

Network and Nibble

Join us **September 12, 2002**, 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 STC. Talk with other technical communicators, share your résumé, discuss the local companies where your peers work, and learn more about STC and how it can help you. Look over publications from STC and similar professional societies. Find out about useful Web pages that are dedicated to technical communication.

This fun, casual meeting is one of our most popular formats, 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 fresh tortilla chips, guacamole, salsa, sour cream, hot peppers, smoked chicken quesadillas, mini beef taquitos, mini chicken chimichangas, iced tea, soft drinks, mineral water, and fruit-filled churros.

We'll also be showing *Who Moved My Cheese?* This brief, lighthearted video on change is based on the best-selling business book with the same name by Dr. Spencer Johnson. The video tells us how to recognize, anticipate, accept, and enjoy change — and prepare to change again.

Meeting Details

When	Thursday, September 12
Where	Tucson Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft)
Registration	5:30 PM to 6:00 PM
Program	6:00 PM to 9:00 PM. <i>Menu:</i> Assorted beverages and Fiesta Break hors d'oeuvres
Cost	\$10 members, \$15 nonmembers

RSVP

To reserve your spot, send an e-mail message to Beth Kane (beth.kane@ncslearn.com) no later than 4 PM on Monday, September 9. *No-shows will be billed.* Walk-ins are always welcome, but we cannot guarantee a meal. ■

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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.

Newsletter Staff

Managing Editor Carrie Cooper
Copy Editor..... Beth Kane

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, 2002.

Submissions

Contributions, book and product reviews, letters, and articles are welcome. Send submissions by e-mail to the Editor at carrie.cooper@acs-inc.com. 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.

The editor determines the submissions that are appropriate for publication. We prefer articles on topics that are relevant to the field of technical communication. We reserve the right to edit your text 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.

Reprints

Reprints are permitted if you acknowledge the source and author and send us a copy of the publication containing the reprint: STC-SAZ, PO Box 14333, Tucson AZ 85732.

E-mail distribution

To save costs, *The Border Line* is sent via e-mail in PDF format. To sign up, e-mail STC-SAZ-News-subscribe@yahoogroups.com.

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. ■

Clip and Save:

Planned Program Schedule

**Southern Arizona STC
Planned Events 2002 to 2003**

August 24	Knowledge Management Workshop with Judy Glick-Smith (<i>Details, page 4</i>)
September 12	Network and Nibble/Who Moved My Cheese? (<i>Details, page 1</i>)
October 10	Hunting for Jobs in the Jungle of Tucson: Panel on résumé formats, portfolios, and job-hunting.
November 14	Address from our STC Regional Director, Linda Oestreich
December 12	Holiday Party and display of STC Publications Competition Winners
January 9	Topic to be determined (possibly XML)
February 13	Joint meeting with local chapters of ASQ and AIAA: ISO 9000 and Quality
March 13	Whine and Cheese
April 10	Joint meeting with ASQ and AIAA: Engineers, SMEs, and Writers Working Together
May 8	Recognition Party
June to 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). For up-to-date meeting information, visit our Web site: <http://www.stc-saz.org/>

Upcoming Events: Phoenix STC

September 10	Kathy Crenshaw: How to develop E-learning with storyboards
October 8	Ed See, Society president: The future of tech communication
November 12	Kim Rosenlof: Boosting your income with magazine writing
December 10	Bonni Graham: Improvisational comedy — what it teaches me about tech documentation

For up-to-date meeting information, visit <http://www.stc-phoenix.com/>

How You Shine

Pat Markey, Chapter Vice President & Recognitions Committee Chair

IT IS TIME TO THINK ABOUT all of the wonderful things you have done in your career as a technical communicator. The **Recognition Committee** would like to know about them, so we can recognize your dedication and service to our community. We often do not give ourselves enough credit for the things we do related to technical communication. It helps to take stock of where we have been, so we can focus on where we are and what to do next.

The Recognition Committee has not finalized the method to collect the information or the information to be collected. We prepared a small database last year based on STC members who chaired the various committees. However, contributions go far beyond chairmanship of committees. We need help to prepare a list of categories that will capture all types of accomplishments and activities where you have used your skills, whether you did so for STC or not, such as writing or training presentations or workshops in the community or publications about relevant topics.

As the muse strikes, but by August 30, please e-mail Pat Markey at pat.markey@prodigy.net with a list of categories that you think are important for the success of technical communication. Pat will distribute a preliminary list for discussion. The modified list of categories will be presented in the next newsletter, so people can collect their thoughts about what they have accomplished. If you have experience with using forms on the Web to capture and store data, Pat would like to hear about that as well. So put on your thinking caps, because we need your help. ■

Committee Meetings

The **Education Outreach Committee** includes technical communicators, engineers, and educators. We explore outreach opportunities in order to make connections between the academic and business communities, and our goals include creating opportunities for those involved with technical communication in both business and academia to learn more about each other. Regardless of your profession, if you communicate technical information and are interested in developing common opportunities for the academic and business worlds, we encourage you to join us. We meet the first Tuesday of every month at the Barnes & Noble coffee shop. The Education Outreach Committee's first meeting of the year is planned for Tuesday, September 3rd, 6 PM at the Barnes & Noble coffee shop.

The **Monthly Planning Meeting** is the third Tuesday of each month, and all members are welcome. This lively discussion meeting consists of Administrative Council members and any chapter members who would like to show up. Contribute your ideas for programs at the next meeting, which will be on Tuesday, September 17, 6 PM, at the Barnes & Noble coffee shop.

Committee Meeting Location

Barnes & Noble booksellers is located on the south side of Broadway at Rosement, between Swan and Craycroft. Its coffee shop is at the front of the building on the left side.

Administrative Council

President: Helen Marty
martyh46@msn.com

Vice President: Pat Markey
pat.markey@prodigy.net

Secretary: David Carlson
drcarlson@raytheon.com

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

**Immediate Past President:
Brenda Huettner**
bphuettner@aol.com

Committee Contacts

Chapter contact info for the coming 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: Open

Communications Committee
Community Outreach: Brenda Huettner
Publicity: *Open*

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

Education Outreach

Committee Chair: Leslie Dupont
ldupont@dakotacom.net

Election Committee

Committee Chair: Lucy Vitale
lblcontentmgmt@netscape.net

Employment Committee

Job Bank: Bill Rost
bill.rost@misyshealthcare.com

Hospitality Committee

Committee Chair: Lucy Vitale
lblcontentmgmt@netscape.net

Membership Committee

Committee Chair: Debra Rossen
(transition in process)

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

Newsletter Committee

Committee Chair: *Open*
Newsletter Editor: Carrie Cooper
Copy Editor: Beth Kane

Program Committee

Facilities: Beth Kane
beth.kane@ncslearn.com

Recognitions (Ad hoc)

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

Knowledge Management Workshop

Presented jointly by the STC Southern Arizona and Phoenix Chapters



INFORMATION IS AN IMPORTANT currency today, and the rules by which we apply information are called “knowledge.” Organizations have realized that each time they lose employees, they lose knowledge. The result is a cry for “knowledge management.” Some

sources claim it is impossible to acquire and disseminate tacit knowledge — the knowledge located in employees’ minds — but this is precisely what technical communicators do. Successful implementation of knowledge management systems is possible if accomplished through a marriage of disciplines, including technical communication, quality control, library science, information technology/management, business process analysis, and instructional design.

Facilitated by STC Immediate Past President **Judy Glick-Smith**, this workshop will help you understand how to define knowledge management in your environment. You’ll learn the elements of a knowledge management system and how to implement one. You’ll also understand the role of technical communicators in implementing knowledge management systems and how to prepare for this role.

RSVP

To reserve your spot, send an e-mail message to Beth Kane (beth.kane@ncslearn.com) no later than 4 PM on Tuesday, August 20. Be sure to include your full name, full mailing address, daytime phone number, and e-mail address. Bring your check or cash to the workshop, and pay at the door. *Sorry, credit cards cannot be accepted for payment.*

Please note that your registration fee covers the workshop and continental breakfast. The optional networking lunch and \$2 parking fee are not included.

Additional Details

Available on the Web: www.stc-saz.org.

Workshop Details

Title	Implementing Knowledge Management Systems with Judy Glick-Smith
When	Saturday, August 24, 9 AM to 1 PM You must RSVP by August 20, 4 PM
Where	Radisson Hotel City Center 181 W. Broadway in Tucson (two blocks east of I-10; exit at Broadway)
Register	Registration starts at 8:30 AM
Breakfast	8:30 to 9:00 AM Continental breakfast
Workshop	9:00 AM to 1 PM
Lunch	An optional networking lunch will be offered at the conclusion of the workshop. Prices start at \$6.95.
Cost	\$25 students (<i>proof of enrollment required</i>) \$35 for STC members \$40 for nonmembers

About Judy Glick-Smith

Judy Glick-Smith is the founder and president/CEO of Integrated Documentation, Inc., a Dallas-based consulting firm specializing in transferring and managing knowledge through effective technical communication and content management. Judy holds a BBA in accounting with a minor in information systems from Georgia State University. She founded her first systems documentation business in Atlanta, after discovering a need for documentation in many organizations where she worked as a programmer. Judy is active in the Society for Information Management, Dallas-Fort Worth Knowledge Management Forum, and Center for Information-Development Management. Judy has published articles on documentation for high-tech systems in numerous professional publications and speaks frequently at professional conferences and educational forums. ■

Annual Planning Meeting Highlights

from the minutes submitted by Dave Carlson, chapter secretary



THE PLANNING MEETING FOR 2002-2003 took place on June 8, 2002. Two guests attended to support one of our voiced goals, to hold joint meetings with other professional societies in the Greater Tucson area. The guests were **Beverly Synovetz**, outgoing Chair of the Tucson Chapter of

ASQ (American Society for Quality), 300+ members; and **Kevin Kremeyer**, Chair of the Tucson Section of AIAA (American Institute of Aeronautics and Astronautics), 250+ members.

STC attendees were Dave Carlson, Carrie Cooper, Bryan Croddy, Leslie Dupont, Scott Harrington, Brenda Huettner, Beth Kane, Pat Markey, Helen Marty, Judy McCabe, Debra Rossen, and Lucy Vitale.

Standing Meetings Changed

Monthly Planning Meetings were changed to the *third Tuesday* of every month. Planning meetings are held, as always, at 6:00 PM in the Barnes & Noble coffee shop, on the south side of Broadway between Swan and Craycroft. The next planning meeting will be on Tuesday, September 17. All members are encouraged to share their input on programs and plans.

Regular program dates were changed and are now the *second Thursday* of each month. For full details about the programs planned for the upcoming year, see the "Planned Program Schedule" on page 2.

Additional Events

In addition to scheduled events, Dave Carlson and Kevin Kremeyer will investigate the possibility of creating a multi-society, special-event meeting to be addressed by Norman Augustine, former Assistant Secretary of the Army, Chairman and CEO of Martin Marietta, Chairman and CEO of Lockheed Martin, Honorary Fellow of AIAA, Honorary Fellow of STC, and most recently, Professor of Aerospace Engineering at his alma mater, Princeton University. He is a frequent contributor to Harvard Business Review and has written several books on business management. An alternative program, if needed, might be a visit from Barry Maid, who would describe an Arizona State University technical writing program.

Community Outreach

- One of the Employment Committee's objectives is to create a guide that lists Tucson employers of technical communicators.
- The Program Committee worked with the Phoenix Chapter to plan and host a workshop featuring Judy Glick-Smith.
- Brenda Huettner and Judy McCabe will look into a possible joint meeting with Sierra Vista people.
- Brenda Huettner will liaison with local chapters of other professional societies, starting with ASQ and AIAA. She will promote electronic links and joint meetings. Kevin Kremeyer (AIAA) and Beverly Synovetz (ASQ) will support this initiative.
- Brenda Huettner will also liaison with a loose federation of communicators known as "the Big C," including GTAMA (Greater Tucson Area Marketing Association), Ad Fed (Advertising Federation), AWRP (American Women in Radio and Television), IABC (International Association of Business Communicators), and PRSA (Public Relations Society of America).
- Pat Markey will update Brenda's 2000 salary survey, and Carrie Cooper will help evaluate the survey. A topical survey (what members want to see) has not been assigned but is in the plans.
- Dave Carlson has a book, *Job Hunting: Nine Steps to Success*, which has several sections that apply to technical communicators. Exploitation of this will provide a member benefit that may lead to a membership increase. Bryan Croddy will extract points that apply to communicators. Dave Carlson will address these in the November 2002 program.
- Proposals to the Department of Defense are moving rapidly to emphasis on oral presentations and moving away from semi-trailer loads of written documents. Dave Carlson will provide related information to Leslie Dupont, who teaches technical communication to university engineering students. Goal: a crop of engineering graduates who can write and give oral presentations. Who says engineers can't write? Customers, that's who. Good writing and good presentations lead to credibility, the most important factor in winning. ■

Sharing Ideas

By Bonni Graham, Region 8 Director Sponsor



ONE OF THE THINGS chapters routinely ask me is, “What are other chapters doing? We want to do new things, but we also want to do what we know works.” If you’re a chapter president, you’ve noticed that we always ask

for new and innovative ideas your chapter has implemented since your last chapter report. This time, we received so many great ideas that they served as the inspiration for the Board’s report back to you. To help you with your strategic planning, this article groups the ideas by the categories in the Chapter Achievement Award guidelines.

Membership and Member Services

Many chapters moved their elections online this year. They universally reported a successful experience with this method, in some cases seeing a significant increase in the percentage of members voting. Many used the Zoomerang service (www.zoomerang.com), while others set up a custom, password-protected service on their chapter site. In most cases, the membership number served as the access password.

In addition, many chapters have started using PayPal (www.paypal.com) to accept credit cards. This service works by accepting credit card information, then transferring the income in a batch to the chapter’s checking account, which is specified during setup. This cool service adds convenience to your money collecting.

Programs

One chapter discovered that its members found the term “meeting” off-putting. By changing the name to “workshop” and adjusting the format to more of a roundtable discussion, they experienced a significant increase in attendance. Be sure to survey your members; everybody has a different take on what they want.

Another successful meeting format change was one chapter’s “Network and Nibble” format. According to their description: “There is no formal speaker, but every person introduces himself or herself. We specifically invite local employment agencies and hiring managers. No dinner, just appetizers; the cover fee is low enough for even unemployed members. We also ensure that

there is plenty of material, such as back issues of *Intercom*, the quarterly journal, and conference proceedings, available for people to review, as well as other technical writing–related resources.”

One chapter has started a book club, to help members “interact on a different level from the technical meetings.” Another chapter maintains a lending library of the top titles in technical communication and business.

Many chapters are experiencing tough economic times. One chapter established a Job Search Support group for out-of-work members. It focuses on “preparing members to find new work, network, cope with the recession, develop new and more marketable skills, and expand their portfolios.” In addition to the main group meetings, the support group is organized into smaller groups that meet more frequently to provide mutual emotional support and encouragement.

Chapter Communication Products

Consider having a student help produce or edit the newsletter. Many schools grant academic credit, and chapter funds permitting, you can create a stipend to help the student gain access to some of the training and networking available at the annual conference. Make sure to have a professional-level chapter member serve as a newsletter adviser, so that the student is directed.

Concerned about the consistency of how information from your chapter is presented? One chapter created a style guide to help chapter leaders and membership communicate about events.

Recognition Programs

In this section, I’m adding an idea that came up during the Leadership Day roundtable: When you recognize a volunteer, plan for recognition before the end of the year, and plan for more recognition than simply announcing their service at a chapter meeting.

continued on next page

Sharing Ideas, continued from page 6

Consider having a “Volunteer of the Month.” Recognize that individual with a certificate delivered at the meeting, a brief article in the chapter newsletter (no more than 250 words - one paragraph), and a letter on STC letterhead to their employer, thanking them for their efforts (send a copy to their boss and to Human Resources).

You could even use the brief article as a press release to local business magazines, many of whom have space for short “newslets” about local business people, which would provide publicity for the chapter as well.

Consider a special recognition for senior or long-term members. One chapter tried this and noticed an upsurge in participation by those members. Long-time members have a wealth of history and knowledge that newer members find invaluable. Recognizing these members keeps them — and their experiences — available to and involved with the chapter.

Expanding Community

Many chapters in many regions are sponsoring student writing competitions. These competitions introduce elementary, high school, and college-level aspiring communicators to the theory, practice, and art of technical communication. Some competitions are in conjunction with a local science fair or other school function, and some are standalone competitions. Either way, they are excellent vehicles for expanding community. As for volunteer opportunities, they provide a finite and concrete opportunity that allows volunteers to provide an exceptional service of limited and specific duration.

Other chapters sponsor a booth at college and high school career fairs. They spend a day discussing our field with students interested in pursuing a career in technical communication.

This effort provides exposure to specific interested parties and to the community at large. It enables

volunteers to help define and promote the profession, as well as to network with others in related fields, serving at the other booths.

In a completely different area, one chapter has started an outreach/partnership program to other, related professional associations, such as American Society of Training Developers (ASTD), American Medical Writers Association (AMWA), and American Society of Indexers (ASI). They’ve established a liaison position on their administrative council to develop strategies and maintain programs ensuring the continuity of the effort.

Leadership

While sponsoring a chapter leadership workshop is not, in and of itself, innovative, some chapters have taken such training to the next level. One chapter held an all-day, free training, open to all volunteers, that not only explained the organization and structure of the Society, but instructed attendees in the best practices of nonprofit organizations in general for running chapter activities and managing volunteers.

Administration

A chapter treasurer holds a position of great responsibility. While there is oversight at the Society level, some chapters have supplemented that with additional checks and balances, such as having the chapter president receive a copy of the bank statement directly from the bank. This additional step provides a level of safety and comfort for both officers.

Some chapters, particularly in far-flung areas, have begun holding their planning meetings on the Web. NetMeeting (www.netmeeting.com) enabled one chapter to “establish leadership in its several geographically dispersed communities spanning about 70 miles so that they could meet more often and conduct more chapter business.”

I hope some of these ideas inspire you and that you’ll experiment with putting them into action. ■

Membership Incentives

Pat Markey, Chapter Vice President and Recognitions Committee Chair

THE SOUTHERN ARIZONA CHAPTER recently implemented several incentive policies for the fiscal year 2002 to 2003. Our area, like many others across the country, has been stricken with layoffs in the tech comm industry and persistent unemployment. These incentives are described below and are designed to help those in need. All eligible members are encouraged to apply.

Conference Registration Incentives

To keep our chapter abreast of the latest tools, processes, and ideas, the Southern Arizona chapter will pay the registration fees (or the unreimbursed portion thereof) for two administrative council members to attend two separate STC conferences (annual international or regional). The two people who attend are decided by right of first refusal in the following order: President, Vice President, Secretary, Treasurer, and Immediate Past President. People whose company or employer pay for them to attend one of these conferences are not eligible for the registration fee reimbursement. Note that this amount only includes registration fees for the conference; travel and living expenses are excluded. Council members who receive these awards are required to share the information about the conference later by making a presentation to the membership.

Membership Incentives

To assist a member who is unable to renew their STC membership, the Southern Arizona chapter will pay the STC renewal membership fee for a chapter member who is out of work or has a financial hardship. Criteria for the award are as follows:

- needs to be a member for at least one year;
- must be out of work for at least three months.

Members can apply for the award by submitting a request to the president. The chapter Administrative Council votes on requests based on involvement with the chapter. There is a limit of one nonrenewable award per member. There is a chapter limit of one renewal membership (\$125) per fiscal year.

Student Membership Incentives

To assist a prospective student member, who might otherwise be unable to join the STC, the Southern

Arizona chapter will pay the STC membership fee for a prospective student member.

Students may apply for the award by submitting a written request to the president stating in less than 100 words why they want to join the STC chapter (statement of interest).

The Administrative Council votes on requests based on the applicant's involvement with the chapter and the written statement of interest. There is a limit one award per prospective student member. There is a limit of two student memberships (\$50/student) per fiscal year. ■

Treasurer's Report

Carrie D. Cooper, Chapter Treasurer

I have prepared this summary to give you a financial snapshot of where we are at the start of the new fiscal year. If you want details about our financial situation at any time, just ask me.

Annual report

The books are balanced through June 30, 2002, and the annual report is ready to be filed with STC national. We finished the year with a surplus of \$520. Our results are as follows:

Beginning cash balance	\$2,620.45
Total Income	\$4,258.50
Subtotal	\$6,878.95
Total expenses	\$3,738.45
Surplus (or loss)	\$520.05

Closing cash balance **\$3,140.50**

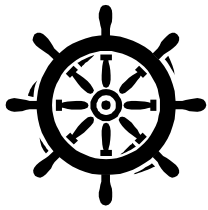
Monthly reporting and archives

I have simplified the monthly report that is submitted to the chapter Administrative Council. This streamlined report includes a simple Revenue and Expense spreadsheet (a one-page spreadsheet of income and expense categories by month, instead of the complicated cash flow spreadsheet).

In April 2002, treasurer's archives were started that included material from 1995 to 2002. Our chapter secretary is in charge of holding archives and historical records. Therefore, these archives were turned over to the current chapter secretary, Dave Carlson, at the first planning meeting of FY02. ■

Your Administrative Council Members

Meet the chapter's leaders



WE HAVE FIVE OFFICERS in our chapter Administrative Council. You elected the following volunteers to serve their terms until June 2002:

President Helen Marty has been a member of the STC for more than 10 years. She has held various positions in the SAZ chapter: chapter treasurer, facilities coordinator, copy editor for *The Border Line*, and member of the program planning committee. Helen has also presented at STC's 49th Annual Conference, was a founding member of the Special Needs SIG, and served as a judge for the Phoenix chapter publications competition. As vice president, Helen established a formal recognition program for the chapter and obtained society-level recognition for eligible members. As president, she wants to continue the momentum our chapter has established for getting excellent speakers and holding informative workshops.

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.

Vice President Pat Markey has been a technical writer and trainer for over 12 years. She is a Senior member of STC, Southern Arizona Chapter, and is currently the chapter vice president, the Recognitions Committee chair, and serves on two committees: Program and Education Outreach. Pat works for a software development company training clients and producing documentation and online help. She is the company's representative to the ANSI standards committee X12, which standardizes business document exchange. For over 20 years Pat and her husband had a publishing company focused primarily on the linguistic market. Pat has a Ph.D. in Romance Linguistics from the University of Michigan.

Secretary Dave Carlson has been a member of STC for three years. He is a Raytheon Six Sigma Expert and an Engineering Fellow. A professional aerodynamicist with a B.Ae.E. and M.S.A.E., he has worked on some of the most exciting NASA and DoD programs of the last forty years, including Saturn/Apollo, every missile that Hughes Aircraft thought of up to 1982, and B-2 Spirit stealth bomber development as Manager of Weapons Compatibility for eight years. He has completed all course work for an M.A. in Geography, teaches clear writing at Raytheon, and copyedits co-workers' documents mercilessly.

Treasurer Carrie Cooper has over eight years' experience in technical communication and holds a B.A. *summa cum laude* in English from the University of Arizona. Areas of interest include policy and procedure writing, information design, and indexing. Carrie recently celebrated her first service anniversary as a technical writer for ACS, documenting the MIDAS+ health care information system and clinical decision support software. She has been a member of STC since 2000 and is serving her second year as treasurer.

During her first year as treasurer, Carrie developed electronic reporting and spreadsheet solutions for tracking the chapter's income and expenses to the penny. These spreadsheets were published on the Society Web page and will be featured in an upcoming article in *Tielines*, the Society newsletter for chapter leaders. During her second term as treasurer, she will propose needed improvements for the year-end chapter financial report form to the Society.

Immediate Past President Brenda Huettner has been a technical writer and a member of STC for more than 16 years. She is currently in the process of creating the new community outreach committee. She has also served on the publicity, survey, and planning committees. Brenda has also been active in the STC Management Special Interest Group since its inception, and was the Management SIG newsletter editor for the past four years. Brenda has been a speaker at many regional conferences and has given presentations to the STC annual conference since 1995. She's on the program committee for next year's conference in Dallas as the Management Stem Manager. Currently, she works as a contractor and freelance writer. ■

Chapter Newsbriefs

News you can use about the chapter

Member News

Brenda Huettner, our chapter's immediate past president, recently authored a book on RoboHelp with John Hedtke. The first edition of *Robohelp for the Web*, a 400-page paperback, was published in July by Wordware Publishing. The book is available from amazon.com or your local bookseller (ISBN 1-556-22954-2).

Leslie Dupont, an STC member since 1997, has recently published her first book in a series of four textbooks on writing. The title is *Writing Cornerstones: Paragraphs in Context*, from Addison Wesley Longman Publishers. Order it from amazon.com or at your local bookseller (ISBN 0-321-07865-9).

After five years of STC membership, **Paul Veverka** recently attained the status of senior STC member. The Southern Arizona chapter now has 70 members.

Did You Know?

For the publication of your first original, factual article for *The Border Line*, you get to attend a chapter program dinner meeting of your choice for free (workshops are excluded).

Our chapter program meetings usually include a door prize drawing. When you register for the program, you receive a free ticket for the door prize drawing. Speaking of which...we are currently seeking donations for door prizes, such as pens, coffee cups, books, or other promotional materials. If you have any items to donate, please e-mail carrie.cooper@acs-inc.com.

Chapter members who are out of work may be eligible to have our chapter pay their STC renewal membership fees. See the full story on page 8.

Award-Winning Newsletter

The Border Line earned the Southern Arizona chapter an Award of Merit in the 2001-2002 STC Newsletter Competition. Forty-six chapters and SIGs entered this competition. Thanks to last year's editor, **Sarah Bonati**, for all her dedicated service and excellent work in publishing our newsletter. The chapter plans to enter the competition again this year.

Two new Yahoo! E-mail Groups for STC-SAZ

There are now two e-mail groups (listservs) for the Southern Arizona chapter of the STC for you to join. E-groups offer one e-mail address and Web site that allows you to share files, plan events, send a newsletter, and discuss current topics and more. These e-groups are hosted by yahoo.com.

STC-SAZ: For members only

STC-SAZ is for chapter members only, and its purpose is to help facilitate active participation by all current chapter members.

- **Subscribe:**
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- **Post message:** STC-SAZ@yahoogroups.com
- **View messages:** <http://groups.yahoo.com/group/STC-SAZ/messages>
- **Unsubscribe:**
STC-SAZ-unsubscribe@yahoogroups.com
- **List owner:**
STC-SAZ-owner@yahoogroups.com

STC-SAZ-News: Announcements

STC-SAZ-News is a low-volume e-group for sending out the newsletter and e-lets (e-mail announcements) from the chapter. Membership is open: Chapter members and nonmembers alike are welcome to join. However, only the moderator (the newsletter editor) may post messages. Archives are for members only, and messages may have e-mail attachments. Expect no more than three messages per month.

- **Subscribe:**
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Take advantage of these new ways to communicate and join one or both of the e-groups today. ■

President's Corner

Helen Marty, chapter president

I'M EXCITED ABOUT BEGINNING our new year by holding our first SAZ-Phoenix joint summer workshop on August 24th with guest speaker **Judy Glick-Smith**. We've come a long way in the five years as a chapter.

Our chapter success is due to the dedication, commitment, and just plain hard work by our previous administrative councils and planning committees. Last year, we formed a Recognition Committee that created scholarships for our members and student members. The committee sought Society-level awards for members **Dirk Arnold** and **Sarah Bonati**, who received Distinguished Chapter Service Awards.

We continue to make a concerted effort to keep expenses down for our members and potential members. I'd like to personally thank the other members of last year's administrative council for their contributions to the SAZ chapter:

- **Brenda Huettner**, president
- **Carrie Cooper**, treasurer
- **Pat Markey**, secretary (October-May)
- **Larry Jorgenson**, secretary (July-October)
- **Barbara Fraps**, immediate past president

Big thanks go out to last year's planning committee chairs: **Dirk Arnold**, **Sarah Bonati**, **Leslie Dupont**, **Larry Hammer**, **Pat Markey**, **Judy McCabe**, **Bill Rost**, and **Dennis Yannutz**, as well as all the other members who contributed to various planning meetings throughout the year.

I encourage all SAZ members to volunteer a few hours of their time. We have great opportunities available, such as the Publicity and Newsletter chairs. I'd like to see more members get involved in planning meetings and chapter activities. If you've been thinking about getting involved, now is the time. Your chapter needs you! ■

Selling STC to the Boss

Reprinted from the April/May 2002 issue of *Tielines*

HAVING TROUBLE SELLING THE idea of STC membership to the boss? Get it paid through your corporate training budget. Dictionary.com defines "training" as follows: "to make proficient with specialized instruction and practice."

- Training happens when a chapter workshop on XML helps you develop superior company documents—faster and more efficiently.
- Training happens when an STC telephone seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company's production processes.
- Training happens when a technical session at STC's annual conference shows you how to develop a usability plan that returns valuable feedback on your company's product—resulting in a better product and more satisfied customers.
- Training happens when an article in *Intercom* or *Technical Communication* shows you how to translate a company Web site—to reach an international audience.

If an STC- or chapter-sponsored event or activity shows you how to improve your company products or processes, that's training.

Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community with numerous opportunities for networking. ■

Monthly Reminders

- RSVP for Knowledge Management workshop by Tuesday, August 20
- E-mail Pat Markey (pat.markey@prodigy.net) with your list of categories regarding the success of technical communication by August 30
- Gather door prize items for the chapter
- RSVP for Network and Nibble by Monday, September 9
- Check the Committee Contacts list and consider volunteering for open positions
- Sign up for STC-SAZ newsgroups
- Deadline for the next issue: Friday, September 27, 2002