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From the Editor:

This issue presents a new look for our newsletter with a simplified Word template (rather than Framemaker). We hope you like the style, which is influenced by Info Map techniques.

Concepts of Copyediting

Join us on **January 9** for a discussion with **Alan Schroder**, assistant managing editor of the University of Arizona Press, on Concepts of Copyediting.

Save the Date: Thursday, January 9

Where	Tucson Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft)
Register	5:30 to 6 PM
Dinner	6 to 7 PM. Build-your-own Caesar salad with optional chicken or steak strips. Includes tea, coffee, soft drinks, and dessert.
Meeting	7 to 8:30 PM
Cost	Dinner and meeting: \$10 members/\$15 nonmembers Meeting only: Free to members/\$5 nonmembers
Parking	Free in the hotel parking lot
RSVP	Send an e-mail message to Beth Kane (beth.kane@ncslearn.com) by 4 PM on Monday, January 6. No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.

Clip and Save:

Planned Program Schedule

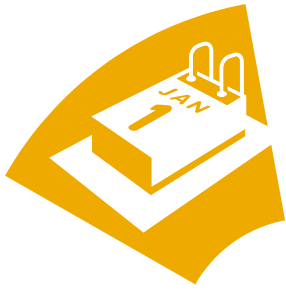
The mission of the Southern Arizona chapter of the Society for Technical Communication:

- to elevate the technical communication professions,
- to increase public awareness of these professions, and
- to serve as a resource to members.

Southern Arizona STC Planned Events 2003

January 9	Alan Schroder , assistant managing editor of the University of Arizona Press: Concepts of Copyediting
February 13	Joint meeting with local chapters of AIAA (American Institute of Aeronautics and Astronautics) and ASQ (American Society for Quality): Quality Initiatives
March 13	Whine and Cheese
April 10	Joint meeting with ASQ and AIAA: Engineers, SMEs, and Writers Working Together
May 8	Recognition party
June to August	Summer sabbatical

Unless otherwise noted, programs are held on the second Thursday of each month at the Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft, in Tucson, Arizona). For up-to-date meeting information, visit our Web site: <http://www.stc-saz.org/>



Phoenix STC Planned Events 2003

January 14	Sanjay Koyani How to Develop Usable, Useful Web Sites
February 11	Southwest Regional Technical Publications, Art and Online Competitions Awards Dinner
March 11	Sherry Michaels How to Estimate Documentation Projects
April 8	Steve Miley Outsourcing of Documentation: Benefits and Pitfalls
May 13	Doreen Mannion Using Humor in the Workplace
June 10	Annual Recognition and Awards Dinner
July 8	Informal networking and job leads
August 12	Informal networking and job leads

For up-to-date meeting information, visit <http://www.stc-phoenix.com/>

Résumé table at chapter events: If you're a job seeker, drop off several copies of your résumé. If you're an employer, drop off your business card or information about open positions.

Don't belong to STC yet? Want to just check out our chapter? Use this coupon to save \$5.

STC, Southern Arizona Chapter

Nonmember Coupon

Save \$5 at Your First Meeting

We encourage nonmembers to attend a chapter program to learn about STC and the Southern Arizona Chapter. Bring this completed coupon to the first chapter program you attend, and you'll save \$5 off the cost of admission.

Name (please print): _____

E-mail address: _____

Date of program: _____



President's Corner:

What Have You Done for Us Lately?

Helen Marty, Chapter President

AS WE WELCOME the New Year, I'd like everyone to take a few minutes and reflect on the work you have done for the Southern Arizona Chapter. I believe it's important to recognize people for their contributions to the chapter at the local, regional, or international levels. The chapter has the opportunity to submit candidates each year for the rank of Associate Fellow and Distinguished Chapter Service Award at the international level.

The administrative council is always looking for ways to expand our chapter recognition program. Thus, we have established two local awards, a **President's Award** and a **Behind the Scenes Award**. However, to ensure that everybody has an opportunity to be nominated for these awards, we need to gather information about our members.

Based on the Associate Fellow application, we'd like to get information about the categories shown in the sample table.

I'd like to thank everybody in advance for taking time out of their busy schedules to submit this information to the chapter. Please send your information to Pat Markey, Recognition Manager, at pat.markey@prodiqy.net by January 15. To ensure that the chapter keeps up-to-date records of contributions made by our members, I am requesting that committee managers submit a list of the people who have worked on their committees for 2002 to Pat Markey by January 15. ■

The kind of information you can submit for yourself is shown in this table.

Category	Example
Length of STC membership	10 years, since 1993
Length of Career in Technical Communication	12 years
Education	BA in English, 1996
Professional Experience	Web Master, 2000-present Technical Writer, 1990-2000
Service to the Society	Founding member of the SAZ chapter (1998) Member, planning/program committee (2000-2002) Speaker at the Region 5 conference (2000) Member, Special Needs SIG (2002-present)
Publications and Presentations	"How Can Our Chapter Serve You?," <i>The Border Line</i> , October 2001 "How to Hire," Region 5 Conference, Albuquerque, 2000
Honors and Awards	Award of Merit, newsletter editor, <i>The Border Line</i>
Professional Affiliations	IEEE Professional Communication Society (PCS), Affiliate member (2000-present)



Chapter Announcements

Region 8 Conference Postponed

The STC 2003 Region 8 Conference, originally scheduled for January 12 through 14, 2003, has been postponed to a pending date this summer. Once the date is finalized, it will be announced here. If you have any questions, please contact the conference manager, Patrick Morrissey, at patrick.morrissey@idc-mcs.com or Bonni Graham at bgraham@manuallabour.com.

Monthly Planning Meeting

Contribute your ideas for programs and plans at the next Monthly Planning Meeting, which will be held on **Tuesday, January 14**, 6 PM, at the Barnes & Noble coffee shop on Tucson's eastside. This lively discussion meeting consists of Administrative Council members and any chapter members who want to show up. We meet at the Barnes & Noble Booksellers located on the south side of Broadway at Rosemont, between Swan and Craycroft. Its coffee shop is at the front of the building. We'll save a seat for you!

Chapter Bylaws Revision

It is time for us to review our chapter's bylaws and make appropriate revisions. You may review the current bylaws on the chapter Web site at www.stc-saz.org. If you want to join a fun, short-lived project, contact Pat by e-mail at pat.markey@prodigy.net.

Kitty Aughey Running for STC Nominating Committee

Kitty (Kathleen B.) Aughey is a new member of the Southern Arizona chapter. She says, "After attending the last two meetings, I think this is a super group! I am a Senior Member of STC, two-term chapter president of Rochester New York chapter, editor of STC Chapter Handbook, STC Associate Fellow and Director-Sponsor of Region 1 for the past three years.

"Why the biography? I am running for the Society Nominating Committee against incredible, talented opponents, and I hope you will consider voting for me. My full resume will be printed in *Intercom* in March. Thanks for listening." No matter whom you choose, remember to vote in the Society elections!

Chapter Elections Coming Soon

To prepare for annual chapter elections, an elections committee needs to be formed to develop a slate of candidates for the four elected offices on the chapter administrative council. The offices are President, Vice President, Secretary, and Treasurer. If you're interested in working on this committee, please contact Lucy Vitale, elections committee chair, at lblcontentmgmt@netscape.net.

Chapter Membership Interest Survey

Please help us plan activities for the Southern Arizona chapter by completing the interest survey on our Web site (www.stc-saz.org). Complete your survey online by January 17, 2003. If you prefer to fill out a hardcopy, the entire survey appeared in the December issue of *The Border Line*. Mail your completed survey back to the chapter at STC-SAZ, PO Box 14333, Tucson AZ 85732, also by January 17.

Thanks for participating! Your input helps us plan future meetings and events.

WinWriters Salary Survey

A salary survey dated 12/16/02 for technical communicators, Help writers, and software user assistants has been released. See its results at the following URL: www.winwriters.com/salarysurvey03.htm.



Announcement from Phoenix Chapter

Competition Award Winners

By Aiessa Moyna, Competitions Public Relations Manager

On **February 11 in Phoenix**, the atmosphere will be electric. Audience members will be buzzing about the fine work that was submitted and the tough decisions the judges faced. Everyone will be guessing who will take home the top awards. And you can be in the middle of it all.

Wait a minute.... You didn't *really* think that I was describing the announcement of the Academy Award nominations that morning, did you? I can understand your confusion, but I'm talking about something even more exciting to the STC Phoenix Chapter – the awards banquet for the 2002 Southwest Regional Technical Publications, Art, and Online Competitions. The STC Phoenix, Southern Arizona, and New Mexico Kachina Chapters teamed up to host the awards, which drew more than 100 entries from several states and a variety of employers and industries. On Tuesday, February 11, we'll celebrate the efforts of all the entrants, plus reveal the winners of the Merit, Excellence, Distinguished Technical Communication, and Best of Show Awards. We'll also display the award-winning entries in the technical publications, art, and online categories throughout the evening.

Networking will begin at 5:30 PM, dinner will be served at 6:15 PM, and the awards program will begin at 6:45 PM. Dinner selections and other details are available on the chapter Web site at www.stc-phoenix.com. To reserve your seat at this extra-special event, RSVP no later than **noon on Thursday, February 6**, by sending an e-mail message to Debbie at stcphoenix@yahoo.com or calling Dana at (480) 782-8792.

Society-Level Announcements

Don't Lose Touch with STC

The Society office encourages all STC members to update their membership information with home addresses, home phone numbers, or home e-mail addresses. Many members provide only their work contact information, and the office often loses track of these members when they change jobs. To update your membership information, complete the STC address change form [online](#) or contact the office at (703) 522-4114.

Complimentary Membership for Nonmember Conference Attendees

Nonmembers who register at the full conference rate for STC's 50th Annual Conference, to be held May 18-21, 2003, in Dallas, Texas, will be invited to join STC – free – for the remainder of 2003. A complimentary membership application will be included with the nonmember's conference registration confirmation receipt letter.

STC's 2003 Election: New Procedures

The annual STC election will be held in early 2003, and only those members who have paid their dues by February 28 are eligible to vote. This year, STC has established new procedures to streamline the election process.

An option on the dues renewal forms and new membership applications for 2003 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 April 15, so renew by February 28 to have a say in STC's future! ■



Treasurer's Report

Carrie D. Cooper, Chapter Treasurer

SOME HIGHLIGHTS of our chapter's finances through December 2002 are given below:

Cash balance at beginning of year	\$3,140.50
YTD Total Income	\$3,636.88
STC dues refund	2,211.00
Meetings income	685.00
Workshop income.....	700.88
Other income.....	40.00
YTD Total Expenses.....	\$2,903.45
Major expenses.....	162.34
Meetings expenses.....	1,703.24
Workshop expenses.....	546.74
Other expenses.....	491.13
Surplus (or Loss).....	\$733.43
Current bank balance	\$3,873.93

If you want details about our financial situation at any time, just ask me. ■



Review: Holiday Party

Compiled by Carrie Cooper, Chapter Treasurer

OUR DECEMBER PROGRAM combined the display of award- winning technical publications with our annual holiday party. A new location, Marriott University Park, proved to have a convenient location but disappointing service. Twenty people attended, and we had a lively gift exchange. Nine attendees provided evaluations and scores in several categories. One suggestion, that we collect canned food for donation to the food bank, will be implemented at the end-of-year party. The Administrative Council voted unanimously – this is a great idea that shouldn't wait until next year.

The following percentage of people rated the meeting overall as follows:

0%	wow
56%	satisfactory
44%	needs work

Attendee comments:

Food skimpy in portions. Hotel setup in dribs and drabs – plates late, for example. Additional food (spanakopita and meatballs) was delivered without plates. Hotel service deeply unsatisfactory. We did not get our money's worth.

Liked the gift exchange.

Wonderful gathering of peers.

Never go here again! We should have told people to bring their own plates and silverware!

Different location.

Facility was poor for the price. We had to ask for the majority of the things necessary to have the holiday party: tables, plates, garbage can, etc.

Poor service and amount of food for the price.

Next year I suggest a food bank donation rather than gift exchange. ■



STC Telephone Seminars

Train without leaving your office

STC IS OFFERING 10 telephone seminars in 2002 - 2003. Two seminars will be offered each month through March 2003. Telephone seminars have been successful in bringing cost-effective training to STC members and others seeking to improve their skills and knowledge.

This year, STC is offering online registration at www.stc.org/seminars.asp. With a telephone seminar, the cost is per site, not per person. U.S. sites pay \$145. An additional \$10 will be charged for registrations received less than five days before the seminar.

Organizing and Leading a Software User Interface Design Team

Led by Diane Feldman and Carla Merrill

January 8, 2003 – 1 to 2:30 PM EST

THIS SEMINAR PROVIDES a blueprint for technical communicators to take a leadership role in the design of the user interface (UI) for a software product. We will discuss the reasons why technical communicators are ideal candidates for leading a UI design effort.

You will also learn proven methods for creating an interface design that is based on customer needs and strategies for gaining management support of the method and of your role as leader of the interface design team. Finally, we will review best practices for setting up the design team, leading team meetings, documenting your efforts, and working within the product development timeline.

Using Personas in the Development Process

Led by Whitney Quesenbery

January 15, 2003 – 1 to 2:30 PM EST

NO ONE HAS TO TELL a technical communicator about the importance of user analysis. But how do you get that knowledge of the users across to the development team? Personas are a technique for analyzing and presenting a portrait of users to drive design decisions. Each persona is a portrait of a typical person who embodies key user characteristics. By creating personas that represent the most important user groups, you build a persona set that conveys an understanding of the key user groups and how they differ from each other. Personas are a low-cost, high-impact way to make users come alive for the entire team. ■

Newsletter Staff

Editor

Carrie D. Cooper,
coopermail@earthlink.com

Copyeditor

Beth Kane, beth.kane@ncslearn.com

About the Newsletter

The Border Line is the official publication of the Southern Arizona chapter of the Society for Technical Communication (STC). Issues are published monthly from September to May. The design and layout of this newsletter are copyright STC, 2003.

Submissions

Contributions, book and product reviews, letters, and articles are welcome. We prefer items on topics that are relevant to the field of technical communication. For publication of your first article, you may attend one dinner meeting for free. Your text may be edited to conform to style guidelines and space restrictions of the newsletter. The word *very* shall be killed on contact. The deadline for submissions is the last Friday of each month.

Send submissions by e-mail (Word file or RTF) to the Editor. Include your name and telephone number. By submitting an article, you implicitly grant a license to this newsletter to run the article and you permit other STC publications to reprint it without permission. Unless otherwise noted, authors retain copyright.

Reprints

Reprints are permitted if you acknowledge the source and author and send us a copy of the publication containing the reprint: STC-SAZ, PO Box 14333, Tucson AZ 85732.

E-mail distribution

To save costs, *The Border Line* is sent via e-mail. To sign up, e-mail the Editor.

About STC

Our Mission...Designing the future of technical communication

The Society for Technical Communication (STC) is the world's largest professional association for anyone whose job involves communicating technical information. STC can be reached by mail at 901 North Stuart Street, Suite 904, Arlington, VA 22203-1822. Phone: (703) 522-4114. Visit STC on the Web at www.stc.org.

Chapter Contact Info

Administrative Council

President

Helen Marty, martyh46@msn.com

Vice President

Pat Markey, pat.markey@prodigy.net

Secretary

David Carlson, drcarlson@raytheon.com

Treasurer

Carrie D. Cooper, coopermail@earthlink.com

Immediate Past President

Brenda Huettner, bphuettner@aol.com

Committee Contacts

Chapter contact information for the fiscal year is listed below. If you see *Open*, you could be that person! Contact chapter President Helen Marty (martyh46@msn.com) for more information or to volunteer.

Bylaws Committee

Committee Chair: Pat Markey, pat.markey@prodigy.net

Communications Committee

Community Outreach: Brenda Huettner

Publicity: *Open*

Web page: Dirk J. Arnold, stc@spreck.com

Education Outreach: Open

Election Committee

Committee Chair: Lucy Vitale, lblcontentmgmt@netscape.net

Employment Committee

Job Bank: Bill Rost, bill.rost@misyshealthcare.com

Hospitality Committee

Committee Chair: Lucy Vitale, lblcontentmgmt@netscape.net

Membership Committee

Committee Chair: Judy McCabe, caribe966@aol.com

Member Database: Larry Hammer, larry.hammer@misyshealthcare.com

Newsletter Committee

Committee Chair: *Open*

Newsletter Editor: Carrie D. Cooper, coopermail@earthlink.com

Copyeditor: Beth Kane, beth.kane@ncslearn.com

Program Committee

Facilities: Beth Kane, beth.kane@ncslearn.com

Recognitions (Ad hoc)

Committee Chair: Pat Markey, pat.markey@prodigy.net