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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

Annual Meeting: Awards and Recognitions

This event is our end-of-the-chapter-year meeting. An annual report of our year will be presented. There are so many successes, thanks to the hard work of our members. This celebration focuses on all we have accomplished.

We will recognize the PAO judges, announce and present the college scholarship award, honor the many volunteers who have contributed to chapter achievements, recap the STC conference in Las Vegas, and have a great deal of fun.

Members and nonmembers are invited to attend this casual and informal meeting. It is a wonderful event for networking. As part of our appreciation for the time people spent judging competitions for the PAO, we invite all PAO judges as our guests for dinner.

Save the Date: Thursday, May 18

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: Choice of either herb-crusteD chicken breast or garden delight salad.
 Dinner includes tossed salad, rolls and butter, coffee, iced tea, and dessert.

Cost: Dinner and meeting: \$5 STC chapter members; \$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, May 15**. If you plan to join us for dinner, specify your meal choice when you RSVP.

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

Join Us for Summer Casual Dinners

Summer is the time for us to kick back and relax. We are planning three networking dinners: Elle (June 8), Old Pueblo Grill (July 13), and Bistro Zin (August 10). Contact Carrie Cooper at carrie.cooper@acs-inc.com for more information.

Save the Date: June 10

Join us Saturday, June 10, 9 a.m. to 1 p.m. at the Miller-Golf Links Library (south side of Golf Links, ¼ mile east of Harrison) to help prepare our agenda for the next fiscal year. We need your input about the types of programs to present, and we even provide breakfast. ■



Message from Our President

Thank You!!!

By Kitty Aughey, Associate Fellow

This chapter year has been wonderful, super, and absolutely brilliant. Personal troubles kept me away from the chapter at the beginning of the year. The outstanding leaders on the board kept things running smoothly. I am so grateful for their support and dedication to STC-SAZ.

We increased our membership from 55 to 73 by the end of March. We had eight program meetings, four networking dinners, and one workshop! This accomplishment is something many larger chapters are not able to match. Our silent auction fund-raiser was a success. The funds allow the chapter to present a college scholarship at our annual meeting. Our thanks go to Brenda Huettner who managed the Southwest Region Publications, Online, and Arts competition. This activity provided additional operating funds for the chapter. With the help of 12 judges from our chapter, the competition was a great success!

After 22 years of STC membership, I continue to find the organization and, this chapter in particular, a worthwhile contribution to my professional and personal life. It has been a joy, honor, and privilege to serve as your president.

I know that Carrie Cooper will do a superior job as your new president. Please give her your support and your suggestions.

Cheers!

Kitty



Program Review

ABCs of Accessibility in Technical Publications

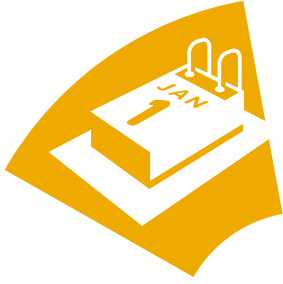
By Patricia Markey, Senior Member

This program was a terrific introduction to accessibility issues for technical communicators.

Brenda Huettner discussed how we can provide more accessible information in technical publications in conformance with U.S. legislation, such as Section 508, <http://www.section508.gov/>, and the Americans with Disabilities Act, <http://www.usdoj.gov/crt/ada/>. Section 508 applies specifically to requirements for federal contracts. The Americans with Disabilities Act is broader. Whether your work requires you to conform to these standards doesn't mean that you should ignore them. In fact, you are probably already used to some of them, such as the keyboard access available as an alternative to pointer devices, such as a mouse. Pointing devices may be difficult for people with visual impairments to use.

To my mind, making information accessible to people with disabilities is a subset of usability practices. There are many sites dedicated to usability issues, but the National Cancer Institute, <http://www.usability.gov/>, is an excellent one. Brenda even brought us a copy of their book, which is available on Amazon.





Chapter Activity

SAZ Program Schedule

Programs are held on the **second Thursday** of each month, except February and 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.”
- **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 16, 2006:** Jack Molisani, “The Top 10 Mistakes Writers Make When Looking for Work.”
- **March 9, 2006:** Independent contracting.
- **April 13, 2006:** Brenda Huettner discusses accessibility.
- **May 18, 2006:** 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 cancelled
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.

Donations To the Food Bank

We seem to focus on holidays for giving to food banks. People are hungry every day of the year. Please bring canned and nonperishable food items to our membership meetings and our planning meetings (April and May). These needed items will be forwarded to the Tucson Community Food Bank. 🍲

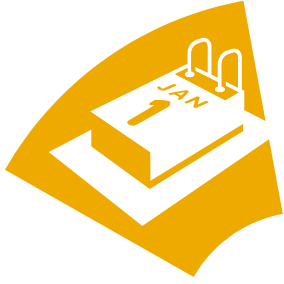


Chapter Membership News

Members in the News

We have at least four local members who will attend the STC conference in Las Vegas: **Kitty Aughey, Carrie Cooper, DeAnn Drottz** and **Brenda Huettner**. Brenda will participate in two discussions and co-host a full-day, post-conference workshop.





Chapter News

2006 SAZ Election Results

By Patricia Markey, Immediate Past President

The teller committee, **Pat Markey**, **Brenda Huettner** and **Judy McCabe**, is pleased to announce our officers for the Southern Arizona chapter for fiscal year 2006-7. Please congratulate them for their commitment to our chapter.

President	Carrie Cooper
Vice President	DeAnn Drottz
Secretary	Bill Rost
Treasurer	Richard Cook

Nineteen members voted in our first online election. Many thanks to **Brenda Huettner** for creating and managing the election, which was hosted by [SurveyMonkey](#).



Society News

2006 STC Election Results

The following are the results of the election:

President	Paula Berger
First Vice President	Linda Oestreich
Second Vice President	Mark Clifford
Secretary	Char James-Tanny
Director	Mike Murray, Jeff Staples
Nominating Committee	Constance Kiernan, Betsy Maaks

Bylaws change (Article IV, Section 5) regarding presidential chain succession in the event of a vacancy was accepted.



Editor's Notes

Newsletter on Vacation

By Pat Markey, Editor

This is the last issue you will receive of *The Border Line* for this fiscal year. I will continue to send messages on the listserv as we near events, such as our informal and fun networking dinners and the Big C, where we congregate at a local restaurant for early evening snacks and networking with other Tucson communications groups.

Keep in mind that I would love to hear from you about any of your personal communications activities. In the meantime, have a great summer.





Feature Article

What Is Web 2.0 and How Will Technical Writers Be Impacted?

By Amy Diehl

Amy Diehl

This article was reprinted from *Content Matters* online issue of February 2, 2006.

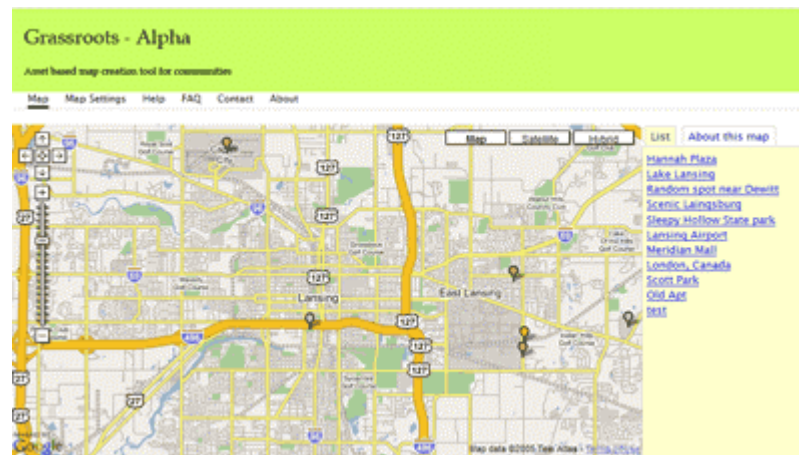
Understanding the potential implications of a paradigm shift in how we view writing for the Web.

When many of us first became aware of the Internet, we associated “surfing” with visiting a variety of sites, scanning through pages for information, and, just as one might surf the television, we browsed and skimmed through content located at a variety of destinations. The metaphor of “surfing” the Web is quintessentially Web 1.0. Web 1.0 relied on the idea of content being housed somewhere, and we used our computer to visit these places where the content lived, viewed it on our screen, and then moved on to other places. Designers and technical writers in the Web 1.0 era were trained to create and fill these “places” with content situated within the space, and constrained both visually and rhetorically by their locations.

Web 2.0 is a movement away from understanding content as housed in Web sites, but instead views content as “granular.” In this way, the content can be syndicated and distributed in decentralized ways and without relying on the user visiting a site or page in order to find the information or content. With the advent of Web 2.0, or the Web as platform, not place, technical writers and designers will need to rethink many of their strategies regarding how their writing works in relation to “place.”

The Web 2.0 movement focuses on the Web as a “platform” where already existing products, tools, or data are combined in ways that move beyond their original intentions. Whereas Web 1.0 focused on the location of information, products, or tools as located at a specific URL, Web 2.0 focuses on data in a syndicated format. For example, multiple interfaces, with multiple rhetorical purposes, can all be built upon the same set of syndicated data.

MacManus and Porter in “[Web 2.0 for Designers](#)” give the example of [amazon.com](#), whose database of content is made available for anyone to remix. “Anyone can design an interface to replace Amazon’s that better suits specific needs (see [Amazon Light](#)).” The power of this type of syndication is that content can be remixed to suit multiple rhetorical contexts, many of which may never have been intended nor imagined by the original content creators or distributors.



Interfaces, such as [Grassroots](#), use the Google Map API to create new programs. These mash-ups are quintessential Web 2.0.

For content to reach the types of syndication and distribution imagined by Web 2.0

enthusists, content needs to break free of the containers that both bind it and display it. One of the most significant ways that this transition to Web 2.0 can be seen is in the move toward XML and semantic markup. With this move toward the granulation of content, however, technical writers need to rethink how to present content. "Because content flows across the Web in RSS feeds and can be remixed along the way, Web designers must now think beyond sites and figure out how to *brand the content itself*."

Implications for Technical Writers

But what exactly does this transition to the granulation of information mean for the technical writer? As writers, we have long been taught to consider the means of delivery of a piece of writing as a fundamental component of the rhetorical act. That is, the medium is the message. But with the advent of syndicated content, the writer will have much less agency over the future vessels in which their content will be used. In this way, Web 2.0 represents a possible paradigm shift in how we view writing, as well as how those who hire technical writers view the work that we do. In many ways, as [MacManus and Porter](#) argue, designers and writers in the Web 2.0 era will need to think more like programmers.

One of the most potentially exciting pieces of the Web 2.0 movement is that the user of the information will have far greater control in accessing, influencing, and remixing information for their own use. Granulated content means that users can choose to bypass many of the "places" on the Web where that content was generated. The [social web](#), [folksonomy](#), and other areas that focus on communities pooling their knowledge in interesting ways, will also most likely be an area in which the technical writer will need to apply her skills. As O'Reilly argues "The central principle behind the success of the giants born in the Web 1.0 era who have survived to lead the Web 2.0 era appears to be this, that they have embraced the power of the Web to harness collective intelligence." ([What Is Web 2.0](#)).

The technical writer's work of composing syndicated data will require that the technical writer understand the ways in which the "social Web" can and will remix, search and tag their information, which can already be seen in certain applications such as [del.icio.us](#) and [Flickr](#), as well as the numerous mapping interfaces, such as [Grassroots](#), that rely on users creating new interfaces with Google Map API. In the era of Web 2.0, the users will not only have a great deal of control over the information they see, but they will also be consistently generating metadata, new interfaces, and new content, from that which is supplied to them. The technical writer will need to work with and for the collective intelligence, not against them.

"The effects of Web 2.0 are far-reaching. Like all paradigm shifts, it affects the people who use it socially, culturally, and even politically. One of the most affected groups is the designers and developers who will be building it – not just because their technical skills will change, but also because they'll need to treat content as part of a unified whole, an ecosystem if you will, and not just an island." ([MacManus and Porter](#)).

In conclusion, as [MacManus and Porter](#) argue, the major elements technical writers will need to consider in regard to the Web 2.0 movement include the rise of XML and semantic markup, which allows for the easy syndication and granulation of information, the rise of the social Web and the user's role in creating metadata, the movement for technical writers and designers to think and act more like programmers, and for the movement away from Web as places to Web as platform.

About the Author

[Amy Diehl](#) is a graduate student in the Digital Rhetoric and Professional Writing program at Michigan State University.

Email: diehlamy AT msu DOT edu

Web: <http://www.msu.edu/~diehlamy/atw> ■



Member Activities

Raytheon Engineers Teach Writing to LSU Engineering Students

By Dave Carlson, Senior Member

We engineers are famous—notorious, even—for creating words that appear in no published lexicon and for inserting them in long sentences that save verbs for the very ends. Examples of such words include *flowdown*, *consense*, and *freestream*. Then again, a confused engineer might ask why *bathroom* is one word and *rest room* is two words. But, right out of the gate, I digress. Typical engineer, right?

Louisiana State University (LSU) in Baton Rouge (which was spared the worst of two violent hurricanes) demands that its engineering students graduate with good communication skills. After all, the primary product of *any* engineer is her or his *knowledge*—knowledge that some other engineer needs to do his or her job. While universities everywhere are reducing the number of units required for graduation in engineering, and the first academic victims are often humanities and English, LSU draws a line in the Mississippi mud.

A former Hughes Aircraft employee and colleague of mine, and current LSU associate professor of mechanical engineering, Dr. Michael C. Murphy, invited Vicky Yuki and me to present our 90-minute seminar entitled “Who Says Engineers Can’t Write?” On March 30, we, who are both aerodynamicists in the Guidance, Navigation and Control Center of Raytheon Missile Systems, presented our talk to some 50 inquisitive and wide-awake second-year engineering students. Lots of good questions from *this* crowd.

Raytheon, which recruits new engineering graduates as though its future depends on it (and it *surely* does!), was only too happy to send us to Baton Rouge. For its part, LSU was excited to have real engineers support its university-wide initiative called Communication Across the Curriculum (CxC). This initiative is the brainchild of Dr. Lillian Bridwell-Bowles, LSU professor of English. Before coming to LSU, she had created a very similar program at the University of Minnesota, which also happens to be my *alma mater*. U of A, take note.

Members of the Southern Arizona chapter of STC may recall that Vicky and I presented a shorter version of our talk at an STC dinner meeting a couple of years ago. We continue to present it as a Raytheon engineering seminar every year, have given it to the Raytheon Women’s Network twice, have presented it in Web-based learning to the entire Raytheon Company, and continue to give it as AE 495, Senior Engineering Seminar, every semester at the University of Arizona. We were delighted to give it to sophomores at LSU, who are still relatively unsullied by the passivity of voice and dry, uninteresting language that are so characteristic of every engineering textbook.

About the Author

Dave is currently an engineering fellow at Raytheon Missile Systems.





Networking

STC Phoenix Meeting

Join Phoenix chapter members Tuesday, May 9, for their program meeting: "Why Good Writing Doesn't Matter, and the Hidden Threats to Your Precious Free Speech."

Let's close out the season with a searing examination of our craft from the top down, featuring freelancer Alan Korwin, a stalwart STC member from the 1990s. Don't miss this interactive experiential-learning opportunity.

Alan is a founder and two-term past president of the Arizona Book Publishing Association, which has presented him with its Visionary Leadership award, named in his honor, the Korwin Award. He has received national awards for his publicity work as a member of STC, and is a past board member of the Arizona chapter of the Society of Professional Journalists.

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. Please note that registration closes 24 hours before the seminar.

Life After RoboHelp-How We Got Here and Where To Next

The apparent sunset of RoboHelp and the spread of XML into online documentation have added turmoil and uncertainty to what had been a stable profession. But while turmoil and uncertainty are unsettling, they aren't entirely bad. They offer the opportunity to add new and better ways to work, to correct bad practices, and to avoid repeating the mistakes of the past. The goal of this presentation is to add structure and context to a very messy situation.

- **Presenter:** Neil Perlin
- **Date:** Wednesday, May 24 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** Beginner/Intermediate

Introduction to DITA

As DITA is a rapidly emerging standard in technical communication, it is important for professionals in the field to be aware of this trend and what it means to them. This seminar bridges the gap between the high-level hype about DITA and the many detailed technical articles about how DITA works.

This seminar makes DITA "come to life" and helps attendees understand the practical aspects of working in DITA. This seminar helps attendees assess the current level of maturity of DITA as a technology, and suggests next steps for learning more.

- **Presenter:** Paul Prescod
- **Date:** Wednesday, June 14 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** Intermediate/Advanced

Adding Panache to Your Procedures

Procedures are the most important way that users reach goals. Without well-written procedures, your customers would flounder in a sea of documented product features and technical capabilities.

Learning to distinguish between describing a product and assisting a user is one of the most fundamental skills in technical communication. But the sad truth is that we still find all too many user guides that are feature-based rather than task-based.

The seminar covers all aspects of writing effective, powerful procedures. Throughout, the seminar uses examples of both good and bad procedures to illustrate key points.

- **Presenter:** Leah Guren
- **Date:** Wednesday, July 12 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** Beginner/Intermediate

Working in Global Teams

Do you work in a geographically distributed team? Have you only “met” your colleagues over the phone or on video? Are time zones a primary concern when setting up meetings? Do you find yourself studying other cultures? Whether you’re looking to optimize your virtual relationships or just getting started in a virtual team environment, you will find this presentation useful.

Virtual, global teams require us to use our communication skills in ways that were unimaginable 20 years ago. In this seminar, Melanie Doulton and Makarand Pandit discuss ways to build successful working relationships in virtual environments. If you are working with teams in India, this seminar will be especially useful: The speakers will discuss the state of technical communication in India and share the experiences of Indian technical writers working in virtual teams based on their 2005 survey.

- **Presenter:** Melanie Doulton and Makarand Pandit
- **Date:** Wednesday, July 26 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** All levels

Creating Training That Sticks

You want to create great training, but many factors impact your ability to deliver a superior learning experience for participants. Time constraints, availability of resources, lack of information (or too much information), an undisciplined environment, delayed decisions ... Most often, these factors are outside of your control.

Having a solid understanding of how adults learn, what makes them remember, and how to enable transfer learning to other situations gives you an advantage as a training developer regardless of the factors you cannot control.

This fun and interactive session will grab you from the beginning and hold you ‘til the end as you learn to create effective and engaging training. You will acquire the knowledge you need to begin building superior training immediately and experience the results of using such knowledge in your development process.

- **Presenter:** Maggie Haenel
- **Date:** Wednesday, Aug. 9 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** Beginner/Intermediate

It Might Be GUI, but It Doesn't Have to Be Messy!

If you document software applications, I am willing to bet that you have—at least once—found yourself “perfuming the pig.” By that I mean that you were forced to write long and complex explanations to help the user cope with a bad graphical user interface (GUI).

Historically, programmers and engineers have played a key role in UI design, despite

their lack of training in linguistics, human factors, and visual design. But now, more companies understand that UI design should not be left up to the developers. With this understanding comes the willingness to accept help and ideas from information experts, such as technical communicators. Therefore, learning the basics of clean GUI design can make you more valuable, more versatile, and more competitive in the software world.

- **Presenter:** Leah Guren
- **Date:** Wednesday, Aug. 23 | 10 a.m.–11:30 p.m. Mountain Standard Time (AZ)
- **Seminar Level:** Beginner/Intermediate

Career Information

Best Jobs in America



Technical Writing Ranks in Top 15 Best Jobs in America

The May issue of Money magazine contains the [results](#) of a joint survey with Salary.com. The results list technical writer in position 13, curriculum developer in position 18, and editor in position 19. The report aims to rate the top 50 careers using criteria that include: job availability and growth outlook, average pay, stress level, difficulty, flexibility, and creativity.

Technical writers

[Technical writers](#) "write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. [They] may assist in layout work." They earn an average annual salary of \$57,841. The report predicts an increase of 23.22 percent in these jobs over 10 years from 2004 to 2014.

Curriculum developers

[Curriculum developers](#) "develop instructional material, coordinate educational content, and incorporate current technology in specialized fields that provide guidelines to educators and instructors for developing curricula and conducting courses. [They] include educational consultants and specialists, and instructional material directors. Illustrative example: consultant, education; director, instructional material; educational specialist; music supervisor; supervisor, education; supervisor, special education." They earn an average annual salary of \$55,793. The report predicts an increase of 27.53 percent in such jobs over 10 years from 2004 to 2014.

Editors

[Editors](#) "perform variety of editorial duties, such as laying out, indexing, and revising content of written materials, in preparation for final publication. [They] include technical editors." They earn an average annual salary of \$78,242. The report predicts an increase of 14.77 percent in such jobs over 10 years from 2004 to 2014.



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: Aug. 9.** Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

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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

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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 – Brenda Huettner: bphuettner@aol.com and
Judy McCabe: caribe966@aol.com

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

2004-2006 – Kitty Aughey