



Inside This Issue:

Silent Auction to Benefit Chapter Scholarship Fund...2

A Special Season.....2

SAZ Program Schedule3

SAZ Planning Schedule3

Still Growing3

Getting Your Ducks in a Row...4

STC Phoenix Chapter News....8

Spreading the Word.....8

Sharing Your Experience9

STC Remote Seminars9

Community Paragraphs.....10

STC Preliminary Slate of Candidates.....11

Chapter Contacts13

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

Self-Promotion a Go-Go

With Alaina Levine

This interactive and humor-filled workshop will address key professional skills that will help you promote yourself in an appropriate and successful manner to lead you to triumph in whatever job you have and whatever career path you choose. You will discover how to empower yourself and how to get noticed for your talents not only by your boss and colleagues, but by others as well, especially your boss's boss and other VIPs in your industry and beyond. We will also discuss the concept of a brand (which is simply a promise), and how to build and promote the brand that is YOU by establishing yourself as a leader and an expert in your area of knowledge and ability.

Alaina G. Levine is a prolific speaker, writer, performer, and public relations strategist, and was recently named one of Tucson's 40 Under 40 Business Leaders by *Tucson Business Edge* newspaper, honored with the 2004 YWCA Woman on the Move Award, and named an "Up and Coming" Business Leader by *Inside Tucson Business*.

Save the Date: Thursday, Dec. 8

Place: Smuggler's Inn 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 turkey with stuffing, gravy, mashed potatoes, and green beans
- Fruit plate

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 and specify a meal choice, send an e-mail message to Sue Norris (sue.norris@comcast.net) by **Monday, Dec. 5.**

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





Chapter Scholarship Fund

Silent Auction to Benefit Chapter Scholarship Fund

By Carrie Cooper, Vice President

A special part of our chapter holiday party Thursday, Dec. 8, will be a casual, silent auction. All proceeds from the auction will go to the STC-SAZ scholarship fund for full-time graduate and undergraduate students. These scholarships encourage studies and promote growth in the technical communication profession.

Last year, we raised \$150 and awarded our second scholarship. This is your chance to do a little holiday shopping and support your profession, all at the same time. With your help, this year we hope to raise at least \$200 for our scholarship fund.

Please consider contributing a new or gently used item to this worthwhile event. You, your employer, or both can donate the item. Popular items include gift baskets, wine, holiday décor items, any food items, and books. To donate an item, simply bring it to the meeting Dec. 8. You set the opening (minimum) bid for each item you donate. The chapter administrative council reserves the right to change opening bids or refuse inappropriate items. (Sorry, your item donations are not tax-deductible.) If your item does not sell, you must take it home that night.

About the bidding process: Opening bid prices will range from \$2 to \$10. Bid increments will increase by \$1. Each item will have an index card that lists the item name and minimum bid. To bid, simply write your bid price and initials on the card.

Mark your calendar now and plan to attend the auction and party Dec. 8. We encourage you to bring a friend or colleague and your checkbook. If you do not want to bid on any items, you can still make a donation at this time to the scholarship fund.

For questions, e-mail Carrie Cooper at carrie.cooper@acs-inc.com.



Message from Our President

A Special Season

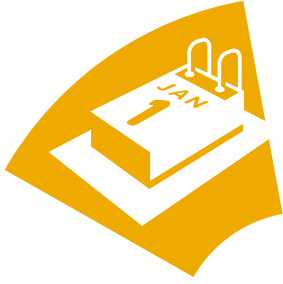
By Kitty Aughey, Associate Fellow

From mid-November through mid-January, special celebrations happen all over the globe. It is a time to be with family and friends and to be thankful for all we have in our lives.

The STC Southern Arizona chapter has much to be thankful for. We are a small chapter but we are "mighty." Since the chapter resumed activities in September, we have had three dinner meetings, a workshop, and—with Brenda Huettner leading us—we are engaged in sponsoring the Southwestern Regional Publications, Art and Online competitions. No less than 15 members are judging submitted work. We have increased our membership to 64 (a 19 percent increase), and had five members attend and/or support the Region 5 Conference in Phoenix. We continue to provide a monthly, vibrant, and relevant newsletter and a well-organized and useful Web site. Yes indeed, we are special!

Happy Holidays to everybody!





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), at El Charro (NE corner of Oracle and Orange Grove).
- **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 29, 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.



Chapter Membership News

Still Growing

Helen Marty, Membership Committee

Our membership count for the chapter is 64, which is an 18.52 percent growth since June 30, 2005. A total of 132 participate in our listserv, which is how we send information to those interested.





This article was originally published in the CIDM e-newsletter.

Feature Article

Getting Your Ducks in a Row

By Bret Freeman

What to consider before moving to a structured writing environment

We've all heard the cliché "get your ducks in a row," meaning to get organized, usually in preparation for future work or new challenges. This is how you need to approach the move from working in an unstructured writing environment to a structured writing environment with a content management system. Tackling such a project without having your "ducks" organized is ensuring yourself a very large headache and less than successful results. To get your ducks in a row, you need to answer these questions:

- Why do we want to get structured?
- How does our current environment look?
- How should our new environment look?
- How are we going to get there?

The key for a successful outcome is to answer the first three questions *before* answering the last one, organizing each of your responses before moving on to the next one. Doing so will ensure your organization is able to take advantage of its new structured writing environment in the best way possible.

DUCK ONE: Why do we want to get structured?

To understand why this question is important, it helps to know what the wrong answers are. Wrong answers include "We want to move into the 21st century," "Everyone else is doing it," "It is the latest trend," and "My friend at company X did it."

Do not make the move to a structured writing environment just because it is trendy. Do not make the move to a structured writing environment because your friends' companies are doing it. The task of the first "duck" is to sit down and list the benefits that structure will give to your unique organization. Many groups find it useful to identify their pain points, or the problems that they would like to solve, and then talk about how structuring their content will fix those problems.

The benefits of a structured writing environment are huge, and they vary from organization to organization. Here are some to consider:

- *Greater control over content.* Improving consistency and accuracy are almost always a high priority. Content reuse and repurposing help organizations to do that, allowing authors to take advantage of content that is already created and approved, while spending less time creating new (or duplicate) content from scratch. A structured writing environment also makes it much easier to deliver content to multiple channels, such as the Web, CD-ROM, and print, without creating twice the work.
- *Higher levels of productivity.* Content management systems enable you to automate key tasks that will save hours of time within your unique editorial process. This automation can vary from automatically e-mailing an editor when an author is finished with a project, to automatically sending new content out for translation. Automation frees staff members from mundane tasks and allows them to be more productive, while ensuring a smooth editorial process.
- *Shorter production cycle.* Content reuse and repurposing, combined with automated processes, can greatly shorten the production cycle. Imagine that your organization publishes an encyclopedia and you need to put together a

short booklet on mammals. Your author could pull approved content and repurpose it into the booklet. The graphic designer could automatically receive an e-mail request for the relevant photos, and the editor could be automatically notified when the booklet was ready for review. The booklet could be compiled in days rather than weeks!

- *Cost savings.* When an organization can do more with its existing content while shortening its production cycle, significant cost savings are sure to follow. Reusing and repurposing, combined with more efficient workflow and translation processes, equals money saved.

DUCK TWO: How does our current environment look?

After it has been decided that moving to a structured writing environment is a good idea for your organization, it is time to address your current environment. After all, you can't get your ducks in a row if you don't know where they are!

Start by evaluating your current environment. Many organizations have an "over the wall" editorial process: Content is thrown over cubical walls from author to editor and so on, rather than using technology and an organized workflow. This puts content at risk for editorial mistakes, inaccuracies, and getting lost. Also, think about how much time you spend looking for content that you know someone created but you don't know where they stored it. Your goal in evaluating your content is to understand where your content goes. What path does it take? What people are involved?

Once you have a better idea of what path your content takes, go through and identify the valuable processes. You have already identified some pain points, so you know the process isn't flawless, but there must be some steps that are working or you wouldn't be able to operate. Put flags next to your valuable points—these are the steps you want to keep. Next, work with your team to reassess everything else. The goal is to look at your environment as it stands now and identify what is working and what is not, where the bottlenecks and delays are in your processes, and so on.

Another aspect of evaluating your current environment is to understand what your current content looks like. What does it consist of? Procedures? E-learning lessons? Parts definitions? What content does your organization create, what does it use, and what does it need? What content have you created in the past? Do you currently reuse any of it? As you ask these questions, keep in mind that most likely not all of your content will need to be converted. Every organization will require a different strategy for dealing with legacy or "old" content. This step presents a good opportunity to identify which content is the most useful and which is less useful.

When you have combed through the whole process from start to finish and you understand what content you are currently managing, your team is ready to move to duck three.

DUCK THREE: How should our new environment look?

Once you know what your current environment looks like, your team can dream about your ideal environment—emphasis on dream! Don't be afraid to think big in this stage. Look at duck two and think, "OK, this is what we have, but what would we LIKE to have." A few points to keep you on the right track:

- *Know where you are going.* What is your destination, or final deliverables? Don't lose track of this in your brainstorming, or you will end up with a really interesting environment that doesn't get you to your deliverable.
- *What should your final deliverable look like?* In other words, does it need to be published in print, on the Web, and CD-ROM? Or just print? Does it need to be in English only or in multiple languages?
- *What should your document lifecycle, or workflow, look like to get to that destination?* What tasks must get accomplished?

If your team can answer those questions, then they are most likely ready to block out a road map of how to get from an unstructured to a structured writing environment. Congratulations! Before leaving this duck and moving on to the next one, be sure to go back and compare your ideal environment with duck number one. Does it address your pain points? Then compare it with duck number two. Does it include your most valuable points? If the answer to both questions is yes, move on to duck four.

DUCK FOUR: How are we going to get there?

Duck four is the “road map” step. Based on the previous, in-depth analysis your team has done to get to this point, it is time to put together a road map of how your group will get from its current environment to its new structured writing environment. The previous analysis was crucial because it will ensure that you choose your tools and your path based on your unique situation and your goals, rather than letting your tools dictate your goals. The final decisions you make need to be solidly based on your organization’s unique situation—but because you have your ducks in a row, that won’t be a problem!

Here are some of the decisions your team must make:

- *Which DTD is right for our situation?* Based on your analysis, you’ll need to decide whether to create a custom DTD or pick one off the shelf, such as DocBook or DITA. Don’t forget to include metadata in your discussion. Metadata enables your authors to locate and use information and is a big part of working within a structured writing environment.
- *Which tools will help us to reach our goals?* A major part of your overall move to a structured writing environment will be implementing the appropriate technology. This will probably include an authoring tool, a content management tool, and a publishing tool. If you are nervously patting your wallet, that’s OK. This is where the financial investment comes in, but don’t let that intimidate you. Today’s vendors provide a variety of options and are willing to work with you to put together a plan that works for your team as well as your budget. Ideally, all three systems should be selected simultaneously. They should be evaluated with each other throughout the process to ensure that they work together seamlessly, ensuring the most efficient editorial process possible.
- *Should I use a phased-in approach?* By now you are probably thinking, “Wow, this is becoming a huge undertaking.” Don’t panic. For many organizations, a good way to begin this new initiative is to run a pilot. Running a pilot of just one project is a useful way to figure out the kinks and benefits of the new environment and will probably make everyone feel more comfortable. Though this varies, if your company is ready to jump right in, by all means go ahead!
- *How/when do I turn off my old system and turn on my new one?* The easy answer here is, “when you don’t need the old one anymore.” Some overlap is inevitable and not a bad thing. There is comfort knowing that the older, more familiar system is there if the newer system should encounter a problem. But once you have your content switched over to the new system and your staff is comfortable with it, it is probably a good idea to remove the old system—to avoid mistakes and duplication of effort.

Dealing with Challenges

Having all of your ducks in a row will greatly help to minimize the challenges you will face when moving to a structured writing environment. Although every organization is different, there are still a few common obstacles that you should be aware of in case they arise.

First, be aware that writing in a structured writing environment and using a content

management system is fundamentally different from writing in an unstructured writing environment. This opens up a whole new way of thinking to your authors, some of whom will find it exhilarating, while others will find it a little intimidating. Be aware that each of your authors will have an adjustment period and that the length of that adjustment period may vary from author to author. A strong training program as part of your content management system implementation will go a long way to helping the entire editorial staff become more comfortable with the change and get excited about the system. Be sure to ask each of the vendors that you work with about what training and support is available.

Second, even with previous analysis, when it comes time to actually implement the tools needed for a structured writing environment, some organizations find that they haven't adequately addressed the issue of legacy content. Many organizations have so much legacy content that it is difficult to form a plan of attack. The simplest is often to divide the legacy content into three categories: used often enough to store in the content management system's repository, important enough to save but not used often enough to store in the CMS repository, and not important. If a large amount of content falls into the second category, don't worry. As the editorial department continues to work in and become more comfortable with the structured writing environment, it will become easier to sort through the legacy content.

Third, organizations often have a harder time identifying an ideal workflow than one might think. Sometimes it is difficult to tell where the "entry point" to the process is. The authors point to the editors, who point to the managers of the department, and so on. Often, editorial workflows actually start outside the editorial department, when the development team draws up the specs for a new product. Then they tell the editorial department that they need new materials, and that is what actually initiates the workflow. After identifying the entry point, some organizations stumble when trying to automate their workflow processes. Should they use automated e-mail? What tasks need to be automated? It is helpful to identify what tasks are repeated the most often, because they are often the tasks that can be the most helpful when automated (i.e., author sends an e-mail to the graphic designer requesting an image, author sends e-mail to editor with content for review, etc). CMS vendors can provide helpful advice and guidance in this area, because they know their systems well and have usually worked with a variety of unique organizations.

Guaranteeing Success

Finally, there are a few final tips that can help guarantee success:

- *Set goals.* Goals give your plan a direction. Even the best technology cannot succeed without a well-designed implementation plan.
- *Set milestones on the way to each goal.* Projects of this size often get so large that they can seem out of control to the people actually involved. By celebrating milestones along the way, the people involved can see that steady progress is being made, reflect upon lessons learned, and build on each milestone until the ultimate goals are reached.
- *Build measurable results.* Be sure to structure all goals and milestones in a way that is measurable—not "We will improve our editorial process." Ideally everyone can improve their editorial process, but how will you improve yours? Will you shorten production time by X days or weeks? Do more with less people? Keeping goals and milestones measurable will also make them easier to report to upper management and to celebrate when you meet them.
- *Evaluate progress.* As you proceed, always evaluate each goal and milestone. In fact, evaluate your progress in between each goal as well. The true value of having your ducks in a row is being able to always look back to make sure that you are on the right track—but that is only valuable if you take the time to do it!

About the Author

Bret Freeman is the Eastern Regional Sales Manager for Vasont Systems (www.vasont.com) and can be reached at bfreeman@vasont.com.

For more information about the Center for Information Management (CIDM), visit their Web site at <http://www.infomanagementcenter.com/>.



Networking

STC Phoenix Chapter News

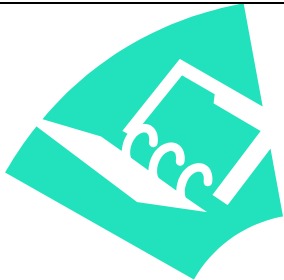
Windows Vista

Join Phoenix chapter members Tuesday, Dec. 6, for their December meeting. To avoid late fees, register by December 1.

Keith Garred, Microsoft senior technologist, will demo Microsoft's new operating system Vista (formerly known as Longhorn). Just back from training in Seattle, Keith will provide the latest information on new features and capabilities with Vista, offering clear, confident and connected operations for personal and business computing. Bring your questions and join us!

Bring your résumé for our résumé table, and be certain to introduce yourself if you are looking for a job.

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



Editor's Notes

Spreading the Word

By Pat Markey, Editor

As you know, our listserv is how we communicate important information to those who want to know what is going on in our world of technical communication. As people join our community, they often ask to be added to our listserv to receive announcements and this newsletter. You may also go to our Web site and sign on to the listserv at <http://www.stc-saz.org/maillist.html>.

However, people also move on to other parts of the country and even other professions. There may be some of you out there who may no longer be interested in receiving this information. If not, you can also sign off the listserv from the Web site given above, or send a blank e-mail to leave-stc_saz_announce-126555G@lists.stc.org

For the rest of you, don't forget to join us Thursday, Dec. 8, for our annual holiday program with our silent auction to benefit our scholarship fund.

If you see **Helen Marty**, congratulate her on her first grandchild.





Employment Information

Sharing Your Experience

By Dale Dauten, Author and Publisher, E-Luminations

I'm at work on a new management book about hiring and "de-hiring" employees, to be published by John Wiley and Sons in 2006. I'm hoping that you have stories to contribute.

If you'd like to help, I'm looking for

- interesting ways you got hired,
- great employees you hired in unique ways,
- helping an employee to leave to find a better "fit," or
- gracefully getting rid of a bad employee.

If you have a story you'd like to share, feel free to contact me at

dale@dauten.com.

If your story is too lengthy to put in an e-mail, just let me know the best times to call you.

For more information about Dale, visit <http://www.dauten.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.

Mastering Metadata: Making the Most of Your Content Management System

For many organizations, moving into a content management environment can be a step into the Great Unknown. Whether you call it content management, single-sourcing, structured knowledge, or structured information, deciding on the tools, styles, and document structure is the easy part. Now, you've got to figure out how to put it all together to work most efficiently and cost-effectively.

Knowing how to develop and use a robust metadata model can help. Metadata, or "hidden" data about content, helps an organization manage its knowledge efficiently by classifying and organizing data, facilitating the reuse of content in multiple outputs, and enabling dynamic content delivery.

As director of database development for Vasont Systems, Jack Danaher is responsible for the ongoing product development and support of Vasont®, the company's flagship content management system. He has more than 33 years' experience in the IT database field and is a seasoned conference presenter.

Please note that registration closes 24 hours before the seminar.

- **Presenter:** Jack Danaher
- **Date:** Wednesday, Dec. 7 | 11 a.m.–12:30 p.m. Mountain Standard Time
- **Seminar Type:** Web-Telephone
- **Seminar Level:** All Levels





Sherry Michaels

Director's News

Community Paragraphs

By Sherry Michaels, Director Region 5

What's happened in STC over the last couple of months? A lot, as usual!

- The addition of interim Executive Director Rob Moran has done nothing but make positive changes for STC. They are, as I see them, the following:
 - Some members felt "stonewalled" in their attempts to make constructive changes with STC because their interactions with the STC office were either "short-circuited" or "lost." Rob Moran has been working with a willing and eager STC staff to resolve this. In the last 45 days, I've seen tremendous interaction between office staff and us (directors, committee members and presidents) in the field.
 - We've had technical hurdles, for a very long time, in bringing STC into the 21st century. Rob and Merrick Bechini (our director of IT for STC) are dedicated to resolving this issue. Merrick has been instrumental in working with volunteer Lou Quillio (thank you, Lou!) from Ann Wiley's talented and committed volunteer group to put together a forum for members to freely talk, vent, share, exchange, post, search and so on. This was Ann's "brain child" and they have been working to put it together in a timely manner. Stay tuned for this exciting announcement!
 - The board of directors (BoD) receives a report from Rob every week, telling us what has happened at the office, and what to look for. I just love it. We don't have to dig, ask or cajole; we just get it.
 - Rob's business sense of task-managing is a tremendous asset to us. STC often tries to achieve more with less, and usually succeeds. However, we can be unaware of the limitations of what we can achieve, given our constraints of time, money and volunteers. With Rob's partnering efforts, we are prioritizing these projects appropriately.
 - There was an obstruction in STC communications, whether from the office staff, the BoD, or members. Nearly every effort we made, we executed badly. To help resolve the problem of how and when we communicate, Rob and the STC staff are helping us conduct surveys with members to solicit member opinions on issues important to them. We follow each survey by a report of the results. The survey helps us communicate, because we hear very directly from you on specific issues. We will let you know the results of the pooled information. From that information, the BoD takes initiative. Be sure and participate in this process.
- At the September board meeting, we met long and worked hard to pool together our talents and ideas about what was great about STC and what needs to change. We were surprised to find that of the 25 or so of us, we all had very similar views. Among other things, we wanted the following for STC:
 - To be an internationally recognized leader in the field of technical communications, with technical communicators and with their managers.
 - To assist companies to recognize their need for the skills of technical communicators to achieve company goals.
 - To be a resource for technical communicators for information on any matter relating to technical communications.
 - To provide members with a forum to learn and grow in their professions.
 - To be a place where members can meet, network and exchange views and ideas in an environment of safety.

- To be a resource for the growth and intellectual expansion of members, whether through grants to expand knowledge of our fields, or through scholarships to enable students to enter our field.

There was much more in this area, and we will be working on those things that enable at least the ones I've listed. We want to preserve, expand and enhance STC. Although there are many associations out there, and our benefits have most of them beaten by a mile, we want to be your first choice in association membership, and we want to earn that right in every way.

Regarding something very important to me, I want you to know that I realize there are many of you out there who are contributing every day, in big and essential "little" ways. We enjoy the fruits of your labor, as I write. I acknowledge gratefully how hard so many of you work for your fellow STC members. Without your efforts to persevere despite some discouraging press and some conflict, STC would not be the society it is. Neither would STC be prepared to reach into the future on your behalf. You nourish us, through your dues, your efforts, and your supportive comments. Even if there were no other reasons (and there are many), our work is about nourishing you.



Society News

STC Preliminary Slate of Candidates

By Mary Wise, Fellow

The STC nominating committee is pleased to announce the preliminary slate of candidates for the 2006 election. Please note that despite our best efforts we were unable to identify two candidates for the position of first vice president.

In an effort to ensure that there is an opportunity for contested elections for these key roles for the 2006 election cycle, the board of directors has voted to delay the effective date of a bylaws amendment that would preclude petition candidates from running for president and first vice president. The effective date of this amendment is May 15, 2006. This change will allow senior members the opportunity to run for these offices by petition to ensure a contested election.

Petition candidates who meet all criteria as set forth in the bylaws (article VIII, section 1, item E.) and seek to gain exposure through the various STC publications and communication channels may need to meet internal publications deadlines. Please contact the STC Director of Publications, Anita Dosik, to discuss opportunities and deadlines.

President	Paula Berger	Boston and TransAlpine chapters International Technical Communication, Management, Marketing Communication, and Usability & User Experience SIGs
First Vice President	Linda L. Oestreich	Houston and San Diego chapters Consulting & Independent Contracting, Instructional Design & Learning, International Technical Communication, Management, and Technical Editing SIGs
Second Vice President	Jonathan Baker	Boston and Silicon Valley chapters Consulting & Independent Contracting and Management SIGs

	Mark Clifford	United Kingdom chapter International Technical Communication SIG
Secretary	Thomas Barnett	East Tennessee, Montana, Phoenix, Southern Arizona, Southern Nevada, and United Kingdom chapters Emerging Technologies, Illustrators & Visual Designers, Information Design & Architecture, International Technical Communication, and Scientific Communication SIGs
	Char James-Tanny	Boston chapter Single Sourcing SIG
Director	Russel Hirst	East Tennessee chapter Education & Research, Scientific Communication, and Technical Editing SIGs
	Mike Murray	Nordic, Orlando, and Suncoast chapters AccessAbility and Marketing Communication SIGs
	Jeff Staples	
	Daniel Wise	Birmingham chapter Scientific Communication and Technical Editing SIG
Nominating Committee	Jackie Damrau	Lone Star chapter Instructional Design & Learning and Management SIGs
	Rachel Jordan Houghton	Willamette Valley chapter Technical Editing SIG
	Allison Johnson	First Coast chapter Education & Research SIG
	Connie Kiernan	Washington DC chapter Instructional Design & Learning SIG
	Betsy Maaks	Chicago, Metrolina, and Phoenix chapters International Technical Communication, Management, and Single Sourcing SIGs

The nominating committee thanks everyone who expressed interest in running for society office for their dedication and willingness to serve.



About the Newsletter

Editor

Pat Markey:
pat.markey@comcast.net

Copy Editors

DeAnn Drottz:
chemist@c2i2.com
Judy McCabe:
caribe966@aol.com

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: Jan. 10.** Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

Copyright Statement

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

Reprint Policies

Reprints are permitted if you acknowledge the source and author. Send us a copy of the publication containing the reprint: STC-SAZ, P.O. Box 14333, Tucson, AZ 85732, or e-mail the [Editor](#).

Distribution

The Border Line is distributed via e-mail. To subscribe, join the Listserv from our Web site at www.stc-saz.org. 📧

Chapter Contacts

Administrative Council

President

Kitty Aughey: kaughey@cox.net

Vice President

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

Secretary

DeAnn Drottz: chemist@c2i2.com

Treasurer

Richard Cook: rcook6701@yahoo.com

Immediate Past President

Pat Markey: pat.markey@comcast.net

Committee Contacts

Bylaws Committee

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

Communication, Community Outreach, and Competitions Committees

Manager – Brenda Huettner: bphuettner@aol.com

Newsletter Editor – Pat Markey: pat.markey@comcast.net

Newsletter Copy Editors – DeAnn Drottz: chemist@c2i2.com
and Judy McCabe: caribe966@aol.com

PR/Publicity – Open

Web Site – Kim Diezel: kdiezel@pacbell.net

Education Outreach Committee

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

Election and Nominating Committee

Manager – Pat Markey: pat.markey@comcast.net

Committee – TBD

Membership Committee

Manager – Helen Marty: hmarty@cox.net

Membership Assistant – Open

Database – Richard Cook: rcook6701@yahoo.com

Employment – Paul Veverka: paul.veverka@misyshealthcare.com

Listserv – Helen Marty: hmarty@cox.net

Program Committee

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

Facilities – Sue Norris: sue.norris@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

2004-2005 – Kitty Aughey