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This is your last issue of the award-winning *Border Line* until September 2003.

Annual Planning Meeting

JOIN US SATURDAY, JUNE 7, for a lively brainstorming session! We need your input and want your help in planning our programs, workshops, and other activities for the coming year. Although the hour is early, we'll have plenty of coffee and breakfast munchies to get us going and an agenda to guide the discussion. So please join us for this important meeting and bring your ideas!

Save the Date: Saturday, June 7, 2003

Where	Colonia Verde Club House, 2700 N. Camino Valle Verde. (From Tanque Verde, go north on Sabino Canyon Road, then turn east onto Portal Airoso; clubhouse is straight ahead.)
Breakfast	8:00 a.m.
Meeting	8:30 a.m. – 12:30 p.m.
Cost	Free to members and nonmembers
RSVP	Send an e-mail message to Pat Markey (pat.markey@prodigy.net) by 4 p.m. on Monday, June 2.

3rd Annual "BIG C" Mixer

Our chapter is partnering with five great local organizations – Tucson Advertising Federation, Greater Tucson American Marketing Association, American Women in Radio & Television, International Association of Business Communicators, and Public Relations Society of America – for the 3rd Annual "BIG C" (communication) Membership Mixer. Various businesses have already donated some fabulous door prizes:

- \$25 Traveler's checks from Hughes Federal Credit Union
- \$100 gift baskets for pet lovers from an animal hospital
- Gift certificate for a professional "head shot" from a local photographer
- \$50 gift certificate for dinner at the Café Terra Cotta
- Papa John's pizzas

Save the Date: Tuesday, June 17

Where	Café Terra Cotta, 3500 Sunrise Drive, Tucson, AZ
Event	5:30 – 8:30 p.m.
Cost	With RSVP: \$8 per person in cash at the door Without RSVP: \$10 per person in cash at the door
Food	Admission price includes an appetizer buffet with one beverage (soft drink, draft beer, or house wine)
RSVP	By noon on Wednesday, June 11 online at www.prsatucson.com/5cs.html
More info	Information is available at www.tucsonadfed.org . You can call 326-1060 or e-mail membership@tucsonadfed.org .

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.



President's Corner:

Chapter Election Results

Helen Marty, Chapter President

CONGRATULATIONS TO THE newly elected Southern Arizona Chapter's Administrative Council for the fiscal year 2003-2004. These leaders take office after the annual conference:

Pat Markey, President
Kitty Aughey, Vice President
Richard Cook, Treasurer
Beth Kane, Secretary

(I will become the Chapter's Immediate Past President after serving my current term as Chapter President.) Of the 76 ballots mailed to our members, we received a record turnout of 34 ballots, or a 45% return. WOW!

I'd like to thank everybody who was involved in the election for their assistance. A special thanks goes to all the candidates, who were willing to step forward and commit their time and energy. Their dedication makes the Southern Arizona chapter one that all of its members can be proud to call their own.

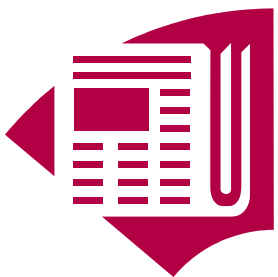
As this fiscal year and my presidency draws to an end, I'd like to thank the Administrative Council for their support and hard work, the planning committee for their dedication and commitment to providing the membership with quality programs, the committee managers for keeping everything running smoothly, and, most importantly, our members for participating in our chapter activities.

Mark Your Calendars

The Southern Arizona chapter is honored to host the January 2004 Society for Technical Communication board meeting. There will be opportunities for chapter members to meet the Society board members and attend various sessions on Friday, January 23, and Saturday, January 24. The sessions will be held at the Four Points Sheraton located at Speedway and Campbell in Tucson. More information will be provided in future newsletters. If you have any questions, please contact me (martyh46@msn.com) or Pat Markey (pat.markey@prodigy.net).

See You Soon!

I look forward to seeing everybody at the annual planning meeting on Saturday, June 7, and the Big C meeting on Tuesday, June 17. ■



"So Long and Thanks for All the Fish"

Letter from the Editor

Carrie Cooper, Chapter Newsletter Editor and Treasurer

THIS IS OUR LAST newsletter of the fiscal year, and my last issue as your Editor. I've really enjoyed my term of service to the Chapter. I am pleased to announce two things: first, that the *Border Line* tied for 5th place in the international newsletter competition and won two awards, Excellence and Most Improved. Second, **Jutta Holzhaus** has stepped forward to accept the position as Editor next year. **Beth Kane** will stay on as Copyeditor. It feels good to know that we had a successful publication year *and* that these two capable women will handle the *Border Line* next year. Trust that you'll keep getting great newsletters from this Chapter. I do. ■



Vice President's Corner:

2002 Compensation Survey

Pat Markey, Chapter Vice President

IN MARCH 2003, WE CONDUCTED A chapter survey to capture compensation data for the year 2002 and accepted data from members and nonmembers. Participants could either complete the survey as it appeared in the March 2003 issue of the *Border Line* or online on our Web site. Thanks to all of those who participated, but we clearly need to better notify our membership of the opportunity next time.

Eleven total responses to our survey were entered, only from the Web site, including responses from 2 nonmembers. This represents only a 12% response rate from members, which is not significant enough to provide reliable indicators. Only one person responded who did contract work. The remaining 10 were employees. As a result, there is no significant data on contractors. However, there are some points that we can make.

The last time we conducted a similar survey was for the year 1999. Then, 22 people responded, which was 50% of the membership. At that time, the median salary fell into the \$35,000 - 44,999 range.

In 2002, the median range was \$45,000 - 54,999. Two of the 11 respondents were male and 9 were female. Salaries were equivalent between the genders. Only 2 people had less than 5 years of experience in the field.

Salary Distribution (percentage)

2002 results show that salaries of people with 2 - 5 years experience averaged in the range of \$35,000 - 44,999, while those with 6 or more years of experience averaged in the range of \$45,000 - 54,999.

15,000 to 24,999.....	0%
25,000 to 34,999.....	11%
35,000 to 44,999.....	22%
45,000 to 54,999.....	22%
55,000 to 64,999.....	45%

Job Responsibilities (number of responses)

For job responsibilities, respondents could choose any number of the 6 different categories, plus a write-in answer of multimedia development. Writing, editing, and project management were the three most frequently chosen job responsibilities.

Actual numbers of responses (rather than percentages) are listed below:

Writing.....	10
Editing	4
Project management	3
Personnel management	2
Graphics.....	2
Training	1
Multimedia development.....	1

Continued on next page

Type of work (number of responses)

For type of work, respondents could choose any number of the 8 different categories, plus a write-in answer of demonstrations. End-user manuals and help systems were the most frequently selected, with installation/setup manuals, procedures and software development documents coming next in equal importance. Again, actual numbers of responses (rather than percentages) are listed below.

- End-user manual 8
- Help systems 7
- Installation/setup manuals 6
- Procedures 6
- Software development documentation 6
- Reference material..... 5
- Tutorials..... 3
- Web sites 3
- Demonstrations 1

Next year, we will conduct a similar survey for the calendar year 2003. With appropriate notification to our members, we should have better participation. The Phoenix chapter also conducted a survey this past year, which you can find on their Web site, www.stc-phoenix.com. Next year, with more significant data, we should be able to provide comparisons with our sister chapter in Phoenix. ■



YTD Meeting Scorecard

Compiled by Carrie Cooper, Chapter Treasurer

WHAT'S OUR MOST POPULAR meeting so far this year? The following scorecard of meeting date, topic, profit or loss, number of attendees, and overall ratings (wow, good, or poor) does not include two outreach meetings in Sierra Vista, AZ. We want to "Wow" our members at every meeting, so we work hard to keep costs down and provide topics that chapter members value.

Date	Topic	Profit/Loss	Total			
			Attendees	Wow	Good	Poor
Aug-02	Knowledge Management Workshop	154.14	14	40%	60%	0%
Sep-02	Network & Nibble	-84.72	14	63%	38%	0%
Oct-02	Job Hunting Panel	-133.09	19	73%	27%	0%
Nov-02	Career Management in a Tough Economy	-205.56	17	67%	33%	0%
Dec-02	Holiday Party	-338.32	20	0%	56%	44%
Jan-03	Concepts of Copyediting	-23.03	23	67%	33%	0%
Feb-03	Quality Initiatives (joint meeting with ASQ)	-166.77	23	14%	79%	7%
Mar-03	Whine & Cheese: Usability	-99.01	15	100%	0%	0%
Apr-03	Tapping the Brains of SMEs	-159.87	13	42%	50%	0%



Chapter Announcements

Next Year: The Year of Member Services

At the May planning meeting, we determined that our Chapter's focus for next year will be membership and member services. We have volunteers to head nearly all of our committees. Committee chairs will determine how they can best contribute to our Year of the Member Services focus. President-Elect **Pat Markey** says, "Our focus has always been on members and membership services, so we are only building on what we already do, but it does provide a way for us to organize our energies and initiatives. We are looking at so many great ideas, but we cannot do everything we want to do, and it is hard to do this work alone." At the June 7 planning meeting, each committee will take 5 minutes maximum to introduce its goals for next year.

New Manager for Chapter Job Bank E-mail List

A big hug and many thanks to **Bill Rost** for all his work on the STC Opportunities (Job Bank) e-mail list. After many years of service, Bill is stepping down in this capacity. **Paul Veverka** has graciously volunteered to take over the Job Bank responsibilities. The Job Bank e-mail list sends out job postings to all interested people. If you want to be added to the list, send your e-mail address to Paul Veverka (paul.veverka@misyshealthcare.com).

Updated Usability Lessons Online: We're #1!

Fred Sapio has just updated and upgraded the usability lessons on the Chapter Web site (www.stc-saz.org). These lessons are ready for browsing or use, and this latest release adds a clickable table of contents. Thanks to Fred for improving the lessons and to **Dirk Arnold**, our Chapter Web master, for posting these resources online.

Just for fun, Fred did a search at google.com, yahoo.com, and msn.com using the terms "usability lessons" (quotes not needed in the search boxes) and the lessons came up NUMBER ONE at Google and Yahoo and #3 at MSN. (MSN is the default search engine for MS Internet Explorer.) In all cases, the item is listed in the search engines as "STC Southern Arizona - EOC - Usability Lessons," giving our chapter some nice exposure.

The Usability Lessons are a series of 20 lessons that are designed to introduce you to basic usability concepts and techniques. You can find the lessons by following the links from the main page of our Web site: **Resources > Education Outreach > Usability Lessons** or by going to www.stc-saz.org/eoc/lessons.html.

IABC eDay Conference June 19

IABC/Phoenix invites all IABC members to its annual eDay conference, "Fundamentals of Successful eStr@tegies," on Thursday, June 19. Conference topics include intranets, e-communication regulations, branding and integrated marketing on the Internet, Web content management, online communities, Internet copyright law, Web usability, e-mail newsletters, and more. eDay will feature three popular national speakers.

Take advantage of the early-bird rate of \$125 for IABC members by registering by Tuesday, May 27. Also, take \$25 off each registration for groups of 2 or more from the same company. More information is available at www.iabcphoenix.com/eday.htm. The Courtyard Phoenix (Metrocenter Mall) is located next door to the conference center and room rates through the Marriott Web site are available at \$69 or \$89 for suites. www.marriott.com/dpp/PropertyPage.asp?MarshaCode=PHXMC. ■



Treasurer's Report

Carrie D. Cooper, Chapter Treasurer

HIGHLIGHTS OF OUR FINANCES for the current fiscal year through mid-May 2003 are given below. Before the current fiscal year ends on June 30, we have a few more pending expenses, including paying for the June planning meeting:

Cash balance at beginning of FY03..... \$3,140

YTD Total Income..... \$4,261.87

STC dues refund	2,211.00	52%
Meeting income.....	1,294.00	30%
Workshop income.....	700.88	16%
Other income and cash donations	55.99	1%

YTD Total Expenses..... \$5,445.38

Major expenses.....	386.84	7%
Meeting expenses.....	3,280.01	60%
Workshop expenses.....	546.74	10%
Other expenses, including scholarships	1231.69	23%

Loss..... \$(1,183.41)

Current bank balance..... \$1,957.09



Review: April Program

Review by Carrie Cooper, Newsletter Editor

OUR APRIL PROGRAM featured Chapter Secretary Dave Carlson speaking about "Tapping the Brains of SMEs" (subject matter experts). Fourteen attendees enjoyed hearing about Dave's experience creating a searchable file system for technical documents. The topic could easily have gone on for another hour. Maybe we'll bring Dave back next year to talk about purging outdated information! We got 12 responses (86%), which were all positive. Overall scores were:

42%	wow
50%	good
0%	poor

Note: scores don't equal 100% due to some blank responses. I'd like to see the evaluation form redesigned for next year, perhaps with 5 categories for accuracy.

Selected attendee comments:

- Would like any/all information on info archiving and retrieval
- Speaker has a good sense of humor and is very sexy (his wife)
- Interesting: it would have been good to discuss the opposite problem (info that quickly becomes obsolete and needs to be updated frequently)
- Good relevant information
- Dave put in a lot of time preparing a fine program ■



Letter from Linda

Conference-Going 101

Linda Oestreich, Region 5 Director-Sponsor

DID YOU KNOW THAT approximately half the attendees at each STC Annual Conference are first-timers? So, when you think you're the only one who's lost, look around. The confused look on your face may be reflected from more places than just your mirror!

STC's 50th Annual Conference is my 20th. Over the years, the annual conference has become the most rewarding and fun part of my STC membership. Read on for a few tips on how you can make it yours.

How to Plan Your Time

Choices, choices, choices! How do you decide? For each time period available, you must choose from five areas of information (stem), from five styles of presentation (format), and from myriad topics. Check your final program for descriptions of each symbol, format, and stem. If you still have questions, ask your stem manager or a colleague. Look for someone who looks comfortable. He or she probably has it all figured out.

As you plan your sessions, keep in mind these questions and answers: Do you want a hands-on experience? Choose a workshop. Do you want to see how a new product or technique is used? Choose a demonstration. Would you like a small variety of information on a general topic? Choose a panel discussion or a group of paper presentations. Do you want a lot of information about one area of communication? Choose a progression.

Some of us enjoy particular topics, some look for particular presenters, and some relate to particular formats. I even know a few folks who stake out a room and just wait there all day, taking whatever comes into that room. Now that's a truly laid-back way of experiencing a conference!

But if you want a little more structure, work the program. You'll find that many topics have been purposely "streamed." Streaming means that special care has been made to book similar topics at different times so you can go to several sessions on the same topic. If you have a particular interest in "Online Help," check the "Streams" section of the program. You'll see that several sessions on this topic occur each day of the conference and you can plan accordingly.

All in all, the time will speed by. Don't forget to leave time to visit the Exhibits area where you'll find vendors and products, as well as winners of STC competitions, on display. And if you're really smart, you'll attend some of the STC functions such as the Network Lunch and the Awards Banquet. To really get your value out of STC, you have to support all those who work so hard to make it the great organization it is!

How to Get What You Need

What is your area of expertise? Do you want to learn how to do what you do better and faster and with newer tools, or do you want to return to basics and get a refresher for the things you tend to forget because your deadlines get first priority? What is an area you'd like to learn more about? Figure out what you want, and I'm sure you'll be able to find it!

Continued on next page

The one tip that overrides all your decisions is to be flexible. If what you had planned is cancelled or full, just go to the next room or across the hall. Find something nearby that you would never have planned to see. You could be surprised! Keep open to new ideas and listen to people you'll probably never again see. Realize how impressive it is that we have this conference and that more than 2000 people are in the same place—all ready to share what they know about what they do for a living.

Don't forget to NETWORK. Take advantage of all the knowledge around you. Talk to folks in the hallways, on the elevators, at the refreshment tables, in the exhibit area. Smile and ask folks where they come from and what they do. Ask for help if you need it. Offer help if you can. Share what you know and how you feel, and you'll have a conversation going in an eye's blink! Revel in the excitement of the conference. Let yourself learn all you can!

How to Help

As in any other venue, STC conferences have their rules of etiquette. They are simple and follow standards of good taste:

Avoid being late to sessions; if you can't avoid it, enter quietly and stay at the rear or sides of the room so you'll interrupt the fewest number of folks.

If you know you'll be leaving early to meet someone or get to another session, sit at the rear or sides of the room.

Ask questions in a clear, strong voice.

Don't malign the speakers; they may not have the polish you'd prefer to see, but they are doing the best they can.

Fill out your evaluations. That's the best way to provide feedback on what worked and what didn't.

Overall, be patient, flexible, professional, and courteous.

Be a sponge. Soak up everything. Help yourself to new opportunities, new ideas, new people, and new technology. You just might go home a renewed you! ■



Society Announcements

News from the Society

STC@50

This year, the Society is celebrating its Golden Anniversary! The STC@50 Web site (www.stc.org/STC@50/index.htm) is your guide to all the festivities. Select the links on this site to read about the Society's history, the exciting events planned for this celebration, and ways that you and your chapter can participate. Read anecdotes from long-time STC members and visit the "50 Years of Memories" page to share your reminiscences with the Society. Check the Timeline to see how far both STC and technology have come in the last 50 years. Be sure to check the site often, as we'll be adding new links as the anniversary celebration continues to develop.

STC on Monster.com

Check out the article on STC at <http://technology.monster.com/articles/profstc/>



2003 Region 5 Conference: Tech Comm Stampede

The 2003 Region 5 Conference will be held in Austin, Texas, from October 9 - 12, 2003. Spend your long weekend having fun Austin style! Ride on in to Austin, and enjoy a blazing four days of exhibits, seminars, and workshops. And if you want to go sightseeing, there's so much to do! Come out and spend a few hours or the entire four days. See www.stcaustin.org/confregion5/index.html for details.

Future Region 5 Conference Hosts

The Intermountain Chapter of STC (in Salt Lake City) has agreed to host the 2004 Region 5 Conference. They will immediately begin to keep a silent eye and ear on those great folks in Austin who are busy planning and working toward the 2003 Region 5 Conference. Marjorie Hermansen-Eldard will be the Conference Manager. Other committee managers, the theme, dates, and details will be forthcoming in the following months.

The Phoenix Chapter will host the conference in 2005. ■

Newsletter Staff

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Copyeditor

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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.

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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

Chapter Web site

www.stc-saz.org

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: Sally Adams, sadams@noao.edu

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

Education Outreach: Open

Election Committee

Contact any member of the Administrative Council

Employment Committee

Job Bank: Paul Veverka, paul.veverka@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

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

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

Program Committee

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