members". If you would like information on the presentations from Washlines XX, please contact me at my email address below and I will have the presenters send a copy of their material.

R.D. Sharninghouse
Secretary and Editor, Memo 2 Members Newsletter
rdsharninghouse@gmail.com

Pizza with a purpose.

Bring in this flyer, present it to your server, and we'll donate **20%** of your check to the organization listed below. Purchases include dine in, take out, catering and all beverages.

FUNdraiser in support of:

Orlando Central Florida – STC Chapter
Tuesday, September 30, 2014
(All Day)

Valid at the following location:

California Pizza Kitchen, Millenia Mall
4200 Conroy Rd.
407.248.7887

Join the **Pizza Dough™ Rewards program** on your next visit or at **cpk.com** and receive a **free** Small Plate for registering.



california
PIZZA KITCHEN

FUNdraiser offer valid only on the date(s) and at the CPK location identified on the flyer. Only 501c organizations and non-profit schools are eligible to participate in CPK's FUNdraiser program. CPK will donate twenty percent of food and beverage sales to the organization. Tax, gratuity, gift card and retail sales are excluded from the donation. Offer valid for dine in, take out, online, catering or curbside orders. Valid for delivery orders placed directly with CPK. Offer void if flyer is distributed in or near restaurant. For more information about the 501c organization participating in the FUNdraiser, please contact the organization directly.



~~Remember the Alamo~~

Remember the Knights Write Project

By Lisa Bottomley, Education Committee Co-Manager

Truth be told, I'm writing this while "The Alamo" is playing on TV. I see a few scrappy underdogs trying to start a movement, who kept fighting longer than sage advice would suggest. I see them calling on their compatriots for help—other get-to-the-point, let's-do-this, no-fluff, hard-core, Swiss-army-knife kind of cowboys.

It's not a perfect analogy, but it's apropos for the Knights Write Project. For one, both have a mission. While ours is not under attack by Santa Ana, it needs your help to survive. The mission of the Knights Write Project—starting at Ocoee High School, home of the Knights—is to give high school teachers a resource to arm their students as they take on the writing section of Common Core, Florida's new standardized test. The test determines funding for schools based on their students' collective graded performance, and determines whether or not a student can graduate. In essence, FCAT reincarnated. But worse.

Technical communicators know how to write for their audience, write directly, and write for a purpose. We've learned the skills behind this through formal education and on the job: clarity, correctness, conciseness, coherence, and creativity for curbside appeal.

The problem is, our direct approach (somewhat Texan, you might say) isn't the hallmark of classic high school English class assignments, like a 15-page double-spaced paper comparing Hawthorne's transcendentalism to Melville's romanticism. We're underdogs in the writing world, but we'll fight to let the world know we matter.

For the Knights Write mission to survive, it needs your help. By compiling a collection of ways to teach technical communication skills, we can help teachers improve their students' skills for the Common Core test. The project has minimal contributions so far. It needs more from within this chapter before it can be respectably presented to other STC communities for their contributions.

Four of your fellow members of the Orlando-Central Florida chapter have taken an hour of their time to submit something they've come across in their education or career that teaches a concept of good technical communication, applicable to the high school writing curriculum.

When you join the project by sending a contribution, you'll earn an active member point while leading the chapter one step closer to another Pacesetter award for an innovative initiative that can be implemented by other STC communities, and also help us continue our tradition of earning the highest community achievement award, Community of Distinction.

For more about the project and how to be a part of it, visit tiny.cc/knights-write.



***Education Committee Co-Manager
and Bear Wrestler ~~Davy Crockett~~ Dan Voss***