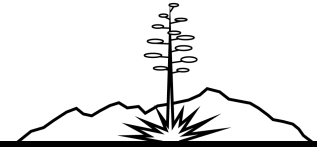


THE BORDER LINE



News from the Society for Technical Communication, Southern Arizona Chapter
November 2000, Volume 5, Number 3

Attention nonmembers *Time is now for free months of membership*

There's still time to take advantage of the year-end membership special. New members who join before the end of the year are paid in full through 2001. (You net a couple of free months.)

To join, contact Judy McCabe at 806-3276 (days), 546-9004 (evenings), or mccabe@mmsi.com. Or you can join online at the Society Web site: <http://www.stc-va.org>.

Welcome new members

Welcome! The Southern Arizona chapter welcomes new members **Caitlyn Johnston** and **Mary Lee Schimmel** and senior member **Ema Simm** who transferred from the Silicon Valley chapter.

STC SAZ is back online!

by Dirk J. Arnold, Web master

After some trouble with access through the Society's ISP, we have moved the chapter Web site to another server.

The URL is still <http://www.stc.org/region5/saz>, but from there users are redirected to the new server. For the time being, the site is hosted on my own domain, spreck.com. We are looking into a permanent solution.

Recent additions to the site include the results of the salary survey and an "online handout" provided by last month's speaker, John Hedtke.

If you have any suggestions for the Web site, please send them to me at dja@rightfax.com.

Coming in November Developing efficient computer- based training to optimize retention

Featuring Dr. Peggy Raisglid

The November meeting of the Southern Arizona Chapter of STC will feature Dr. Peggy Raisglid, vice president of course development for Mentix.

Peggy will discuss creating computer based training (CBT) courses and demonstrate several training programs created with AccelerateR+, Mentix's CBT authoring tool.

Peggy will speak about principles of instructional design, using positive reinforcement to encourage the learner, building in goal setting as the learner gains mastery, pitfalls to avoid, ways to evaluate a CBT course, and much more.

Peggy has created numerous CBT courses, including programs for elementary kids, college students, restaurant staff, oil company employees, and financial institutions, among others.

Prior to Mentix, Peggy worked as an instructor at the U of A, conducted technical training for a technology company, and worked as an engineer with Mobil. Her doctorate is in chemistry from the U of A.

When

Thursday, Nov. 30

5:30 p.m. Registration and networking

6:00 p.m. Dinner

7:00 p.m. Program

Fee

\$16 for members

\$18 for nonmembers

\$5 program only

RSVP to Anna Mary Mackey, 885-9000, or ammwrite@aol.com

Specify your choice of meat or vegetarian lasagne

Reserve by 4 p.m. Monday, Nov. 27

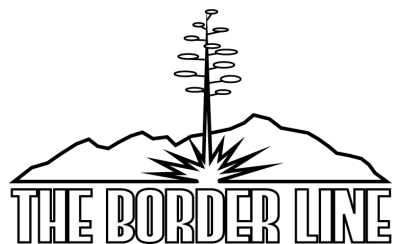
No shows will be billed, and walk-ins are always welcome!

Location

Viscount Suites Hotel

4855 E. Broadway Boulevard

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.

Job bank e-mail list needs updates

By Bill Rost, job bank coordinator

The job seekers e-mail list is showing its age! Mail is bouncing regularly.

The problems could be server-related or from folks changing or dropping mail service. To create a more maintainable list, the job bank coordinator will retire the existing list in January.

If you are currently receiving job postings or are interested in receiving them, send mail to bill.rost@sunquest.com. Do this before January to ensure uninterrupted service, and please note the following:

- You must include your name and a phone number where you can be contacted. The name and number will not be given out and will not appear in mail sent to you. The information is required to resolve mailing problems.
- Your address will be removed from the mail list after six months. You must resubmit your address at that time to continue receiving job postings.

Because the job bank coordinator sends out e-mail job postings as soon as they arrive and before posting them on the Web, you have a way to determine if your address has expired. Look at the job listing on <http://www.stc.org/region5/saz>. If you see recent postings for which you haven't received an e-mail, your address has expired or there are mailing problems. You should resubmit your address.

Chapter administrative council

President	Barbara Fraps	bfraps@glatmos.com
Vice President	Brenda Huettner	bphuettner@aol.com
Secretary	Ed Hoornaert	
Treasurer	Helen Marty	helen.marty@sunquest.com
Database	Larry Hammer	larry.hammer@sunquest.com
Facilities	Anna Mary Mackey	
Job Bank	Bill Rost	bill.rost@sunquest.com
Membership	Judy McCabe	mccabe@mmsi.com
Newsletter	Sarah Bonati	stb@rightfax.com
Copy editor	Helen Marty	helen.marty@sunquest.com
Publicity	Brenda Huettner	bphuettner@aol.com
Web Site	Dirk J. Arnold	dja@rightfax.com

Informative programs kick year off right

By Brenda Huettner and Sarah Bonati

September's Whine and Cheese meeting was the kick-off event of the program year for the Southern Arizona chapter.

The meeting drew 22 attendees to discuss writing for translation, entering and winning publications competitions, and avoiding legal issues in documentation. Speaking on the topics were Friederike Almstedt of Sunquest Information Systems, Karen Thure of KnowledgeTree Systems, and Tony Romero of IBM.

In the tradition of the chapter's "whine and cheese" meetings, many gifts were given away. Door prizes included t-shirts and gift certificates for books, along with smaller freebies from some of our employers.

Feedback on the meeting was positive. Attendees rated the evening "great" or "outstanding." Some comments were offered:

"Great program — I liked the option to choose what I wanted to hear."

"Nice start to the year! Good speakers! Thanks!"

"**Great info.**"

"Room a little too cold but **speakers were fascinating**. I enjoyed meeting others in the chapter (this was my first meeting)."

"I always leave an STC meeting with something of value — a contact, a thought, a lead — whatever."

For the October Meeting, **John Hedtke** traveled from Seattle to discuss the many free Web-based resources available for improving Web sites.

Through a live link to the Internet, John was able to show us the actual Web sites and even download and demonstrate some of the more unusual items.

John's list of resources is too long to fit in this article, but it is already available on our chapter Web site at <http://www.stc.org/region5/saz> (thanks to Web master **Dirk Arnold**). Or you can check out John's Web site at <http://www.hedtke.com>.

There were so many great resources, in fact, that John split them into groups. For example, John showed us a bunch of sites that teach html. Some are tutorials and some show examples of good — and bad! — coding.

He also showed us hundreds of backgrounds, from plain to outright funky, as well as graphics, wallpapers, and even animations that can be downloaded for free.

Some of these things we've all seen before, like clip art, but there was new stuff, too. For example, some attendees had never seen "fractals" before (a type of computer-generated graphic), but John showed us not only fractals available for download, but also software to generate fractals and a site containing award-winning fractal designs.

Another category of Web sites highlighted tools that help with generating html code. John demonstrated his favorite, Arachnophilia, which includes an automatic html table generator, a real hit with the members of the audience who've tried to edit html tables before.

He also discussed tools for such mundane tasks as reading newsgroups, file management, security, and graphic manipulation.

John's final category of Web sites included tools such as counters and Web sites that actually evaluate and report on possible errors in each Web page you submit. To show how these evaluation tools work, John checked his own Web page and allowed us to see the error reports generated by each of the tools.

Again, feedback was positive, with attendees rating the evening "great" or "outstanding." Among the comments offered:

"John is **fabulous and informative**. All the information was extraordinarily timely."

"Fantastic! **Loads of great info**. Thank you."

"Fun, informative, great speaker."

"Fun. Although he strayed off topic first, he got back on track and fulfilled his billing."





Leaders light the way

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

September message

Yogi Berra, the Yankee who told us, "It isn't over until it's over," also cautioned that "You've got to be very careful if you don't know where you're going, because you might not get there."

When people ask me how I have achieved so much, I tell them that you can do anything you want to do — as long as you know where you are going and how you're going to get there! But, you need an effective "road map" or plan to guide you, because it's very easy to get off the right track. Personal goals can provide the "road map" you need to achieve it all. If you've done a good job of setting your goals, you not only know where you're going, but how you are going to get there.

The power to achieve outstanding success comes from within people themselves; it's what we call self-motivation. Each of us is the end result of what we think we are. When we mentally develop things like personal courage, enthusiasm, skill, confidence, and a belief in our own abilities, we sharpen our desire to achieve more.

Did you know that scientific research has proven that average adults use only 25 percent of their total mental capacity? That means another 75 percent remains idle and unproductive! A study by the Stanford Research Institute indicates that 88 percent of success is attitude, and only 12 percent is attributed to knowledge and skill. Since all growth and progress comes from within, there is practically no limit to what a personally motivated person can accomplish. But, how do you motivate yourself? Where do you begin?

Well, first you must make a frank and honest appraisal of where you stand now. Evaluate your strengths and weaknesses, your assets and liabilities. Put your answers down in black and white — because writing them down is very important.

Face yourself squarely, honestly, and realistically. What are your goals in every area of

life? Ask yourself, "How can I become successful through personal motivation?"

Paul J. Meyer owns the Success Motivation Institute, and he is a world-renowned motivational speaker from Waco, Texas, who owns over 40 successful companies. Millions of copies of his works have been distributed around the world. He developed a Million Dollar Personal Success Plan that I would like to share with you. I have used these five steps for many years to help me become all I can be, and I'd like to share them with you so you can be more successful if you choose.

- First, crystallize your thinking. Determine what specific goal you want to achieve. Then dedicate yourself to its attainment with unswerving singleness of purpose.
- Second, develop a written plan for achieving your goal and a deadline for its achievement. Plan your progress carefully. Do you know that we spend more time planning our vacations than planning our lives? Organized activity and enthusiasm are the well-springs of your power.
- Third, develop a sincere desire for the things you want in life. A burning desire is the greatest motivator of every human action. The desire for success implants "success consciousness" which, in turn, creates a vigorous and ever-increasing "habit of success."
- Fourth, develop supreme confidence in yourself and your own abilities. Enter every activity without giving mental recognition to the possibility of defeat. Concentrate on your strengths instead of your weaknesses ... on your powers, instead of your problems.
- Fifth, develop a dogged determination to follow through on your plan, regardless of obstacles, criticism or circumstances or what other people say, think, or do. Construct your determination with

See Leaders, next page ...



Treasurer reports 1999-2000 fiscal results

By Helen Marty

We started our second fiscal year as a chapter (1999-2000) with \$2,458.07 in our checking account.

We later received our dues rebate from the Society, which was calculated based on our membership as of June 30, 1999.

During the year the chapter held two workshops, five program meetings, and its second recognition party. This was an increase of one workshop from 1998-1999, and the holiday party was free to members. Overall, the chapter had a loss of \$207.58 for the year.

I'm happy to report that we started the 2000-2001 fiscal year with a healthy checking account balance.

We received a larger dues rebate from the Society because of the chapter's membership growth.

As of June 30, 2000, we had 61 members. Last year on that date we had 55 members, including two student members.

The rebate is 30 percent of the dues paid by chapter members, so we receive \$33 for each member.

Leaders, continued ...

sustained effort, controlled attention, and concentrated energy.

If you use these five steps to develop your goals, you will be more successful at whatever you do. I taught goal setting workshops for years that expanded on all of these steps, but tonight the leader within me just wanted to share a few tips that you can use for your own success.

One of my favorite poets is Amanda Bradley, because she has some wonderfully motivating works. I have this poem posted on the wall of my office because it is helping me become all I can be. I hope it motivates you as well as it does me!

Within our reach lies every path we ever dream
of taking.

Within our power lies every step we ever dream
of making.

Within our range lies every joy we ever dream
of seeing ... and,

Within ourselves lies everything we ever dream
of being.

Following is a financial summary for the chapter for the fiscal year 1999-2000.

Beginning checking account balance	\$2,441.57
Income:	
Dues rebate from Society	1,534.50
Meetings	1,683.50
Workshop	2,093.00
Total Income	\$5,311.00
Total	\$7,752.57
Expenses:	
Meetings	\$2,514.18
Newsletters	563.67
Workshop	2,156.33
Awards, prizes or gifts	165.89
Miscellaneous	118.51
Total Expenses	\$5,518.58
Ending checking account balance	\$2,233.99

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View chapter salary survey data online

The data from the chapter's salary survey for the year 2000 is now available at the chapter Web site:

<http://www.stc.org/region5/saz>

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Clip 'N Save

Southern Arizona STC Tentative 2000-2001 Events

November 30	Developing Training Materials
December 19	Holiday Party and Pubs Competition Winners
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>

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