



# THE BORDER LINE

News from the SOUTHERN ARIZONA CHAPTER



November 2004 • Volume 9, No. 3

## Inside This Issue:

- Career Progressions ..... 2
- STC Phoenix Chapter News ... 2
- Change! ..... 3
- Notes from the STC Region 5  
Conference ..... 4
- Congratulations Senior  
Members—2004! ..... 5
- Silent Auction to Benefit  
Chapter Scholarship Fund.. 5
- Chapter Program Schedule ... 6
- Chapter Planning Meeting  
Schedule ..... 6
- Nonmember Coupon ..... 6
- Networking for Geek Girls ..... 7
- Introducing Windows  
“Longhorn” Help ..... 8
- Developing e-Learning™ ..... 8
- Conference for Adobe  
Photoshop Users ..... 8
- Tools Information ..... 9
- STC Transformation ..... 9
- Your Future Job ..... 10
- Chapter Contacts ..... 11

## STC Mission Statement:

Creating and supporting a forum for communities of practice in the profession 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., Suite 904,  
Arlington, VA 22203-1822.  
Phone: (703) 522-4114;  
Web site: [www.stc.org](http://www.stc.org).

## Chapter Meeting Notice

### FrameMaker Tips and Tricks

with Lin Surasky

Join us for an open forum question-and-answer session about Adobe's FrameMaker software. Bring your questions, problems (Frame-related, of course!) and FrameMaker files, and learn how to make those long technical manuals behave. If you don't use FrameMaker, this is a great opportunity to see how it works and whether it can work for you.

Speaker Lin Surasky has been a technical writer for more than 10 years and a FrameMaker user for nine. It didn't take her long to see that Word wasn't going to cut it for 100+-page manuals! Lin uses FrameMaker for everything from single-page memos to multi-chapter manuals, on Windows and on the Mac, for electronic and print distribution, and says that she can't imagine authoring in anything else.

### Save the Date: Thursday, Nov. 11, 2004

**Place:** Varsity Clubs Of America Suites Hotel, 3855 E Speedway Blvd., in Tucson, Ariz.

**Time:** Registration, 5:30 to 6 p.m.  
Dinner and networking, 6 to 7 p.m.  
Program, 7 to 8:30 p.m.

**Menu:** VCA Deli Salad Buffet, includes chicken salad, Thai beef salad, marinated vegetables, selection of seasonal greens and dressings, focaccia, sliced fruit for dessert and assorted beverages (tea and coffee included, and soft drinks extra)

**Cost:** *Dinner and program:* STC members \$18; Nonmembers \$20  
*Program only:* Members and nonmembers \$5

*(Nonmembers: Never attended a Southern Arizona chapter meeting? Use the \$5 Off Nonmember Coupon on page 6.)*

**RSVP:** To reserve your spot, send an e-mail message to Pat Markey ([pat.markey@comcast.net](mailto:pat.markey@comcast.net)) by 4 p.m., Tuesday, Nov. 9.

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

## Keep Your STC Information Current

Did you move, change your name, or get a new e-mail address? If so, let us know. Send an e-mail to [membership@stc.org](mailto:membership@stc.org) or a letter to:

STC/Membership Department  
901 North Stuart Street, Suite 904  
Arlington, VA 22203-1822 🍴



## Program Review: A Night at the Round Table

### Career Progressions

By Carrie Cooper, Vice President

Why are you in the technical communication field? Here's what some attendees of our October program meeting had to say about the skills or needs that lead them to their professions:

Using a scale of  
1 (poor) to 4 (wow!),  
12 attendees rated the  
meeting as follows:

- I like to write
- I like to solve problems
- I like to do research
- I like to teach/help others understand

Speaker: 3.3

Topic: 3.3

Value: 3.3

Overall: 3.3

Attendees praised the casual format of this meeting. For dinner, we enjoyed a Caesar salad bar, assorted beverages, and decadent chocolate cake.

After dinner, we explained the "progression" format, which is often used at STC conferences: Four speakers each concurrently host a table that seats eight people. Speakers give a brief talk and moderate discussion. Four 20-minute sessions are repeated three times (one hour total). At the end of each session, participants join the next discussion of interest, or they can choose to repeat a topic.

We were lucky to have four fabulous speakers: **DeAnn Drottz** is a chemist by training and hopes to be a full-time technical writer within three years. She spoke about the challenges of being new to the field. **Sarah Harris** became a program manager for software product development after more than 10 years in technical publications, including four years as a manager. **Brenda Huettner** is a writer, manager, and consultant with more than 20 years of experience in the technical communication field and spoke about contract versus captive positions. **Gil Storms** talked about his own transition from technical communication educator to practitioner and the challenge of integrating academic and workplace views.

Discussion was lively, and we gave away three door prizes at the end of the meeting: two notepads with leather covers and a copy of *Career Tactics for Technical Communicators* by Brenda Huettner.

Twelve evaluations were received. Scores were 3.3 for all topics: Speakers, Topic, Value, and Overall. If last year's chapter motto was "The Year of Member Services," this year's is looking to be "The Year of High-Value Meetings." These high scores across the board mean that we held another successful meeting for our members. 🍀



## Networking and Employment

### STC Phoenix Chapter News

#### November Meeting

Join Phoenix chapter members Nov. 9 for Power Networking.

For more information, visit the Phoenix Web site, [www.stc-phoenix.com](http://www.stc-phoenix.com).

#### Tools and Salary Surveys

Check out what other technical communicators in Arizona are using and earning. Earlier this year, the Phoenix chapter conducted both tools and salary surveys. To view the salary survey, go to [www.stc-phoenix.com/SurveyResults2004.pdf](http://www.stc-phoenix.com/SurveyResults2004.pdf). To view the tools survey, go to [www.stc-phoenix.com/ToolsSurveyResults04.pdf](http://www.stc-phoenix.com/ToolsSurveyResults04.pdf). 🍀



*"Pick battles big enough  
to matter, small enough  
to win."*

—Jonathan Kozol

## President's Message

# Change!

By Kitty Aughey, Associate Fellow

Change is a fact of life. However, today's rapid rate of change can overwhelm you. Change becomes a problem when you cannot find a time to relax and recover from it. This is easy to say and hard to do. A quick help list suggests:

- **Reach out** to those who care about you and can help you look at change as positively as possible.
- **Laughter** is one of the best stress-relievers around. Find some humor in your situation. Research shows that laughter makes people healthier.
- A **change of scenery** is often the right thing to do. If you work indoors, take a walk in the park. If you work outdoors, go to a museum or a movie. Get away from the routine of your life.
- **Take good care of yourself.** If you exercise, eat right and get enough rest you can handle stressors more successfully.
- Have a **positive talk** with yourself. Do not concentrate on what you may have done wrong, notice all the things you did right, and make a list of your positive accomplishments.
- Learn to **relax**. Coping depends on being able to relax and let everything go. Recharge yourself with visualization, yoga, meditation, hot bubble baths, or listening to music. Do not forget you need sleep.

When handling change, do not:

- Abuse drugs, alcohol, coffee, cigarettes or food.
- Spend money on things you cannot afford in an effort to feel better.
- Burn out job hunting or procrastinate by waiting months to start looking.
- Rely on sympathy.

Changes are everywhere. Fall brings us changes, in particular, the cooler weather. As we pack away the shorts and look for the sweaters, it is a good time to reflect on the ongoing changes within the STC Southern Arizona chapter.

In the September issue of *The Border Line*, the first suggested change was to work to increase membership (we had 59 members in June and we have 64 members today).

The STC society transformation is going forward, and you saw the new membership categories and dues listed in the October issue. These changes will increase membership value.

Our meetings combine varying formats with different types of information. The first two meetings were progressions focused on networking, jobs and careers. The November meeting is a presentation on a popular tool, FrameMaker.

The STC to Business initiative has begun with **Pat Markey**, **Brenda Huettner**, and **Christine Abbott** leading the way.

These are dynamic changes for the chapter!

Change can only happen when people work together to make it happen. Our chapter is full of change agents who are working to make their STC chapter and their communication jobs better! 🍀



## Feature Article

# Notes from the STC Region 5 Conference

By Gabrielle Burns, Senior Member

Thanks to my employer, Breault Research Organization (BRO), I was able to attend the Regional STC conference Oct. 22 and 23 in Salt Lake City. The conference offered a variety of workshops on technical communication subjects related to the conference theme: "Ascending the Summit: a technical communications expedition."

I met and mingled with about 70 other enthused technical communicators who shared their knowledge and expertise; attended workshops that focused on the areas of project management, return on investment (ROI) and tool knowledge; listened to an inspirational and motivating keynote speaker; and came home with lots of ideas for improving our user documentation. These are the workshops I attended, organized by category, followed by some thoughts on two issues:

### **Content Development and Management**

- Modular content design and repurposing via single sourcing

### **Project Management**

- Strategies for controlling translation costs
- Corporate style guides – continuity and consistency
- Conducting post-production project reviews

### **Return on Investment (ROI)**

- Adding value to a software user-interface design team
- Adding value with strategic thinking from a corporate perspective

### **Tools**

- Evaluating content management tools (selecting criteria)
- PDF file enhancement for users (cataloging and cross-referencing features)

### ***Content Management***

Content management involves planning, developing and producing documents in multiple formats, using a database content-management tool. The content is modular; that is, chunks of information that can be tagged, stored, and retrieved for output (for example, PDF, HTML Help, WinHelp, Web HTML).

*Upside:* Once the content management system is set up, existing software tools (desktop publishing, help authoring, PDF generation) can be eliminated. Changes are made in one file rather than multiple files, reducing update time and errors. Metadata make it possible to identify and locate chunks. All content is stored in one database.

*Downside:* Transition takes the most time, since it involves significant planning of how all existing content will be deconstructed into modular pieces, defining templates for each type of output, tagging each module, assigning metadata for search and retrieval, and learning how to use the content management tool.

### ***Adobe Acrobat Features***

At BRO, we use the Adobe Acrobat Standard version to create our PDF files. However, the Professional version offers features we can use to make our PDF files more useful. One feature in particular is cataloging, which makes it possible to batch PDF files for the purpose of searching and cross-referencing.

The knowledge I gained from these workshops is directly applicable to my work at BRO. The experience of attending the conference also confirmed that we are using best practices. If you have any questions about the conference, please contact me at [gburns@breault.com](mailto:gburns@breault.com). 🍷



## Membership News

# Congratulations Senior Members—2004!

By Judy McCabe, Membership

**Friederike Almstedt** and **Dave Carlson** achieved senior member status in February, and **Bryan Croddy** received this distinction in October. Senior status is bestowed on members who complete five consecutive years of membership in STC.

**Friederike** is a Senior Technical Writer at Misys Healthcare Systems. She joined STC as a translator and then transitioned to a technical writer. In the past two years, she has worked with the FDA-regulated Blood Bank product. She writes both manuals and help and was one of the writers instrumental in implementing WebWorks in the department. **Dave** is an Engineering Fellow at Raytheon Missile Systems, with a career in high-speed aerodynamics. He now leads projects in process improvement as a Raytheon Six Sigma Expert. Dave's current task is to create a lessons-learned knowledge system. **Bryan** is a Technical Writer at Misys Healthcare Systems. He works on user documentation for enterprise-scalable software used in hospitals worldwide. He is also an amateur photographer; some of his work can be seen at [www.taoseeker.com](http://www.taoseeker.com).

Congratulations to all. 🍀



## Chapter Announcements

# Silent Auction to Benefit Chapter Scholarship Fund

By Christine Abbott, Fellow

A special part of our chapter holiday party Thursday, Dec. 9, will be a casual, silent auction. All proceeds from the auction will go to the STC-SAZ Scholarship Fund for full-time graduate and undergraduate students. These scholarships encourage studies and promote growth in the technical communication profession.

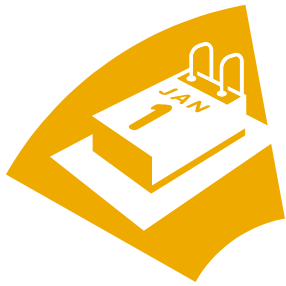
Last year, we raised \$150 and awarded our first scholarship to Kristen Welch. This is your chance to do a little holiday shopping and support your profession, all at the same time. With your help, this year we hope to raise at least \$200 for our Scholarship Fund.

Please consider contributing a new or gently used item to this worthwhile event. You, your employer, or both can donate the item. Popular items include gift baskets, wine, holiday décor items, any food items, and books. To donate an item, simply bring it to the meeting Dec. 9. You set the opening (minimum) bid for each item you donate. The chapter administrative council reserves the right to change opening bids or refuse inappropriate items. (Sorry, your item donations are not tax-deductible.) If your item does not sell, you must take it home that night.

About the bidding process: Opening bid prices will range from \$2 to \$10. Bid increments will increase by \$1. Each item will have an index card that lists the item name and minimum bid. To bid, simply write your bid price and initials on the card.

Mark your calendar now and plan to attend the auction and party in December. We encourage you to bring a friend or colleague and your checkbook.

If you have any questions, e-mail Christine Abbott at [cbabbott@aol.com](mailto:cbabbott@aol.com). 🍀



## Clip and Save

### Chapter Program Schedule

Programs are held on the **second Thursday** of each month in Tucson, Ariz.

**New meeting location** effective November 2004: Varsity Clubs Of America Suites Hotel, 3855 E Speedway Blvd. (northwest corner of Speedway and Alvernon)

- **October 14, 2004:** Career perspectives from new writer to seasoned vet. This is our last meeting at the Courtyard by Marriott.
- **November 11, 2004:** Lin Surasky, FrameMaker Tips and Tricks. See meeting announcement on page 1.
- **December 9, 2004:** Janina Latack, Stress Management, plus annual holiday party and silent auction.
- **January 13, 2005:** NEW! Casual networking dinner (no program). Restaurant location TBD.
- **February 10, 2005:** Avon Murphy, What new technical communication books tell us about our profession. Location TBD.
- **March 10, 2005:** NEW! Christine Abbott, CYA for Tech Writers. Location TBD.
- **April 14, 2005:** Content Management. Location TBD.
- **May 19, 2005:** Awards and Recognitions. Location TBD.

The program schedule is subject to change without notice; for up-to-date meeting information, visit [www.stc-saz.org](http://www.stc-saz.org).

### Chapter Planning Meeting Schedule

All chapter members are invited to join the executive council and committee heads at the monthly planning meetings. Come participate in the way the chapter is run! You'll have an opportunity to express your opinion and learn about the inner workings of our chapter.

October 26, 2004	February 22, 2005	Saturday, June 4, 2005
November 23, 2004	March 22, 2005	(for 2005-2006)
December 28, 2004	April 26, 2005	Location TBD
January 25, 2005	May 24, 2005	

Regular planning meetings are held in the café at Barnes and Noble on Broadway (east of Swan) at 6 p.m. on the **fourth Tuesday** of the month. ■

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 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: \_\_\_\_\_



## Networking

# Networking for Geek Girls and Technically Minded Women

By Carrie Cooper, Vice President

STC is a fabulous organization for both women and men in the technical communication field. And we have many wonderful people in our SAZ chapter. But we can't keep all the good stuff to ourselves! Networking with other professional organizations makes us stronger as a group. We can exchange valuable contacts and current information with each other in the community.

Networking can provide new jobs and new friendships. Andrea Nierenberg, author of ["Nonstop Networking,"](#) asserts that networking in the right way focuses on "building mutually beneficial relationships, not just passing around business cards."

A recent article at [office.com](#) stated that there are fewer women than men in high-tech management because they lack adequate networking skills. "By failing to make connections as quickly as their male counterparts, women take longer to reach the top." Although some of our chapter's women are already networking among other professional groups, many don't know where to begin. Below are several networking resources that can help you get started.

## Networking Resources

<http://www.awc-hq.org/> AWC (Association for Women in Computing) is a nonprofit professional organization for women and men who have an interest in information and technology. The association is dedicated to the advancement of women in technology fields. The Web site offers articles, and although there is no chapter in our region of the country, AWC does offer independent memberships.

[http://research.umbc.edu/~korenman/wmst/f\\_sci.html](http://research.umbc.edu/~korenman/wmst/f_sci.html) "Women-Related Science/Technology Email Lists." This is an impressive site. It has lots of e-mail lists for women in science, computers, engineering, and technology. Last updated: Oct. 20, 2004.

<http://www.witi.com/> The mission of WITI (Women in Technology International) is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity. A recent column on "The Wrong Stuff" about toxic bosses describes what to do if you are being bullied at work. This site has lots of good content, from jobs to personal topics. The WITI Wire area of the site includes content for career, research, and health ("Don't let the flu slow you down"). The job site, <http://www.witi4hire.com/>, includes job postings and company profiles.

<http://www.worldwit.org> WorldWIT (Women. Insight. Technology) is a content site about women in the white-collar workplace (lots of men visit this site, too). At the site, you can join any of the free local e-mail lists; closest to the Southern Arizona region is PhoenixWIT for the Phoenix metro area. The lists are for discussing work-life issues, personal and professional services, job postings, networking, and personal introductions. The site offers columns such as the recent "Bring Yourself to Work" (about navigating office politics), job advice, and consulting services.

<http://www.geekgirls.com/> This site is a solo effort maintained in its entirety by Rose Vines, an award-winning Australian computer journalist. It features "Plain-English computer tutorials" and offers hints and advice for computer users on various subjects. The tutorials on Internet Security & Privacy, including "Sifting Misinformation Online" and "Web Passwords Made Easy" are especially valuable. 🍌



## Opportunities for Education

### Introducing Windows “Longhorn” Help

This is the next topic in the series of STC phone-Web seminars. The next generation of the Microsoft Windows operating system, code-named “Longhorn,” is due for release in 2006. Longhorn's dramatically new Help environment uses a structured authoring model built around an XML format called MAML (Microsoft Assistance Markup Language) and is designed to provide solutions to user issues. It will respond to—and solve—real problems that customers experience. Windows “Longhorn” Help has a well-designed application user interface, and assistance is available directly from the application.

- **Presenter:** Char James-Tanny
- **Date:** Wednesday, Nov. 10 | 11 a.m.–12:30 p.m. Mountain Standard Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** All Levels
- **Seminar Cost:** \$99 STC Members; \$149 Nonmembers

With all seminars, the cost is per site, not per person. For more information, visit the STC Web site, <http://www.stc.org/seminars.asp>.

### Developing e-Learning™ Courses

Jane Smith, Certified Performance Technologist (CPT), is presenting a five-day course in Phoenix in November. This course incorporates the theory and the practice of e-Learning development by providing hands-on experience with an authoring tool.

Basic registration information:

- **Date:** Nov. 15–19
- **Cost:** \$1895 per person (\$100 STC member discount and \$100 early-bird discount, with date deadline waived for STC-SAZ members)

On the Web site [www.jemcommunications.com/Crs-DevELrng.htm](http://www.jemcommunications.com/Crs-DevELrng.htm) you will find information about the benefits, the target audience and what you will do in the class. The fee also includes one hour of post-class coaching and a free six-month trial license for automatic e-Learning builder, not to mention lunch and snacks.

### Conference for Adobe Photoshop Users

Here is a chance to learn about a new tool or to improve your skills. CompuMaster is bringing a full-day conference to Tucson in December. The conference uses a two-track format, one for basics and one for tips and tricks for professionals, with 10 separate sessions. The topics cover:

- How to get the most out of Photoshop tools
- Tips on cutting your production time
- Ways you can avoid the techno-glitches
- How to produce special effects

Basic registration information:

- **Date:** Dec. 17, 8:30 a.m.–5 p.m.
- **Cost:** \$199 per person or \$189 for four or more people.

If you are interested in attending as a group, e-mail Brenda Huettner at [bphuettner@aol.com](mailto:bphuettner@aol.com). For more information about the conference, visit the Web site at <http://www.compumaster.net/SemDetail.html?ST=CMCONPS&dCat=Deskt>. 📧



## Editor's Notes

### Tools Information

There are times when we all have an ah-ha moment as we struggle through some arcane problem using a particular tool. There are many helpful sites for various tools. Sometimes a process is just not documented except in the listservs. It is like finding gold when we stumble upon them.

### STC Annex

Close to home, Tom Barnett of the STC-Phoenix chapter has added a site called the STC Annex, which you can access at [www.stc-annex.com](http://www.stc-annex.com). Within that site, you will find a tools option at [stc-annex.com/Res/Tools.htm](http://stc-annex.com/Res/Tools.htm), which is full of information about various software tools that we use.

### Comparing Online Help Tools

Have you ever tried to figure out which tool to use to produce online help? Char James-Tanny has a comparison chart to help you get started. She has reviewed the most commonly used software for the purpose. You can access the Web site at [www.helpstuff.com](http://www.helpstuff.com).

### Tools Tips and Tricks

Please share your nuggets with us and include the following information:

- Product name and version; e.g., Microsoft Word 2003
- Short description of problem
- Solution

We all use a variety of tools, so send your information to me at [pat.markey@comcast.net](mailto:pat.markey@comcast.net).

I will begin by offering the following tip:

#### **Word: Removing Manual Formatting**

**Q.** Word allows you to manually format characters within paragraphs. I have often tried to apply formats to paragraphs or characters that didn't work as I expected. Whether I make a mistake or I want to undo someone else's formatting, is there a simple keystroke that I can use to revert to the underlying paragraph style?

**A.** Yes. Select the text and press **CTRL+SPACEBAR**. This removes all character formatting and returns the text to the underlying style. ■



## Society Report

### STC Transformation

STC is continuing the process of transforming itself to better meet the needs of its members – us. We have several membership options available to tailor membership to our individual needs, as discussed in the October edition of *The Border Line*.

The society still needs input for this ongoing process of transformation. “We encourage you to learn as much as possible about the Transformation and to continue to ask questions.” For more information, visit the Society's Web site at [www.stc.org/transformation/faqs.asp](http://www.stc.org/transformation/faqs.asp). ■



This article was reprinted from the STC Region 7 Web site.

## Director's News

# What Color Is Your Future Job:

## Commodity Writer or Strategic Communicator?

By Rahel Anne Baillie, STC Director for Region 7

This month, I found myself in Portland, Oregon, for the STC board meeting and the Willamette Valley's season kick-off meeting, which the chapter organized to coincide with the board meeting. The topic was the future of technical communication, a panel discussion that included a workforce analyst, two STC board members, and two local technical communicators who weathered the downturn in the economy and embody the characteristics of career survivors.

As context for the panel discussion, it happens to be that Oregon is the hardest hit state of all the U.S. Many software development jobs have been sent offshore, and the technical communication jobs that accompanied those jobs dried up, as well. Even in companies retaining their North American-based staff, the continual effort to trim "waste" continues to erode jobs in departments seen as cost centers.

Commodity writing is the type of technical communication characterized as the creation of formulaic documentation on demand, and is closely tied to writing code. Companies are increasingly comfortable outsourcing both of these tasks. Those are the jobs being sent offshore, as evidenced by the surge in job openings on STC job boards in the Asia-Pacific countries. Increasingly, the jobs that remain are for "strategic contributors," technical communicators who can be entrusted to look beyond the pages of their manuals, beyond the screens of documentation, beyond the department of documentation, and even beyond the GUI. These strategic contributors look at the product from a business point of view and ensure they contribute to the bottom line through their contributions to the company's product. The actual contribution may be content, user-centered design, or specific communications products, but the content arises from a perspective of problem-solving. The successful strategic contributor is recognized by management as a valuable part of the team, and may be part of the management team. (See Andrea Ames' presentation slides at [www.stcwvc.org](http://www.stcwvc.org).)

What impressed me were the remaining panelists who embodied the principles of strategic contribution. Sheila Reitz, a contractor for an Oregon power company, made a conscious choice to move from commodity work to strategic contribution. Using a performance-based résumé – coincidentally, I discuss these techniques in "Using a Résumé to Showcase Your Talents" in the September/October 2003 issue of *Intercom* – Reitz demonstrated her ability to contribute her analytical and communication skills documenting work flow processes. As a result, her first phone call to user-test the new résumé format resulted in landing a dream contract, when her tester exclaimed, "We need you!"

The landscape for technical communications is changed, and will continue to change. Whether you are a technical communicator outside North America who is benefiting from the windfall of technical writing jobs coming to your area, or a technical communicator called upon to stretch your imagination, the quest is the same one posed by Dick Bolles, author of *What Color Is Your Parachute?*: Which of my skills fills the changing needs in the local market, and how can I market myself to meet those needs? ■

## About the Newsletter

### Editor

Pat Markey:  
[pat.markey@comcast.net](mailto:pat.markey@comcast.net)

### Copy Editors

DeAnn Drottz:  
[chemist@c2i2.com](mailto:chemist@c2i2.com)  
Judy McCabe:  
[caribe966@aol.com](mailto:caribe966@aol.com)

*The Border Line* is the official publication of the Southern Arizona chapter (SAZ) 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, 2004.

### Publication Policies

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 issue is the 4th Tuesday of the month: Nov. 23.** Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

### Copyright Statement

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.

### Reprint Policies

Reprints are permitted if you acknowledge the source and author. Send us a copy of the publication containing the reprint: STC-SAZ, P.O. Box 14333, Tucson, AZ 85732, or e-mail the [Editor](#).

### 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). 📧

## Chapter Contacts

### Administrative Council

#### President

Kitty Aughey: [kaughey@cox.net](mailto:kaughey@cox.net)

#### Vice President

Carrie Cooper: [carrie.cooper@acs-inc.com](mailto:carrie.cooper@acs-inc.com)

#### Secretary

Robert Epstein: [n7eg@mindspring.com](mailto:n7eg@mindspring.com)

#### Treasurer

Richard Cook: [rcook6701@yahoo.com](mailto:rcook6701@yahoo.com)

#### Immediate Past President

Pat Markey: [pat.markey@comcast.net](mailto:pat.markey@comcast.net)

## Committee Contacts

### Bylaws Committee

Chair – Barbara Fraps: [bfraps@cox.net](mailto:bfraps@cox.net)

### Communication, Community Outreach, and Competitions Committees

Chair – Brenda Huettner: [bphuettner@aol.com](mailto:bphuettner@aol.com)

Newsletter – Pat Markey: [pat.markey@comcast.net](mailto:pat.markey@comcast.net)

Newsletter Copy Editors – DeAnn Drottz: [chemist@c2i2.com](mailto:chemist@c2i2.com)  
and Judy McCabe: [caribe966@aol.com](mailto:caribe966@aol.com)

PR/Publicity – Open

Web Site – Jutta Holzhaus: [stc@ultrasw.com](mailto:stc@ultrasw.com)

### Education Outreach Committee

Chair – Christine Abbott: [cbabbott@aol.com](mailto:cbabbott@aol.com)

### Election and Nominating Committee

Chair – Pat Markey: [pat.markey@comcast.net](mailto:pat.markey@comcast.net)

Committee – Bill Rost: [Bill.Rost@misyshealthcare.com](mailto:Bill.Rost@misyshealthcare.com)  
and Dave Carlson: [drcarlson@raytheon.com](mailto:drcarlson@raytheon.com)

### Membership Committee

Chair – Judy McCabe: [caribe966@aol.com](mailto:caribe966@aol.com)

Membership Assistant – Gabrielle Burns: [gurns@breault.com](mailto:gurns@breault.com)

Database – Richard Cook: [rcook6701@yahoo.com](mailto:rcook6701@yahoo.com)

Employment – Paul Veverka: [paul.veverka@misyshealthcare.com](mailto:paul.veverka@misyshealthcare.com)

ListServ – Judy McCabe: [caribe966@aol.com](mailto:caribe966@aol.com)

### Program Committee

Chair – Carrie Cooper: [carrie.cooper@acs-inc.com](mailto:carrie.cooper@acs-inc.com)

Facilities – Pat Markey: [pat.markey@comcast.net](mailto:pat.markey@comcast.net)

## Past Presidents of the Southern Arizona Chapter

1998-1999 – Dirk Arnold

1999-2000 – Debra Parker (Crawford)

2000-2001 – Barbara Fraps

2001-2002 – Brenda Huettner

2002-2003 – Helen Marty

2003-2004 – Patricia Markey