



Inside This Issue:

Visual Interactivity Workshop.2
 STC...so much more!.....3
 Network and Nibble 20053
 SAZ Program Schedule4
 SAZ Workshop Schedule4
 SAZ Planning Schedule4
 Lessons from the Desert4
 Relational Presentation5
 Health Insurance Program7
 STC 2005 Salary Survey7
 SAZ Job Bank7
 Keeping in Touch8
 World Usability Day8
 Project 118
 Get Out of My Head9
 Learn New Things, Save
 Money Too!10
 STC Phoenix Meeting10
 STC Remote Seminars11
 Low Rates Extended!11
 Immortality12
 Senior Member Status12
 Members in the News12
 Chapter Contacts13

STC Mission Statement:

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

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 Arlington, VA 22203-1822
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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.

Meeting Notice

Visual Interactivity Through Relational Presentations

With Robert Lane

Relational Presentation is a dynamic new way of using PowerPoint that breaks away from the monotonous, lecture-style slideshows we've come to expect. This emerging concept allows a speaker to be "Visually Interactive" with an audience, offering complete freedom to show any slide, at any time, in any slideshow, in any order – even if thousands of slides are available. This flexibility results in more audience engagement and interaction, enhanced speaker persuasion abilities, increased retention, and even augmented perception of presenter expertise.

At the Oct. 13 meeting, you will see a detailed demonstration of Relational Presentation concepts and how they can be useful in your situation. Along with the demonstrations, you also will get a behind-the-scenes look at how Relational Presentation mechanisms are built in PowerPoint.

On Oct. 15, Robert will present a half-day workshop to teach how to apply these techniques.

Robert Lane speaks, consults, teaches, and trains nationwide on digital communication topics. Find out more about Robert Lane and Relational Presentations at his Web site www.aspirecommunications.com.

Save the Date: Thursday, Oct. 13 (New Location)

Place: Smuggler's Inn (**NEW VENUE**) located at 6350 E. Speedway (SE corner of Speedway and Wilmot, in the Buccaneer room).

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: Please choose between the meat or meatless entrée when you make your reservation:

- Sliced roast beef in mushroom sauce
- Pasta primavera in marinara sauce

Dinners are served with rolls and butter, dessert, iced tea and coffee.

Cost: Dinner and meeting: \$20 STC chapter members; \$25 nonmembers
 Meeting only (no dinner): \$5 STC members and students; \$10 nonmembers

RSVP: To reserve your spot, send an e-mail message to Sue Norris (sue.norris@comcast.net) **by Monday, Oct. 10.**

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



Workshop Notice

Visual Interactivity Workshop

With Robert Lane

Imagine being able to answer random questions – visually – or expand main points upon request, change focus, condense topics when time is running out, or simply jump to conclusion slides at any time. All of this is possible with Relational Presentation techniques. Such flexibility results in more audience engagement and interaction, enhanced speaker persuasion abilities, increased retention, and even augmented perception of presenter expertise.

Even more important, Relational Presentation concepts are easy to learn and fun. Some people describe them as addictively fun! They allow a presenter to be conversational and natural in front of an audience, thus greatly decreasing the dreaded terror of public speaking.

In addition to the topics listed below, you will see a detailed demonstration of Relational Presentation concepts and how they may be useful in your situation. See cutting-edge ideas that are now being implemented in major institutions and companies such as the University of Arizona, UC Berkley, the Scottsdale Mayo Clinic, IBM, AT&T, American Express, and others.

This four-hour seminar is a condensed version of the normal two-day standard Relational Presentation workshop. It will focus on critical design techniques and delivery methods you can integrate immediately into your own presentations. We will explore the following topics:

- Setting up a slideshow so every slide is available from every other slide (two different methods)
- Using *Presentation Objects* – small pieces of modular content
- Creating interactive alternatives to traditional bullet lists
- Incorporating *Visual Clues* to help a presenter locate needed content
- Taking advantage of psychological techniques available only to presenters using *Visually Interactive* concepts
- Choosing the right technology to aid digital interactivity

Note that all activities and exercises are very hands-on and you are encouraged to bring a laptop, with PowerPoint XP (or later) installed, along with your own presentation materials.

Join us also for our [program](#) Oct. 13 when Robert will introduce these techniques.

Save the Date: Saturday, Oct. 15

Place: SAIAT, 3000 E. Valencia Rd. (For a map, visit their [Web site](#)).

Time: Registration and breakfast from 8 to 8:30 a.m. Workshop from 8:30 to noon.

Menu: Continental breakfast includes fruit, scones, danish, bagels, biscotti, muffins, coffee and orange juice.

Cost: Continental breakfast and meeting: \$40 STC chapter members; \$50 nonmembers

RSVP: To reserve your spot, send an e-mail message to Sue Norris (sue.norris@comcast.net) **by Wednesday, Oct. 12.**

No-shows will be billed. Walk-ins are welcome.





Message from Our President

STC...so much more!

By Kitty Aughey, Associate Fellow

I joined STC in 1984. I attribute my membership and association with the society for much of my career advancement. You can always turn to STC for networking, industry trends, new software and needed skill sets, what is going on abroad, where the jobs are to be found, management skills and so forth. It has provided the knowledge base that I have trusted throughout my years in technical communications.

I recently found a new side of STC membership, support, love, and prayer. My son has been waging war against cancer and soon chemotherapy. This has taken the wind out of my sails. My STC friends from around the society have rallied around me, covered for my presidential duties, prayed for us, and offered to do anything to be helpful. What a great gift!

My heartfelt thanks,

Kitty



Program Review

Network and Nibble 2005

By Sue Norris, Facilities Committee

A small but varied group of tech comm colleagues gathered at our program meeting on Sept. 8, which was very adeptly facilitated by Carrie Cooper, our chapter vice president. After a nice dinner of casual conversation and catching up, it was time to get down to the business of networking.

Networking is a topic that can strike fear in many technical communicators, but this forum provided a nonthreatening, dare I say, fun, way to dust off and build very important skills.

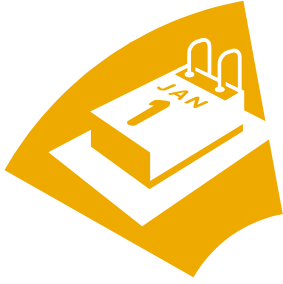
Highlights of the evening included the "elevator speech" contest and a very lively game of networking bingo.

An elevator speech is a 30-second introduction that you would give. Many people have a few variations of this speech. For example, you might have a version that you use when speaking to people outside the software industry, and another version that focuses on your creative skills in the area online help development. As always in our business, audience analysis is crucial. In spite of its name, the elevator speech should be interesting and creative: it should not sound like a speech.

The game of networking bingo took on a life of its own. After a winner was announced, people just kept on going! It was as if we were interviewing SMEs and had to fill up our bingo cards so that we could prepare a draft of a manual once we were done.

So to sum up, the networking experience was fun, and this program provided many of us with a great chance to practice up and visit with our fellow STC-SAZ members. As a new member to this chapter (having transferred from Phoenix), I truly enjoyed the experience and hope to get to meet many more of you in the upcoming season.





Chapter Activity

SAZ Program Schedule

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

New meeting location effective September 2005: Smuggler’s Inn, 6350 E. Speedway Blvd. (southeast corner of Speedway and Wilmot)

- **September 8, 2005:** Network and Nibble.
- **October 13, 2005:** Bob Lane, “Visual Interactivity through Relational Presentation.” See meeting announcement on page 1.
- **November 10, 2005:** HTML and Web design.
- **December 8, 2005:** Alaina Levine, Self-promotion, plus annual holiday party and silent auction.
- **January 12, 2006:** Casual networking dinner (no program). Location TBD.
- **February 9, 2006:** TBD (speaker and location).
- **March 9, 2006:** Independent contracting.
- **April 13, 2006:** Brenda Huettner, discusses new book on accessibility
- **May 18, 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 Workshop Schedule

Locations vary for our workshops. Please see our Web site for the latest information.

- **Oct. 15, 2005:** Bob Lane, “Visual Interactivity Through Relational Presentation.” This workshop provides a deeper look at the topic presented in the Oct. 13 program and includes hands-on activities.

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.

September 27, 2005	January 24, 2006	May 23, 2006
October 25, 2005	February 28, 2006	
November 22, 2005	March 28, 2006	
December, 2005 (e-mail)	April 25, 2006	

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.



STC Region 5 Conference

Lessons from the Desert

The STC Region 5 Conference will be held in Mesa, Ariz., Nov. 11-12. For a full list of registration rates and deadlines, plus the preliminary conference schedule and program, visit the conference Web site at www.region5conf.com. More information will follow in the November issue of *The Border Line*.





Robert Lane

This article was published previously in the July 2005 issue of *Indezine*.

Robert Lane is a digital communications consultant, trainer, writer, and professional speaker, based in Tucson, Ariz. He specializes in helping companies and educational institutions implement and maintain Relational Presentation platforms.

Feature Article

Relational Presentation

By Robert Lane, Member

Oh My Gosh!

Five minutes into her presentation, the speaker realized something was very wrong. For several days she had been traveling from region to region in rural England addressing groups of teachers, describing her latest research. All of the teachers in her audiences were supposed to be at the primary-school level, and her PowerPoint presentation addressed their needs precisely. Unfortunately on this day, a scheduling glitch had occurred. Seated before her were no less than 50 *secondary school* teachers – and that meant her presentation, and virtually the entire full-day seminar about to be delivered, was irrelevant to them!

Flash back to the previous year. The same speaker was preparing a keynote speech at a world conference in Beijing, and I had just finished creating her presentation. It was the most state-of-the-art, fabulous, incredible and unequalled PowerPoint presentation the world had ever known – or at least I thought so. Then an event occurred I will never forget. A Chinese man approached the podium. His session was unheralded and relatively unnoticed. I likewise paid little attention until something caught my eye and soon riveted my attention. To my shock, his slideshow contained features mine didn't. He could randomly navigate within the show, select content on demand, interact with the audience, and end exactly when he wanted to – all while using PowerPoint. What a radical concept, a presentation with flexibility! Why hadn't I thought it? After nursing my bruised ego for a moment, I realized this man had just opened my eyes to an entirely new world.

At that moment a vision was born. I wondered if presentations could be EVEN MORE flexible and powerful. What if a speaker could jump around not only within a single slideshow but between hundreds, or thousands, or even tens of thousands of slides? Could I create an environment with ultimate freedom, where every possible slide is available at the click of a mouse, anytime, from anywhere? I envisioned speakers customizing presentations on-the-fly, answering audience questions both *verbally* and *visually* and spontaneously illustrating thoughts. In other words, the question became "Can we use PowerPoint in a way that completely breaks away from its static, linear design?"

A year later, on that day in England, I witnessed the ultimate answer. The speaker quickly assessed the situation, and then used the "switchboard" to completely change the focus of her talk on the spot! With barely a bump in rhythm, she navigated away from the primary-school material and instead chose secondary-school tracks relevant to her audience. It was beautiful to watch and demonstrated the dramatic potential of what years later came to be known as *Relational Presentation*.

Relational Presentation and Visual Interactivity

Much has changed since those days, but the core idea behind Relational Presentation is the same – to interact with audiences both verbally and visually. We call it *Visual Interactivity*. One reason being visually interactive is so important is that our brain encodes visual and aural information separately. Thus, information presented in BOTH forms simultaneously is encoded twice and produces far greater recall later. Visual Interactivity also provides conversational energy that overrides PowerPoint's otherwise boring, lecture-like monotony.

One person recently described the process as a "visual conversation" and another as a "visual jazz performance." I like to think of Relational Presentation as providing "customer service" to an audience, tailoring messages to their needs on-the-spot. I

love seeing a teacher respond to students' questions by jumping out of the current slideshow and diving into a resource section filled with hundreds of pictures, quotes, or video clips. I enjoy watching salespeople sculpt their messages as they go, showing different products or services in any desired order, at any level of detail, and in appropriate contexts.

Over the years, such flexible presentation concepts have found their way into numerous educational institutions, as well as major corporations including the Mayo Clinic and IBM. Within the past year, especially, interest has skyrocketed. Visual Interactivity seems to have no end of potential uses.

How It Works

Relational Presentation platforms are easy to develop and use. Be sure to request our free booklet "*A Guide to Relational Presentation*" for practical advice on how to get started. The process relies heavily on hyperlinked slideshows, creating what amounts to a "visual database" (also known as a *Presentation Network*). Presentation Networks, in turn, are made up of organized sequences of modular content known as *Presentation Objects*. Presentation Objects are simply tiny slideshows (usually containing only a few slides, all related to a specific topic). Think of a Presentation Network as being very similar to a Web site, except that it is PowerPoint-based. When Presentation Objects are linked together to form a network, a presenter can navigate with the ease of surfing the Web.

Presentation Networks normally contain at least seven major features:

- **Cover Slide (slideshow):** This slideshow contains only one slide and serves a similar purpose as a "Splash" page on a Web site. It often displays important branding imagery. The speaker **always** starts and ends with this slide.
- **Main Switchboard:** Main switchboards also contain only one slide, serving the same purpose as a home page on a Web site. From here, the presenter accesses all the other slides in the network, even if there are thousands of choices.
- **Subswitchboards:** Complex networks often contain many levels of nested subswitchboards. This powerful organizational system helps a presenter locate slides quickly. For example, a main switchboard might have a category called PROJECTS, which is further divided into subcategories such as PAST PROJECTS, CURRENT PROJECTS, and FUTURE PROJECTS, each having their own switchboard. The subswitchboard allows me to randomly demonstrate the many navigation styles available in Relational Presentation.
- **Primary Shows:** These linear slideshows contain content organized by subject. Such shows, although linear, often incorporate internal navigation as well and, therefore, allow nonlinear delivery.
- **Inter-Show and Intra-Show Navigation:** We use approximately 30 different styles of navigation to link slideshows and slides within a network. Most styles utilize either autosshapes or picture thumbnails. Navigation gives Relational Presentation its true power.
- **Resources Section:** Resources are categorical collections of content such as pictures, video clips, quotes, Web links, recommendations, and anything else that a speaker may find helpful during a talk. Normally resource material is available from every slide in the network.
- **Conclusion Section:** This section also is available from every slide in the network and allows the presenter to jump to conclusion slides at any time (very handy if you're running out of time).

To see a demonstration of Relational Presentation in action, visit the Aspire Web site at www.aspirecommunications.com and view the Flash movie(s) on the home page.





Society Benefits

Health Insurance Program

STC now offers its members a range of health insurance options thanks to a program implemented in cooperation with Marsh Affinity Group Services, a leader in insurance program management.

The new health insurance program gives STC members a number of options. Those who value “freedom of choice” when selecting a plan may enroll in the Major Medical Plan (traditional). Those who prefer to choose from a prepared list of doctors and facilities may enroll in a Preferred Provider Option (PPO). Both are offered to individuals and to employers with a small number of employees.

Self-employed members may want to consider the new plan's Medical Savings Account (MSA) option, while some small employers may prefer a Health Maintenance Organization (HMO) option. To help STC members with their decision process, a Web site has been posted at stc.healthinsurance.com.

In addition, STC members may enjoy discounts on other types of insurance from Mutual of Omaha. These include disability coverage, critical illness insurance, life insurance, long-term care insurance, and pension plans. Information about these insurance options can be found at www.mutualofomaha.com/stc.

If you have questions about the insurance options and discounts offered to STC members, please contact the STC office at stc@stc.org or (703) 522-4114.



Employment Information

STC 2005 Salary Survey

In case you missed the notice, the results of STC's 2005 Technical Communicator Salary Survey are now available on STC's Web site at www.stc.org/salarySurvey.asp, with the following description:

“The survey results feature information about salaries and benefits for STC members in the U.S. and Canada. The information is broken down by levels of experience, levels of education, gender, and ZIP code/postal code ...

To access the survey results, you'll need to log on to the members-only section of the STC Web site using your member number and password. Your member number appears on your STC membership card and just above your address on the mailing label of *Intercom*. Password help is available on the logon screen.”

SAZ Job Bank

By Paul Veverka, Employment Committee

The STC Opportunities (Job Bank) e-mail list includes STC members who have asked to receive an STC Opportunity e-mail as soon as a job posting arrives for the SAZ-STC job bank. The e-mail announcement always goes out before the job appears on the SAZ-STC Web site and is, therefore, one of the many benefits of society membership.

Some members who previously signed up for this service have been stricken from the list because repeated mailings to them result in a reply that states the message was “undeliverable.” If you have not received an announcement in the past month and want to be sure your current e-mail address is on the list, or if you would like to be added to the list, send your e-mail address to Paul Veverka (paul.veverka@misyshealthcare.com). ■



Editor's Notes

Keeping in Touch

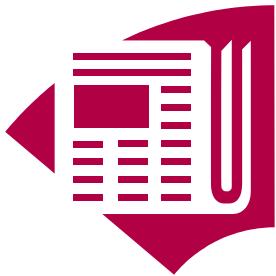
By Pat Markey, Editor

We cannot say often enough how important it is to stay in touch with your community, whatever that is. Our Southern Arizona Chapter is working hard for you.

A list of members will be available to chapter members at program meetings from Membership Manager Helen Marty. To avoid printing copies unnecessarily, please contact Helen at hmarty@cox.net before the meeting to let her know you would like a copy.

Also, as a result of our participation in the Big C, we now have an agreement with some of our sister organizations in Tucson to attend each other's meetings at the member price. We will post a list on our Web site. For current program information, visit:

- [Public Relations Society of America \(PRSA\) of Southern Arizona](#)
- [Tucson Advertising Federation](#)
- [Tucson American Marketing Association](#)



Community Events

World Usability Day

The Usability Professionals' Association (UPA) is sponsoring a World Usability Day on November 3. We are planning an event in Tucson. Stay tuned by visiting www.usabilityprofessionals.org/worldusabilityday.



International Help Wanted

Project 11

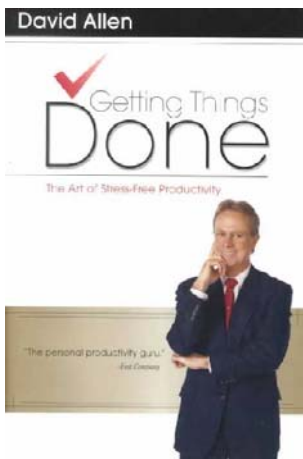
There is an international project in progress regarding standards for documentation management. The project currently needs reviewers. For more information, visit www.hci.com.au/iso/Project_11/default.htm. The following text is from the Web site:

"The purpose of Project 11 is the creation of an international standard for managers of user documentation development. As a technical communicator, you can contribute in a number of ways:

- documentation managers who are prepared to provide their time and expertise can be **Project Authors**, and write part of the standard
- technical communicators and managers can be **Project Reviewers**, and get their say in the content of the standard

Project 11 is an informal initiative [that] will result in a base text for an ISO/IEC standard."





Allen, David. *Getting Things Done: The Art of Stress-Free Productivity*. New York: Viking, 2001.

The system rigorously adheres to the core principles of productivity, while allowing tremendous freedom in the “how.” The only “right” way to do GTD is getting meaningful things done with truly the least amount of invested attention and energy.
—from David Allen’s Web site

Book Review

Get Out of My Head

By Carrie Cooper, STC-SAZ Vice President

A friend and I used to have a joke: “This book changed my life ... at least for this week.” But the organizational approach by David Allen in *Getting Things Done*, called GTD by its followers, has changed my life for much more than a week.

The GTD system has these basic steps:

- Get things off your mind. Capture all the things that need to get done into a logical and trusted place, from a writing pad to Microsoft Project.
- Capture any new ideas or thoughts to process later.
- Make decisions about actions required on stuff when it shows up. Projects take more than one action to accomplish.
- Ask yourself, “What is the next action?”
- Organize and review your actions and commitments on a routine basis.

“Get things off your mind” might be called the main mantra of this book. This was the book’s biggest revelation to me: You don’t have to keep everything in your memory banks; in fact, you shouldn’t. The GTD system is about keeping your mental decks clear. “If you find yourself trying to remember a list of things, write them down, and save your brain for something else,” advises the PigPog GTD Web site. “Don’t think about all the things you’ll have to do – just the next one.”

Allen’s system can get complex. He recommends a 43-folder tickler file, for example. This was overwhelming to me. After I read this book, which I thoroughly enjoyed, I read quite a few Web sites about putting the GTD system into action. I find that a simplified GTD system works for me. Here’s how I use GTD:

- I assembled my own mini planner made of printed index cards with these sections: Yearly Calendar; Weekly Event List (appointments, STC meeting dates, and other day-specific actions); Action Lists; Project Planning; Notes; and blank index cards.
- I carry the mini planner and a pen for taking notes and keeping lists.
- Create action lists. Mark off completed actions. Throw away the list when all actions are complete (this is *so* satisfying).
- File weekly instead of letting the “file pile” build up.
- Review calendar and action lists weekly.

In fact, I was so inspired by this book that I created a GTD package for the October meeting’s door prize. The GTD prize package includes a copy of the book. I hope it helps the winner “get things done” in their life, too.

Note: This book is available from the Tucson-Pima Public Library.

Additional resources on Getting Things Done:

<http://www.wired.com/news/culture/0,1284,68110,00.html>

http://merlin.blogs.com/43folders/2004/09/getting_started.html

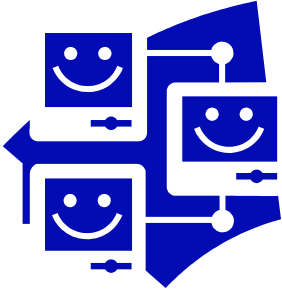
<http://www.coloradocollege.edu/library/Instruction/gtd.html>

http://www.davidco.com/what_is_gtd.php

<http://www.minezone.org/wiki/MVance/GettingThingsDone>

<http://pigpog.com/wiki/index.php/Productivity>





Networking

Learn New Things, Save Money Too!

By Brenda Huettner, Fellow

In August, I attended a meeting of the local chapter of the Public Relations Society of America (PRSA). Like us, they are the Southern Arizona chapter of a much larger organization – about 20,000 members across the country. As many of you know, they participate along with us and several other local groups in the annual "Big C" Communications and Cocktail mixer.

It was very interesting to hear about their topic – creative ways you can book events speakers, entertainers with little to no budget – and also interesting to hear about the type of work their members do. Like us, they are communicators, but in their jobs they focus exclusively on communicating the value of their products or services to the general public. Some things are the same in both their chapter and ours. They publish information in printed and online formats, they have a large annual conference, special interest groups within their field, and even a competition similar to our PAO competitions. Other elements of their work are different; they gave me several great ideas for publicity for both our own chapter and for some projects of my own.

Of course, a big part of attending events like this is the opportunity for networking. I met the current PRSA chapter president, Alaina Levine, through the Big C event. I also met people from local TV and radio, from businesses large and small, and from several nonprofit organizations around town.

One of the new benefits for members in both organizations is reciprocal member attendance. What this means is that you, as an STC member, can attend PRSA events at their member rate, and PRSA members can attend STC events at our member rate. It saved me \$8 already!

For more information about the Southern Arizona chapter of PRSA, see <http://www.prsatucson.com/>. Or better yet, stop by their next program meeting. You just might learn something new!



Jack Molisani

Networking

STC Phoenix Meeting

The Top 10 Mistakes Technical Professionals Make When Looking for Work

Join Phoenix chapter members Tuesday, Oct. 11, for their monthly program and networking opportunity.

Have you ever submitted a résumé for a position but never was called for an interview? Or interviewed for a position you wanted but didn't get? Chances are you made one or more mistakes that scuttled your chance at landing the job.

In this meeting, professional recruiter Jack Molisani will present the top 10 mistakes technical professionals make when looking for work (contract, perm or outsource), with proactive tips on how to avoid these pitfalls and increase your chances of landing that next job or contract.

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





Educational Opportunities

STC Remote Seminars

With all seminars, the cost is per site, not per person. There are additional seminars scheduled for the summer. For more information, visit the STC Web site, www.stc.org/seminars.asp.

Project Planning and Quality Checks: Part 1

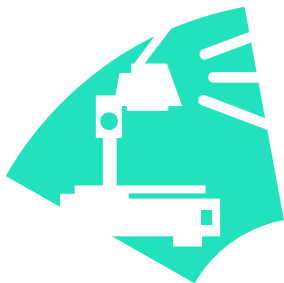
Why is technical documentation an "afterthought" in the minds of some of your co-workers? Why do some of them secretly perceive producing documentation as a "necessary nuisance" in the product development cycle? Solid, well-considered project and documentation plans can help you alter counterproductive viewpoints and get co-workers on the same page—literally—by showing them how technical documentation is one of many product components. In Part 1 of this two-part seminar, John will present general project planning and user analysis techniques before delving into detailed documentation planning practices. He will wrap up these planning strategies in Part 2 before discussing quality criteria and techniques for faultless quality checks. (Because Part 2 continues the discussion held in Part 1, students should plan to attend both parts of John's seminar.)

- **Presenter:** John Wilson
- **Date:** Wednesday, Oct. 19 | 11 a.m.–12:30 p.m. Mountain Standard Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** Beginner/Intermediate

Project Planning and Quality Checks: Part 2

This is the second of a two-part series. Please see the description for Part 1 above. (Because Part 2 continues the discussion held in Part 1, students should plan to attend both parts of John's seminar.)

- **Presenter:** John Wilson
- **Date:** Wednesday, Oct. 26 | 11 a.m.–12:30 p.m. Mountain Standard Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** Beginner/Intermediate



STC Training

Low Rates Extended!

Save on STC's new Training Program Oct. 20-21, 2005 in Arlington, VA! The rates offered for advanced registration have been extended--there's still time to register at the lower price! For price details, please visit <http://www.stc.org/training/registration.htm>.

STC's Training Program, consisting of five two-day courses taught by some of the most respected names in technical communication, provides a unique, in-depth educational opportunity that will help you advance your career. You'll gain new skills, techniques, and hands-on experience that you can use to do your job better. For information about the program, visit <http://www.stc.org/training>.





John Hedtke

John Hedtke is the award-winning author of 24 books, including *Firefox and Thunderbird Garage* (Prentice-Hall, 2005). He is a past president of the Puget Sound chapter and a fellow of the Society. John is the Region 7 Director.

Director's News

Immortality

By John Hedtke, Director Region 7

I've always felt that helping someone get a job was the best thing you could do for them. Lots of things go into this: teaching interview skills, helping them structure résumés to sell them more effectively, getting them up to speed on a new software package that's The Hot Thing, providing internship opportunities, even teaching them basic "Dress-for-Success" skills. All of this takes a lot of time and energy, but that's OK; this is my personal contribution to the Great Work and I like doing it. But I have wondered why I do all of this and, over the years, I've come up with an answer.

Helping someone find a job gives you a good feeling right away. Someone comes to you in need, sometimes rather desperate need, and they need to find a job. You can give them the hand up that they need, put them in contact with the person who needs someone with *precisely* their skill set, tell them that if they structured their résumé a little differently it'd make all the difference. They take your advice, they get the job they're after, and *voilà!* They're no longer in need. They feel good and so do you.

Five years later, you're looking for a job yourself. And the people that you've helped are out in the community working, possibly not at the same job, but they're launched on their own careers and moving ahead. The people you helped in the past can tell you about jobs that they now have to offer or positions they've heard about from peers. And if nothing else, they can provide references about what you've done for them and others in the past. That'll feel good, too.

Fifty years from now, you're going to be remembered by dozens, hundreds, possibly even thousands of people whom you've been able to help get a new job, break into a new career, or publish their first book. They'll remember you fondly for the help you provided without strings, the energy you added to their lives. That's immortality. And it doesn't get any better than that.

For more information, John can be reached at John@hedtke.com, or through his Web site, www.hedtke.com.



Chapter Membership News

Senior Member Status

Congratulations to new senior members **Carrie Cooper**, **Carol Crowe**, **Bob Epstein**, and **Seraphim Larsen**.

Members in the News

The following notice appeared in the "Local Business Briefs" section of our daily newspaper, the *Tucson Citizen*, Tuesday, May 10, 2005: "The Society for Technical Communications has named [**Brenda**] **Huettner** a fellow in the organization. Huettner is principal and co-owner of P-N Designs, a consulting firm specializing in technical communications, training and publishing technical and engineering information in traditional and Web-based formats."



About the Newsletter

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The Border Line is the official publication of the Southern Arizona chapter (SAZ) of the Society for Technical Communication (STC). Issues are published monthly from September to May. The design and layout of this newsletter are copyright STC, 2005.

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 2nd Tuesday of the month: Oct. 11.** Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

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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

2004-2005 – Kitty Aughey