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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  
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 Arlington, VA 22203-1822  
 Phone: (703) 522-4114  
 Web site: [www.stc.org](http://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**

**Network and Nibble 2006**

Networking isn't scary, and it's not just for job hunters! Meet, greet, and eat with your fellow technical communicators at the September program meeting of the Southern Arizona Chapter of the Society for Technical Communication (STC-SAZ).

There will be an "elevator speech" contest with a gift card for the winner. Prepare a brief pitch ranging from 30 seconds to 3 minutes. Bring your best self forward and include concrete examples of your strengths. Present yourself as the interesting and charming person you really are!

Share your résumé with peer reviewers, discuss the local companies where your peers work, and learn more about STC and how it can help you. Look over publications from STC and similar professional societies. Technical recruiters and job placement firms have also been invited to help those seeking work.

This is one of our most popular types of meetings, so come early and be ready to mingle. You'll have a chance to practice networking in a fun, friendly environment. Meet and converse with new people and old friends. And you could win a prize for playing Networking Bingo!

**Save the Date: Thursday, Sept. 14 (New Location)**

**Place:** El Parador (**NEW VENUE**) located at 2744 East Broadway (south side, between Country Club and Tucson Blvd).

**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:** Order on site from a select menu. Dinners are served with soft drinks, iced tea and coffee.

**Cost:** Dinner and meeting: \$20 STC 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 Pat Markey ([pat.markey@comcast.net](mailto:pat.markey@comcast.net)) **by noon Friday, Sept. 8.**

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

**NOTE:** You must be a [member of the Southern Arizona Chapter](#) to qualify as a member for the purpose of meeting costs.





If you [volunteer for STC], all of your wildest dreams will come true.

— What Pedro in *Napoleon Dynamite* really meant to say

## Meet Our President

### Helping Hands

By Carrie Cooper, STC-SAZ President

I joined STC in 2000. At the time, I was the lone writer for a corporation that didn't appreciate technical communicators. The company's attitude was "A technical writer is 'just' a typist." At my first STC-SAZ meeting, everyone was friendly and encouraging. I met some people that first night who have become good friends.

I soon started coming to the monthly planning meetings and joined various committees. The ability to share ideas with colleagues in the field is invaluable. When tough questions came up in my new position, I had a wide range of people to call on for mentoring. And when two more technical writer jobs opened at the company, we hired candidates I had recommended from STC. I knew they were reliable.

Yes, our STC chapter provides great networking, news on industry trends, and tips on job openings. As our Immediate Past President **Kitty Aughey** says, we are "small but mighty." I have served this chapter in many capacities over the years, and the work has always been very rewarding.

We are starting to plan a great year. A few of our members do an awful lot of work, and we need your assistance. Each volunteer job you will handle for STC-SAZ will increase your professional skills, build your résumé, and introduce you to good people. I encourage you to get involved. Here are some simple ways to help:

- Contribute to the newsletter: Write short book reviews or articles for our monthly newsletter. Help copy edit the newsletter.
- Join a committee. PR/Publicity needs two to four people to develop and send press releases and PDF flyers (meeting announcements).
- Head up a committee. Openings include Education Outreach and PR/Publicity.
- Come to one of our monthly planning meetings held in the café at Barnes and Noble, on Broadway, east of Swan, at 6 p.m. on the fourth Tuesday of every month. The next one is Sept. 26.
- Suggest a speaker for a program meeting: We have several slots to fill in this year's schedule.
- Attend program meetings: Bring a friend. Donate a door prize or speaker's gift. Come to our monthly program meetings as often as you can!

#### **Network and Nibble**

Our first meeting of the year will be **Thursday, Sept. 14**. Join us at our new meeting venue, El Parador (2744 E. Broadway Blvd., Tucson 85716-5308, 881-2744) for Network and Nibble. Bring a current copy of your résumé for the roundtable. We'll share networking tips and humorous work stories during this lively evening together.

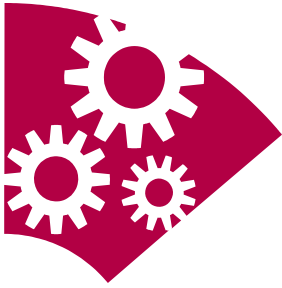


## Skills Development

### WritersUA Skills and Technology Survey

Participate in the [2006 WritersUA Skills and Technology Survey](#). This is a one-page survey, and results will be posted mid-October.





## Feature Article

# Beliefs Make or Break Your Success

By Kendall SummerHawk

I've been giving a lot of attention to multiple six-figure entrepreneurs. I'm curious how they spend their time. Who's on their team? What's their vision? But what really fascinates me is their beliefs, because their beliefs set the stage for their actions. So just for kicks, I compared their beliefs with the beliefs of people making far less.

If you have a burning desire to kick your revenues up into a whole new gear, then here's a quick assessment you can take right now. Give yourself 1 point for each belief in the left-hand column that you can give a whole-hearted "yes" to.

### **Mid-six-figure entrepreneurs believe...**

There are plenty of opportunities, like ripe fruit, just waiting to be picked.

It's better to make a decision and potentially be wrong than to hesitate and wait.

The only thing limiting their success is themselves.

Ask for what they want, start at the top, and don't take no for an answer.

That what they believe in and their sense of mission is greater than their fear.

They better set bold, outrageous goals because they're going to reach them.

That taking risks is part of learning and reaching their dream.

That struggle isn't the same as hard work.

Sometimes it's better to walk away than under-value their knowledge, product, or service.

They won't reach their vision of success without support from their team, vendors, clients, and referral partners.

### **Struggling business owners believe...**

Worry about where their next client will come from, afraid there is a shortage.

They may make a wrong choice, churning over decisions, wasting tons of time and energy rather than moving ahead decisively.

What limits their success is their budget.

If they hear 'no' it's not meant to be, get discouraged, and give up too soon.

That their fear stands in the way of their mission.

They never know what will come up so hesitate to set big goals.

Taking risks is scary and something to be avoided.

Maybe they're doing something wrong and take the blame.

It's best to take what you can get because you never know when something else will come along.

They're taking up people's time.

So how many points did you tally up? If it's 8 or more that's fantastic! Now, which one or two need to be strengthened so you can continue to build a thriving business you love?

A score of 7 or less means it's time to focus daily on your inner vision of success. I look at my inner vision of success every week. Why? Because I know the actions I take when I'm confident, clear, and focused on success will bring in the results I want. Taking action from a place of doubt, uncertainty or hesitancy won't.

What is your next big, bold, outrageous goal? What are the beliefs that are needed to achieve that goal (even if you don't entirely believe them, yet)? Name at least two beliefs. Whom do you know that holds similar beliefs as the ones you do?

One of my primary beliefs is that it's possible for you to believe anything you want! Say that out loud to yourself three times and see if you start to see how it's true.

### **About the author:**

Love what you do but wish marketing would just go away? Kendall SummerHawk, creator of the Marketing Makeover Kit™, Website Wisdom™, and HorseWise Brilliance Unbridled™ coaching program, specializes in creating innovative, client capturing marketing for your business. Visit <http://www.kendallsummerhawk.com/> for more articles and f-r-e-e weekly marketing wisdom.



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## Society News

### **New Executive Director**

Susan Burton, CAE, has joined the Society for Technical Communication (STC) as its new executive director. Burton brings to STC a 30-year track record of association management successes. Burton has served as president and CEO of the American College of Health Care Administrators (ACHCA), executive vice president of the Vision Council of America (VICA), and vice president of marketing for ADAPSO (the computer software and services association).

Burton plans to improve member services for technical communicators in every stage of their careers. "In addition to providing services and resources for people entering this field, we need to do more for members who have been in the profession a while," she says. "I'll be working very closely with committees established by the Board to address this issue." Other projects on Burton's radar include upgrades to STC's Web site and IT framework.

Burton earned her CAE (Certified Association Executive) credential from the American Society of Association Executives (ASAE). She is an ASAE fellow and honorary fellow of the American College of Health Care Administrators and the Italian Opticians Association. She attended the University of Illinois where she earned a bachelor's degree in history and a master's degree in Chinese history.

### **STC Web Site Needs You!**

STC is developing a new Web site! We want a new site that maximizes usability, follows best practices in Web design, and incorporates new functions of use to STC members. The development of the new Web site is a top-priority project within STC, with work sponsored by STC President Paula Berger and Executive Director Susan Burton.

We're hoping you'll be able to lend a hand with this effort. We're distributing the work as much as possible—each of the roles will be filled by two or three volunteers. Volunteers can expect to put in 16 hours of effort per month for approximately 12 months.

For more information, contact [bogo\\_stc@bovacon.com](mailto:bogo_stc@bovacon.com) or [merrick@stc.org](mailto:merrick@stc.org).





## Chapter Activity

### SAZ Program Schedule

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

**New meeting location** effective September 2006: El Parador, 2744 East Broadway. (south side between Country Club and Tucson Blvd.), [www.elparadortucson.com](http://www.elparadortucson.com)

- **September 14, 2006:** Network and Nibble. See meeting announcement on page 1.
- **October 12, 2006:** Avon Murphy
- **November 9, 2006:** DITA
- **December 14, 2006:** Holiday party
- **January 11, 2007:** Casual networking dinner (no program). Location TBD.
- **February 8, 2007:** TBD (speaker and location).
- **March 8, 2007:**
- **April 12, 2007:**
- **May 10, 2007:** 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](http://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 26, 2006     | January 23, 2007  | May 22, 2007 |
| October 24, 2006       | February 27, 2007 |              |
| November 28, 2006      | March 27, 2007    |              |
| December 2006 (e-mail) | April 24, 2007    |              |

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.

## Committee Openings

### Publicity and Public Relations

This is a fun, very visible job that is critical for the communication efforts of our chapter. Two to four people would make an ideal team. Typical jobs include distributing PDF flyers about meetings to members and developing and sending press releases. For more information, contact Brenda Huettner at [bphuettner@aol.com](mailto:bphuettner@aol.com).

### Education Outreach

This group would be our liaison with the Tucson academic communities, both for higher education and secondary schools.

### Scholarship Committee

This person solicits and processes applications for our annual scholarship award from the college communities in Tucson.





## Chapter Membership News

### Cactus Quill Award Winner

Congratulations AGAIN to the STC **Southern Arizona Web Team** that won an award for its STC Southern Arizona Web site in the 2006 competition. Every year the International Association of Business Communicators (IABC), Tucson chapter, conducts a competition called the Cactus Quill Awards, honoring the best work submitted by communicators from around Arizona.



## Community News

### Southwest Regional PAO Competitions Call for Entries

By Brenda Huettner, Fellow

Have you or your company produced technical communication products that you think are worthy of awards? The Southern Arizona chapter is pleased to make this local announcement on behalf of this year's sponsor, the Kachina chapter. This call for entries is your invitation to participate in the following Society for Technical Communication (STC) competitions:

- Online communication competition
- Technical art competition
- Technical publications competition

#### Who is eligible?

Anyone is eligible to submit entries; you do not have to be a member of STC. You may enter work as an individual or on behalf of a colleague or subordinate.

#### What can be entered?

Entries in all categories must contain sufficient technical, scientific, medical, or similar content to qualify as technical communication. Entries must have been produced or substantially revised within 24 months preceding Sept. 1, 2006.

Entries must have been originally prepared for and accepted for publication by a client, employer, or publisher. Entries are subject to all restrictions listed in the official entry rules.

#### What awards are given?

The Southwest Regional competitions will award the following levels of recognition:

- Merit
- Excellence
- Distinguished Technical Communication (DTC)
- Best of Show

For Merit, Excellence, and DTC awards, the entries are judged against a standard of excellence, not against each other. Thus, there can be multiple winners of each award within each category. The winners of the DTC are then judged against each other to determine a single Best of Show award for the regional competition. All DTC award-winning entries, including the Best of Show, are automatically submitted to STC's international competitions.

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## How are the competitions structured?

STC's competitions recognize and encourage excellence in online communication, technical art, and technical publications. Local and regional competitions are the first level of the competition, held by a single chapter or region. Winners of the DTC award in each category of each local and regional competition are automatically submitted to the appropriate international competition. After you enter the regional competition, no further action is necessary.

## Deadlines, fees, and where to submit

All entries for the Southwest Regional competitions must be received by **Sept. 30, 2006.**

Fees for each entry are:

- Students: \$45
- STC members: \$65
- Nonmembers: \$80

To submit an entry into more than one competition, you must submit a separate entry fee for each competition.

Entries must include three copies of the submitted material, four copies of the entry form, and the appropriate fee. You can download the entry forms from the official STC competition site or from the Southwest Regional PAO site at

<http://www.stc-nm-kachina.org/NewSite/Competitions/Competitions.htm>.

Entries should be sent to:

Bob Johnson, Competition Manager  
3400 Wilway Avenue NE  
Albuquerque, NM 87106

## List of categories

For a list of categories and more detail on what each category covers, see this year's Southwest Regional PAO site at

<http://www.stc-nm-kachina.org/NewSite/Competitions/Competitions.htm>.



## Employment News

### Technical Communication Career Center

STC's Technical Communication Career Center (TC3) is the place for technical communicators and their potential employers to find each other. STC members have free access to the job center.

For a limited time, non-STC members may also use the site for free. Joining STC allows you to use the site year-round, as well as providing many other benefits. Get the most for your money by [joining STC today!](#)

Job seekers can post an anonymous résumé, view jobs, receive a personal job alert, and create and access their career account.

Employers or recruiters can view résumés, post jobs, and create and access their employer account.





## Region 5 Activity

### Call for Judges

By Pat Markey, Senior Member

If you're a seasoned technical communications professional, consider helping us out as a judge in the Southwest Regional PAO competitions. The benefits to judging are many: the opportunity to see up close some of the best technical communication products our field can produce, the chance to work closely with other judges and the competition committee (thus showing off your own skills!) and the gratitude and glory that come with being a judge (you get your name on the Web site **and** in our newsletters).

You can participate as a judge even if you're entering the competitions—we'll make sure that you don't judge your own entries and avoid any other conflicts of interest. The more qualified judges we get, the fewer entries each judge must evaluate.

For more information on becoming a judge for the STC-SAZ chapter in Tucson, send an e-mail message to Pat Markey at [pat.markey@comcast.net](mailto:pat.markey@comcast.net).



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## Editor's Notes

### Tooting Your Horn

By Pat Markey, Editor

We are beginning a new season for our Tucson chapter. I must admit that it is nice to have the summer off. However, we did find time to enjoy each other's company at our three casual summer networking dinners.

Preparing this issue of *The Borden Line*, I realized that a lot had happened since the last issue in May. Our chapter won a Chapter Achievement Award of Distinguished. In the newsletter competition, *The Border Line* won an award of Excellence. The awards are mounting. Even though there are names of members attached to these awards, they really are the result of everyone's hard work.

Our chapter continues to do more with less. Even as the Society cuts our rebate, we accomplish a lot. We are judging the Southwestern Regional Publications, Art and Online Competition, and we are developing a great series of programs this season.

We don't intend to sit around and talk about our accomplishments. They are simply the result of a great group dynamics, organizational skills and momentum. We learn from each other. Working together improves everyone's skills and we have a lot of fun in the process. We have a great time thinking about what we can do to improve our community and then implementing the ideas. Come and hear what we have been doing and help us plan our future. Check it out by attending our first program meeting, Network and Nibble 2006.





## Networking

### STC Phoenix Meeting

#### Why I Didn't Hire You (for that technical communicator job)

Join Phoenix chapter members Tuesday, Sept. 12, for their monthly program and networking opportunity featuring Dalton Hooper.

Hooper explains, "Having received hundreds of résumés and interviewed countless candidates for technical communicator positions during my role as documentation project manager for Walt Disney World, I have come to realize there is no magic formula which will guarantee you get that technical communicator job. There are, however, things you may unwittingly be doing that can stack the deck against you! It is from that perspective this presentation was created."

"This presentation seeks to identify those characteristics of both the résumé and the interview that can actually eliminate or greatly reduce your chances of being successful. In this presentation, I refer to those characteristics as 'showstoppers.' In addition, this presentation addresses and gives examples of 'showstoppers,' which may be unique to the technical communicator candidate."

For more information, visit the Phoenix Web site, [www.stc-phoenix.com](http://www.stc-phoenix.com).



## Educational Opportunities

### STC Remote Seminars

With all seminars, the cost is per site, not per person. Note that registration closes 24 hours before the seminar. For more information, visit the STC Web site, [www.stc.org/seminars.asp](http://www.stc.org/seminars.asp).

#### Visible: The New Visible

Documentation departments have value; however, because of the disconnection from the rest of the company, that value rarely gets accurately communicated. Therefore, it is the department's responsibility to show its value by becoming more visible. This presentation describes how one technical writing department overcame negative perceptions by making itself visible.

- **Presenter:** Austin Skaggs and Christine Granger
- **Date:** Wednesday, Sept. 13 | 10–11:30 a.m. Pacific Daylight Time
- **Seminar Level:** Intermediate

#### Creating Interactive CBTs with Captivate—in Half the Time

Macromedia/Adobe Captivate is a powerful tool for creating software simulations, also known as computer-based training (CBTs). While recording Captivate movies, your recording options include demonstration, assessment simulation, and training simulation. During this seminar, you will explore the inherent strengths and weaknesses of each mode and learn how to maximize the potential of each, including how to create "hybrid" CBTs that will cut your development time by 50 percent.

- **Presenter:** Kevin Siegel
- **Date:** Wednesday, Sept. 27 | 10–11:30 a.m. Pacific Daylight Time
- **Seminar Level:** All



## About the Newsletter

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*The Border Line* is the official publication of the Southern Arizona chapter (SAZ) of the Society for Technical Communication (STC). Issues are published monthly from September to May. The design and layout of this newsletter are copyright STC, 2006.

### Publication Policies

We welcome contributions, book and product reviews, letters, and articles that are relevant to the field of technical communication. **Content is due the fourth Tuesday of every month.** 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](http://www.stc-saz.org). 📧

## Chapter Contacts

### Administrative Council

#### President

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#### Secretary

Bill Rost: [slimtuc@msn.com](mailto:slimtuc@msn.com)

#### Treasurer

Richard Cook: [rcook6701@yahoo.com](mailto:rcook6701@yahoo.com)

#### Immediate Past President

Kitty Aughey: [kaughey@cox.net](mailto:kaughey@cox.net)

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### Communication, Community Outreach, and Competitions Committees

Manager – Brenda Huettner: [bphuettner@aol.com](mailto:bphuettner@aol.com)

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PR/Publicity – Open

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### Election and Nominating Committee

Manager – Kitty Aughey: [kaughey@cox.net](mailto:kaughey@cox.net)

Committee – TBD

### Membership Committee

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Membership Assistant – Open

Database – Richard Cook: [rcook6701@yahoo.com](mailto:rcook6701@yahoo.com)

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Facilities – Pat Markey: [pat.markey@comcast.net](mailto:pat.markey@comcast.net)

## Past Presidents of the Southern Arizona Chapter

1998-1999 – Dirk Arnold

1999-2000 – Debra Parker (Crawford)

2000-2001 – Barbara Fraps

2001-2002 – Brenda Huettner

2002-2003 – Helen Marty

2003-2004 – Patricia Markey

2004-2006 – Kitty Aughey