



THE BORDER LINE

News from the SOUTHERN ARIZONA CHAPTER



April 2005 • Volume 9, No. 8

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STC Mission Statement:

Creating and supporting a forum for communities of practice in the profession of technical communication.

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Southern Arizona Chapter Mission Statement:

To increase public awareness of the technical communication profession and to serve as a resource to STC-SAZ members.

Chapter Meeting Notice

Introduction to Usability for Technical Communicators

...With Brenda Huettner

How do you ensure that the products you create will be useful or even used at all? You can ask for user input before you begin a project, ask again during development, and once again before the final product release. However, this can be an expensive and time-consuming process for many communicators. In this lively and informative presentation, Brenda Huettner introduces several methods for obtaining user input, with the focus on quick, low-cost methods of soliciting user feedback.

Brenda Huettner is an STC fellow and an active member of the Management Special Interest Group (SIG) and the Southern Arizona Chapter. In addition, she has many years of experience as an independent technical communication consultant, book author, and speaker at local, regional, and international events. Brenda is principal of her own company, P-N Designs, Inc., runs several Web sites, and participates actively in the IEEE Professional Communication Society and the Usability Professionals Association.

Save the Date: Thursday, April 14, 2005

Place: The Varsity Clubs of America (VCA) Hotel Suites at Speedway and Alvernon.

Time: Registration from 5:30 to 6 p.m. Dinner from 6 to 7 p.m. Program from 7 to 8:30 p.m.

Menu: All-You-Can-Eat Pizza buffet, Caesar salad and mixed green salad

Cost: *Dinner and program:* \$18 STC members; \$20 nonmembers.

Program-only: \$5 for both members and nonmembers.

(Nonmembers, if this is your first STC-SAZ program meeting, you can save \$5 with the coupon found [in every issue of our newsletter.](#))

RSVP: To reserve your spot, send an e-mail message to Pat Markey pat.markey@comcast.net by 4 p.m., Tuesday, April 12. 🍷

Food Drive

LAST CHANCE! HELP US HELP OTHERS! This meeting will also have a collection area for our Food Drive. Food collection will continue at all planning and program meetings through April. The food will be donated to the Tucson Community Food Bank. 🍷



Program Review

Covering Your Assets

By Carrie Cooper, Vice President

Fifteen people gathered at our March meeting for a lively talk with Dr. Christine Abbott on “Covering Your Assets: The Politics of Organizational Writing.”

Based upon her 15 years of research on this topic, Dr. Abbott explained what "CYAing" is: The definition ranges from clarifying expectations (labeling a report “initial findings”), to self-protective rhetoric, to political correctness, to avoiding exposure and reducing legal liabilities. It could be as simple as sending a memo of understanding to confirm a verbal job offer.

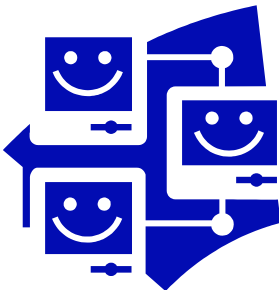
Dr. Abbott started the talk with a joke about the cautious accounting firm of Coover, Yaw, Ash. They used the maximum amount of hedging to change “recent IRS rulings support your taking the deduction” to “recent IRS rulings may appear to suggest some support for the possibility of your considering taking the deduction.”

CYA is most important in high risk, important, volatile situations. Most fascinating to me and our group was the fact that there are both positive and negative uses of CYA. Positive CYA is protecting, not concealing. Negative CYA is diverting blame and covering up tracks. Dr. Abbott demonstrated this difference with a plastic “rear end” from a party store and a piece of cloth (yes, really).

We reviewed two versions of an internal memo, talked about using CYA for just part of a document, and discussed bureaucratic language.

Politics, as Dr. Abbott explained, is trying to keep everyone happy while you walk the tightrope between conflicting issues. Maintaining good will all around is key. Some examples of positive CYA for a political situation include conflict prevention: marking a draft “do not distribute” or getting a client sign-off on a project before proceeding.

Dr. Abbott promised “an interactive, engaging evening that will make you think twice the next time you write.” That’s certainly what she delivered. Attendees praised this excellent speaker for sharing real-world examples and a review of original research. 🍷



Chapter Activities

Business Outreach

By Robert Prater, Member

The newly formed Business Outreach Committee held its first meeting Tuesday, March 22. We will meet again for a short planning session Thursday, April 14, at 4:30 p.m., the hour before the regular STC-SAZ monthly meeting. The committee is formulating action items toward (a) getting a list of the top 100 to 200 employers in the Tucson area that potentially employ technical communicators, and (b) formulating a series of presentations focused on discovering businesses' needs, what we as professionals do, and what the STC does to make those match. We welcome participation in our planning and the work ahead. 🍷



Linda L. Oestreich

Director's News

Last Letter from Linda

By Linda L. Oestreich, Director-Sponsor for Region 5

Easter Sunday. Quiet and cool; sunny and mild. A great day to catch up with STC! It's difficult for me to believe, but my three years as director-sponsor for Region 5 are almost over! So much has happened to us all in the last three years!

My life here in San Diego has begun to feel routine and I am so grateful for that! I have a job that I enjoy and a home that's comfortable. My car runs and so does my computer. My animals and family are healthy and happy. STC, a large part of my life, is going through growing pains, but I believe they are needed and the results promise to be rewarding.

I'm on the ballot for second vice president and, by the time you read this, we may all know if I have won or if one of my very capable opponents has. As much as I want to lead this august body of communicators, I know that no matter the outcome, STC will continue to be a large part of my life.

So, where are we? Transformation of the Society has taken center stage. We have a new membership structure and members have a new, more robust connection with the Society board. SIGs are in the spotlight and coming into parity with chapters both in what they offer their members and in what the Society offers them! Many communities have rechartered. Rechartering means that they have looked at themselves and determined what they do well and whether they are serving their members with programs and support that make membership valuable and desirable. Society research grants are more practical, and the Society has tightened its belt in places we never thought possible!

I have been one of 14 folks who have been elected by you to run the Society over the past three years. I have been proud to be part of this board of directors. We may not have gotten everything right all the time, but we sure have made everyone sit up to watch, listen, and offer their ideas.

I have been delighted to support the folks of Region 5. I have visited, at least once, all chapters but one, and I apologize to you, Arkansas! My advice to my successor will be to make sure they visit you first!

Since May 2002 when I became director-sponsor, Region 5 has held three phenomenal conferences—I'd like to congratulate those three host chapters: Oklahoma, Austin, and Intermountain (Salt Lake City). As we look to the future, Phoenix is planning something wonderful for fall 2005 (co-hosting the conference with the Instructional Design and Learning SIG), and Lone Star has already begun planning the conference for 2006. Three Region 5 chapters, Austin, Southern Arizona, and Houston, have hosted STC board meetings, and at least two international judging competitions were held in Houston. Several folks throughout the region have been honored as associate fellows and fellows and many more have received the Distinguished Chapter Service Award.

Many chapters (even some student chapters!) in the region have been recognized as Chapter of Merit, Excellence, and Distinction by the Society. Still other Region 5 chapters have received awards in newsletter competitions and publicity competitions.

Two extremely capable candidates are vying for the wonderment of becoming the next director-sponsor of the region. And Society members are voting on a referendum that might remove regionalization from the governance of the Society. No matter what the outcome, the connection and cooperation among the folks in STC, whether by geography, tools, industry, or flavor of the month, are here to stay. They are the parts of STC that remain constant.

Big events. Big changes. Big happenings. Yet, STC is mainly about the people. It always has been. No matter who runs the Society or how they run it, its heart is its members and the connections we have with each other.

I have been an STC member since 1979. My life would not be the same without my STC experience and friendships. I have traveled all over this country – sometimes in my duties as director-sponsor, sometimes as a Society board member, sometimes as an individual contributor. And, as I look toward traveling to Seattle this May, I remember that my first STC conference was also in Seattle. It was the International Technical Communications Conference (ITCC) in 1984. By the time the Society returned to Seattle in 1996 for its Annual Conference (we ditched the name ITCC by then), I was being honored as an STC fellow. Now it's 2005, and I'll soon be opening a new door of STC opportunity. It might be marked second vice president, or it might be marked something as yet unknown. Whatever it is, I know that STC friends will be on the other side to welcome me. I like that.

Thank you.

Linda



STC-SAZ President's Message


Terrific!

By Kitty Aughey, Associate Fellow

The Planning Committee has been busy since the first of the year. I recently discovered just how busy when I prepared our Chapter Achievement Award paperwork. The following is a partial listing of what we have accomplished:

- Developed a new mission statement, which now appears on the front page of our newsletter
- Updated our Strategic Plan thanks to Pat Markey, and thanks to Carrie Cooper who formatted it. It has been sent to the Society strategic planning committee and it is posted on our Web site
- Authored and submitted the paperwork for the STC Rechartering/Transformation Committee
- Started the year with 55 members and we now have 70 members
- Submitted our newsletter and Web site to the IABC Cactus Quill competition
- Submitted our newsletter to the STC competition
- Submitted our third Chapter Board Report to the Society office
- Developed the first draft of a Chapter Procedures Guide
- Conducted a Silent Auction to raise money for a student scholarship
- Conducted a student scholarship competition and announced a winner
- Started a Business Outreach project

As I jot down these achievements, I realize what a dynamic chapter we are. We are truly a "Team." Please consider getting more involved.

We are truly "Terrific." 



Chapter News

Southern Arizona Chapter Elections 2005

By Patricia Markey, Immediate Past President

Current chapter members will receive their ballots in the mail shortly. If you have opted to not be a member of the chapter under the new rules, you will not receive a ballot.

Refer to the March 2005 issue of *The Border Line* for the candidates' statements.

Watch for these dates:

April 8 - The Election Committee mails ballots to chapter membership.

April 22 - Members must return ballots postmarked by April 22.

April 26 - Election Day (votes are counted).

May 6 - Deadline for notifying chapter membership of election results, which will appear in the May issue of this newsletter. 🍀



More Chapter News

Planning for Next Year

In the March issue we highlighted the musical talents of **Richard Cook** and **Bill Rost**. At the FrameMaker workshop March 26, **Robert Prater**, a new member from California, said he plays the slack-key guitar, and **Bob Epstein**, our chapter secretary, said something to the effect that he has a house full of percussion instruments. It appears that we have much more talent among us. The time may be right for a musical jam session. Please bring your ideas to our June planning meeting, where we discuss and determine what our chapter will do next year. 🍀



STC News

Don't Forget the STC 52nd Annual Conference

The conference Web site contains everything you need to know about STC's upcoming conference, to be held May 8-11, 2005, in Seattle, Wash. Point your browser to www.stc.org/52ndConf and:

- Peruse the schedule of events
- Browse technical sessions by topic of interest, keyword, day/time, or conference stem
- Register at advance registration prices
- Arrange lodging at special conference rates at five Seattle hotels, all within walking distance of the Washington State Convention and Trade Center
- Read articles detailing Seattle attractions
- Take advantage of conference rates for air travel and car rentals

STC's Annual Conference is the largest gathering of technical communicators in the world, and the profession's premier forum for education, networking, and the exchange of ideas.

Advance registration closes April 22, so don't delay! 🍀



Kay Ethier



Scott Abel

This article first appeared in the Hoosier chapter newsletter, *Interface*, March 2005 edition.

Tools Review

XML: The Answer to Everything? Part 2

By Kay Ethier and Scott Abel

XML Uses

In the publishing arena, XML is used by authoring and content management tools. Authors use the XML elements and attributes to produce documents. Content management tools use the XML elements and attributes as data that can be retrieved or marked for reuse.

Is this the answer to everything? Well, in the publishing world the answer is sometimes "no," because affordable publishing can sometimes be accomplished without the help of XML—XML would be overkill. However, XML often is the best option for organizations that take the time to evaluate their content lifecycle and to examine how much it costs to create, maintain, translate, deliver, store, reuse, archive, and retire content. A recent study by ZapThink ("XML in the Content Lifecycle Foundation Report Creating, Managing, Publishing, Syndicating, and Protecting Content with XML") found that the biggest—and most expensive—challenge for most organizations today is content reuse. The study found that "Producers of content in the enterprise spend over 60% of their time locating, formatting, and structuring content and just 40% of their time actually creating it."

The sad fact is, most organizations don't know how much their content creation and management efforts cost them, and so they assume that XML is not for them. The reality is that the only way to know whether XML is the right choice for your organization's publishing needs is to seek the assistance of a content management expert who can perform an organizational needs analysis, a content lifecycle analysis, and an audit of your existing content. Additional services offered by content management consultants include customer-needs analysis, tools recommendations, and assistance calculating return on investment. Analysis often identifies obstacles to change (tools, processes, and people) that will need to be addressed before you adopt XML as a publishing solution. Once you know how much it costs and what obstacles you'll face, you can make an informed business decision about whether to move to XML publishing.

XML does provide a lot of options. Exchanging content, for example, is often easier and more affordable with XML than it is with proprietary tools like Microsoft Word. Rather than saving content in a proprietary format, authors can output their document content into XML and pass it along to colleagues or customers who need the content but who may use other authoring and publishing tools. Additionally, XML makes reuse of information easier because formatting is separated from content. Separating format from content is one of the biggest productivity gains an organization can obtain by adopting XML.

XML content may be used to produce one document, and that same XML content can then be harnessed to create additional documents, each with a completely different look and feel. Alternatively, the same XML content can be dynamically served up to various audiences in different chunks or in different sequences using other technologies (see XSLT below). This represents a degree of flexibility that HTML simply doesn't offer.

Free XML Authoring Tools

There is a wide variety of free XML authoring tools available for download on the Internet. Each has its own strengths and weaknesses, and no one free tool does it all (in other words, your mileage may vary).

Check them out and learn as much as you can about XML authoring before you

decide to employ any particular tool:

- [Altova Authentic](#)
- [XML Cooktop](#)
- [Open XML Editor](#)
- [Xray2](#)

XML-related Technologies

[Jonathan Robie](#), an XML research specialist at Software AG, once exclaimed, "XML doesn't do anything!" In its purest sense, this is true; by itself, XML will not magically repurpose content for multiple media or audiences. XML doesn't provide formatting in the absence of additional technologies. In order to turn XML into a final deliverable, some assistance from format-conscious technologies is required. On the other hand, no amount of such formatting technology can turn ugly-duckling HTML content into a coterie of media swans.

XSL and XSLT

In the HTML world, Cascading Style Sheets (CSS files) make HTML appear how you want in a Web browser. Because XML separates content from its formatting data, you must employ additional technologies to format XML as you wish. XML can be formatted a few different ways. You can bring XML content into XML-based tools to change its appearance. (You can also use HTML to format XML.) The XML formatting and transforming language (Extensible Stylesheet Language, Transform, "XSLT" for short) can adjust XML output for various display purposes. When you have multiple media in which you want to present your content, XML is far more flexible than its HTML ancestors.

XSLT uses the tags within an XML document to control formatted output. Formatting XML content can be as simple as adding bold to a <companyname> tagged object. The formatting can be as complex as telling all of the pieces of an invoice, for example, to display in a certain font, point size, style, etc., in a table and make the table content "sortable" by any of the tags used in your XML content.

Free software tools used for XSLT include Saxon and Xalan (and others). Each allows you to perform transforms without moving your XML content into a proprietary tool that will trap you into using that tool in the future.

Saxon, created by Michael Kay, is available in several flavors. The "lite" version allows you to do transformations on any PC running the Java Runtime Environment (JRE). Saxon is available via [Michael Kay's SourceForge Web site](#). The JRE is available from http://www.java.com/en/download/windows_automatic.jsp.

Xalan is an XSLT processor designed to transform XML documents into HTML, text, or other XML document types and is available via [The Apache XML Project](#).

A good resource for more information on working with XSLT and XML is Mitch Amiano's free software collection, the "Agile Markup Toolkit," which is available at no cost. The CD itself contains several dozen free software installations and links. Any software on the CD also includes reference information that indicates where it came from, allowing you to update as new releases become available. Mitch is a big user of free software, very involved in the free software community, and is also a user of the tools he has gathered on this CD.

Visit the [Agile Markup Toolkit's Web site](#) for more information about "Agile Markup Toolkit."

XSL-FO

Another subset of XSL is XSL-FO. The FO stands for "formatting objects." XSL-FO provides a means for formatting XML for presentation. More information on its capabilities is available at [the W3C Web site](#).

XQuery

Some companies may be publishing information stored in a database or even stored as XML. XQuery allows you to query XML, similar to the way SQL is used to access databases. More information, and a great overview, are available from [Data Direct Technologies](#).

XML Performance

How has XML met with the W3C expectations? Certainly there are many XML-driven Web sites. Check out Safari, CNN, Fidelity, and Wired, among others. These are dynamically generated pages with XML behind the scenes. At Fidelity, XML ties together Web and back-end systems to deliver hundreds of thousands of transaction per hour to its Web site customers. In an [article in InternetWeek](#), Fidelity says it's realizing millions of dollars of savings in infrastructure and development costs by eliminating the need for transformation of data between the company's disparate database systems and by reducing (by 50%) the number of Web application servers through which customer data travels.

In publishing, XML has proven beneficial for creating materials derived from information stored in a database or publishing information that developers have created in XML. Some tools can open the XML and style it, providing paragraph formatting along with page layout (and in publishing, presentation is everything!). Such tools, which can automatically style XML, make publishing data easier and more affordable than traditional publishing methods.

However, XML can slow performance if not integrated properly and appropriately planned for. In [Network World Fusion](#), "Research by IBM Labs shows that even small XML-based documents can increase the CPU cost of a relational database transaction by up to 10 times in the absence of a dedicated XML processing engine. The research concluded that XML parsing could have a 'potentially fatal impact' on high-performance, transaction-oriented database applications that use XML." Hardware vendors are rushing to develop new gigabit-speed silicon to address the spread of XML and the processing problems it can sometime cause.

Again, it's important to employ a content management expert with experience in planning and implementing XML solutions before you adopt XML in your organization. XML is a business solution, not an IT solution. Employ it only after developing and conducting a thorough analysis of your organizational business needs, the needs of your customers, and after evaluating your content lifecycle. The results should yield a unified strategy for XML use across your enterprise that will provide measurable benefits and a positive return on investment.

Conclusion

XML isn't the universal panacea ... but it is often preferable to alternatives. Particularly in publishing applications, which represent so many ways data can be caught up in proprietary systems, it's a good idea to use nonproprietary technologies for content authoring, management and delivery, and it's crucial to assess and quantify the potential paybacks of XML versus HTML systems. ■

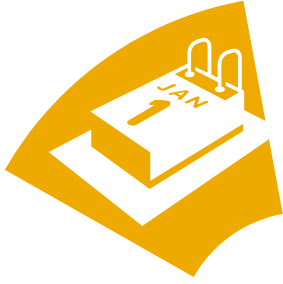


Membership News

Congratulations to Senior Members

By Judy McCabe, Membership

Congratulations to new senior members, **Rebecca L. Carr** and **Larry L. Jorgensen**. Senior member status is awarded after five continuous years as a member of STC. ■



Clip and Save

SAZ Program Schedule

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

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

- **October 14, 2004:** Career perspectives from new writer to seasoned vet. This is our last meeting at the Courtyard by Marriott.
- **November 11, 2004:** Lin Surasky, FrameMaker Tips and Tricks. See meeting announcement on page 1.
- **December 9, 2004:** Janina Latack, Stress Management, plus annual holiday party and silent auction.
- **January 13, 2005:** NEW! Casual networking dinner (no program) at elle – a wine country restaurant – 3048 E. Broadway (at Country Club).
- **February 10, 2005:** Avon Murphy, What new technical communication books tell us about our profession.
- **March 10, 2005:** NEW! Christine Abbott, “Cover Your Assets” for Tech Writers.
- **April 14, 2005:** CHANGED! Brenda Huettner, “Usability for Tech Writers.”
- **May 19, 2005:** Annual Meeting, Awards, and Recognitions.

The program schedule is subject to change without notice; for up-to-date meeting information, visit www.stc-saz.org. 🍯

SAZ Planning Schedule

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

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

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

Don't belong to STC yet? Want to just check out our chapter? Clip this coupon to save \$5.

STC Southern Arizona Chapter Nonmember Coupon

Save \$5 at Your First Meeting: We encourage nonmembers to attend a chapter program to learn about STC and the Southern Arizona chapter. Bring this completed coupon to the *first* chapter program you attend, and you'll save \$5 off the cost of admission.

Name (please print): _____

E-mail address: _____

Date of program: _____



Opportunities for Education

STC Remote Seminars

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

Building Brand Into Your Product or Web Site

Brand is dead. Long live brand! There's a great deal of confusion today over what this once-revered term now means—and over brand's relevance online. In this seminar, you'll learn what the people who design, document, and build software applications or Web sites need to know about brand. Discover how brand can complement our work and help us to be more successful—both at delivering great products and at getting our voices heard in the organization.

- **Presenter:** Robert Barlow-Busch
- **Date:** Wednesday, April 6 | 10 a.m.–11:30 p.m. Pacific Daylight Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** All Levels

Magical Numbers

The magical number seven, plus or minus two, was made famous when George Miller, in his 1956 article, denoted it as the number of information chunks a person could hold in short-term memory. Miller's insights into “our capacity for processing information” have been frequently misunderstood and misquoted. Contrary to popular belief, it turns out that seven items are usually too many for a communication to be effective.

- **Presenter:** Jean-luc Doumont
- **Date:** Wednesday, April 20 | 10 a.m.–11:30 p.m. Pacific Daylight Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** All Levels

STC Training Program

STC is pleased to announce that our first Training Program will be held Oct. 20–21, 2005, at the Hyatt Regency Hotel in Crystal City, Va., just minutes outside Washington, D.C. We've included the details below. Please help us promote this program and ensure a successful pilot.

STC's Training Program offers five two-day, comprehensive courses on topics geared to the interests of technical communicators who are seeking to further their skills and marketability. The following courses will be offered:

- *Creating and Using Personas to Improve Usability*
Instructor: Whitney Quesenbery
- *Focusing on Content: Making Web Sites Work for Users*
Instructors: Ginny Redish and Caroline Jarrett
- *Leadership in Information Management: Developing the Business Framework and Implementation Roadmap for Single Sourcing, Content Management, and Knowledge Management*
Instructor: Rosaline Tsai
- *The Architecture of Content*
Instructor: Jonathan Price
- *XML: From Hand-coding to WYSIWYG Authoring*
Instructor: Neil Perlin

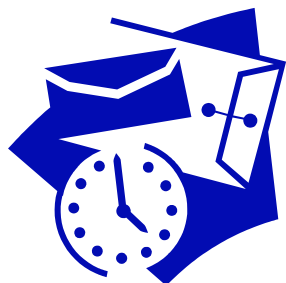
Program attendees will receive two days of instruction from experts in the field, as well as a certificate upon completion of the course. STC members receive a discount on registration fees, which are as follows:

	Member	Nonmember
With hotel*	\$1,295	\$1,455
Without hotel	\$1,095	\$1,255

***Three nights' lodging at the Hyatt Regency**

All registration fees include two breakfasts and two luncheons. (Discounts for multiple registrants from one company are available.) Attendance is limited to 60 students per course and enrollment is expected to fill quickly; as a benefit to our members, the first few days of registration will be open to STC members only. We'll announce the specific registration dates as soon as they're available, but expect registration to open in early May.

More details about STC's Training Program, including course descriptions and registration information, will be available in late April on the STC Web site. Promotional materials will also be distributed at STC's 52nd Annual Conference in Seattle and in *Intercom* magazine. In the meantime, if you have questions about the program, please contact Buffy Bennett at buffy@stc.org. 🍀



Letter to the Editor

Creative Thinking

Mary Jo David, newsletter editor and immediate past president of the Southeastern Michigan chapter wrote:

BTW ... that's some creative thinking your chapter used – to come up with the idea of making the chapter projector available to members for rental. 🍀



Networking

STC Phoenix Chapter News

Graphics 101

Join Phoenix chapter members Tuesday, April 12, for their meeting with **Amie Howard Thom**.

Get an overview of the primary industry software tools used for image editing and creation of two-dimensional computer graphics, including information on file format, resolution, printing and scanning for online and print media images, importing and exporting graphics into your documents, and modifying graphics to fit your needs.

Amie Howard Thom is an experienced and effective artist and teacher with a diverse knowledge of both traditional and digital art.

For more information, visit the Phoenix Web site, www.stc-phoenix.com.

Region 5 Conference, Nov. 11 and 12, 2005

Phoenix is hosting the Region 5 conference in 2005. Out of 32 suggested themes, chapter members cast their vote. The winning theme, submitted by **Gloria McConnell**, is

"Tech Comm 2005: Lessons from the Desert: Resilience, Survival, Success"

Our chapter has offered to help, particularly with the production of the proceedings. For information about how you can help, contact our local chapter coordinator, **Kitty Aughey**. 🍀

About the Newsletter

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Publication Policies

We welcome contributions, book and product reviews, letters, and articles that are relevant to the field of technical communication. **The submission deadline for the next issue is the 4th Tuesday of the month: April 26.** Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

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ListServ—Judy McCabe: caribe966@aol.com

Program Committee

Manager—Carrie Cooper: carrie.cooper@acs-inc.com

Facilities—Pat Markey: pat.markey@comcast.net

Past Presidents of the Southern Arizona Chapter

1998-1999—Dirk Arnold

1999-2000—Debra Parker (Crawford)

2000-2001—Barbara Fraps

2001-2002—Brenda Huettner

2002-2003—Helen Marty

2003-2004—Patricia Markey