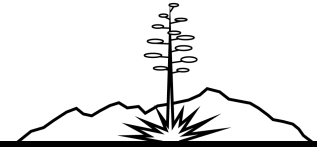


THE BORDER LINE



News from the Society for Technical Communication, Southern Arizona Chapter
January 2001, Volume 5, Number 5

Meeting details

When

Thursday, January 25

5:30-6:00 p.m. Registration

6:00-7:00 p.m. Buffet,
networking, and
announcements

7:00-8:00 p.m. Program

Cost

\$7 for members and nonmembers

Register by January 19 by
contacting Anna Mary Mackey at
ammackey@leshercomm.com.

No shows will be billed, and walk-
ins are welcome.

Location

Sunquest Information Systems
4801 E. Broadway Boulevard

For more information, e-mail
Leslie Dupont at
Ldupont@dakotacom.net.

Welcome new members!

The Southern Arizona chapter welcomes the following new members who took advantage of the year-end membership special offered during October, November, and December:

- **Sally Adams**
- **Susan Henry**
- **Pamela Lloyd**
- **Jack McKnight**

Welcome also to transferees **Judith Alamia** (Orlando chapter) and **Debra Rossen** (Silicon Valley chapter) and reinstated member **Pat Madea**.

SAZ currently boasts a total chapter enrollment of 74!

Join us for Whine and Cheese IV, Part II

A Whine and Cheese program offers the opportunity to listen to and share technical communication successes and frustrations. The evening is carved into two 30-minute sessions that are guided by the facilitators at their respective tables. Sit in on two sessions, spend the entire evening at one session, or table hop to join all discussions. Enjoy this chance to whine and celebrate with the rest of us!

Topics and facilitators for the meeting are:

Employment issues in technical writing, Brenda Huettner

Brenda has been a technical writer, a manager, and a member of STC for 17 years. She currently serves the STC Southern Arizona chapter as vice president and publicity chairperson. Brenda has also been active in the STC management special interest group and is currently the managing editor of the SIG's newsletter, *Management*. She works as a documentation and technology consultant to businesses of all sizes through her company, P-N Designs, Inc.

How to share documents internally, Barbara Fraps

Barbara has been a member of STC for five years. She is currently president of the Southern Arizona Chapter. She has 12 years of experience editing and formatting user manuals written by engineers and technical writers, with five of those years as the documentation manager for Global Atmospherics, Inc. She has shared documents internally for version management, distribution, editing, and telephone support purposes.

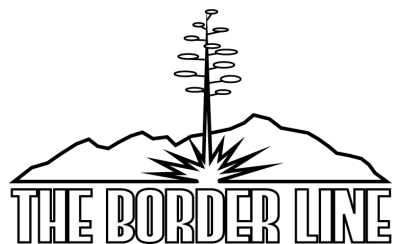
Legal issues around copyrights and licenses, Larry Oremland

Larry is an intellectual property counsel to Snell & Wilmer and an adjunct professor at the University of Arizona law school. He has been actively involved in patent, trademark, and copyright matters for over 30 years and has lectured and written in those areas. Most of his career has been in the private practice of intellectual property law, but he has also spent several years doing intellectual property licensing for a Florida university.

Technology problems in technical writing, Leslie Dupont

Leslie has taught for 11 years in both the Phoenix and Tucson areas. She earned her PhD in English at the University of Arizona. Leslie teaches technical writing at the University of Arizona, where she is frequently faced with troubleshooting opportunities in a computer classroom environment. Leslie also teaches writing and humanities in Nogales for Pima Community College. In addition, she instructs young writers (ages 11 to 15) over the Internet. She has just begun work on a series of writing textbooks that she hopes will address the needs of today's community college student in a realistic, fun, and accessible way.

The mission of the Southern Arizona chapter of the Society for Technical Communication is to elevate the technical communication professions, increase public awareness of these professions, and serve as a resource to members.



About the newsletter

The Border Line is the official publication of the Southern Arizona chapter of the Society for Technical Communication.

Contributions are welcome. Send mail to stb@rightfax.com, or phone 320-7029. Include your name and telephone number.

For the publication of your first article, you'll be attending the Southern Arizona STC program of your choice as a guest of the chapter (workshops excluded).

Your submission should be factual, original, not previously published, and relevant to the field of technical communication; for example, describing tools, techniques, or tips for communicators.

The newsletter editor determines the submissions that are appropriate for publication. We reserve the right to edit your text to conform to the style guidelines and space restrictions of the newsletter.

The deadline for time-sensitive submissions is the first Friday of each month.

Electronic version via e-mail

To save paper, printing, and postage costs, *The Border Line* is available via e-mail in PDF format.

To sign up for this service, send a message to stb@rightfax.com.

Clip 'N Save

Southern Arizona STC Tentative 2000-2001 Events

January 25	Whine and Cheese IV, Part II
February 17	Workshop: Getting the Most from Adobe Acrobat Files
February 27	Organizing and Managing a Writing Project
March 29	Effective Visual Communication
April 24	Using an Intranet Site to Manage a Development Project
May 17	What Employers Look For, and How to Present Your Skills and Experience

**For up-to-date meeting information, go to
<http://www.stc.org/region5/saz/default.htm>**

What's in a domain name?

By Dirk J. Arnold, chapter Web master

The hosting of the STC's many chapter Web sites is being decentralized from one overburdened hosting provider.

Each chapter is now responsible for hosting its own Web site.

The best part of this news is that we now get to come up with our own clever domain name, such as www.somethingclever.org, for our chapter site.

If anyone has any suggestions for 1) a clever domain name, or 2) an inexpensive and reliable Web hosting service that you recommend from personal experience, please let me know. You can contact me at dja@rightfax.com.

Seminar details

When

Saturday, February 17

8:30 a.m. Registration and
continental breakfast

9:00-Noon Program

Fee

\$30 for members

\$40 for nonmembers

RSVP to Anna Mary Mackey,
885-9000, or
ammackey@leshercomm.com
Reserve by 4 p.m. Thursday,
February 15

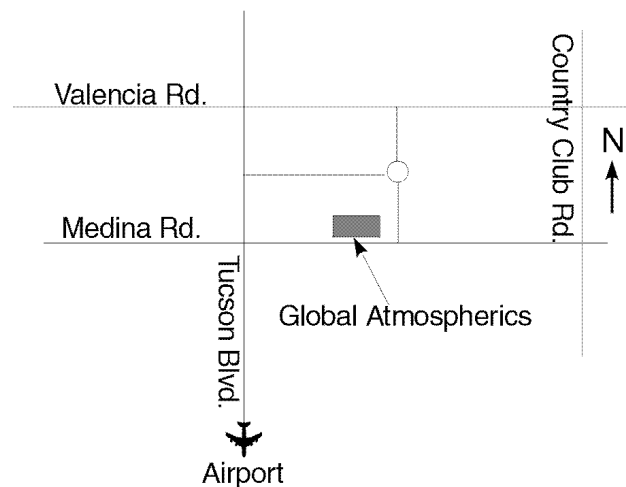
After February 15, RSVP to
Patricia Markey, 733-5720, or
pat.markey@prodigy.net

Location

Global Atmospherics, Inc.
2705 E. Medina Road
Suite 111

To enter Global Atmospherics

Ring the buzzer to the right of the door to be let in. Turn right immediately past the reception area and enter the second door on the right.



Coming in February

Making the most of PDF documents

A half-day seminar led by Carl Young

Portable document format (PDF) documents can range from simple to complex and feature-rich. At a seminar in February, Carl Young will demonstrate the possibilities.

If you are looking for ideas for online documents or solutions to PDF problems, plan to attend.

Topics will include:

Modifying PDF files

- Creating and modifying links
- Creating and using bookmarks and thumbnails
- Replacing and inserting pages
- Business and technical uses for article threading
- Adding bookmarks
- Linking to Web sites
- Using Acrobat as a presentation tool

Creating PDF documents

- Using PDF Writer to create documents
- Using Distiller
- Setting Distiller job options for high quality print reproduction or distribution on the Web or CD-ROM
- Deciding when to use PDF Writer or Distiller

Creating online documents

- Adding page actions
- Adding movies and sound
- Using show/hide fields

About our speaker

Carl Young is president of DigiPub Solutions Corp., a producer of PDF conferences for users of Adobe Acrobat. Carl is an Adobe certified expert in Acrobat and FrameMaker and a certified technical trainer. He is past president of the Phoenix chapter of the Society for Technical Communication and is founder and coordinator of STC's Arizona FrameMaker User Network and Acrobat special interest groups.

Carl often presents on behalf of Adobe at trade shows and seminars. Recent appearances include SeyboldSF, STC region 5 conference, the National Science Foundation Small Business Innovation Research National Conference, and both PDF 2000 Conferences.



Leaders light the way

By J. Suzanna Laurent, region 5 director-sponsor
suzanna.laurent@mciworld.com

December message

A really good listener is a rare and priceless commodity. That's because effective listening skills do not come naturally. Few of us have ever been taught the value or the process of active listening, and those who have are the ones getting the results they want. They make it to the top of their professions, enjoy rich and fulfilling personal relationships, and suffer less from stress and worry.

The good news is that anyone can become a good listener. All it takes is the desire to learn the techniques that work. Listening is one thing that most people wish they could improve. Yet many people overlook the simple and obvious ways they can instantly improve their listening skills.

Here are five guidelines that should help you improve your listening skills.

Use your mind

Being a good listener requires a conscious effort. You must listen with your mind completely engaged. Try listening for accuracy and inaccuracy — it helps keep your mind alert. Listen as if you are hearing the information for the first time.

Listen for the whole message

Many people tune in only to the words of a speaker, not the body language or tone of voice, so they do not listen to the whole message. To understand a message, both the verbal and nonverbal part of the message is important. The purpose of good listening is to get the best understanding. You cannot do that if you only listen to part of the message.

Control your environment

Distractions can destroy listening ability. We are surrounded by noise in the office and at home. We can be distracted by physical barriers, such as the

placement of a desk or a seating arrangement in a group meeting, or internal distractions. You can be a much more effective listener if you can control both your external and internal environments. If you can't control the environment, reschedule or move to another environment.

Take the initiative

In order to make better listening a way of life, you have to learn new skills and rid yourself of "bad" listening habits. This takes time and practice. You can become a better listener just by learning and practicing one new listening skill every week.

Use active and reflective listening

Both active and reflective listening use the same principles, but their purposes are different. In active listening, the listener responds to the speaker based on the listener's understanding of the message that was communicated. This person is part of an ongoing conversation, a give and take of ideas. Active listening is used in group problem-solving situations.

In reflective listening, the listener is primarily a sounding board for the speaker. The listener helps the speaker come to grips with the problem being communicated. Reflective listening is used primarily in one-on-one conversations when the speaker needs a listener, not advice.

These five guidelines for improving your listening can give you quick and immediate results. There are dozens of good books about becoming a better listener. By putting these guidelines to use and learning more about how to become an effective listener, you will be able to "listen up" and hear what's really being said.



Are you trustworthy?

By Malcolm Harvey
malcolm@successtrain.com

Trust is a very difficult thing to establish or maintain. Our senses are daily bombarded with all kinds of messages and stimulations that would have us believe that we should accept everything we see or hear.

Most of us know better than to take at face value some of the advertising that we are exposed to, and even with our personal relationships it is hard to be totally trusting all of the time.

Modern-day society has taught us to be wary and that trust only exists on the outside, i.e., skin deep, the underlying motivation usually being something completely different.

It's unfortunate but properly true that most people enter any new situation or encounter with the first reaction of suspicion. What does this person want from me? How can I be sure that I'm being told the truth about this product?

We are so used to being "sold" something or short-changed that although we want to believe and trust, we are naturally suspicious of the intention.

Of course there are exceptions. You might live in a close-knit community where everybody has complete trust in everyone else, but if a stranger entered town? Well, it might be a different story.

These days of global communication allow that "stranger" to enter any society and erode the certainty that used to exist there.

So how do we as individuals generate trust from others who maybe never have the chance to evaluate us in real life?

It's not easy, but there is a universal principal that is fundamental to success. That is to establish your word as law.

If we want to promote trust in our relationships with others, first we must be truthful to ourselves.

Do you really trust every reaction you have ever had to be the best in that particular circumstance? Are you totally honest with yourself? Do you make promises, even to yourself, that you don't keep?

By making your word as law you develop power, power to control your own actions, power to ooze confidence and therefore power to allow others to trust you.

It's almost like developing an aura around yourself that people are naturally attracted to. So, what are the secrets of making your word law?

- Don't make promises you won't keep.

If you say to yourself that you will do something, then do it! And don't make promises to others if you can't or won't follow through.

- Don't commit if you don't have to.

If you aren't sure you can follow through, you can always stall others, saying, "I'm not sure; call me in a week."

I know it can be difficult to say "no" at times; even if you are trying to spare the feelings of the other person, it's far better to tell the truth. If you make a discipline — a law for yourself — follow through to the end.

New Year's Eve is not the best time to make resolutions. Instead, only start on a course of action if you mean to complete it.

Don't say to yourself, "I'm going to give up chocolate" if an hour later you'll sit there and munch through an entire box!

- Don't talk about yourself too much.

Listen to others — talk about them. Become verbally disciplined; don't show off. Don't boast, don't exaggerate and stay inside what you know is true and real.

- Never think or talk in terms of things being hard, evil, ugly or difficult.

Avoid words such as "impossible," "trouble" and "problem." Your problems are not problems: they are challenges. Instead, try to look for the positive in the situation — always look on the bright side of life!

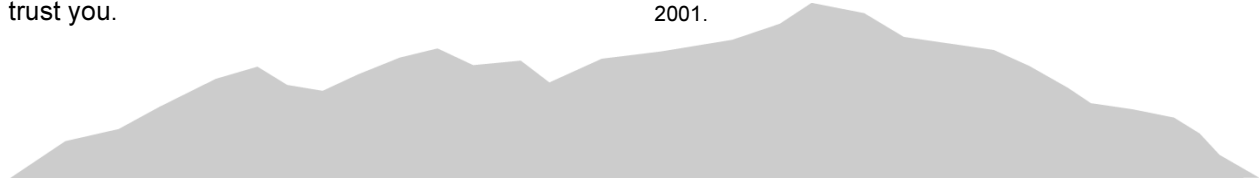
If you want to attract trust from other people, then you must learn to trust yourself first. Police your thoughts; don't make promises you can't keep, especially when you're in a dialogue with yourself.

Who knows what could happen?

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Success is a journey; not a destination. For free provisions and route maps go to: <http://www.successtrain.com>

Reprinted from *Work Team Coaching* e-zine, January 2, 2001.



Tucson-area communicators take STC awards

Celebrate, view winners at Phoenix February meeting

Congratulations to the Tucson-area winners of the Phoenix chapter 2000 technical publications, art, and online competitions:

- Distinguished technical communication award in an online medium for the RightFAX@work demo. **Dirk J. Arnold** with **Drew Peckham** and **Julie Krell**, AVT Corporation, makers of RightFAX.
- Distinguished technical communication award in publications for the Wyko NT1000 User Documentation Suite. **Michael Zecchino** with **Carrie Lamb** and **Katherine Vanderwood**, Veeco Metrology.
- Merit award in publications for the Style Guide and Dictionary of Terms. **Carrie D. Cooper**, Arizona Blood Institute.

The Phoenix chapter will celebrate the achievements of all the winners at its February meeting.

The program will recognize the winners of the best of show, distinguished technical

communication, excellence, and merit awards.

The evening will include a display of all the winning entries.

Region 5 director-sponsor J. Suzanna Laurent will speak on how we all can provide extra value as communicators. Trends suggest that within the next two to four years there will be two jobs for every technical communicator! The most successful will be those communicators who are able to move from the ordinary to the extraordinary. Suzanna will help us understand how to do just that by giving "that little extra."

The meeting will be Tuesday, February 13 beginning at 5:30 p.m. at the Wyndham Garden Hotel in Phoenix. For more details, refer to the Phoenix chapter Web site <http://www.stc-phoenix.com/>.

To RSVP, contact Amy Shogan at amshogan@yahoo.com or at 602-504-5314.