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## Whine and Cheese IX

**This month, our Whine and Cheese** meeting focuses on the topic of Instructional Design. We'll talk about ways to identify and develop knowledge and practical skills for designing, developing, and implementing technical instruction in electronic and traditional classroom settings. We have three terrific speakers lined up, all of whom have solid backgrounds in instructional design. STC-SAZ welcomes members of the American Society for Training and Development (ASTD) to join us for this meeting.

Those of you who have never attended a Whine and Cheese meeting will find it unlike our normal program meetings. Each speaker presides over a separate table and leads a discussion on a specific area of instructional design. Choose a table, participate in the discussion, and whine if you want. After 30 minutes or so, we'll ring a bell and you can move to one of the other tables and do it all over again. Casual, interactive, and fun, this is one of our most popular formats.

### Save the Date: Thursday, February 12

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

**Registration and networking:** 5:30 to 6 p.m.

**Roundtable discussions:** 6 to 8 p.m.

**Menu:** Mini pizza bites, stuffed mushrooms, cheese, and crackers with a variety of dipping sauces. Served with assorted soft drinks or iced tea, bottled water, and dessert.

**Cost:** \$15 for members and \$20 for nonmembers. Never attended a Southern Arizona Chapter meeting? Use the **\$5 Off Coupon** on page 3!

**RSVP:** Send an e-mail message to Helen Marty ([hmarty@cox.net](mailto:hmarty@cox.net)) by 4 p.m. on Monday, February 9. 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

**February 12:**

Whine and 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](http://www.stc-saz.org).

\* Handouts and presentations from selected previous meetings are available at [www.stc-saz.org/resources.html](http://www.stc-saz.org/resources.html). ■



# Review: Last Month's Program

Helen Marty, Facilities Manager

We had the honor of hosting the January STC Board of Directors meeting in Tucson. Throughout the week, 21 board members arrived from various parts of the United States, Austria, and British Columbia.

In place of our regular program meeting, we held a dinner at LaFuente Restaurant. Live mariachi music added to the festivities as did the margaritas and door prizes. Chapter members donated several door prizes. Misys Healthcare Systems donated T-shirts and lighted ball keychains, which were a big hit with everybody.

We had an outstanding turnout for the dinner, including five members from the Phoenix chapter: **Sherry Michaels, Lisa Brashear-Ford, Linda Shacklock, Dana Osborne, and Tom Barnett.** The total attendance was 43, showing the Board just how terrific our little chapter could be.

Both Phoenix and Southern Arizona chapter members took advantage of the opportunity to attend the open Board sessions on Friday afternoon and Saturday morning at the Four Points by Sheraton Tucson University Plaza. Some Board members even took excursion trips to the Arizona-Sonora Desert Museum and Kartchner Caverns. All in all, the Board members were most appreciative of the dinner and member participation in the meetings. ■

*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:** \_\_\_\_\_



# Letter from Linda

Linda Oestreich, Region 5 Director-Sponsor

At first, the year stretches ahead with possibilities. At first, we see it as a blank slate, a white canvas waiting for our words or drawings of wealth and success and humor and health. Yet January is just another month. The newness, the opportunity, the excitement is all in our heads. We can make any day a new day, any month a new month, any moment a moment of possibility.

If I have learned anything over these last months of unemployment and personal loss, it is that I am blessed. I found strength and friends and funds that I didn't know were there. And I found hope and confidence in myself. I had new things to learn, new places to go, new ideas to embrace. But, above all, I learned to trust.

At first, before we really can do anything well, we must believe in ourselves and know who we are. I have a friend who is a marriage and family counselor. She says we each have "our story." When someone asks about you, what do you say? Do you identify yourself by what you do? By how many children you have? By how much money you make? Or do you identify yourself by the influence you have on your world? How do you share that story?

***Because most people don't know what a technical writer or information developer do, we are forced to explain it.***

We in technical communication have a blessing in our job titles. Because most people don't know what a technical writer or information developer do, we are forced to explain it. My mom never did understand my job, yet she was proud of me. As I look back, I realize her pride came mostly from the success I achieved through STC. She could see those. She could read about them. She understood about me mentoring others, and giving speeches to folks who were attending their first conference, and helping people write better resumes. She never did understand what I did to make a document more readable or better designed.

I recently took advantage of an outplacement agency. One exercise was to develop a 15-second introduction. In 15 seconds, we had to explain to a stranger what value we brought to others through our work. Can you do that? Practice it. "Hi, I'm Joe Bagadonuts, I help people use and understand technology by providing them with clear, concise, and complete printed and online guides that are built with simple words and easy-to-understand pictures." As you can see, even after months of practice, I still can't get it quite right! And, is that really the value I bring to the workplace?

So, what is your story? At first, you might have to think about it. What are you known for? What do you want to be known for? I don't want to be known as an editor or writer. I want to be known for helping others attain their goals. I want recognition for helping others understand what their value is and for manifesting it in their work, in their play, and in their hearts. But telling others that's what I do isn't the answer. I have to show it. I have to do it. Then, from at first to at last, no matter what "job" I have, the recognition will come, but it really won't matter because I will be doing what I love. My actions are my story. They are my first and my last. And it won't matter if it's January or July. ■



## Member Receives Distinguished Chapter Service Award

Helen Marty, Recognition Manager

At the January Board of Directors meeting in Tucson, our chapter nominee, **Brenda Huettner**, was unanimously approved as a recipient of the Distinguished Chapter Service Award (DCSA). The DCSA is the highest honor bestowed to members by STC at the chapter level. The following is an excerpt from the nomination application:

“Brenda has been an exceptional member since joining the chapter in 1999. During her presidency, the chapter won a Chapter Achievement of Distinction award. Brenda regularly participates in every facet of the chapter. She has worked as a planning and program committee member, publicity manager, community outreach manager, and is presently the manager of the Southwest Regional PAO competition. Brenda spends countless hours promoting the chapter and STC. ”

Brenda will be receiving a plaque from the Society. Her name will also be announced in the March issues of *Tieline* and *Intercom*. Brenda joins an illustrious group of Southern Arizona chapter DCSA winners: **Sarah Harris**, **Dirk Arnold**, and **Judy McCabe**. Congratulations, Brenda! ■



## Chapter Announcements

### Southern Arizona Chapter Scholarships

The Southern Arizona Chapter awards scholarships to full-time graduate and undergraduate students to encourage studies and promote growth in the technical communication profession. The scholarship is open to all college and university students interested in the field of technical communication. Applicants do not have to be STC members.

To receive the scholarship application, send an e-mail message to [carrie.cooper@acs-inc.com](mailto:carrie.cooper@acs-inc.com). The deadline is March 1, 2004 and the scholarship awards will be announced later this Spring.

### Short on cash?

The Southern Arizona Chapter now accepts credit cards and electronic fund transfers for chapter events! We have established a PayPal account that is linked to our chapter bank account. To use this convenient method of payment for meetings and other chapter functions, sign up at [www.paypal.com](http://www.paypal.com) and make payments using the Treasurer's e-mail address [rcook6701@yahoo.com](mailto:rcook6701@yahoo.com).

### Planning Committee Meeting

The next Planning Committee meeting will be held at 6 p.m. on Tuesday, February 24 at the Barnes and Noble Cafe (Broadway and Rosemont). All members are invited. For more information, please contact Pat Markey at [pat.markey@prodigy.net](mailto:pat.markey@prodigy.net). ■



## Odds `n Ends

### Microsoft® Manual of Style for Technical Publications (Second Edition)

Lost or misplaced your trusty, dog-eared copy of the *Microsoft Manual of Style for Technical Publications Second Edition*? You can download it as a Compiled HTML Help (.chm) file by going to [www.microsoft.com/learning/educator](http://www.microsoft.com/learning/educator), scrolling down to the bottom of the page, and clicking the **Microsoft Manual of Style for Technical Publications** link.

Please note that the Second Edition was released in 1998 and is inexplicably labeled "Version 3.0" (not to be confused with the long-awaited Third Edition, which has already missed several publication deadlines and will now be available in June of 2004 according to the latest information from Microsoft. We'll see.)

### Intermediate FrameMaker Workshop

Phoenix Chapter STC is pleased to offer this concentrated, hands-on, skills-based workshop for the following per-person prices:

- Members: \$99
- Student Members: \$59 (limit 5)
- Nonmembers: \$149 (limit 5)

Registration fees for the workshop include lunch in the room, water and soft drinks, and a CD-ROM with templates, quick reference, tips, and PDF files. (Other workshops with similar content are offered at prices ranging from \$495 to \$900 per person.)

- **When:** Saturday, February 21, 2004 from 8:30 a.m. to 4:30 p.m. Check-in is at 8:15 a.m. Please note that no breakfast or morning coffee will be available.
- **Where:** Room L101 on the University of Phoenix Tempe Campus (located at 1150 West Grove Pkwy, Tempe, AZ 85283).
- **Registration:** To register for this workshop, go to the Phoenix Chapter Web page [www.stc-phoenix.com/framemaker04feb.html](http://www.stc-phoenix.com/framemaker04feb.html). Payment deadline is Wednesday, February 18 and seating is limited.

### Thinking (and Writing) Like a Computer

The Phoenix Chapter's February meeting will focus on a new technical documentation method being promoted in the aviation industry that helps the human mind function more like a computer. Guest speaker is **Kim Rosenlof** from AeroInk, Inc.

- **When:** Tuesday, February 10, 2004 at 7 pm. For a complete meeting schedule, please visit [www.stc-phoenix.com](http://www.stc-phoenix.com).
- **Where:** Wyndham Phoenix Airport Hotel, 427 North 44th Street, Phoenix.
- **Registration:** Deadline is Thursday, February 5 at noon. Register online at [www.stc-phoenix.com/onlinereg.html](http://www.stc-phoenix.com/onlinereg.html) or by calling (480) 759-2989. ■

## Newsletter Staff

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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-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, February 27**. 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.

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### Distribution

*The Border Line* is distributed via e-mail. To subscribe, join the ListServ from our Web site at [www.stc-saz.org](http://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](http://www.stc.org)

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