

Job Hunting in Tucson

Join us **October 10, 2002**, for a panel discussion on the following hot topics:

- **Your résumé** has one purpose...to get you an interview. Carrie Cooper teaches you how to build a résumé with strong content and form in just three steps.
- **Your portfolio** should contain a representative sampling of your work as it relates to the job being sought. Barbara Fraps discusses ways to make your portfolio the best it can be.
- **Interviewing:** Once you have a résumé and a portfolio, you'll be interviewing. Dave Carlson presents time-tested techniques for acing the interview from the book *Job Hunting: Nine Steps to Success*, which has several sections that apply to technical communicators.

The door prize at this meeting is a free résumé makeover for one randomly selected attendee.

Save the Date: Thursday, October 10

| | |
|-----------------|---|
| Where | Tucson Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft) |
| Register | 5:30 to 6 PM |
| Dinner | 6 to 7 PM. <i>Menu:</i> Build-Your-Own Caesar Salad with optional grilled beef or chicken. Accompanied by antipasto salad, fresh toppings, garlic bread, tea, coffee, soft drinks, and dessert. |
| Meeting | 7 to 8:30 PM |
| Cost | Dinner and meeting: \$10 members/\$15 nonmembers Meeting only: Free to members/\$5 nonmembers |
| RSVP | Send an e-mail message to Beth Kane (beth.kane@ncslearn.com) by 4 PM on Monday, October 7. <i>No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.</i> |

About Our Speakers

Past President Barbara Fraps manages the Documentation/Training Group for the Remote Sensing Division of Vaisala. She has 11 years' experience hiring employees.

Secretary Dave Carlson is a Raytheon Six Sigma Expert and an Engineering Fellow. Dave teaches clear writing at Raytheon, and he copyedits co-workers' documents mercilessly.

Treasurer Carrie Cooper has over 8 years' experience in technical communication and has a BA in English from the University of Arizona. Résumé improvement is one of her favorite research topics.

Highlights of This Issue:

| | | | |
|----------------------------------|---|---|----|
| Letters to the Editor | 3 | Do Your Negotiations Work? | 6 |
| Planned Program Schedule | 2 | Arizona Technical Communication Week | 7 |
| New Chapter Pricing Policy | 4 | What It Means to Belong to STC..... | 8 |
| Education Outreach | 5 | Program Reviews | 9 |
| Work Hunters' Group | 5 | One-Minute Survey: Food for Nov. Meeting..... | 10 |

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
 Copyeditor 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**

| | |
|-----------------------|--|
| October 10 | Hunting for Jobs in the Jungle of Tucson. Panel discussion on portfolios, résumés, and job hunting with Barbara Fraps, Carrie Cooper, and Dave Carlson. You could win a free résumé makeover. |
| November 14 | Address from our STC Regional Director, Linda Oestreich: Career Management in a Tough Economy. Just what is a career? How do you define it? How do you get satisfaction from it? Come learn about a four-stage career management model and be ready to share ideas! |
| December 12 | Holiday party and display of winning entries from the STC Publications Competition |
| January 9 | Alan Schroder , assistant managing editor of the University of Arizona Press: concepts of copyediting |
| 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

| | |
|--------------------|---|
| 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/>

Résumé table at chapter events: If you're a job seeker, drop off several copies of your résumé. If you're an employer, drop off your business card or information about open positions.

Letters to the Editor

Have something to say? We welcome feedback — good, bad, or indifferent — from all chapter members.

Note from the Editor: Beth Kane and I redesigned our newsletter to meet some of the judges' suggestions from prior competitions, such as making the hierarchy of headings more obvious. Plus, because our newsletter is sent out in PDF form and not printed, we added color to help guide readers through the issue.

Beth Kane's typography suggestions really make the newsletter look a lot cleaner: all body text is now Book Antiqua. All headlines, e-mail addresses, computer language elements, and table text are Verdana. There is no Century Gothic (which I secretly hate as the "unreadable Swiss cheese font") and no Arial in body copy, whether it's regular, black, or narrow. These streamlined font choices make a big, positive difference in readability.

Here's what some of our members had to say about the makeover:

Nice improvement on the STC newsletter design.

—Dennis

The new newsletter is excellent! Nice job! I really like the checklist on the last page—that's a great idea for recapping the content of the issue and reminding people of what they might have missed, or action to take! Very Cool! Thanks so much for taking it on, and making it look so great.

—Sarah

Phenomenal newsletter! The newsletter is wonderful! It contains a lot of good information and good ideas for all of us.

—Patricia

I've been a member of the local STC chapter for many years now and I have to say that the latest issue of the *The Border Line* is great! The layout and articles are very, very good. Keep up the great work!

—Pat

Committee Meetings

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. All members are encouraged to share their input on programs and plans. As Pat Markey says, "As volunteers on the planning committee, we do our best to identify, select, and coordinate programs for our members....We are here to make our programs speak to as many of our members as possible with the monies we have available."

Contribute your ideas for programs at the next meeting, which will be held on Tuesday, October 15, 6 PM, at the Barnes & Noble coffee shop. Barnes & Noble Booksellers is located on the south side of Broadway at Rosemont, between Swan and Craycroft. Its coffee shop is at the front of the building.

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 information for the fiscal 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: Open

Election Committee

Committee Chair: Lucy Vitale
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Employment Committee

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

Hospitality Committee

Committee Chair: Lucy Vitale
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Membership Committee

Committee Chair: Judy McCabe
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larry.hammer@misyshealthcare.com

Newsletter Committee

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

Program Committee

Facilities: Beth Kane
beth.kane@ncslearn.com

Recognitions (Ad hoc)

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

New Chapter Pricing Policy

Helen Marty, Chapter President

I'D LIKE TO ANNOUNCE the new pricing policy that has been established for the Southern Arizona Chapter, but before I do that, I'd like to give you a little background information.

It's important to note that this is the second time that the chapter has lowered meeting and workshop expenses this year. In January 2002, the chapter lowered the meeting price including food from \$15 for members and \$20 for nonmembers to \$10 and \$15 respectively, to encourage more attendees at our meetings. The chapter subsidized the difference between actual food cost and what people paid. We kept the program-only price at \$5. We also decided to keep workshop expenses under \$50. Walk-ins or late registrations are still welcome.

At that time, we did an extensive study of Tucson hotels to locate one that would be flexible to our needs and enable us to spend less on facilities (meeting room and food) and speaker arrangements (rooms). The facility arrangements we make are based on the expected number of attendees, which in turn is based on RSVPs. The hotel is able to accommodate 10% overage on food (meaning one or two extra meals are available).

After a recent study of other professional organizations, we determined our membership fee was about the same as most organizations. Our meeting prices, including food, were lower than most groups. However, several of the groups offered the meetings free to members.

New Meeting Price Policy

Now to the good news! Effective with the October meeting, meeting prices and incentives are as follows:

| | Meeting Only (no food) | Dinner Plus Meeting |
|---|-----------------------------------|--------------------------------|
| Member | FREE | \$10 |
| Nonmember | \$5 | \$15 |
| Nonmember, 1st meeting | FREE with coupon | \$15 |
| Full-time student | FREE | \$15 |
| First newsletter article published | FREE | FREE |

No-show Policy

Because of our new pricing policy, I'd like to reiterate our no-show policy. Everyone has always made their own reservations, and this practice should continue. When Beth Kane, facilities manager, turns in the count to the hotel for the number of RSVPs, we guarantee payment for these meals. For this reason, we specify that everybody who registers for a program is billed the full price even if they are unable to attend.

However, we do have a few exceptions to this policy. When someone is ill and calls prior to the event, we do not bill the person. After the event, Chapter Treasurer Carrie Cooper contacts the people who made a reservation but did not attend. If someone had an emergency (family or work related) or was ill and unable to contact Beth or another attendee, we do not bill. If a person simply forgot to attend, we bill that person.

We hope that by making these change, more people will be able to take advantage of our meetings and networking, and others will have STC memberships they might otherwise not have been able to afford. If you have a suggestion about other incentives the chapter might offer, please feel free to contact me. ■

Recognitions Correction

Pat Markey, Chapter Vice President and Recognitions Committee Chair

THE ARTICLE ENTITLED "Membership Incentives" (*The Border Line*, September 2002) has been corrected in a statement released following the publication of the newsletter. We want to make sure that everyone sees the correction: Please be advised that the opportunities described are actually scholarships. Think "Scholarship" and decide if one of these options may help you or someone else you know. As a reminder, the following scholarships are still available during this fiscal year:

- One scholarship (paying the STC renewal membership fee) for a chapter member who is unemployed or has a financial hardship.
- Two scholarships (paying the STC membership fee) for prospective student members.

Apply for these scholarships by submitting a request to the chapter president. See the September 2002 issue of *The Border Line* for details. ■

Education Outreach

Leslie Dupont, Education Outreach Committee Chair

THIS IS A GOOD OPPORTUNITY for me to list the major projects that the Education Outreach Committee worked on before going into “dormancy” for a while.

- We visited tech and business writing instructors at the University of Arizona in April 2001, reviewing and offering feedback on their new online Business Writing curriculum and making suggestions for the online Technical Writing curriculum they were planning.
- Pamela Lloyd and I visited ASU East’s Professional Writing Program in April 2002, speaking with the Director, **Barry Maid**, and one of his full-time faculty members. This program offers certification in technical writing and is probably one of the best technical/professional writing programs in the state at this time. Barry also was very interested in coming down to speak at an STC event about his program and about issues related to educating technical writers for the profession.
- Our committee gathered information related to technical writing training and education, and Pamela Lloyd designed the layout and organized hotlinks and other information for our Web pages (to be added to the chapter Web site). This has been our most in-depth ongoing project, and it will offer many resources for visitors to the site.

Pamela Lloyd and **Fred Sapio** deserve to be recognized for the extensive hours they put into gathering, reviewing, and organizing materials for our Web pages. Fred says, “Working on the Education Outreach committee was a lot of fun, and everyone had a lot to offer. I think the resource links and hopefully the usability lessons will be a valuable asset to our chapter.”

Another committee member, **Dean Helgason**, also contributed a great deal of feedback and information to this project. Even though Dean was not officially an STC member, he was a great help and an inspiring participant.

Note: *The Education Outreach Web pages will be transferred to the chapter site when they are finished.* ■

Work Hunters’ Group

Pat Markey, Chapter Vice President

ARE YOU INTERESTED IN participating in a new group that would focus on peer-to-peer support for people looking for work? I envision group members reviewing each other’s résumés and work samples, discussing interviewing skills, and sharing resources available to help you find work.

As the Immediate Past President of our Southern Arizona chapter, Brenda Huettner, said, “We should always review our accomplishments and update our résumés. This activity is important to everyone, whether we currently have work or not.”

Any work hunters’ group or groups would be autonomous, meeting as needed and wherever appropriate to its members. There are no rules, and there are no expectations, except those created among the group members. If you would like to form or participate in such a group, contact Pat Markey (pat.markey@prodigy.net). I will function as an initial point of contact. The rest of the details will be decided by the group members. ■

Networking Tips

Ads for job openings in *The Border Line* newsletter and on our chapter Web site are always free.

There is a résumé table at chapter events: If you’re a job seeker, drop off several copies of your résumé. If you’re an employer, drop off your business card or information about open positions.

The proposed work hunters’ group (see above) could make a great job club for technical communicators. Author Keven Donlin says, “Because the vast majority of jobs are filled through personal contacts, a job club can be very effective in your job search... In a good job club, you’ll meet regularly with 10 to 30 other people to share leads, provide support and practice such skills as interviewing and negotiating for salary.” Read more at www.collegerecruiter.com/pages/articles/article258.htm.

The Technical Résumés Web site, a résumé writing service for IT professionals, lists eight excellent networking tips. According to the article, “some of the best jobs aren’t listed anywhere except in the mental catalogues of CEOs and managers.” Read more at www.technical-resumes.com/networking1.html.

Do Your Negotiations Work?

Linda Oestreich, Director-Sponsor Region 5



I RECENTLY ATTENDED A class to help me learn negotiation skills. One of the new phrases I learned was BATNA, which means *best alternative to a negotiated agreement*. For example, you are ready to buy a new car, but just can't get the deal you want. What's your

BATNA? You can continue driving your old wreck, you can walk, or you can take public transportation—all are BATNAs to your buying a new car. Most car salespeople are hoping that all your BATNAs are unacceptable. If you can't live comfortably with the BATNA, you'll want to make a deal. They hope you'll make one that's more profitable to them than to you.

In the world of negotiating, an agreement must meet several requirements (*Conflict Management*, 1997, and Vantage Training, www.vantage-training.com):

- It must satisfy the interests of both parties.
- It must be the least wasteful among many options.
- It must be legitimate for all parties—no one must feel taken advantage of.
- It must be better than your BATNA.
- It must include commitments that are operational and durable.
- The process must be efficient and effective.

If your negotiated agreement meets these requirements, the process works and builds a strong relationship.

Another example: I take my cars back again and again to a particular shop. We have had several negotiations over the years, and through it all our relationship has become strong. I trust them.

So, what's this got to do with our STC life? Well, each time we take on a volunteer position, we are negotiating to offer something to the chapter or the Society in return for something else. Many people avoid volunteering because they don't see how their agreement with the chapter meets the BATNA requirements.

Let's look at my agreement to be your director-sponsor:

- Does it satisfy the interests of both parties? I'm new, so that's still being determined. I'm certainly happy from my side; only time will tell if you are happy from yours. I receive the chance to help others, make presentations on topics that I enjoy, and share my enthusiasm for STC with hundreds of people. So far, it meets the requirement.

- Is it the least wasteful among a field of options? Well, my field of options included volunteering work elsewhere, becoming a couch potato, learning to knit, taking on a second job, or going back to school. I felt that doing STC volunteer work was the best route I could take toward my own professional growth. I had a good head of steam going, I was well known, and I loved the work. I couldn't say that about much else in my list of options. So yes, I believe it meets this requirement.
- Is it legitimate for all parties? Do I feel cheated or taken advantage of? Certainly not. I am excited and hopeful that my work in this job will be helpful to all members of Region 5 and to the Society. Whether you, the members, will feel cheated has yet to be determined. I'm going to do the best I can to ensure that you are as happy about this agreement as I am!
- Is it better than my BATNA? As I check my field of options once more, I say Yes! I believe it's better than couch-sitting, returning to the life of a student, or moonlighting.
- Are the commitments operational and durable? I believe so. The commitment I have made is one that I know I am capable of carrying out. And I believe the commitment the Society has made to me is just as stable. The Society's support, your help, and my ability to use my predecessors and fellow board members as mentors are all there for me to tap into. Yes, the commitments remain strong.
- Is the process efficient and effective? I hope that I'm doing my part. But for this to really work, communication must flow in both directions. You have to let me know whether you trust the relationship. If not, inform me so I have a chance to improve. Remember my example? If my mechanics make a mistake, it's my job to tell them. Avoiding them or going somewhere else doesn't do much good—and it destroys the relationship.

As you take on new volunteer work, think about what you would have if you don't do the job, or help with the meeting, or sit on that council. What are your BATNAs? Are you being fair to yourself? Do you really value the experience, feedback, and opportunity you receive as payment for your volunteer work? If so, you'll realize that your negotiated agreements with your Society strengthen relationships—even if it's the relationship you have with yourself. It's good to feel proud of a job well done. ■

Arizona Technical Communication Week

Brenda Huettner, Immediate Past President and Community Outreach Committee

GOVERNOR JANE HULL OF ARIZONA has once again officially proclaimed October 13th through October 19th as Arizona Technical Communication Week. Technical communication professionals encompass a wide variety of job titles, such as technical writers, editors, graphic artists, Help developers, user interface specialists, and usability engineers. They work on manuals, reference guides, tutorials, newsletters, white papers, policies and procedures, online Help, web content, marketing material, and much more. The booklet that comes with your refrigerator, the manual that comes with your new computer, and the information that you get when you press a Help button on your cellular telephone are all designed and created by technical communicators. This week is a special time of year in which to recognize the value of technical communications, and also raise the awareness of the profession.

Locally, technical communicators work in almost every sector, according to Helen Marty, president of the Southern Arizona Chapter of the Society for Technical Communication. "We've got lots of members who work in the information technology industry, but also in optics, aerospace, mining, and environmental areas."

The Society for Technical Communication (STC) is an international organization devoted to advancing the arts and sciences of technical communication. Here in Tucson, we sponsor monthly program presentations, technical workshops, and a technical publications, art, and online information competition. Winners of the local competition are sent on to compete at the international level.

Arizona was the first state to recognize the profession with a formal proclamation, though many other states have followed suit. This year marks the 15th annual celebration of technical communications in Arizona.

Companies celebrate Technical Communication Week in different ways. Some have a special luncheon. Some put up signs. Technical publications departments make an effort to show off what they've accomplished in the last year. For many companies, the event allows recognition for a profession that often does not receive the attention it deserves.

"We'd like to invite the community to help us celebrate, in whatever ways feel most appropriate," said Marty. For example, people are always welcome to come to our program meetings to find out what we're all about, or they could just thank the communicators in their own companies."

The October 10th program, "Hunting for Jobs in the Jungle of Tucson," is a panel of communicators talking about résumés, portfolios, and job-hunting tips. For more information, see the Southern Arizona chapter Web site at www.stc-saz.org. For more information about the international STC organization, see www.stc.org. ■

2002 Proclamation

- WHEREAS, recognition is given to the importance of having a bridge between those who create technology and those who use it; and
- WHEREAS, recognition is given to the creative work of information designers and technical communicators who build those bridges of understanding and usability; and
- WHEREAS, recognition is given to the standards of professional excellence and ethical behavior exhibited by these individuals;

NOW, THEREFORE, I, Jane Hull, the Governor of the State of Arizona, do hereby proclaim October 13 through 19, 2002 as Technical Communication Week. ■

Treasurer's Report

Carrie D. Cooper, Chapter Treasurer

THE MONTHLY SUMMARY of our chapter's finances is given below. I am pleased to report that our annual dues refund check from the Society has already been received. This money provides the cushion that helps us to confidently present great programs that might not be profitable, such as hosting a workshop.

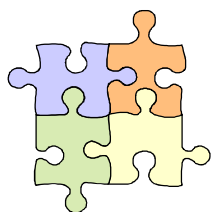
The books are balanced through September 2002, and we are currently operating with a surplus. Our exact figures for the year to date are as follows:

| | |
|---------------------------|------------|
| YTD Total Income | \$3,076.88 |
| YTD Total expenses..... | \$1,452.65 |
| Surplus (or Loss)..... | \$1,624.23 |
| Current cash balance..... | \$4,764.73 |

If you want details about our financial situation at any time, just ask me. ■

What It Means to Belong to STC

Linda L. Oestreich, Director-Sponsor Region 5



STC MEMBERSHIP OFFERS MORE than most of us realize. I have been a member for many years, yet when I recently checked the STC Web site, I was surprised by some of the benefits we receive. As new members, we often plead ignorance of those benefits. Each new member

gets an STC New Member packet, but rather than look through the materials, we put them aside and plan to look through them later. At the other end of the spectrum, long-time members seldom reassess their membership. We take advantage of certain perks because we know they exist. We don't check to see what's changed. I just completed a year as Membership Director of STC, Houston chapter, so I now know our membership perks. It's hard to sell it if you don't know what it's worth!

To start, check the membership benefits listed on the STC Web site at <http://www.stc.org/benefits.html>. At the left of the page, click either "10 Reasons to Join" or the "STC New Member Kit." What a great surprise! Both pieces offer all kinds of information that will either remind you of stuff you've forgotten or teach you about stuff you never knew!

My Perk List

When I first began thinking about this article, I drew a mind map of all the topics I might discuss with you. My list includes networking, fun, mentoring, publications, professional development, employment, and learning.

My mind map was the result of some solo brainstorming before I went to the STC Web site. Realize that I built it from my personal perspective. It's not a complete list, but it shows what came to my mind in just a few minutes. I definitely forgot some things, but look at all I remembered!

My mind map has seven major branches. How many of them do you work? Do you work the mentoring? Or the professional development? Are you someone who works the publications but passes on the mentoring and networking? Over the years, I've worked all the branches, just not all at one time! You don't have to "work" it all—but it's a lot more fun when you do!

STC's Perk List

Rather than only looking at STC through my eyes, here are the 10 areas STC emphasizes in the brochure, "10 Reasons to Join STC." (These are also 10 reasons to LOVE being a member!)

1. *Intercom*
2. *Technical Communication*
3. chapter activities
4. STC annual conference
5. Competitions
6. Special interest groups
7. Web information
8. Jobs database
9. STC technical communicator salary survey
10. Networking

How many of the 10 perks do you take advantage of? Do you make time to read some of the articles in the two publications? How often do you take part in chapter activities? When was the last annual conference you attended? Do you belong to a SIG? Are you active in it?

Challenge

Whenever I hear people complain about the STC membership fee, I remind them to look at the value they get for their dues. We get so much more than we pay for! I think STC is one of the best bargains around!

So, even though you're probably already a member, stop and reevaluate just why that is. Are you taking advantage of all STC has to offer—both in what you give and what you get? If not, I challenge you to reconsider. You'll find STC a grand group to belong to. We're fun, we're smart, and we're here to help you be a better technical communicator. Give us a chance. ■

Program Reviews

We present two reviews this month: the Knowledge Management Workshop (August) and the Network and Nibble meeting (September).

KM Workshop Review

Compiled by Carrie Cooper, Chapter Treasurer

IN AUGUST 2002, STC Immediate Past President **Judy Glick-Smith** facilitated a workshop to help us understand knowledge management. This workshop was jointly hosted with the STC Phoenix chapter. A total of 14 people attended.

We discussed the difference between *data* (collection of test results with no context), *information* (data with context), and *knowledge* (what people know: information combined with personal experience). For example, a recipe for a pot roast is information. Knowing what color that roast is when it's done is knowledge. Context is the key to turning data into knowledge.

According to Glick-Smith, knowledge management (KM) is the storage and retrieval of personal knowledge. KM communicates information ("passing the baton"). Proper KM takes resources, time, and dedication. She said repeatedly that software is not the solution.

KM simply can't be done without the commitment of top management. You definitely need your manager's permission to take time from your "real job" in order to either actively transfer knowledge from one person to another or to passively have your knowledge captured by a system.

So why should a company dedicate itself to KM? Because the benefits are great. KM helps a company avoid errors. Glick-Smith gave this powerful example about error reduction: if a system has six parts, and each part is 99% correct, then the entire system is only 78% correct.

For recommended books on KM, see the bookshelf on Glick-Smith's Web site at www.idoc-inc.com.

From among the 14 attendees, 10 participants gave this workshop the following average scores.

Scale: 3 = wow!, 2 = satisfactory, 1 = needs work.

| | |
|---------------------|-----|
| Location | 2.5 |
| Food | 2.2 |
| Meeting Room | 2.5 |
| Value | 2.6 |
| Topic | 2.5 |

Selected Comments

A main theme of received comments was that participants were eager to receive specific information and case studies in addition to the basic overview.

- Great job...boy, I've got a lot to learn.
- Thoroughly enjoyed seminar!
- Good introduction to a complicated topic. Judy was well-prepared.
- Excellent. Helped me understand how KM incorporates various other improvement systems.
- The topic itself is great, but I was hoping for more practical information in addition to the theory. Maybe this should be an 8-hour seminar?

Feedback: Network and Nibble

Compiled by Pat Markey, Chapter Vice President

NO ONE WAS SHY AT the networking program, which featured the video "Who Moved My Cheese?" There was a lot of low-key but serious networking. Dave Carlson led the post-video discussion, and I had to admit that at one time or another I fit into most of the categories discussed in the video. Most attendees agreed that the program was useful and enjoyable.

From among the 14 attendees, we received 8 responses to the program evaluations. The average scores for this program are the following:

Scale: 3 = wow!, 2 = satisfactory, 1 = needs work.

| | |
|---------------------|-----|
| Location | 2.8 |
| Food | 2.4 |
| Meeting Room | 2.6 |
| Value | 2.6 |
| Topic | 2.9 |

We hope to see more people next time. ■

One-Minute Survey: Food for Nov. Meeting



WE ARE CONSTANTLY striving to improve the services that the chapter offers. In that spirit, we are taking a survey about the food at meetings. Both members and nonmembers are welcome to take this quick survey.

Question: What would you like to have for dinner at the November meeting?

Five choices are listed in the right column. There will always be a vegetarian option available. All dinners include iced tea, coffee, assorted soft drinks, and dessert. Please rank these options, with 1 being your top choice.

E-mail your top choice to beth.kane@ncslearn.com before the next planning meeting on October 15. Remember, you're always welcome to attend chapter planning meetings—see page 3 for details.

Dinner Choices for November

Pick one from among the following:

Caesar Salad Buffet (*Build Your Own*)

Caesar salad with grilled beef or chicken, antipasto salad, fresh toppings, and garlic bread.

Deli Style Buffet

Deli sliced ham, smoked turkey, roast beef, domestic cheeses, assorted breads, lettuce, tomato, pickles, and condiments. Potato salad, antipasto salad, and chips.

Pasta Lovers' Buffet

Penne pasta, alfredo and pomodoro (tomato) sauce, meatballs, grilled chicken strips, mozzarella sticks, Caesar salad, and freshly baked garlic bread.

Taco Salad Buffet (*Build Your Own*)

Taco salad bar with beef or chicken, mini chimichangas, refried beans, and Spanish rice.

Taste of the Orient

Stir fry with beef or chicken, fried rice, egg rolls, pot stickers, and fortune cookies.

Monthly Reminders

- By Monday, October 7:** RSVP by 4 PM to beth.kane@ncslearn.com for the meeting on Hunting for Jobs in the Jungle of Tucson (see page 1)
- Thursday, October 10:** Program—Hunting for Jobs in the Jungle of Tucson (see page 2)
- October 13 through 19:** Celebrate Arizona Technical Communication Week (see page 7)
- By Tuesday, October 15:** Take the food survey and e-mail your top choice to Beth Kane
- Tuesday, October 15:** Attend the planning meeting at the Barnes & Noble café (see page 3)
- By Friday, October 25:** Send your submissions for the next issue of *The Border Line* by noon (remember, you can come to a dinner meeting for FREE when your first article is published).
- Gather door prize items to donate to the chapter
- Check the Committee Contacts list and consider volunteering for open positions
- Sign up for STC-SAZ newsgroups on Yahoo!
- New members: join STC in October to get three months free

Nonmember Coupon

Good for your first meeting

This coupon is made available to encourage nonmembers to attend a chapter program to learn about STC and our chapter. It is good for attending a program for the first time (dinner not included). Print out this coupon and bring it with you to the meeting to save \$5 off the cost of admission.

This coupon admits one person who is attending a program of the Southern Arizona Chapter of the STC for the first time.

Name (please print):

E-mail address:

Date of program:

STC, Southern Arizona Chapter