



Career Management in a Tough Economy

Linda Oestreich will speak about Career Management in a Tough Economy on November 14, 2002. Just what is a career? How do you define it? How do you get satisfaction from it? How do you know if it's right? Linda will examine these questions with you during her presentation. Come learn about a four-stage career management model that helps put your career in perspective with your life, your job, and your abilities. Be ready to share ideas: your participation is part of the plan!

The door prize at this meeting is a gift card to Barnes & Noble Booksellers.

Save the Date: Thursday, November 14

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> Deli spread: Build your own sandwich. Accompanied by 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, November 11. <i>No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.</i>

About Our Speaker

Linda Oestreich, an STC Fellow, is the Region 5 Director-Sponsor. She works as a Senior Technical Editor for BMC Software in Houston, Texas. Linda has been active in STC, at the local and Society level – giving presentations, writing articles, and serving on committees--for more than 20 years.

Highlights of This Issue:

Planned Program Schedule.....	2	Holiday Gifts for Technical Communicators.....	7
Letters to the Editor.....	3	STC Telephone Seminars	8
Monthly Planning Meeting.....	3	How Do You Spell Success?.....	9
STC's Newest SIG.....	4	Idea Watch Web Site.....	9
Joint Meetings	5	Added Value for Members.....	10
Membership Rocks!	5	\$100 Prize for Worst Manual.....	10
Treasurer's Report	5	Chapter News Briefs.....	11
Program Reviews	6	Call for International Competition Judges.....	12
Networking News.....	7	Nonmember Coupon.....	12

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 EditorCarrie Cooper
carrie.cooper@acs-inc.com
CopyeditorBeth Kane
beth.kane@ncslearn.com

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. We prefer items on topics that are relevant to the field of technical communication. For publication of your first article, you may attend one dinner meeting for free. Your text may be edited 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.

Send submissions by e-mail (Word file or RTF) to the Editor. Include your name and telephone number. By submitting an article, you implicitly grant a license to this newsletter to run the article and you permit other STC publications to reprint it without permission. Unless otherwise noted, authors retain copyright.

Reprints

Reprints are permitted if you acknowledge the source and author 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 carrie.cooper@acs-inc.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**

November 14	Address from our STC Region 5 Director-Sponsor, Linda Oestreich: Career Management in a Tough Economy. See page 1.
December 12	Holiday party and display of winning entries from the STC Publications Competition. <i>Location:</i> This meeting will be at the Marriott University Park.
January 9, 2003	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 Initiatives. See page 5.
March 13	Whine and Cheese
April 10	Joint meeting with ASQ and AIAA: Engineers, SMEs, and Writers Working Together. See page 5.
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. Rosenlof will share tips, talk about inspiration and markets, query letters to editors, submitting your work, the editing process, and industry terminology and practices.
December 10	Bonni Graham: Improvisational Comedy — What It Teaches Me About Tech Documentation

Events for 2003 are listed on page 7. 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.

I'd like to make two suggestions:

1. In the meeting announcements (newsletter & Web site), could you see that all the acronyms are spelled out? The calendar says that we have joint meetings upcoming with AIAA and ASQ, but I have no clue as to who these groups are.
2. The Program Reviews are great—they re-sell the meetings and entice folks to attend the next one. Also, it's a nice service to share the info with those who can't attend. In reporting the meeting feedback, it might be more enticing to report the numbers of respondents who rated the meeting a Wow. For example, 70% of attendees rated Value of attending "Wow." By reporting the average of all respondents, the feedback gets watered down. Everything is ranked 2.5 because it is, by nature, the average. The feedback could be enhanced by adding a category of Speaker (rank the speaker).

Something to think about for next time. Thanks for another great issue! I also liked the article on negotiating ["Do Your Negotiations Work?" by Linda Oestreich, Director-Sponsor Region 5, *The Border Line*, October 2002] ...Thanks for considering these suggestions,

—Sarah

Editor's response: You got it, Sarah! **Dave Carlson**, our Chapter Secretary, has been the liaison with these professional societies. AIAA stands for the American Institute of Aeronautics and Astronautics. ASQ is the American Society for Quality. Please see Dave's article, "Joint Meetings" on page 5.

I've recalculated the meeting feedback as you requested and will report it in this way from now on. Please see "Program Reviews" on page 6. Thanks for these great ideas. And by the way, since you liked Linda's article, you'll want to attend our November program. Details are on page 1.

Monthly Planning Meeting

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 want to show up. All members are encouraged to share their input on programs and plans. You'd be surprised at how much fun these can be.

Contribute your ideas for programs at the next meeting, which will be held on **Tuesday, November 19**, 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. We'll save a seat for you!

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
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: Judy McCabe
caribe966@aol.com

Member Database: Larry Hammer
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

STC's Newest SIG

Helen Marty, Chapter President

OVER THE LAST FEW months, I've spoken to many people about STC's Special Needs Committee becoming a Special Interest Group (SIG). The Special Needs (SN) SIG was established at the May 2002 Society Board meeting in Nashville. The SN SIG is the newest and smallest SIG. For purposes of the SN SIG, special needs are defined as physical or mental disabilities that impair a technical communicator's ability to practice the profession or impair an end user's ability to receive the information in technical communication products.

What's interesting about this SIG is how it was established. In 1997, the Society Board established the Special Needs Committee with Judy Skinner as manager. Normally, a Society committee stays in existence for a year or two. This committee was in its fourth year when the Board informed the committee manager, Dan Voss, who took the helm in 2001, that the committee would be disbanded at the May board meeting because it had accomplished its mission.

Convinced its mission was anything but over, indeed just beginning, the 20-member committee (including myself) rallied to turn the committee into a SIG. In less than three months, Dan and the committee developed a mission, a tentative budget, and a petition sign-up sheet. The committee then set about gathering signatures. By April, we had just over a hundred signatures for the petition ... a remarkable accomplishment considering that each person who signed the petition was personally contacted.

In May, after the SN SIG had been approved, we held our first SIG meeting at the Annual Conference. We came away from the meeting with volunteers for almost every mission objective. *Achieve!*, our newsletter, will be published on a quarterly basis. Our Web site address was changed and the link included with the other SIGs. Later, we established a Steering Committee, comprised of our 20 founding members, and a listserv for all members. By August, the SIG had grown to 119 members.

However, the SN SIG now faces another challenge. Because of financial pressures resulting from a recession-driven drop in membership, the Society wants each SIG to be self-supporting. With such a small member base, our operating budget is inadequate to pursue the initiatives that will fulfill our mission. Therefore, the SN SIG is making an appeal for new members. We'd like to remind all who are SIG members now to check the Special Needs box when they renew

their membership, and we urge others who support our mission to join us. Additional information about this appeal is listed below.

Join the Special Needs SIG

The new Special Needs SIG is dedicated to providing information to assist technical communicators with disabilities; furnishing all technical communicators with information to help them make communication products more accessible for users with disabilities; and offering strategic leadership, to help harness technology and methodology to assist people with disabilities in the general population.

These are lofty goals, but we have a highly committed and energetic team to pursue them. Already, we have a comprehensive Web site, a soon-to-be-released dynamic new online newsletter (*Achieve!*), the publication of *Guidelines for Persons with Special Needs* at the 49th annual conference, a highly successful progression at the same conference, and the publication of several articles.

But we have much yet to do, and we need more people. If you have a disability, if you don't have a disability but prepare communication products for users who do, or if you are committed to the concept of helping people take the "dis" out of "disabilities," then we urge you to join us.

As a Special Needs SIG member, you will (with your permission, of course) be added to our robust and spirited listserv, receive our online newsletter, and join our efforts to fulfill our mission. Even if you are not in a position to contribute time as an Active participant we still ask for your support in joining us now as a Patron, thereby committing to include your SNSIG affiliation when you submit your STC membership renewal later this fall.

To join our SIG, access this link to our web site (www.stcsig.org/sn/), and then click the "Join this SIG" button. Also, you can contact Lori Gillen or Dan Voss, directly:

Lori Gillen
Membership Co-Manager
STC Special Needs SIG
lori.gillen@McKesson.com

Dan Voss
SIG Manager and Membership Co-Manager
STC Special Needs SIG
daniel.w.voss@lmco.com

Joint Meetings

Dave Carlson, Chapter Secretary

OUR CHAPTER IS reaching out to other professional societies. We contacted the local chapters of two other professional societies, AIAA (American Institute of Aeronautics and Astronautics) and ASQ (American Society for Quality), and proposed that we have joint meetings for all of our members. For the first time, two of our STC dinner meetings will be held jointly with other professional groups.

The first one, on February 13, 2003, will address ISO 9000 and (potentially) other quality initiatives such as Six Sigma, as practiced by Raytheon and other companies.

The second one, on April 10, 2003, will address Engineers, SMEs (Subject Matter Experts), and Writers Working Together. Theme: Ways to elicit and document tacit knowledge of SMEs. These two topics are vitally important to members of all three societies, and we urge all STC members to come on down. ■

Treasurer's Report

Carrie D. Cooper, Chapter Treasurer

WE ARE CURRENTLY operating with a surplus. Some highlights of our chapter's finances are given below:

YTD Total Income	\$3,296.88
STC dues refund.....	2,211.00
Meetings income	350.00
Workshop income	780.88
Other income	35.00
 YTD Total Expenses.....	 \$2,119.67
Major expenses	162.34
Meetings expenses	919.46
Workshop expenses	546.74
Other expenses	491.13
 Surplus (or Loss)	 \$1,177.21
 Current bank balance	 \$4,317.71

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

Membership Rocks!

Linda Oestreich, Director-Sponsor Region 5

AS MANY OF YOU KNOW, STC membership is based on a calendar year. We get dues renewal notices late in the year and we have until February 28 of the following year to pay our dues. Membership in STC, just like that of most other professional organizations, is down. It's a natural occurrence based on today's economy.

I recommend that you do everything you can to get every technical communicator you know to join STC. During these difficult times, having a strong network of professionals around you really pays off! In addition, STC has a few perks that you might not know about.

New members can get up to 15 months membership for the price of 12 – Anyone who joins in October, November, or December of 2002 enjoys membership until January 2004! And new members joining on or after July 1 (but before October 1) pay full dues for the remainder of the year (ending December 31), but they receive a 50% credit toward the following year's dues. Most of you who are reading this article are members, so this great deal won't apply to you. If you have a friend or colleague who's been thinking about joining the Society, now's the time! They'll save money, and you'll get points for giving them the tip.

Another nifty thing STC has now is online membership renewal and registration. It's easy to do and saves you and the Society that 37-cent stamp! Of course, that 37 cents usually happens two or three times (reminders have to go out, you know), and two or three times the 20,000-plus members in the Society, and well, all of a sudden, we're talking big money! So, put a reminder into your planner or Outlook Calendar, and use www.stc.org when you do renew. It only takes a couple of minutes and you can do it without leaving your desk!

Another perk of renewing early is that you'll be among the first folks who get to vote in STC elections. It's important that your voice be heard on the Society's board of directors. If you vote, you can proudly say you helped the governance of the Society and you can bug your Director-Sponsor without feeling guilty! (Not that we know if you've voted, but **you** will!) Each year, members can only vote if their membership is up to date. And don't forget that you can vote online, too!

OK, you have two things to do: First, tell all your tech writing buddies that this fall is the time to join so they can save some money. Second, as soon as you get your notice, go online to renew your own membership. That way, you'll be among the first wave of folks to vote for the new STC board members. Good luck! ■

Program Reviews

As requested (“Letters to the Editor” on page 3), we present the recalculated scores for the Knowledge Management Workshop (August) and the Network and Nibble meeting (September). In addition, the October program, Job Hunting in the Jungle of Tucson, is reviewed this month.

Recap: KM Workshop

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.

Ten out of 14 attendees provided evaluations. The following percentage of attendees gave “wow” ratings:

Location	50%
Food	30%
Meeting Room	50%
Value	70%
Topic	60%

Recap: 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.

Eight out of 14 attendees provided evaluations. The following percentage of people gave “wow” ratings:

Location	75%
Food	37%
Meeting Room	63%
Value	63%
Topic	75%

Job Hunting In Tucson

Compiled by Carrie Cooper, Chapter Treasurer

THE OCTOBER PROGRAM had 21 enthusiastic attendees. Three speakers from the chapter gave lots of good advice and fielded several interesting questions. Personally, this was my first time as a speaker, and I was glad to have such a great crowd to speak to—our audience was engaged and involved during the entire presentation.

I discussed building a great résumé and gave extensive samples. **Dave Carlson** gave tips on interviewing well, and the audience really enjoyed his sense of humor. **Barbara Fraps** spoke about assembling electronic and hardcopy portfolios and had excellent advice about the different formats.

Ten attendees provided evaluations, including scores in two new categories. The following percentage of people gave “wow” ratings to the October meeting:

Location	36%
Food	64%
Meeting Room	18%
Value	82%
Topic	91%
Speakers (new)	91%
OVERALL (new)	73%

Selected comments:

- A new attendee, James, won a résumé makeover and said he already had good ideas from the meeting on how to improve his job hunt.
- Needed more time — lots of good stuff!
- Many great suggestions.
- Distribute handouts before talking, so we can make notes in margins while listening. ■

Networking News

Sierra Vista Outreach

Judy McCabe, Membership Committee Chair

A MEETING WAS HELD on Thursday, October 17, at the Gateway Studio Suites in Sierra Vista to introduce the attendees to STC's mission, programs, and publications.

Immediate Past President **Brenda Huettner** was the primary spokesperson, with three other Tucson-based SAZ chapter members adding commentary: President **Helen Marty**, Vice President **Pat Markey**, and Membership Committee Chair **Judy McCabe**.

The informal discussion focused on the benefits STC offers and the programs the Southern Arizona chapter can bring to technical communicators in Sierra Vista and Fort Huachuca. An abundance of sample publications and handouts were available, including new brochures entitled "About STC" published by the Society. One of the primary goals of the meeting aftermath is to make STC a recognized name in the Sierra Vista area.

A light supper of Subway sandwiches, potato chips, and cookies accompanied the meeting, which was subsidized by Tucson. Our thanks to Sierra Vista-based chapter member **Lora Langworthy**, who picked up the food and arranged the meeting location.

The meeting concluded with a plan to hold another meeting in Sierra Vista in January. The specific program and featured speaker will be announced soon. ■

2003 Events: STC Phoenix

News from the North

MARK YOUR CALENDARS now for these 2003 meetings hosted by our sister chapter, STC Phoenix. All meetings are held on Tuesday nights. Events for November and December 2002 are listed on page 2. For up-to-date meeting information, visit <http://www.stc-phoenix.com/>

January 14	Sanjay Koyani: How to Develop Usable, Useful Web Sites
February 11	Southwest Regional Technical Publications, Art and Online Competitions Awards Dinner
March 11	Sherry Michaels: How to Estimate Documentation Projects
April 8	Topic and guest speaker TBD
May 13	Doreen Mannion: Using Humor in the Workplace
June 10	Annual Recognition and Awards Dinner
July 8	Informal networking and job leads
August 12	Informal networking and job leads

Holiday Gifts for Technical Communicators

Carrie Cooper, Chapter Treasurer and Newsletter Editor

THE HOLIDAY SEASON is nearly upon us. If you're reading this newsletter, chances are good you have at least one technical communicator on your shopping list. Gift certificates to book stores and office supplies are always welcome. Newsletter editors are generally quite fond of good quality dark chocolate. And don't forget STC's speciality items with the Society logo. I surfed the Web to find these additional gift ideas:

- **Mousepad:** "Technical Writer to the Rescue!" \$12.99 from www.cafeshops.com/altogether.
- Levenger's (www.levenger.com) offers "tools for serious readers." Levenger **note pads** are made with fine paper and have headers such as Topic, Date, and File Under for quick organization.
- I have shopped often from and personally recommend the www.hisnibs.com Web site: Norm ships quickly and has monthly specials that offer a **free pen** with purchase. One for you and one for the recipient. Who can resist?
- Jac Zagoory **pen holder**. It's pretty dramatic to have a pewter sculpture of Atlas or an airplane holding your pen. Desk art available at The Writer's Edge Web site (www.thewritersedge.com/deskart.cfm).
- A **literary vacation** under the care of a knowledgeable guide will keep your inspiration going for months. Imagine walking Shakespeare's Stratford-Upon-Avon (www.britishtours.com) or Dante's Florence (www.literarytuscanytours.com). ■

STC Telephone Seminars

Train without leaving your office



STC IS OFFERING 10 telephone seminars in 2002 - 2003. Beginning November 7, two seminars will be offered each month through March 2003. Telephone seminars have been successful in bringing cost-effective training to STC members and others

seeking to improve their skills and knowledge.

This year, STC is offering online registration at www.stc.org/seminars.asp.

What Is a Telephone Seminar?

A telephone seminar is much like a large conference call, but in a more controlled environment. The speaker makes his or her presentation over the phone. You simply dial the 800 number from your phone, enter your personal identification number, and you're connected! You then sit back and listen to the presentations and join in the lively Q&A discussion.

For one registration, several employees at a company may benefit from the seminar presentation and develop their own interactive discussions.

You may get more information and register online at <http://www.stc.org/seminars.asp>. A registration form is also in the October 2002 *Intercom*.

Benefits

- No travel time
- Pay per site and not per person
- Train all your people without their leaving the office

Cost

With a telephone seminar, the cost is per site, not per person. US sites pay \$145. An additional \$10 will be charged for registrations received less than five days before the seminar.

Sign up today at www.stc.org/seminars.asp.

Upcoming Telephone Seminars

Looking, Finding, Searching...How Users Do It

Led by Whitney Quesenbery

November 19, 2002 – 1 to 2:30 PM EST

ARE YOU IN CHARGE of designing the interface to a search feature on a Web site, intranet, or Portal? If so, this seminar will be of interest to you. Whitney will present the three key elements of a search interface, and report on what results from usability testing on information-based web sites suggested about how real people use search. The presentation will be filled with practical examples, showing what worked and what didn't on a variety of Web sites. This seminar also includes suggested design guidelines you can use as a starting point for your work, making this material immediately practical.

Finding Work in Troubled Times

Led by Douglas Florzak

December 13, 2002 – 1 to 2:30 PM EST

THIS SEMINAR PROVIDES some tips and techniques for surviving the current economic slump. It's intended for full-time employees as well as independent consultants. The seminar is divided into five major segments:

- How did we get here? How the connection between technical communication and the technology industry hurt our field
- Your best tool for a rebound: Networking! Strategies to get a new job or client.
- Using job sites: Where to look for a job online
- Preparing your paper and electronic résumé
- Using salary and rate surveys for technical communicators

Throughout the seminar, participants can submit questions via e-mail to be answered during Q&A.

Other Seminars

The next three scheduled seminars, through January 2003, are the following:

- December 17, 2002, "A Brief, Comprehensive Indexing Primer" led by Seth Maislin.
- January 8, 2003, "Organizing and Leading a Software User Interface Design Team" led by Diane Feldman and Carla Merrill.
- January 15, 2003, "Using Personas to Bring Your Users Into the Development Process" led by Whitney Quesenbery. ■

How Do You Spell Success?

Linda Oestreich, Director-Sponsor Region 5



I JUST RETURNED from a delightful visit to the Texas A&M campus to speak to the College Station Student Chapter. As students, the chapter members are at the beginning of their careers. They might join the field of technical communication or follow one of a

thousand other career paths. How will they determine whether they have succeeded? I don't know, but I believe they most likely will succeed.

Success is something we feel about ourselves. Some people equate success with money, some with power, and some with fame. Some people define success as being content in who they are and what they do. The criteria for success can differ, depending on the context in which you consider them and the focus you bring to them. Although we can define success from many different viewpoints, I have chosen three to consider here:

Time of Life

When I was first on my own, my priority was to have fun. Later I changed my outlook to do things that would support my family and enhance my professional development. Still later I began to do things that would help me gain a connection with the world and would in some way help others around me. Can you see how each phase of my life has reflected different success factors?

Making Money

This success factor incorporates the trappings of our lives: the neighborhood we live in, the car we drive, and the impression we make on others by the things we have collected. Somewhat incongruously, family obligations show up again. Making money to support a family is success of a different kind than making money to drive an expensive status car.

Feeling Fulfilled

Various things feed our personal, introspective selves. The things that fulfill me on a spiritual level also make me feel successful. Interestingly, strong family connections again show up as an important aspect of that sense of fulfillment.

Although family shows up for me in each area, career (and thus STC) doesn't show up at all! As I think about this fact, I realize that career is there but it's there indirectly. I need a career to have professional development. I need a career to make money. I need a career to feel fulfilled. It turns out that I need a career to help me have the means to do other things, but the career itself is not the actual thing that shows up when I think of success.

I believe success is what we want it to be. And we usually want it to be something different than we did last year – or 10 years ago. I also believe we can be successful in some areas of our lives but not so in others, and it is up to us to figure out if that's OK. Some of us have challenging, difficult work lives but have fulfilling relationships, a strong bond with family members, and a good sense of self. To me, such a person is more of a success than the person who makes millions of dollars but has no friends, no feeling of contentment, and weak (or no) bonds with family.

Alex Noble wrote, "Success is not a place at which one arrives but rather is the spirit with which one undertakes and continues the journey."

I believe he was right. May your journey bring you the spirit of success. ■

Idea Watch Web Site

Idea Watch (www.ideawatch.org) is a book discussion and "idea-watching" group within the Central Ohio, Boston, Kansas City, Southwestern Ohio, Chicago, and Puget Sound chapters of the Society for Technical Communication (STC). We invite all self-directed lifelong learners (in any field) and critical thinkers to come and enjoy this Web site and meetings as frequently as desired.

Idea Watch is for the technical writer or other professional who, through ideas and intellectual debate, wants to revolutionize the products they create, the organizations they are in, the topics they write about, and the lives they lead.

Idea Watch posts one idea of the month on this Web site. The idea of the month is either an original idea of ours or is an idea from a business guru – or a combination – to serve as a catalyst for action. ■

Added Value for Members

by Bonni Graham, Director-Sponsor Region 8

BY NOW, YOU'VE PROBABLY noticed that the STC web site has a members-only section—certain features now reside behind a secure login based on your membership number and a password assigned by the main STC office. Currently, the items in the members-only section are the Society-level job listings and the member directory. We have made this information for members only to protect your privacy and increase the value of your membership.

In January 2001, the STC Board of Directors voted to change our policy to allow chapters to restrict certain informational items to members only. We evaluated the variety of information available on chapter and the Society web sites, and decided that some of it could legitimately be placed behind a login. After further discussion, we decided to extend that change in policy to the main STC Web site as well.

You may be asking why some items, but not all, are restricted to members. The answer lies in our status as a charitable organization.

Background

Bill Stolgitis, in the October 2001 *Tieline*, provided the following background and insight:

Since 1968, when STC was reorganized as a 501(c)(3) charity, STC has devoted the substantial part of its efforts to activities within the scope of its charitable purposes. These activities (e.g., publications, conferences, research, scholarships) can be found in STC's Articles of Incorporation and its bylaws.

In keeping with its charitable status, STC has made these services available to members and non-members alike. The IRS, however, recognizes that while conducting the daily business of a charity, there will be some activities essential to the charity's well-being that are not, strictly speaking, charitable in nature. The IRS allows these activities so long as they do not constitute a substantial part of the organization's activities.

For STC, such activities have included selling advertising (magazine and journal), renting the mailing list, and providing employment information (clearly not within the scope of STC's charitable purposes). These activities have always constituted an insubstantial part of STC's total activities.

Restricting Services to Members

STC is fully engaged in many activities that are within the scope of its charitable purposes. And these services must be made available to members and non-members alike. As mentioned above, STC is also allowed to engage in activities that are not within the scope of its charitable purposes so long as these activities are "insubstantial" (a minor financial burden). These non-charitable services may be restricted to members only.

Why not provide all information for free to non-members as we have in the past? The simple answer is that if STC provides all services for free, then there's no real reason to join STC. Without members, we cannot provide any services, including those intended to benefit the general public.

Chapters can also choose to limit access to various services they provide, so long as doing so does not create an undue burden on the chapter finances. In addition, actions that contribute directly the STC's charitable purpose (such as seminars or chapter meetings) may not be restricted to members only, although members may be given preferential pricing.

If you have any questions on this policy, contact your Director-Sponsor or the Society office. ■

\$100 Prize for Worst Manual

Have you ever been so frustrated with a manual or set of instructions that you cursed the author and wished you had never bought the product in the first place? How about \$100 for your frustration?

Technical Standards, Inc. (TSI), a Southern California documentation services company, is offering \$100 for the winning entry in its third annual Worst Manual Contest.

Send a manual or set of instructions that is hard to understand, poorly written, or just plain wrong. Send it if it has bad grammar, too much legalese, is poorly translated, or has missing steps. If it is the worst entry, you will win \$100.

You don't have to send the whole manual; excerpts of the worst parts are okay. The deadline for submissions is January 31, 2003, so check those holiday gifts for potential entries. Entries must be in English. For complete contest rules, see the TSI Web site at www.tecstandards.com. ■

Chapter News Briefs

Members on the Move

Brenda Huettner reports that **Kitty Aughey** is transferring to our chapter. Kitty has tons of experience with STC and in the field. She was President of the Rochester chapter twice, and she's just finished a run as Region 2 Director-Sponsor. She was the person responsible for managing the official STC chapter handbook for five years and is also an STC Associate Fellow. Kitty started with Kodak as a writer and eventually managed large groups (up to 70 people). She now has her own consulting company.

Carrie Cooper has transferred to the Quality Control (QC) department at ACS MIDAS+ where she has worked since July 2001. She started at the company as a Technical Writer and has prior experience testing and validating software. "The move has been extremely positive," Carrie says. "QC and Tech Publications are both part of our Client Services division, so I am still a user advocate. The QC department helps validate our end user documentation. My technical writing skills have really helped me write test plans and bug reports. I have eight years' experience producing user manuals and look forward to working in different facets of technical communication, such as usability testing."

Newsletter Distribution Change

The chapter Administrative Council voted to disband the Yahoo e-group as a distribution method for the newsletter for a number of reasons. Primarily, we are required to distribute the newsletter to all members, and some people don't have access to Yahoo e-groups – mostly those members who are behind firewalls or in secure settings. People also had serious concerns about getting spammed and didn't want to sign up for more lists than they are already on. Also, this distribution list did not get enough members (only 38 out of 172, or 22%) to make it worthwhile.

The newsletter will continue to be e-mailed to you from AOL. You will experience no interruption in service. To be added to the newsletter e-mail list, send an e-mail to carrie.cooper@acs-inc.com.

You can still sign up for the Yahoo e-group **STC-SAZ**, which is moderated by **Lucy Vitale**. This group is for chapter members only, and its purpose is to help facilitate active participation by all current chapter members. To subscribe, send e-mail to STC-SAZ-subscribe@yahoo.com.

Sneak Preview: Holiday Party

Beth Kane, Facilities Committee Chair, and **Pat Markey**, Chapter Vice President, report that we're planning to hold our December meeting, the chapter's annual holiday party, at the Marriott University Park. The primary feature of this meeting is the display of the award-winning entries from the STC Technical Publications Competition. Come browse the best newsletters, annual reports, and technical manuals. Technical art and illustrations will also be on display.

The vegetarian-friendly buffet will have something for everyone: spanakopita (spinach and cheese pies), chicken skewers with peanut dipping sauce, a fruit tray, cheese and crackers, and chips and salsa. There will be also be two kinds of punch: both with and without alcohol. Whether the hotel serves egg nog or cider, there's sure to be plenty of holiday cheer.

Prices for the party and the kinds of punch are still being determined. Full details will be announced in the next issue of the *Border Line*. With good food, good friends, and samples of excellent publications, you won't want to miss this popular meeting.

STC Scholarship Applications

Each year, STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication. Four awards of \$1,000 each will be granted for the academic year 2003–2004. These awards will be granted toward school tuition and expenses. The application deadline is February 15, 2003.

Applicants must have completed at least one year of post-secondary education and

- be full-time graduate students working toward a Doctorate or Master's degree or
- be full-time undergraduate students working toward a Bachelor's degree.

Complete eligibility requirements, application forms, and instructions are available from the STC office:

901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
(703) 522-4114
www.stc.org

Call for International Competition Judges



WOULD YOU BE INTERESTED in serving as a judge in one of STC's international competitions (technical publications, technical art, or online communication)? Competition judging will be held Saturday, March 15, 2003, in Atlanta, Georgia.

Judging in the competitions provides you with a sneak preview of what your colleagues are doing and an opportunity to network with interesting people.

If you are selected to judge, you will serve on a team of judges. Your team will judge the entries in one or more categories, and the number of entries varies by category. All judging and determination of awards are completed the day of judging.

You may apply to participate as either an on-site judge or an off-site judge:

- On-site judges will travel to the judging site in Atlanta.
- Off-site judges make the initial and final decision on awards in a telephone conference call on a mutually agreeable date not later than March 15, 2003. You mail the entries, completed evaluation forms, and list of awards to the Society office by March 25, 2003.

All judges must meet at least two of the qualifying criteria. Your judging experience and breadth of activity in STC may also be considered.

How to Apply

Complete the application (available at www.stc.org/judges/forms.asp) to serve as an STC judge and send it to the Society office to arrive by November 30, 2002. You will be notified of the results of your application by January 31, 2003.

If you are accepted as a judge, more information regarding judging policies and the reimbursement process will be forthcoming.

If you have any questions, please contact Roger Grice, Assistant to the President-Outreach, at (845) 382-2015 or gricer@rpi.edu. ■

Monthly Reminders

- ❑ **By Monday, November 11:** RSVP by 4 PM to beth.kane@ncslearn.com for the meeting on Career Management In a Tough Economy (see page 1)
- ❑ **Thursday, November 14:** Program—Career Management In a Tough Economy (see page 1)
- ❑ **Tuesday, November 19:** Attend the planning meeting at the Barnes & Noble café (see page 3)
- ❑ **By Friday, November 29:** 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
- ❑ New members: join STC in November to get two months free

2003 Reminders

- ❑ **January 31, 2003:** Deadline for the 3rd Annual Worst Manual Contest (see page 10)
- ❑ **February 15, 2003:** Deadline for STC scholarship application (see page 11)

Nonmember Coupon

Good for Your First Meeting

We 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

11/02