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STC Mission Statement:

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

Contact the STC at
 901 N. Stuart St., Suite 904
 Arlington, VA 22203-1822
 Phone: (703) 522-4114
 Web site: www.stc.org

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

Creating a Presence on the World Wide Web

With Iris Yoffa

Well-formed, accessible pages are the key to a successful Web site. Iris Yoffa will show us how to build a presence on the World Wide Web by creating our own Web sites. She will talk about "best practices" for Web design and page construction, and the issue of accessibility. She will also touch on some criteria used by search engines for ranking pages.

Iris Yoffa is a technical writer, application trainer and support specialist. She has experience contributing creative solutions as a member of a development team, and as a home computer user's "personal trainer." She has developed online help, printed manuals and installation instructions, training course outlines and step-by-step guides for in-house and client use. She has also conducted training sessions at company headquarters, individual residences, and by phone. She has resolved workstation and network issues using TechNet, MS Knowledge Base, Usenet Groups and the many resources available through the Internet.

Currently, Yoffa leads the Tucson Computer Society Internet SIG and serves as the webmaster for the Unofficial Tucson Computer Society Internet SIG Web site. Visit www.irisonthego.com/inetsig.

Save the Date: Thursday, Nov. 10

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:

- Chicken in lemon 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, Nov. 7.**

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



Program and Workshop Review

Visual Interactivity™: Information Architecture for PowerPoint

By Sue Norris, Facilities Committee

The October dinner program and half-day workshop introduced chapter members and others to the concept of Visual Interactivity™, or Relational Presentation™. Both events were led by Robert Lane, president of Aspire Communications, whose slogan is “Bringing the Power of Visual Interactivity to Live Presentation.”

What is visual interactivity?

Visual interactivity is a way to apply principals of information architecture to PowerPoint presentations. Instead of creating a sequence of slides consisting of bulleted lists, you create groups of related slides and arrange the groups into their natural order.

What are the benefits of visual interactivity?

Imagine that you are giving a linear or sequential presentation and someone in the audience asks a question. The answer is a few slides ahead. Do you try to find the answer or do you tell the person that the answer is coming up (assuming you have the sequence of your slides memorized)?

In a relational presentation, you can easily pop over to the slide that answers the person’s question, then return to your spot just as easily. And, you can have a huge database of slides at your disposal during any presentation. You can switch to a different slide or group of slides to accommodate a more technical audience, to provide examples, or to answer random questions. If you organize your slides well, you can be three clicks away from any slide at any point during your presentation.

Why is visual interactivity important?

Children under 14 and adults who are influenced by technology learn more visually than others. These people need to interact with other learners and their instructor in order to learn effectively.

Further, people recall what they learn more effectively if the information is presented both visually (on the slides) and aurally (spoken by the instructor as the slide is presented). This is because the brain encodes visual and aural information separately.

How do I create a relational presentation?

After identifying the structure for your presentation, identify the areas on your content slides that you want to use as navigational hot spots. To create a hot spot, create a shape on the slide and then hyperlink the shape to the slide you want to jump to. Make the shape transparent so it does not distract your audience.

While presenting, you will be able to click on these areas in order to access hyperlinked slides. For example, you’ll want a large area on each slide that will link back to your switchboard. The switchboard is the slide from which you can access any of your other slides. Your switchboard must be carefully arranged so that you can quickly recognize the slide or group of slides that you want to display next in your presentation. More complex presentations might incorporate hyperlinks that display a text or graphical menu without leaving the slide.

What are the size and performance considerations?

A database of presentations might occupy hundreds of megabytes and consist of

10,000 slides. If you have a giant, complex graphic, you may notice a delay of a few seconds.

What special computer equipment do I need?

You will need PowerPoint XP or 2003, and you should invest in a good mouse. A Gyro Mouse is ideal because it gives you subtle, advanced control during presentations.

To sum it all up, visual interactivity frees you to interact more closely with your audience instead of worrying about getting lost or skipping an important slide. You can have a huge database of information and present any component when you feel it is appropriate for your audience. Instead of bulleted lists, your slides communicate visually, and you supply the aural content as you display each slide. You probably have two of the tools you need: PowerPoint and your information architecture skills.

For more information:

- Contact Robert Lane at robertlane@aspirecommunications.com
- Visit Robert's Web site at www.aspirecommunications.com



Message from Our President

Transition and Training

By Kitty Aughey, Associate Fellow

The STC Southern Arizona chapter council members are fabulous. They give a lot of personal time to keep the chapter vibrant and healthy. We look for innovative ways to get everything done. We have found a new way to participate in transition activities and leadership training.

Transition wears two hats. We transition our council jobs from year to year. This involves handing off files, changing bank accounts, listserv responsibilities, reporting structure, etc. The second transition is at the Society level. We want to keep up to speed with bylaw changes, board elections, financial reports, society office procedures, etc.

Leadership training helps us become better council members and leaders. Improving our leadership skills helps us on our jobs as well as becoming efficient chapter leaders.

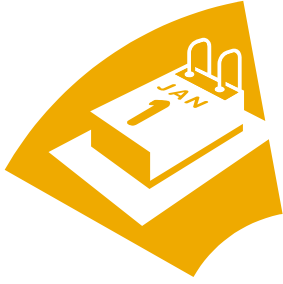
How are we getting this done?

At the end of every chapter planning meeting, we set aside time to discuss transition issues and cover new leadership techniques. A training handout is given to all who attend and we read it at home. At the next planning meeting, we discuss any questions that have arisen from the handout and how the information is useful. We go home with a different handout after each meeting. Some of the topics have been: STC leaders' frequently asked questions, financial issues and "private enurement," strategic plans, board reports, membership issues, chapter procedures, Chapter Achievement Awards (CAA), and competitions.

We have found a way to improve our STC knowledge and still have time for family, work and self. Come join us at Barnes and Noble the fourth Tuesday of every month.

Kitty





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:** Iris Yoffa discusses 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 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.



Networking

STC Region 5 Conference

The STC Region 5 Conference, “Lessons from the Desert,” will be held in Mesa, Ariz., Nov. 11-12. For a full list of registration rates and deadlines, plus the conference schedule and program, visit the conference Web site at www.region5conf.com.

Speakers include Society President Suzanna Laurent and Second Vice President Linda Oestreich; past Society Presidents Mark Hanigan and Lance Gelein; and Intercom columnists Jean-luc Doumont and Neil Perlin.





This article was originally published on the Phoenix community Web site.

Feature Article

Celebrating What We Do

By Tom Barnett, Tech Comm Week Manager

Arizona's celebration of technical communication turns 20!

Each year we recognize and celebrate the important contributions made by technical communicators and information designers to the understanding and usability of technology. That celebration is embodied in Technical Communication Week.



The governor of Arizona, Janet Napolitano, has honored us again and proclaimed the week of November 6 through 12 as Technical Communication Week.

The governor of Arizona, Janet Napolitano, has honored us again and proclaimed that this recognition and celebration will occur during the week of November 6 through 12.

Tech Comm Week is a special time of year in which STC members and others not only celebrate the value of technical communications, but also raise the awareness of our profession, our professionalism, and the ethics and creativity we bring to our work.

Technical communicators in the early 1980s had the inspiration to create Arizona's first celebration of our great endeavor. Today over a dozen other states celebrate the work we do. The 20th annual celebration is once again sponsored by the STC Phoenix chapter.

Companies celebrate Technical Communication Week in different ways. Some have a special luncheon. Some put up signs. For many companies, the event allows recognition for a profession that often does not receive the attention it deserves.

Suggestions for celebrating Tech Comm

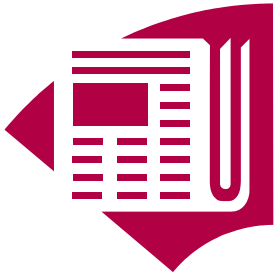
Do something in your company to celebrate our field and the good you do in the world. A copy of the governor's proclamation ([PDF version](#), 1.5 MB; [zipped](#), 902 KB) and a list of [tips for celebrating](#) Tech Comm Week is available from our Web site, at <http://www.stc-phoenix.com/tcweek.htm>.

2005 Proclamation

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

- and ethical behavior exhibited by these individuals;
- NOW, THEREFORE, I, Janet Napolitano, the Governor of the State of Arizona, do hereby proclaim November 6 through 12, 2005 as

Technical Communication Week



Networking

World Usability Day in Tucson

We will celebrate World Usability Day in Tucson at IBM on Nov. 3 from 1 to 4:30 p.m. The celebration will include a variety of hands-on activities, highlighting both the successes and challenges of usability in hardware, software, and everyday items.

Attendees will be able to walk through the process of crafting the user experience and making products easier to use. Attendees will learn about the tools of usability in a fun and interactive format.

Activities around the conference room will demonstrate hands-on usability practices, teaming and working at a distance. We will have about 30 high school students, as well as people from the general community participating in:

- Paper prototyping - A fun, prototyping exercise that uses a stove top as an example of designing for natural mapping and cultural standards.
- Lego workshop - This exercise emphasizes the importance of team collaboration. Each team of students receives a set of Legos, which they will use to make a figure hidden from all but one member of the team. At the end of the session, the facilitators lead a discussion regarding the importance of collaboration.
- Fun with cell phones - Run through typical scenarios using several models of cell phones and evaluate them for ease-of-use.
- Create usable Web sites - Create and usability-test simple Web sites profiling the students' interests.

There will also be a collection of IBM storage prototypes around the room including a demonstration of the IBM TotalStorage 3584 Tape Library.

For more information, visit <http://worldusabilityday.org/taxonomy/term/87>.

Location

IBM Tucson Site
IBM Systems and Technology Group
University of Arizona Science & Technology Park
Building 9032
Tucson, AZ, 85747

Contact

Lenore Mackey
limackey@us.ibm.com





Society News

Scholarships in Technical Communication

Background

The Society for Technical Communication is a professional organization for people developing technical information through such occupations as technical writing, editing, graphical design, interface design, and Web design. These scholarships are for students who are studying for a degree in one of these areas.

Purpose

To assist students who are pursuing established degree programs in some aspect of technical communication.

Eligibility

- Applicants must have completed at least one year of post-secondary education.
- Applicants must be full-time students. They may be either graduate students working toward a master's degree or doctorate, or undergraduate students working toward a bachelor's degree.
- Students should have at least one full year of academic work remaining to complete their degree programs, although under exceptional circumstances an award may be granted to a student for the final half-year.
- They should be studying communication of information about technical subjects. Other majors, such as general journalism, electronic communication engineering, computer programming, creative writing, or entertainment, are not eligible.

Awards

Four awards of \$1,500 each will be granted toward school tuition and expenses. Two awards are granted to graduate students, and two to undergraduates. Awards are for the academic year (September-June).

Schedule

Applications must be received by Feb. 15 of the year for which the scholarship is needed.

Graduate students must have notified the committee of acceptance in a graduate program by March 20. (Students enrolling in a graduate program may not know their status by Feb. 15. They will be evaluated like accepted students, but their eligibility is contingent upon acceptance and notification by March 20.)

Applicants will be notified by mail of committee decisions by April 15.

To apply

To obtain application forms and additional information, contact:

Society for Technical Communication
Attn: Scholarships
901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
(703) 522-4114
<http://www.stc.org/>





Employment Information

Recap: 10 Mistakes

By Sue Norris, Facilities Committee

The STC Phoenix chapter's October program addressed a topic that is on the minds of many of us in our own chapter: mistakes we might be making in our job search. Speaker Jack Molisani is founder and president of the award-winning technical communication and staffing firm ProSpring (www.prospring.net).

This article recaps common, job search mistakes:

1. Follow submission directions. If the instructions state "Please reply to this e-mail with a brief summary of your qualifications," do just that. Don't attach your résumé.
2. Get to know the hiring manager. You'll need to get creative here if Internet research and phone calls don't yield the names you need. Better yet, network actively before you need to ask for work.
3. Control where your résumé is sent. Don't let your recruiter submit your résumé without your specific permission for that individual submittal. If two recruiters submit you, the hiring company likely will not be able to hire you.
4. Only apply if you meet the stated requirements. You can still apply if you're missing a nice-to-have skill, but don't bother if you are missing a must-have skill.
5. Summarize your skills against the job requirements. Do this in your cover letter (e-mail) as well as in a summary section in your résumé. Go down their list in order; don't make them jump around or guess.
6. Don't name your résumé "résumé.doc" when submitting it. Instead, use your first and last name.
7. Make sure your résumé is formatted appropriately, well-written, and free of errors. Programmers might get away with typos, but we can't.
8. Arrange your résumé according to the job listing's priorities. Position your most relevant strengths near the top so they get noticed.
9. Anticipate questions such as gaps on your résumé. Explain them in your cover letter.
10. Keep your skills current. Show that you already know how to use the tools of the trade.

Other tidbits

It should go without saying, but don't use an e-mail address like crankybatch@aol.com (edited) in your job search; use your first and last name.

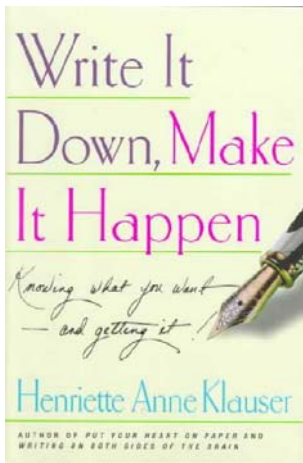
Hiring firms ask for salary history if they want to make sure they can afford you, are looking for a bargain, or want to weed out people who don't follow instructions. If you're not comfortable with this question, call them for instructions.

Don't use an objective statement such as "Senior technical writing position in a nice company where I will be appreciated." If you are concerned about your résumé being routed correctly, use an objective statement that includes only the job title.

Summarize your qualifications and accomplishments into a single-page résumé. You can have a two- or three-page résumé if you need to provide full details.

Finally, let me rephrase item 2: Develop a professional relationship with hiring managers before you need to ask them for a job. There's no better time to do this than at a regional STC conference, local chapter workshop, or monthly program dinner.





Book Review

Making a List, Checking It Twice

By Carrie Cooper, STC-SAZ Vice President

- Learn to speak Japanese
- Get a college education
- Buy my own home by my 30th birthday

If you know what you want, you can have it. This simple promise is the heart of *Write It Down, Make It Happen* by **Henriette Klauser**.

She says “writing down your dreams and aspirations is like hanging up a sign that says Open for Business.” Klauser states that writing down your goals in life is the first step toward achieving them. This is not the same as a to-do list.

Klauser believes that putting your goals in writing and specifying the desired outcomes clears your head, identifies what you want, and sets your intentions. Concentrate on the effects your goal will have in your life and the world, and you will be dedicated in your mission to achieve it. Seeing your goals in black and white makes them more believable. The process of narrowing goals to a list helps you sift through the internal chatter to clarify what you want.

Klauser’s advice is “State it simply. Do it easy.” This reminded me of advice I’d heard: Think of the process of goal setting as ordering fast food. When the clerk asks to take your order, you give a specific answer: “I’d like a chicken sandwich with fries” and not “Well, I don’t like beef and I had fish last week but the chicken’s good.”

Reducing your goals to a list helps keep your focus. “Writing a full-fledged description of what you want is one way of saying that you believe it’s attainable and you are ready to receive it. The more precise you can be, the more ready you are.”

She also recommends for each goal that you ask two key questions: **What will you do next** (next action steps) and **by when will you do it?** (Example: “By next Sunday, I will send for the course catalog.”)

As technical communicators, we often focus on “hard” writing, such as producing user manuals, policies and procedures, or specification papers. I found it interesting to read about some “softer” writing skills. However, some of the “touchy-feely” stories, such as the woman writing to her future soul mate, were overly long. I found the practical tips and exercises to be valuable. Here are some examples:

- Write down mini goals: “By next week, I will...”
- Find a fill-in-the-blank book that reflects an interest of yours, such as a wine book. Watch what happens as you create ways to make entries.
- Carry a stack of index cards around for a week to jot down your inspirations.
- A trainer states her intention for each three-hour session she presents as a single sentence. Keeping this intention in mind helps her know what to say.
- Think of your list of goals as a shopping list. Be specific, as if you are sending someone else to the store. Spell it out so they come back with the right item.
- Keep your list handy and look at it regularly. Repeat to yourself: *This is what I want and it is waiting for me.*

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

Additional resources:

http://www.henrietteklauser.com/_writers/index.php



Klauser, Henriette Anne. *Write It Down, Make It Happen: Knowing what you want—and getting it!* New York: Scribner, 2000

“Activity in one area generates movement in another. ... Write it down to be clear in your commitment to its possibility, and then activity *here* will create related movement *there*.” (pp. 35–37)



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.

FlashHelp, WebHelp, Web Help...Help!

Confused about the differences between sound-alike technologies like WebHelp and Web Help or HTML Help and HTML help? Not sure what newer technologies like XHTML and SVG are, and how they may affect your authoring tool selection and development? These uncertainties can make it difficult to select technologies and tools for creating online help or documentation and increase the risk of misunderstandings.

Neil Perlin has 26 years' experience in technical communication. Through his company, Hyper/Word Services (www.hyperword.com), Neil has spent 20 years providing training, consulting, and development for various types of online documentation, tools, and techniques, including WinHelp, HTML Help, CE Help, JavaHelp, RoboHelp, RoboDemo, Captivate, XML, and single-sourcing.

- **Presenter:** Neil Perlin
- **Date:** Wednesday, Nov. 9 | 11 a.m.–12:30 p.m. Mountain Standard Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** Beginner/Intermediate



Chapter Membership News

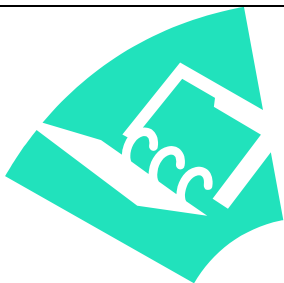
New Members

Helen Marty, Membership Committee

In September, two new members joined our community:

Kim Diezel, an independent contractor, and **David Menchaca**, a Ph.D. candidate at the University of Arizona.

We look forward to seeing you both at our next chapter meeting.



Editor's Notes

Web Pages

By Pat Markey, Editor

In September 2000, John Hedtke was our featured speaker. His topic was, "Free Resources for Improving Your Web Site." Thinking about our November topic, which also deals with Web sites, I thought I would review the links he provided. Fortunately, the list is on our Web site for all to review, at www.stc-saz.org/freeresources.htm.

Of all the entries, one that brings a smile to my face is www.webpagethatsuck.com. Here you will learn what not to do as you view "examples of sites that have accessibility, usability, and regular design problems -- including ugliness." Learn a bit as you peruse the links and treat yourself to a few laughs. Then join us Thursday, Nov. 10, for our program, "Creating a Presence on the World Wide Web."



Sherry Michaels

Director's News

R5 Report Back & Board Meeting Report

By Sherry Michaels, Director Region 5

Intense. If I had to use one word to describe the September board meeting in Denver, I'd call it intense. We introduced three new people to the Board of Directors (BoD): Rob Moran, interim executive director of STC, Lory Hawkes; chair of the newly formed Communications Committee; and Rich Maggiani, assistant to the president for Competitions. Because of Executive Director Peter Herbst's resignation, Peg Cottrell attended the board meeting to provide coverage from the Arlington office. We found her presence very helpful and we are making an effort to integrate the STC office more completely in our policy making, as part of a drive in STC to provide services more seamlessly for our members.

Most of you sent in board reports. For many of those who did not, I have spoken with by telephone. I heard your concerns:

1. You (we) are concerned the BoD might make **decisions that undermine the health** of the communities.
2. You (we) are concerned about **lack of volunteers** and the energy to round them up and get the year started.
3. You (we) are concerned about **membership falling off** and resources to sustain value-added efforts in the face of what we perceive as a possible funding crisis.
4. You have observed the **ReformSTC** phenomena, and although there is a lot of "bellyaching" (in the words from one report) or "whining" (in the words of a report from another region), we might learn something from it.

As I read the 750+ pages of reports from the other directors (eight regions) and the various committee and officer reports, I saw that you were not the only ones who expressed those concerns. We are listening. The board has been in the process of making significant changes for several years now, and we are continuing those changes and adding more as you suggest them. Give us your feedback. Send your reports. It is one of several important ways for us to hear you.

Here's what was done:

1. We passed a motion to raise member rates by \$5.00, because:
 - a. We are facing falling membership (and the dues associated with them) with many implementation plans for improvement of STC and extraordinary expenses associated with them. Our revenues are good, but probably not good enough to continue the important work of making STC a better place for our members and potential members.
 - b. In a telephone conference in July, we were confronted with a suggestion to reduce community funding. We wanted to ensure your community funding was at the same level as last year (as we promised), and we still had to reduce a budget shortfall. We heard you when you said that you didn't want us to make "decisions that undermine the health of our communities."
 - c. The money has to come from somewhere. We can't endanger the fiscal viability of the association as a whole, and we'd made a contract with the communities. Given these parameters, we approved the motion to raise membership rates.
2. The Leadership Community Resource (LCR) is putting into motion a special program for those communities "in crisis" who need help and need help now. Each director was asked to forward communities that requested help. From that pool, the LCR will choose a smaller number with which to work, to

ensure they have a working model. Further, the LCR plans to support those regions where the director's term is expiring.

3. Membership falling off is a scary thing. However, I have some good news for you: The numbers on membership renewal are coming back up, possibly slightly better than usual. Currently, they are at 16,231. Additionally, the STC office is hoping to hire a membership manager.
4. ReformSTC: Joe Welinske attended the board meeting in Denver. He took notes, and he posted them both on the ReformSTC listserv and on the LCR listserv. Lori Fisher posted the meeting minutes in a record time (within 10 days of the board meeting) at www.stc.org/chapterResources.asp. I urge you to read them. If you have monitored ReformSTC, you'll have seen the doubt that the minutes reflect what is happening in the board meeting.

Other work from the BoD meeting

1. We passed a motion to increase the conference fees for the Las Vegas conference. The venue in Las Vegas is a greater expense to STC, and many of the meal and break items are provided on an ala carte basis. Even having passed this increase, our conferences are still nearly half the cost of association conferences of this type.
2. Standards Council budget was raised by \$928 to a total of \$10,768. We approved this expenditure based on your feedback that you want STC to be a determining factor in our profession. What is more influential than being a part of international standards formation for technical communications? We agreed unanimously that this is an important investment for STC.
3. STC copyright policy change to stay with the contributing author was approved unanimously. John Hedtke made an excellent and emotive case. We read the business case presented by a member of the STC office. Both cases had merit. After full discussion of the merits, we decided the longest list of merits fell on the side of allowing copyright to remain with the author.
4. We heard a motion (which we will preview to the membership to comment upon for 30 days) to localize the STC dues structure to include second tier and third tier markets. Our Tier 1 membership (U.S. and other mature markets in that first tier composed of 94% of our current members) would pay \$150. "Developing markets" are considered Tier 2 markets, and comprise 6 percent of our current membership, an area we believe has a good deal of growth potential. These members would pay \$120. "Emerging" or Tier 3 markets having a group of potential members will pay \$80. Here is what we evaluated:
 - a. In the U.S. we are a first tier market. We enjoy the ability to get STC benefits, however we choose to get it. Second tier and third tier countries have logistics (such as money transfers, and more) that prevent them from getting all the benefits of membership, even though they pay the same price. Shipping *Intercom* or *Tieline* to them is often so cost prohibitive they don't get them. Telephone seminars are set at times they are sleeping. Many can't get to our conferences.
 - b. STC is competitive in Tier 1 markets and must compete more aggressively in the other two markets to remain a viable international organization.
 - c. Our dues are the equivalent for some of the Tier 3 markets of nearly three months pay or more. The current structure is punitive to those members, and the results are negative for STC.
 - d. Our members from the U.S. who have traveled and lived in second and third tier markets were a part of our feedback mechanisms. They were enthusiastic about this change.
 - e. It is part of an overall strategy for STC to emerge as a worldwide association, and to be strongly influential in our profession. Without

an effort toward equity to *all* our members, we would fail at an essential strategy that includes benefits to our long-standing U.S. members.

- f. It was important to move on this quickly because:
 - i. This committee work has been comprehensive, business case detailed.
 - ii. The office needs time to implement it by renewal time (January).
 - iii. Our membership wants to see us moving assertively to become the STC of the future, and the future includes an equitable approach to worldwide membership.

Note: Information on this initiative and a survey asking for your feedback has been sent to the membership via e-mail. What better way to ensure that your voice is heard?

- 5. A Corporate Value Program was presented, discussed and evaluated. One of the very big drawbacks to new membership is the lack of a specialized program to allow large companies to fund memberships at an attractive level (your membership could be paid if STC had a good corporate program to offer). Currently we do not have this. We are looking for someone with good corporate marketing skills to assist in implementing this program, but on the face of it, we believe it to be good for the members and good for elevating STC's visibility at the corporate level.
- 6. There were several motions to amend bylaws to protect the members and open access to the BoD. Wording in the bylaws was unclear on several of them. For instance, in at least two of them (details in the minutes) the right to petition for the office was unclear. On the succession from first vice president to president, we closed off the right to petition. The reason for this is to ensure the first vice president is in the "training" position. I think you might agree with me that ensuring the succession through making sure the learning curve is mitigated is valuable to the STC membership. The other positions are still all available not only through the nominating committee nominations, but through the right of petition to run.
- 7. Some campaign restrictions were lifted for candidates for the board. We kept an eye on professionalism, ensuring a level playing field (not allowing corporate backing), and that you had more candidate information for your own informed vote.
- 8. Research grants solicited through RFP were approved for further evaluation (a short list was created).
- 9. The STC Press was tasked with restructuring for the near future. STC Press is one of several vehicles needed to make STC a knowledge center for the future. We need it to operate at an optimum level.
- 10. Seven communities were rechartered, and the Academic Community was founded.

These are the big ones. There was a lot more, but they didn't fall into the "big news" category. If, after looking at the minutes you still have questions contact your director, or "Ask STC" at www.stc.org/FAQ/ask.stc.aspx.

We discussed a lot of changes. There were over 328 times (actual count taken by our president) that BoD members and guests asked questions or submitted comments to discussion and action items during the 11-hour business meeting. We are working hard to be accountable, accessible, and communicative. Sometimes we have to communicate matters that might be less than optimal to a small group of our members or an individual. We are a worldwide association of 16,231 members. We are working to ensure we are viable as a professional organization for the minimum of 16,231 and the maximum of our profession.



About the Newsletter

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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