



Inside This Issue:

Chapter Program Schedule ... 2
Last Month's Program 3
2nd Annual Competitions..... 4
Announcements 5
Odds 'n Ends 6
Chapter Contacts..... 7

Meet STC's Board of Directors

On January 23 and 24, we have the honor of hosting the STC Board of Directors meeting right here in Tucson. In addition to our Society President and Vice-President, all of the Director-Sponsors from the various regions will be here, as well as various Assistants to the President and some of the office staff.

Your presence is particularly important, because the Society is in the process of deciding future plans of how to best serve our members. The board members need your input. If you have ideas or opinions, now is the time to express them. It's a great opportunity to meet the people who run our Society, and to show them just how terrific our little chapter can be!

In place of our regular program meeting, we'll be having dinner at [La Fuente Restaurant](#) on North Oracle Road. Join us for great Mexican food, strolling Mariachi musicians, and a casual, relaxed environment perfect for networking or simply relaxing with STC friends.

(You can also attend the open Board sessions on Friday afternoon and Saturday morning at the Four Points by Sheraton Tucson University Plaza located at 1900 East Speedway. For session starting times, contact Helen Marty at martyh46@msn.com.)

Save the Date: Friday, January 23

Where: La Fuente Restaurant, 1749 N. Oracle
(Web site: www.lafuenterestaurant.com)

Registration/Networking: 5:30 to 6 p.m.

Dinner: 6:00 pm. You can choose from a menu of 10 Mexican entree selections, including beef, chicken, and vegetarian options. Your choice of coffee, tea, or a soft drink is included.

Cost: \$15 includes tax and tip

RSVP: Send an e-mail message to Helen Marty (martyh46@msn.com) by 4 p.m. on Monday, January 19. No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.

**Mission statement for
STC's Southern
Arizona Chapter:**

***Creating and supporting
a forum for communities
of practice in the
profession of technical
communication.***

Clip and Save:

Chapter Program Schedule

Southern Arizona Chapter – 2003/2004

September 11:

Network and Nibble

October 9:

Trends in Technical Communication Panel Discussion

November 13:

Getting User Input During Development, Not After

December 11:

Holiday Party and Silent Auction

January 23:

National STC Board Meeting and dinner at La Fuente Restaurant

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 www.stc-saz.org.



Review: Last Month's Program

Kitty Aughey, Program Manager

The December Holiday Party and Silent Auction was fun for all who attended!

Cynthia Scribner, editor of *Calliope, a Writer's Workshop by Mail* and numerous other writing credentials, presented some of her personal experiences for tackling new and challenging writing jobs. The program was humorous and light while suggesting workable tips for getting work.

Special parts of the Holiday Party were poinsettia door prizes, candy treats, holiday music, and a successful silent auction. The auction provided attendees with last minute shopping opportunities and brought in \$129 for the chapter scholarship fund...wonderful!

This meeting resulted in 12 evaluations (out of 14 attendees), with an overall score of 3.4 out of a possible 4. Comments from attendees include:



- Perfect start for the holiday season.
- Enjoyed having the food in the room.
- Entertaining speaker - needed more depth.
- Much better than past holiday parties.
- Comfortable, fun gathering.
- Having a short speaker's topic helped shape the festive time at the meeting.
- Met the objective of a light, fun holiday party! ■

Don't belong to the STC yet? Want to just check out our chapter? Clip 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: _____



Second Annual Competitions a BIG Success!

Brenda Huettner, Competitions Manager

The Southwest Regional Publications, Art, and Online Competitions bring needed recognition to the efforts of technical communicators within their companies and in the community at large.

The Second Annual Southwest Regional Publications, Art, and Online Competitions are just about complete, and I'm happy to report that it's been a terrific success. We welcomed a new chapter to the competitions with judges from Oklahoma participating for the first time, joining last year's Phoenix, Kachina-New Mexico, and Southern Arizona chapters. Before going into details, though, I'd like to thank all of the members of the competitions committee for their hard work and many hours of donated time.

Kitty Aughey, though new to our chapter, stepped right up to the post of Judge Coordinator. **Carrie Cooper** once again showed us her artistry with spreadsheets and databases as the Entry Coordinator. And of course we couldn't have done it without our three remote liaisons, **Judy Prono** (New Mexico), **Karen Zorn** (Phoenix), and **Barbi Harrison** (Oklahoma), who helped to coordinate their local judges, distribute entries, and generally run things for their respective chapters. Finally, a special thank you goes to **Richard Cook** and Intuit Inc. for donating the use of their QuickBase product to keep us organized and efficient.

We had 129 entries from four states, many from the major national labs at Los Alamos and Sandia in New Mexico, as well as Lawrence Livermore in California. 19 entries won our highest award of Distinction in Technical Communication and were sent on to the Society-level competitions. All Distinguished entries were also eligible for our Best of Show Awards.

"Wildland Fire Fighting for Structural Firefighters" by **Carl Goodson** and **Cynthia Brakhage** (Oklahoma) won for Best of Show in Publications. "Mission: Stockpile Stewardship" Museum Exhibit Introductory Lightbox Panels by **Jay Tracy** (New Mexico) won Best of Show in Art.

Raytheon here in Tucson submitted two entries to the Art Competition, and won awards of Merit for both of them. "New Employee Orientation Checklist" was submitted by **Bernice England** and **Esther Rogers**, and "Raytheon in Arizona" was submitted by **Ester Rogers** and **Judith Watkins**. We'll be posting the complete list of winners and award levels on the competition site soon. Congratulations to all of you!

And congratulations and thanks, too, to the team of 51 judges across all four chapters who donated their time and expertise to the competitions. Working in teams of three, the judges consistently produced thoughtful critiques and helpful suggestions for all entries, award-winners or not. This type of expert feedback not only helps the submitters create even better products next time around, but often gives them needed support to bring to their bosses and upper management.

The Southwest Regional Publications, Art, and Online Competitions bring needed recognition to the efforts of technical communicators within their companies and in the community at large. If you'd like to participate next year, consider submitting an entry or volunteering to be a judge. It will be just as much fun as it was this year! ■



STC Announcements

Society Offers New Health Insurance Program

The Society for Technical Communication now offers its members a range of health insurance options thanks to a program recently implemented in cooperation with Marsh Affinity Group Services, a leader in insurance program management.

The new health insurance program gives STC members a number of options. Those who value "freedom of choice" when selecting a plan may enroll in the Major Medical Plan (Traditional). Those who prefer to choose from a prepared list of doctors and facilities may enroll in a Preferred Provider Option (PPO). Both are offered to individuals and to employers with a small number of employees.

Self-employed members may want to consider the new plan's Medical Savings Account (MSA) option, while some small employers may prefer a Health Maintenance Organization (HMO) option. To help STC members with their decision process, a Web site has been created at <http://stc.healthinsurance.com>.

In addition, STC members may enjoy discounts on other types of insurance from Mutual of Omaha. These include disability coverage, critical illness insurance, life insurance, long term care insurance, and pension plans. Information about these insurance options are available at www.mutualofomaha.com/stc.

If you've got questions about the insurance options and discounts offered to STC members, please contact the STC office at stc@stc.org or (703) 522-4114.

Call for Papers – 2004 Region 8 Conference

The 2004 Region 8 Conference will be held from July 25-27 on the campus of the University of California, Davis. With dozens of available seminar and hands-on tutorial openings available, this is a great opportunity for you to share your knowledge with over 300 friends and colleagues and add a high-profile presentation to your resume.

Download the Call for Papers in PDF format from the Conference Web site at www.stcregion8conference.org. The deadline for submission is Saturday, February 28. We look forward to seeing you at the 2004 Region 8 Conference! ■



Chapter Announcements

Chapter Elections Coming Soon

To prepare for annual Chapter elections, we've formed an elections committee to develop a slate of candidates for the four elected offices on the Chapter Administrative Council: President, Vice President, Secretary, and Treasurer. (According to the bylaws, the Vice President automatically becomes the President.)

If you're a member, we welcome your input:

- To suggest nominees to the committee, contact Helen Marty at martyh46@msn.com or by calling 745-0911.
- To submit nominees to the council outside of the nominating committee, the nomination must be made in writing, and it must be signed by five voting members of the chapter. Send the nomination to Chapter President Pat Markey (P.O. Box 14333, Tucson, 85732-4333). *cont'd ...*

Watch for these dates:

- **February 13:** The Election Committee submits names of candidates to Chapter President.
- **March 5:** Nominations announced to Chapter members. Announcement to include date of election and statement of methods of nominating and voting for candidates (March newsletter).
- **March 26:** The Election Committee mails ballots to Chapter members.
- **April 9:** Ballots must be postmarked or received by the Election Committee no later than April 19.
- **April 23:** Election Day (votes are counted).
- **May 7:** Deadline for notifying Chapter members of election results (May newsletter). ■



Odds `n Ends

School Presentation at Wilson K-8

(an e-mail message from Senior Member Sherri Lomayesva)

“Just wanted to let you know how the tech communication presentation went with the 8th graders.

“I talked about what inspired me to be a technical writer (love writing and figuring out how software works), about my first job in Silicon Valley, and trying out my writing skills (sending stories to Highlights and Scholastic magazine as a middle school student). I talked about my job at Misys and the deliverables I produce.

“I used the brochures Helen [Marty] gave me and talked about STC. One student wanted to know about contracting and finding jobs and I responded by emphasizing belonging to a professional organization (STC) and the networking opportunities. We talked about salary for a tech writer – one girl wanted to know why men were paid more than women. I used booklets from GameCube, GameCube games, and our HP printer to show examples of technical writing. I also talked about the Web design courses I've taken at UA and that started a conversation about Web design.

“In general I think it went pretty well. There were some good questions and also some really blank stares! The kids seem very savvy about the Web and the Internet. They were very opinionated about what they don't like on the Web – most of them leave a site within 10 seconds if they don't find something of interest. They also had some good comments about user doc in the GameCube games – too many words, it's boring, and so on. The class took a long time to settle down so I ran out of time to use the punctuation exercise.”

Editor's note: If you'd like to speak to schools about technical writing, contact Pat Markey at pat.markey@prodigy.net to obtain copies of educational resources, including fun activities for kids and our chapter brochure. ■

Newsletter Staff

Editor

Jutta Holzhaus: stc@ultrasw.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

We welcome contributions, book and product reviews, letters, and articles that are relevant to the field of technical communication. The submission deadline for the next newsletter is **Friday, January 30**. Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

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 article you want to reprint to STC-SAZ, P.O. Box 14333, Tucson, AZ 85732.

Distribution

The Border Line is distributed via e-mail. To subscribe, join the ListServ from our Web site at www.stc-saz.org.

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 Contacts

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: stc@ultrasw.com

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

Competitions: Brenda Huettner: bphuettner@aol.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: Richard Cook: rcook6701@yahoo.com

Program Committee

Chair: Kitty Aughey: kaughey@cox.net

Facilities: Helen Marty: martyh46@msn.com