



#

THE BORDER LINE

News from the SOUTHERN ARIZONA CHAPTER



September 2003 • Volume 8, No. 1

Inside This Issue:

STC Planned Program
 Schedule..... 2#
 Nonmember \$5 Off Coupon... 3#
 Thank You and Welcome 4#
 Your Administrative Council
 Members..... 5#
 Treasurer’s Report..... 6#
 Letter from Linda: Days of
 Summer..... 7#
 Chapter Announcements 8#
 STC Announcements..... 9#
 Odds ‘n Ends10#
 Chapter Contact Info11#

Network and Nibble

Join us on Thursday, September 11 for the first meeting of the new fiscal year! Come network with fellow technical communicators at the September meeting of the Southern Arizona Chapter of the STC. Talk with other technical communicators, share your résumé or portfolio and discuss the local companies where your peers work. Learn more about the STC and how it can help you. Review our plans for this year and see where you would like to help. Look over publications from the STC and similar professional societies.

This fun, casual meeting is one of our most popular, so come early and be ready to mingle. You’ll have a chance to introduce yourself to the Tucson technical communication community, as well as feast on hors d’oeuvres. The planned Fiesta Break menu includes grilled chicken quesadillas, mini beef taquitos, fresh fruit, tortilla chips, guacamole, salsa, and sour cream, along with iced tea, soft drinks, and bottled water.

Save the Date: Thursday, September 11

Where

Tucson Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft)

Registration

5:30 to 6 p.m.

Program

6 to 8 p.m. Enjoy hors d’oeuvres as you get acquainted (or reacquainted) with the Southern Arizona Chapter of the STC.

Cost

\$15 for members and \$20 for nonmembers. **Never attended a Southern Arizona Chapter meeting before? Save \$5 with the coupon on page 3!**

RSVP

Send an e-mail message to [Helen Marty](#) by 4 p.m. on Monday, September 8.

No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.

#

**The mission of the
Southern Arizona
Chapter of the STC:**

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

Clip and Save:

STC Planned Program Schedule

Southern Arizona Chapter – 2003/2004

September 11

Network and Nibble (see page 1)

October 9

Technical Communications Week – Trends Panel Discussion

November 13

Getting User Input While Building Online Help – **Brenda Huettner**

December 11

Holiday Party with speaker **Cynthia Scribner**

January 23

STC Board Meeting – dinner at La Fuente Restaurant and Casa Del Mariachi

February 12

Whine & Cheese – Instructional Design Progressions

March 11

Intuit's Knowledge Management Implementation – **Sally Fowler**

April 8

Avoid Clichés Like the Plague: A Lighthearted Safari through the Jungle of the English Language – **Dave Carlson and Victoria Yuki**

May 20

Recognition party and awards

June through 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). Program schedule is subject to change without notice; for up-to-date meeting information, **visit our Web site: www.stc-saz.org**.

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

STC, Southern Arizona Chapter

Nonmember \$5 Off Coupon

Save \$5 at Your First Meeting

We encourage nonmembers to attend a chapter program to learn about the 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:

Thank You and Welcome

Pat Markey, Chapter President

First, thanks to last year's administrative council for their hard work:

- # **Helen Marty**, president
- # **Carrie Cooper**, treasurer
- # **Dave Carlson**, secretary
- # **Brenda Huettner**, immediate past president

Welcome to everyone. We are facing another year of fun and productivity.

We have been working hard over the summer, which also means we have been having fun.

We have a number of exciting things planned and we want you to help us.

For more information, see the STC Planned Program Schedule – Southern Arizona Chapter (page 2)

Thanks also to last year's planning committee chairs: **Sally Adams, Dirk Arnold, Carrie Cooper, Larry Hammer, Brenda Huettner, Pat Markey, Judy McCabe, Bill Rost, and Paul Veverka**. And thanks to all the other members who contributed to various planning meetings throughout the year.

We accomplished a lot last year. Our awards and achievements included:

- # Chapter Achievement Award – Excellence
- # Associate Fellow Award to **Brenda Huettner** (see page 8)
- # Distinguished Chapter Service Award (DCSA) to **Judy McCabe**
- # Chapter Newsletter Award – Excellence and Most Improved (**Carrie Cooper** and **Beth Kane**)
- # SAZ Behind-the-Scenes Award to **Larry Hammer**
- # SAZ President's Service Award to **Carrie Cooper**
- # **Carrie Cooper** received acknowledgment/commendation for Excel workbooks she submitted for the use of all STC chapters to track finances
- # Coordinated by **Brenda Huettner**, the chapter co-sponsored and 12 members judged Technical Art and Communications competitions (with the Phoenix and Kachina [Albuquerque, New Mexico] chapters)
- # **Brenda Huettner** and **Helen Marty** made presentations at the STC 50th Annual Conference in Dallas.

Other services we provided to our members included:

- # Organizing a joint workshop with the Phoenix Chapter, "Knowledge Management," presented by **Judy Glick-Smith**
- # Organizing eight program meetings plus a holiday party
- # Holding two meetings in Sierra Vista
- # Posting and analyzing Interest and Salary surveys
- # Establishing scholarships and awarding one scholarship
- # Establishing Recognitions ad hoc committee; creating President's award
- # Revising chapter bylaws
- # Sponsoring a joint event, "Big C," with other local groups on June 17
- # Redesigning our Web site and coordinating our publicity material to provide a consistent look.



Your Administrative Council Members

Meet the Chapter's Leaders

President Pat Markey has been a technical writer and trainer for over 13 years. She is a senior member of the STC, Southern Arizona Chapter (SAZ). Pat has served the SAZ as secretary and vice president. She has participated regularly in the planning meetings and has coordinated programs, a workshop and facilities. Pat has headed the ad-hoc committees of Recognition and Surveys. She has also participated as a judge in the STC Southwest regional competition.

Pat works for a software development company training clients and creating documentation and online help using single-sourcing processes. She is the company's representative to the ANSI standards committee X12, which standardizes business document exchange. Pat has a Ph.D. in Romance Linguistics from the University of Michigan. She will focus on improving processes that benefit our members and prepare us for chapter growth.

Vice President Kitty Aughey has spent 19 years in professional technical communication as a writer, editor, supervisor, and manager of writers at Eastman Kodak Company. She retired from Kodak and built a group of three communicators, KBAssociates, who develop and mentor clients in documentation and delivery processes. She became an STC member in 1984.

Kitty has served the Society as a manager of a Region 1 chapter leaders seminar, editor of the Chapter Handbook, and director sponsor of Region 1. She has held chapter positions from membership manager to two-term president. Her STC awards include associate fellow, the distinguished chapter service award, twelve awards at chapter-level competitions, and two special awards from the Rochester Chapter. As vice president, Kitty will work to increase awareness of the STC, and the benefits of membership, as a way to increase chapter size.

Secretary Beth Kane has been an STC member for 10 years and a technical writer for 12 years. She has previously served as STC-SAZ secretary and copy editor for *The Border Line* newsletter. Beth has consistently participated in STC activities over the years, and has attended three of the annual STC conferences. She was recently laid off from her telecommuting job with Pearson Digital Learning, as part of a 20% reduction in force.

Beth's technical writing experience includes writing award-winning user and troubleshooting manuals, indexing, creating online help systems, writing press releases, usability testing, managing Web content, and producing internal documentation such as installation manuals, engineering notes, FAQs and bug-fix bulletins. Beth has a BFA degree from San Francisco Art Institute (painting) and an MA from the University of Arizona (journalism).

Treasurer Richard Cook has 10 years experience in the profession, currently working at Intuit as a Business Systems Analyst. He is a senior member of the STC and previously served on the Southern Arizona chapter board as its first secretary. Richard has a Master's degree in Econometrics and has been trained as a Financial Advisor.

Richard's previous experience includes work as a technical writer and documentation project manager at General Electric, writing as an independent contractor, and as a technical writer and Director of Technical Communications at Persistech, a software development company in Tucson. Richard is married to Sam, a midwife and artist, and they have children ages 11 and 13.

Immediate Past President Helen Marty has been a member of the STC for more than 10 years. She has held almost every office in the SAZ chapter and has headed various committees, such as Facilities and Recognitions. Helen has been a copy editor for the chapter newsletter, *The Border Line*, and a member of the program planning committee for several years. Helen was a founding member of the Special Needs SIG.

For the last two years, Helen has presented at the STC Annual Conference and served as a judge for the PAO competitions. Helen works as a technical writer for Misys Healthcare Systems, creating both hard copy and online information for software applications. She retired from IBM Corporation where she was a technical editor and writer. Helen is a graduate of the University of Arizona with a B.A. in English. She is vice president of committees for the University of Arizona's Tucson Alumni Club.



Treasurer's Report

Richard Cook, Chapter Treasurer

OUR BUDGET for the upcoming fiscal year has been approved by the Chapter administrative council. The plan includes a dues rebate of about \$2,000 from the Society, based on our membership, which will be spent as follows:

- # About 40% subsidizes eight monthly meetings, covering the speaker and facilities costs. Meal and beverage costs are covered by registration fees.
- # About 30% covers awards and scholarships (one international conference registration for incoming VP, one STC membership award, plus end-of-year recognitions).
- # About 25% for ISP and Web site expenses, office supplies, mailing, publicity, etc.

Other expenditures will include two planned workshops and holding the regional publications competition, all of which are expected to produce net income or, at worst, break even.

Current bank balance\$1,477.17



Letter from Linda: Days of Summer

Linda Oestreich, Region 5 Director-Sponsor

This letter, originally intended for mid-summer publication, has been slightly modified – Ed.

These lyrics from an old Nat King Cole song have been in my head for several days and I couldn't understand why! I finally realized they were the perfect theme for a summertime article for my Director-Sponsor column!

***Roll out those
lazy, hazy, crazy
days of summer –***

***Those days of
soda and pretzels
and beer –***

***Roll out those
lazy, hazy, crazy
days of summer –***

***Dust off the sun
and moon and sing
a song of cheer¹***

Summer Plans

Most chapters slow down with regular programs during July and August, but if you look closely, the volunteer forces of the chapters haven't slowed down a bit! During the summer, chapters have to break in a new administrative council and the new folks on the council have to learn their new jobs, prepare a budget for a job they don't yet understand, and help plan their chapter's 2003/2004 year.

Lazy days? Probably not...our administrative councils (and other STC leaders and members) have been planning programs and contacting speakers; setting up their chapter's publications, art, and online competitions; updating rosters; tweaking bylaws; and preparing their presentations for the October Region 5 conference!

It seems that summer days are more crazy than lazy – crazy with planning all those things that will happen in the fall. The Austin chapter (along with some others who have offered help) is in the middle of the flurry that precedes a regional conference. The Intermountain and Phoenix chapters are busy taking notes and staying in the loop so that when they host the next two regional conferences, they will be ready!

Other chapters are planning seminars and career days, summertime leadership workshops and parties. No, it really doesn't look like anyone is resting at all! That summer haziness is actually the dust clouds from our thundering hooves!

Upcoming Events

My upcoming events include preparing for the September board meeting in Portland, Oregon. Then, in late October, I'll be spending a couple of days visiting our Arkansas chapter members. This trip is long overdue, and I'm excited about seeing folks in both Little Rock and Fayetteville. And in case that doesn't keep me busy enough, I've asked the folks in New Mexico (Kachina, New Mexico Tech, and Border Network) to suggest a good time in the fall for me to visit them!

Through it all, I'll be preparing my presentations for the Region 5 conference, just as many of you will! Word is that the Austin program committee received an abundance of proposals and will have four tracks of sessions! You Go, Austin! Hope to see each of you at the Region 5 conference! ■

¹ Artist: Nat King Cole;
words by Charles Tobias
and music by Hans Cars



Chapter Announcements

Ladies and Gentlemen...Start Your Computers!

The Publicity Subcommittee needs your help! We are working on a Press Kit that will be distributed to local media in conjunction with Arizona Technical Communication Week, which runs October 12 through 18.

As a first step, the committee (**Sally Adams, Dirk Arnold, Brenda Huettner, Kelly Axup, and Helen Marty**) met in August to discuss the format and contents of the Press Kit, which will include the Governor's Declaration and an article about Arizona Technical Communication Week.

We would also like to add information about our members. What we need from you is:

- # Your biography (a short paragraph - for examples, see page 9 of the September 2002 issue of [The Border Line](#))
- # A list of your selected publications
- # Your awards (chapter or individual)
- # If you have them, a list of "Top 10 Tips" about technical writing, Web page design, or anything else relevant to technical communication.

Please send your information (in text or Word format) to [Sally Adams](#) by September 19 if at all possible. We appreciate any information you can submit for the Press Kit and welcome any help you can offer in getting the word out!

The Publicity Subcommittee's goals for 2003-2004 are to get the Southern Arizona Chapter mentioned in the paper as often as possible; to advertise our meetings via the media, flyers, and e-mail; and to create a Press Kit. A few of the tasks involved include creating meeting announcement flyers, sending out e-mail announcements, and submitting meeting information to online business calendars. If you would like to help with any Publicity Subcommittee activities, please contact [Sally Adams](#).

Brenda Huettner earns Associate Fellow Award

STC-SAZ's very own **Brenda Huettner** is in the "Honors & Awards" section of the July/August 2003 issue of *Intercom*. Brenda earned an Associate Fellow Award "(f)or continuous and outstanding service to STC at the local, regional, and international levels; and for contributions to the advancement of technical communication through mentoring, presenting, and publishing." Way to go, Brenda!

Microsoft PowerPoint Live User Conference

The PowerPoint Live User Conference will be held at the Radisson Tucson City Center (181 West Broadway Boulevard) October 12 through 15. Learn from the experts with over 40 seminars and workshops, all focused on how you can become more productive and efficient. For complete conference information, please visit www.pptlive.com.

Volunteer positions may still be available to qualified STC members, including general assistants (who answer to the Director of Operations and "float" between events) and drivers to run general errands such as shuttling to and from the airport. In addition, a registration discount to all STC members in good standing will be offered. If you are an STC member and would like to volunteer for or attend this conference, please contact [Rick Altman](#) via e-mail or call (925) 398-6210. ■



STC Announcements

2003 STC Region 5 Conference

Tech Comm Stampede: "Emerging Frontiers"

Wendy Hambleton, BMC Software, EDM Recovery Products Services



Are you looking for an affordable way to enhance your professional development and prepare yourself for the coming trends in technical communication? Would you like to visit beautiful and lively downtown Austin to enjoy some live entertainment, sunny skies, and unlimited shopping? How about an opportunity to visit with your STC leaders as well as other experts in the technical communication field? You can do all of this and more when you attend the 2003 STC Region 5 Conference!

The 2003 STC Region 5 Conference will be held October 9 through 12 in Austin, Texas. Come learn new skills, compare management techniques, and assess marketplace trends that help strengthen your networks and your performance in the industry. Workshops, exhibits, seminars, Austin fun, and plenty of grub are all on the schedule for the stampede.

Region 5 has 2,100 members throughout Arizona, Arkansas, Louisiana, New Mexico, Oklahoma, Texas, and Utah. This year's conference focuses on the following emerging frontiers of technical communication:

- # **Globalization**
- # **Usability and UI Design**
- # **Content Management**
- # **Single-sourcing** (Reduce - Repurpose - Reuse)
- # **Information Architecture and Web Management**
- # **Skills Adaptability**

Sessions will be organized into four conference tracks: Writing, Education, Management, and Technology. Conference presenters bring diverse expertise from commercial and professional organizations - including IBM, Vignette, Pervasive, BMC Software, Usability Professionals Association - and from educational programs, including The University of Texas, St. Edwards, Texas Tech, and Sam Houston State. The Stampede features two internationally known speakers:

- # **Bill Gribbons**, associate professor of Information Design at Bentley College and founder of Bentley's Design and Usability Testing Center, will open the conference on Friday, October 10, by speaking about the transformation of our field and therefore of our roles within organizations. Technical Communication has shifted from an almost exclusive focus on writing to one that now considers the broader performance support needs of users through means beyond the written word.
- # **Andrew Dillon**, a specialist in human-computer interaction and professor and dean at The University of Texas School of Information, will speak at the luncheon on Saturday, October 11. His books include *Designing Usable Electronic Texts* and *Evaluating the User Experience of Information Architecture*. Dr. Dillon will speak about user-centered design methods, information architecture, and other cutting-edge topics of interest in our current environments.

Visit the conference Web site at <http://www.stcaustin.org/confregion5/index.html> to learn more about the conference schedule, registration, and hotel information. Check the conference Web site regularly for complete program scheduling, abstracts, speaker biographies, and other conference updates. Hope to see Y'ALL there!

STC Honored in APEX 2003 Awards

STC took four awards in this year's APEX 2003 publications competition. Russ Bombardieri, STC's Web master, won a Grand Award for STC's Web site in the "Web and Intranet Sites" category; George F. Hayhoe, editor of *Technical Communication*, earned Awards of Excellence in the subcategories "Magazines and Journals-Online and Electronic" and "Columns and Editorials"; and *Intercom* received an Award of Excellence in the "Magazines and Journals-Printed Four Color" subcategory.

The APEX awards are based on excellence in graphic design, editorial content, and overall communication effectiveness. APEX 2003 received close to 5,000 total entries in eleven major categories; of these, 100 (about two percent) won Grand Awards, and 1,541 (about 31 percent) won Awards of Excellence.

The APEX competition has been conducted annually since 1989 by Communications Concepts, Inc., the Springfield, Virginia, publisher of *Writing That Works: The Business Communications Report*. ■



Odds 'n Ends

5th Annual Best Practices Conference and Forum

You know what your people are capable of doing if you just had the support. You have great ideas that will make technical publications relevant to the customer. You've put together a strategic plan and laid out the metrics. Why is it still so hard to make your change message stick?

JoAnn Hackos and the Center for Information-Development Management (CIDM) announce the 5th Annual Best Practices Conference and Innovator's Forum September 22 through 26 in Seattle, Washington. At the Best Practices conference, find out how fellow information managers make a difference in their organizations. Join the Innovator's Workshop immediately following the Best Practices conference to turn your ideas into reality. Find out more at the conference Web site:

<http://www.infomanagementcenter.com/BestPractices/2003/index.html>, or send an e-mail message to [Gretchen Marks](mailto:Gretchen.Marks@infomanagementcenter.com).#

Bullfighter: Stripping the Bull Out of Business

Deloitte Consulting, a part of Deloitte Touche Tohmatsu

- # A value-added, leverageable global knowledge repository.
- # Repurposeable, leading edge thoughtware that delivers results-driven value.
- # A future-proof asset that seamlessly empowers your mission critical enterprise communications.

Bullfighter could be all of these things. Except that we have no idea of what any of these things are. Bullfighter is software that runs in Microsoft Word and PowerPoint, within Microsoft Windows 2000 or XP. It works a lot like the spelling and grammar checker in these applications, but focuses on jargon and readability. Download it for free, or order a CD-ROM/book package. Unless you believe in expressions like "value-based paradigm shift" or in multi-syllabic sentences that run on for ages, you owe it to your loved ones and co-workers to try. The documents you save could be your own.

Visit <http://www.dc.com/insights/bullfighter> to download or order Bullfighter. ■

Newsletter Staff

Editor

Jutta Holzhaus: jutta_holzhaus@intuit.com

Copy Editor

Beth Kane: kanes-tucson@comcast.net

About the Newsletter

The Border Line is the official publication of the Southern Arizona chapter of the Society for Technical Communication (STC-SAZ). 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. Your text may be edited to conform to style guidelines and space restrictions of the newsletter. 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. Send a copy of the publication containing the reprint to:

STC-SAZ
P.O. Box 14333
Tucson, AZ 85732

Distribution

The Border Line is sent via e-mail. To sign up, [e-mail the Editor](#).

About the 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.

Contact the STC at:

901 N. Stuart St., Ste. 904
Arlington, VA 22203-1822
Phone: (703) 522-4114
Web: www.stc.org

Chapter Contact Info

Administrative Council

President

Pat Markey: pat.markey@prodigy.net

Vice President

Kitty Aughey: kaughey@cox.net

Secretary

Beth Kane: kanes-tucson@comcast.net

Treasurer

Richard Cook: rcook6701@yahoo.com

Immediate Past President

Helen Marty: martyh46@msn.com

Committee Contacts

Bylaws Committee:

Chair: Carrie Cooper: carrie.cooper@acs-inc.com

Communications Committee

Chair: Brenda Huettner: bphuettner@aol.com

Community Outreach: Brenda Huettner: bphuettner@aol.com

Publicity: Sally Adams: sallya@theriver.com

Newsletter: Jutta Holzhaus: jutta_holzhaus@intuit.com

Web site: Dirk J. Arnold: nospam@spreck.com

Nominating Committee

Chair: Helen Marty: martyh46@msn.com

Membership Committee

Employment: Paul Veverka: paul.veverka@misyshealthcare.com

Membership: Judy McCabe: caribe966@aol.com

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

Program Committee

Chair: Kitty Aughey: kaughey@cox.net

Facilities: Helen Marty: martyh46@msn.com