



## In this issue, you'll find...

- Susie's "[Fox Tales](#)"
- September LSC Events
  - [September Meeting: Structured Authoring with Neil Perlin](#)
  - [September Workshops with Neil Perlin](#)
- Articles:
  - [FEATURE: DGD in Minneapolis](#)
  - [UNT student articles](#)
- Columnist Articles:
  - [Human Factors with Kathryn Poe](#)
  - [Freelancing on the Web \(Alan Oak\)](#)
- [LSC News](#)
- and all the other items

### FEATURE: DGD in Minneapolis!



To say I enjoyed myself in Minneapolis would be a mighty understatement, but before I get to the particulars it's fitting that I thank and celebrate Mary McWilliams Johnson, Jackie Damrau, Dale Erickson, and the rest of the Best-of-Show "Technically Write" staff. [more](#)

### September 6: Structured Authoring



Structured Authoring with Neil Perlin is currently a hot topic in technical communications. Unfortunately, there is much uncertainty about something as basic as what is structured authoring. The knee-jerk reaction for technical communicators when asked about structured authoring is to reply "get Frame" or "use DITA." [more](#)

## Home > Editor Corner

### Editor Corner

by [Jackie Damrau](#), Managing Editor

The new membership year is here and the STC Lone Star Community has many things planned for your enjoyment. Our first meeting is a mere week away with an excellent workshop to follow the day after the monthly meeting. Those attending will get a real treat from presenter, Neil Perlin. I've attended a two-day workshop that he gave several years ago that simply amazed me with his knowledge about the tools of our industry.

I want to let you know that your Newsletter staff has worked hard this month on coming up with a **STC Lone Star Community, Technically Write Newsletter Style Guide** for use in editing the newsletter submissions. We'd like to thank STC Communications staff—Cecily Farrar, Ed Rutkowski, and Maurice Martin—for sharing their internal style guide. We started with that document and have expanded it to cover our own nuances of Society and Chapter references, spelling and word usage, and punctuation and formatting. The guide will be available in the near future to share with you. In the interim, you can drop an e-mail to [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org) if you'd like to get a copy now.

The other item I'd like to share with you is a motivational quote that came in my e-mail today. It inspired me, so I hope it inspires you. The most valuable piece of this is "The Power of Teamwork" movie. It brightened the end of a very rough day when I watched it. Let it do the same for you!

# Daily Motivation

BY WALKTHETALK.COM

Eric Harvey, Founder

*It's the little things that make the big things possible.  
Only close attention to the fine details of any operation  
makes the operation first-class.*

--J. Willard Marriott

**Got Teamwork? - These Guys Do!**

[Click Here to View The Power of Teamwork Movie!](#)

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PS: Please feel free to share this quote with your friends, family and co-workers. You have permission to use this content in your newsletter or email system as long as you do not edit the content and you leave the links and this resource box intact. [WALKTHETALK.com](http://WALKTHETALK.com)

**WALK THE TALK . COM**

Resources for Personal and Professional Success

Finally, I want to end this column by sharing the e-mails I received these past few weeks about the Summer edition of "Technically Write." Without my excellent staff, the LSC officers and committee managers, the UNT students, and all those who provide content for the newsletter, we wouldn't have the award-winning newsletter that we do. Thank you!

This is the FREAKING COOLEST THING EVER! It's BEAUTIFUL! You did a GREAT job. I am so proud of you. – Mel Haughton

The new, newsy newsletter is absolutely amazing! You and your team have done a fabulous job! CONGRATS! – Susie Lynn Fox

I've just taken a look at the Summer Edition of TW. It's just beautiful, and so well organized. The addition of printable versions of the articles is a stroke of genius. – Mary McWilliams Johnson

Looks great. Love the new format. Very crisp, easy to use. The printable link is also good – as I believe someone else mentioned. – Mike Hiatt

I just looked at the newsletter. I really like the format and style. Content is great, too! – Ann Balaban

Hi, everyone! I just wanted you to know that I'm so impressed with your ongoing progress and contributions to the emerging style guidelines! This is a ground-breaking effort for TW, PR, Web, and LSC. Go TEAM, and keep up the good work! – Susie Lynn Fox

Drop me an e-mail at [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org) to let me know your thoughts about your Technically Write newsletter.

Enjoy your reading!

[Home](#) > [Fox Tales](#)**Fox Tales: What Did You Do on Your Summer Vacation?**By [Susie Lynn Fox](#), President

When I was younger, I looked forward to summer vacation. My little sister and I got up late, fought over who was going to get the prize in the cereal box, rode bicycles, took walks, and played outside with our neighborhood friends.

Each Saturday, we followed Mother to the corner bus stop where we took a ride to downtown Fort Worth. We enjoyed our breakfast of toast and grape jelly at a favorite diner in the shadows of the silvery skyscrapers. Next, we visited the old Fort Worth Library to return our books and check out more for the coming week.

Our weekly downtown trip always ended with a stop at Woolworth's department store where we spent 10 cents each on a cute, ceramic what-not to add to our collection. Before we knew it, it was time to catch the bus home.

**After Mother learned to drive**, she loaded us in the car for excursions farther away. With sketch pads and pencils in hand, we made regular trips to the Fort Worth Botanic Garden and enjoyed drawing trees, flowers, and water fountains. Another favorite oasis was the Fort Worth Children's Museum (now the Fort Worth Museum of Science and History). At the museum's Noble Planetarium, we might see something as exotic as the stars of the Southern Hemisphere.

Another frequent stop was the Amon Carter Museum where life on the Western frontier came alive in Frederic S. Remington's and Charles M. Russell's paintings. Dorothea Lange's stark black and white photography illustrated the depth of the Great Depression. Down the road at the magical Casa Mañana's theater-in-the-round, we occasionally attended a children's play.

**Mother was a volunteer Girl Scout leader** so we always went to day camp for two weeks each June at West Farm located north of I-820 and Beach Street in Fort Worth. When we were older, we helped the younger scouts during the day and spent the nights in our own unit. We cooled watermelons in the creek, pitched tents, made our own latrine, worked on badges, caught tiny frogs and minnows in the creek, and laughed and dreamed with our friends.

Every summer we attended Vacation Bible School at Birdville Baptist Church, which sits atop the highest hill in Haltom City and is across the street from the old Haltom High School building. As teenagers, we volunteered to help with the little kids and also helped create special fun themes like the western, circus, and Disney themes.

**Each August when Daddy could no longer stand** the boiling Texas heat, he'd pile us in the car, attach a tent-trailer or a little house trailer, drive 100 mph through as many states as possible, and camp out at Kampgrounds of America (KOA) camps and national parks.

Daddy loved and lived for travel and adventure, telling Texas-size whoppers about the Lone Star State to unsuspecting folks, and living life big out in America's vast lands of mountains, prairies, and seashores.

Each summer, our family also made a yearly pilgrimage to visit grandparents, aunts, uncles, and cousins in Galveston and Houston. We went to the beach, feasted on shrimp, ate

watermelon, gathered eggs at my grandparents' farm on the mainland, and played with our cousins.

**By the time Labor Day arrived, we had mixed feelings** about going back to school. We hated to let go of summer, but were excited when Mother and Daddy took us to Sears, Roebuck and Co. to get us new school clothes. At Mott's Five and Dime we bought notebook paper, a three-ring binder, and other school supplies. By the first day of school, we were ready to learn.

Of course, what we didn't figure out as kids is that Mother was teaching us all summer long and that we were learning whether we knew it or not. And Daddy's trips from coast to coast and from Mexico to Canada were opening up the country and the world to us.

Visits to our relatives opened up other generations' stories about the Oklahoma Land Rush in Grant County in 1893, living through the Great Depression in Galveston, and surviving the hurricanes on the Gulf Coast. When school started in the fall, we were well prepared to continue our classroom education after a summer of fun, relaxation, and unexpected learning opportunities.

**As in summers of long ago**, this summer your STC Lone Star Community (LSC) council has blended fun, learning, and volunteerism, too. Some LSC members got a head start by attending the STC 54<sup>th</sup> Annual Conference in Minneapolis, Minnesota, in May.

On May 24, the LSC council reviewed the 2006-2007 program year, discussed lessons learned, and rejoiced at the successes, such as the Region 5 Conference. At the June council meeting, we welcomed new faces to the LSC Council, including Heather Steele, Rob Carr Harris, and Alan Oak.

**On July 28, at the annual summer planning retreat**, we fine-tuned the welcome packet, nailed down the budget, constructed one-year strategies, built three-year strategies, and contemplated work on the upcoming Community Achievement Award (CAA) goals. These efforts immediately fed into the August Community Report, a community health report that is sent to the STC office three times a year.

At the August council meeting, we approved the budget, discussed the committee activities, and planned for this fall's kickoff. On August 23, we held our September council meeting early so we could continue refining plans for the upcoming program year.

**As your summer vacation draws to a close**, I hope you've had some fun, learned some things, and helped others. But now it's time to get ready, return to school, and LSC has for you.

On September 6, Neil Perlin kicks off the program year with a presentation on "Structured Authoring without Frame or DITA" at the Crowne Plaza Hotel North Dallas-Addison. On September 7, Neil will present two workshop sessions. Workshop topics are "Adobe Captivate 2: Tricks with Advanced Features" and "Comparison of RoboHelp and Flare."

**If you'd like to learn more and help others, too**, consider volunteering this year. Volunteering can make a difference in your LSC experience and in your career development. Contact Mel Houghton, LSC's immediate past president and volunteer wrangler, for more information about large, medium, and small volunteer activities. She will get you prepared for a volunteer activity that fits your abilities and needs perfectly!

***Welcome back to school!***

[Home](#) > [Meetings](#)

## Meetings

### Read about:

- [September Meeting: Structured Authoring with Neil Perlin](#)
- [September Workshops with Neil Perlin](#)

## September Meeting: Structured Authoring Expert Neil Perlin to Visit LSC

By Jim Korth, PR Committee member



Structured authoring is currently a hot topic in technical communications. Unfortunately, there is much uncertainty about something as basic as what is structured authoring. The knee-jerk reaction for technical communicators when asked about structured authoring is to reply “get Frame” or “use DITA.” Unfortunately, budget limits, company culture, or politics prevent many of us from switching to Frame or DITA.

“Structured authoring,” STC Associate Fellow Neil Perlin said, “always sounds very cutting edge, but the reality is that technical communicators have done it for years. What’s new is the emphasis on programmatically defined structure rather than simple visual structure defined by different head sizes.”

Perlin, an expert in training, consulting and development for online formats and tools, will kick off the Lone Star Community 2007-2008 season in September. Neil’s presentation is entitled “Structured Authoring without Framemaker or DITA.”

Perlin will clear the air for us on the significant issues outstanding in his candid, professional, and warm presentation style.

Neil Perlin, owner and principal consultant of Hyper/Word Services, entered technical writing in 1979, began creating online documentation in 1985, and is now an internationally recognized expert in Windows Help and online documentation design and development. He founded Hyper/Word in 1990 to provide online documentation consulting and development services. Neil is a Madcap Certified Instructor for Flare and an Adobe-Certified Instructor for RoboHelp and Captivate. He is a columnist and frequent speaker for the STC, IEEE PCS and other professional groups, a member of the STC’s Boston chapter, and the creator and manager of the “Beyond the Bleeding Edge” stem at the STC Annual Conferences since 1999.

### Details

**Thursday, Sept. 6, 2007, 6:15 to 8:00 p.m.**

Crowne Plaza Hotel North Dallas-Addison  
14315 Midway Road  
Addison, Texas

**Directions:** [http://www.stc-dfw.org/pages/meet\\_monthly.htm#locations](http://www.stc-dfw.org/pages/meet_monthly.htm#locations)

**Reservations (Reservations made after 5pm on Sept. 4 are subject to a \$5 penalty)**

[Click to register for the meeting now!](#)

#### **Dinner (with reservations):**

- \$20 STC members / Students with student ID
- \$25 non-members

#### **Program Only Attendance (with reservations):**

- \$5 for STC
- \$10 for non-members
- **FREE** for students with valid student ID

## Neil Perlin's Workshop Sessions:

1. Need to Know Captivate Tips and Tricks;
2. Can't Decide Between RoboHelp and Flare?

by [Mike Hiatt](#), Manager, Public Relations committee

So you discovered Adobe® Captivate® and have learned to use it, but you're wondering if you're using it to its full potential. Or maybe it's been some time since you evaluated help authoring tools and you're wondering if RoboHelp® 6 is a good choice, or should you go with MadCap Flare™—or something else?

Neil Perlin, our program speaker for the September LSC meeting, will be conducting two workshops on Friday following the program meeting that could help you increase your Captivate skills or make a decision between RoboHelp and Flare.

- **Morning (8:30 a.m. to 12:00 p.m.):**  
[Adobe Captivate 2 – Tricks With Advanced Features](#)
- **Afternoon (1:00 p.m. to 4:30 p.m.):**  
[Comparison of RoboHelp and Flare](#)

"We were thrilled to work with Neil on presenting these two workshops to our membership and the technical communication community in general," Elisa Miller, Program manager said. "Neil always presents great programs and is always in demand. We're very glad we could arrange to have him stay and present these workshops."

### Pre-Registration Saves on Costs

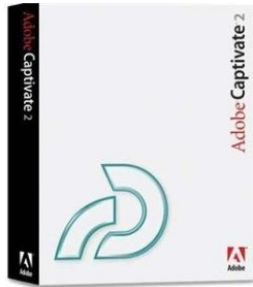
Pre-register through the STC Lone Star community Web site at [www.stc-dfw.org](http://www.stc-dfw.org). You can attend without pre-registering, but space may not be available, and costs are higher.

You can prepurchase lunch from the hotel through the Lone Star community, which includes a buffet, drink, and dessert. Otherwise, you're on your own for lunch. The hotel's lunch buffet is available for \$14.95, but your drink and dessert are extra along with the taxes.

Costs for the workshops are:

	STC Member	Nonmember
Preregistration (Morning): Captivate	\$50	\$65
Preregistration (Afternoon): RoboHelp and Flare	\$50	\$65
Preregistration – Both Workshops	\$85	\$100
On-site registration – Each workshop	\$75	\$75
Prepurchase – Lunch	\$18.95	\$18.95

## Adobe Captivate 2 – Tricks with Advanced Features



Captivate wasn't the first tool that let us create on-screen movies showing how to use a piece of software. That honor goes to Lotus® ScreenCam® in 1993, then Qarbon™ ViewletBuilder™ in the late 1990s. But Captivate has become a standard tool for creating such movies because it's cheaper than mainstream eLearning tools and a lot faster and easier to learn and use.

If you're self-taught on Captivate, there may be some uses for it or features that may not have occurred to you. Or you may be finding some features that might be useful but are not clearly explained. This workshop will look at some of those advanced and hidden features and give you hands-on practice with them. Rather than being a random collection of tips and tricks, the workshop is structured into three areas:

- Taking Captivate beyond software movies by creating role-playing simulations.
- Customizing the output by using the skin editor and modifying the auto-caption text feature.
- Working with audio and closed captioning.

**Important:** You will need a laptop and software for this hands-on workshop!

This workshop is intensive and heavily hands-on. It assumes you have either taken a course in Captivate basics or are self-taught and experienced. Neil can answer some basic questions during the workshop but will not have much time to do so. If you're unsure about whether you have the background for this workshop, contact Neil at [nperlin@nperlin.cnc.net](mailto:nperlin@nperlin.cnc.net) or 978-657-5464.

The workshop covers Captivate 2 rather than Captivate 3 because Captivate 3 will only have been out for about a month, and some attendees may not have upgraded yet. Neil will discuss the major changes in version three.

Attendees must bring a laptop with the following hardware configuration:

- Pentium III 600 MHz or (preferably) higher
- 512 Mb RAM or (preferably) higher
- 100 Mb or more of free disk space
- A screen resolution of at least 800 x 600, preferably 1024 x 768
- A sound card and a headset with a boom mike (preferably), or speakers and a mike
- A CD drive or USB drive

And the laptop must have the following software configuration:

- Windows 2000 or XP
- A Flash-enabled browser, preferably IE 5+ or above
- Flash Player – any version from 6.0 through 9.0
- Captivate 2.

To download a trial copy, go to [www.adobe.com/products/captivate/](http://www.adobe.com/products/captivate/), click the **Download Free Trial** link, and follow the instructions on the screen. You may not be able to download a trial

copy of Captivate 2, since Captivate 3 may have replaced it. If that's the case, contact Neil at [nperlin@nperlin.cnc.net](mailto:nperlin@nperlin.cnc.net) or 978-657-5464.

## Comparison of RoboHelp and Flare



RoboHelp has had a few rough years—ignored and seemingly left for dead by Macromedia, then brought back to life as version six by Adobe earlier in 2006, with version seven now in the wings. In the meantime, MadCap Flare stepped into the apparent RoboHelp vacuum and went from a 0 percent market share in January 2006 to an apparent second place in the help authoring tool world, according to last year's WritersUA survey.

The result? Confusion. If I'm a RoboHelp user, should I stay with it? Switch to Flare? Switch to some other help authoring tool? A DITA authoring tool with a CMS (whatever that is)? If I'm a new author, which tool should I pick? Should I pick either of these tools?

This presentation starts by discussing the changes affecting tech comm—XML, CMS, DITA, structured authoring, single sourcing, and others—to provide a context for the tool-specific discussion. The presentation then looks at Flare 3 and RoboHelp 6 to compare their design philosophies and feature sets. (Note that the presentation may look at RoboHelp 7, if Adobe releases it in time for this workshop. If not, Neil will discuss some of version seven's high points per Adobe's sneak peeks at the annual STC conference in May.)

### Lecture and Demo, but No Sales Pitch

Unlike the morning workshop, this one is lecture- and demo-based. A familiarity with online help and documentation authoring is helpful but not necessary, that is, you can also attend if you're just getting ready to move your material online.

Neil is a certified trainer for both RoboHelp and Flare. However, this workshop is not a sales pitch for either tool and may wind up recommending other authoring tools in some cases.

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[Home](#) > [Articles](#)**Articles****Read about:**

- [Feature: DGD in Minneapolis \(Doug Dow\)](#)
- [UNT Student Articles](#)
  - [Tired of Being Tired? \(Andrew Houser\)](#)
  - [The Importance of Technical Writing \(Heather Craig\)](#)
  - [Technical Writing on the Verge \(Ashley Love\)](#)
  - [A Bacteria that is Causing Talk Around the World \(Matt Kohlnhofer\)](#)
  - [LaTeX: A Document Preparation System \(Michael Holzmann\)](#)
- [Columnists](#)
  - [Photoshop CS3: Does it Stand up to the Hype? \(Louellen Coker\)](#)
  - [Freelancing on the Web \(Alan Oak\)](#)

**FEATURE: Minn to the Max**

by [Douglas Dow](#), Associate Fellow

To say I enjoyed myself in Minneapolis would be a mighty understatement, but before I get to the particulars it's fitting that I thank and celebrate Mary McWilliams Johnson, Jackie Damrau, Dale Erickson, and the rest of the Best-of-Show "Technically Write" staff. I wish they all could experience the thrill of wearing a "Best of Show" tag in the presence of their peers and getting that wink or nod that means, "You've accomplished something meaningful." Suddenly, you're **someone** in this business. But it's you, "you lot," as Harry Potter might say, who deserve the recognition and the thanks.

I've attended STC conferences since 1992, basking in near anonymity, but this years' in Minneapolis was quite different. It's not that I didn't try to evade the spotlight. Few at my Leadership Day sessions on community newsletters connected me with the Best-of-Show-winning "Technically Write." I had not yet received my much beribboned nametag, which proclaimed this to the world. Things changed, however, once I donned that nametag. Not only had I produced the STC's top community newsletter, but I'd been honored as one of the STC's newest Associate Fellows.



Editor, Doug Dow, with Winning Entry  
Photos courtesy of Doug Dow



Doug's "Dancing with the Stars"

The resulting smiles, handshakes, and words of congratulation began from that moment and lasted throughout the convention. Yet the fun was only beginning. For her hard work during the year for the Leadership Community Resource, Jackie Damrau received a mammoth plaque

containing a citation longer than the Gettysburg address naming her Volunteer of the Year. The avalanche of Lone Star accolades was officially underway!



Jackie Damrau  
LCR Volunteer of the Year  
Photos courtesy of Doug Dow, Rachel Houghton (STC Willamette Chapter)



Dancing to the  
Rough Drafts



With Susan Burton  
at Post-Banquet Gala

It would have been better for my anonymity if I hadn't danced with STC's Executive Director, Susan Burton. It turns out that she's a really fine dancer, so I took every opportunity. But it wasn't the ribbons that caught everyone's attention. It was... the shoes!



Beth presents Doug  
with Best of Show,  
Newsletter Competition  
Photos courtesy of Doug Dow, Mel Haughton, Rachel Houghton (STC Willamette Chapter)



Doug with Mak Pandit  
India Community  
Representatives



Mark Hanigan and Linda  
Oestreich presenting Doug as  
New Associate Fellow

Accepting Best of Show from Beth Bailey left me looking at her smiling face. Then, receiving Associate Fellow at the awards banquet...then, joining Mak onstage for India Chapter's Distinction award, then turning on my heel to join the rest of the Lone Star contingent when Distinction, for the third year running, Distinction fell upon us once again.



Fellows in Fun



Mak (Makarand Pandit) texts home news: Distinction again!



Fox and Hound

Photos courtesy of Mel Haughton, Doug Dow

People enjoying themselves to the hilt! And why not? As my friend Mak pointed out, everyone at my table won an award. It doesn't get any better!



LSC Presidents embrace Distinction (MH)

Photo courtesy of Mel Haughton

Oh, and there were technical sessions, too. One session on Simplified Technical English has been helpful in my current position. My group now references an international standard (ASD-100D) in response to the observation that our audience simply does not read English all that well. But that's another story.



Lone Stars Gather in Distinction

Photo courtesy of Rachel Haughton, STC Willamette Chapter

It was an unforgettable night. Thanks to all the people who helped make it happen.

## UNT Student Articles

### Tired of Being Tired?

By Andrew Houser, UNT student

Tired of Being Tired? The “New” Daylight Savings Time (DST) May be the Cause.

You may have noticed that daylight savings came earlier this year. No, this does not mean the calendar has shifted or somehow you lost track of time. It means that we get to enjoy the evening sun for more days out of the year.

If you did not know, former President Ronald Reagan moved the start date forward to the first Sunday in April from the last Sunday in April. At that time he did not change the end date, leaving it as the last Sunday in October. Ronald Reagan proposed that adding the whole month of April would save the nation around 300,000 barrels of oil per year. If this is true, then I say we have DST all year round. I personally enjoy having a later sunset.

The new start and stop dates were set in the Energy Policy Act of 2005. The government believes that electricity used for lighting our homes is directly connected to when we go to bed and when we get up. This makes sense, considering that when we go to bed we turn off the lights, computers, and the TV. A study shows that DST cuts down on our electricity usage by one percent each day.

Not only does the extra hour of sunlight save energy, but the additional sunlight is credited with increasing sales and profit in many industries. For example, the golf industry is estimated to sell an extra US\$200 million in equipment and green fees. Barbecue manufacturers plan to make an additional US\$100 million in grill and charcoal briquette sales. The travel industry, from motels to hotels and attractions, will also benefit from this extra month of DST. In the past, convenience stores have brought in more money due to the month extension. For instance, in 1986, sales at 7-11 stores increased by \$30 million to \$50 million.

Everyone is in favor of increasing safety for women, right? Women in urban areas feel safer during DST when they need to make a quick shopping trip on the way home from work. This being known, larger cities are more apt to adopt this change than rural areas.

So, instead of being tired of being tired; go golfing, barbeque more, travel, buy Slurpees® at 7-Eleven, and expect more women to be on shopping sprees.

### The Importance of Technical Writing

By Heather Craig, UNT student

As a University of North Texas biology major, I have pondered the usefulness of the required technical writing courses. At first, many elements of technical writing seem to have little or no application to the medical or science research fields. I know how to write an excellent research paper. That should be enough, right? This technical writing class has shown me how little I know about communicating with others through effective writing.

Last month, I attended Whitney Quesenbery's presentation on Universal Usability: “Writing (and Designing) for Diverse Audiences.” I was amazed at the hard work and research that goes into making a Web site user-friendly for a vast variety of people. Technical writers must be able to judge what the audience needs to know, assess the best way to present the information to them most usefully, and do it clearly and concisely. During the course of this class I have discovered that these are abilities that are invaluable to everyone, regardless of career path.

Technical writing is a marketable skill. In the age of high-speed communication, the ability to write clearly, concisely, and convincingly has become a necessity for professionals in all walks of life. Being able to communicate effectively is a skill that allows you to do your work better and can enhance your career. It shows that you are knowledgeable and capable in your field and will, therefore, make you a valued employee.

Many careers in the science field require you to be able to manage multiple projects and write results-oriented documents such as proposals, publishable research manuscripts, technical manuals, procedures, training materials, and inter-office communications. I am grateful for the opportunity to take a technical writing class, and I believe that the exposure to the field of technical writing will benefit me in the future as I seek a career in scientific research.

## Technical Writing on the Verge

By Ashley Love, UNT student

If you ask someone whether they know about any good technical writing classes, they might look at you with a blank stare. In my experience, the field of technical communication is not one that is well known by students. Fortunately, in the year that I have worked for the Technical Writing Lab, I have been exposed to some great people and an even better career opportunity. Right now, I am a Public Relations major who is working on a minor in Spanish and—yes, oh yes—a Technical Writing certificate. I am almost half-way done with my certification and I feel that I have learned so much. Technical writing entails so much more than just manuals. That may be the basis, but it is the interesting stuff that I believe makes people want to learn more about the vast field of making things readable.

I have always loved design. I use to think it was something that you were born with. I have learned that with the right teachers and some constructive criticism, design gets better with time and practice. Design gives you so many creative outlets, and I believe it is interesting and different with each person.

The nicest thing about technical writing is the fact that this is the group that takes into consideration all the different people in our world and tries to make a universal language so everyone can understand. Being able to direct someone in doing something correctly is a difficult thing—especially if it is a 35-year-old man who is trying to assemble a little girl's Barbie convertible.

I know that being exposed to such an up-and-coming profession gives me a certain edge in my field. I think of things in terms of my audience and the way they might be changed rather than just thinking it sounds good to me. Technical writing is a good subject for everyone to know a little something about. Without it, little girls around the world would be devastated due to their broken dream cars.

## A Bacteria That Is Causing Talk around the World

by Matt Kohlnhofer, UNT student

Over the recent years, many bacteria have become resistant to many, if not all, antibiotics. These "supergerms," as they are being called, are very dangerous worldwide. The problem with "supergerms" is that today's currently available antibiotics cannot treat them. *Acinetobacter baumannii* that is connected with the Iraq War is one of the most talked about "supergerms."

This bacterium has been known around the world since the early 1970s. The existence that it had then is not the same that it has currently. Back then epidemiologists knew about it, but were not intensively studying it because it was not causing any significant harm. There was no need to study every strain in existence or to find out which antibiotics it was resistant. All this has changed over the last five years due to its emergence to the forefront of the epidemiologic world.

*Acinetobacter baumannii* was originally linked to Iraq when soldiers began showing up in hospitals here in the U.S.. The bacterium has been known to be an opportunistic pathogen, one that does no harm unless it resides within an immuno-compromised patient or gets into an infected wound. Essentially there was an outbreak during the current Iraq war, and it was not realized until these patients showed up in the U.S.

Once it was discovered as a potential problem, the Department of Defense (DoD) began investigating it in a limited capacity. The DoD has kept the files of soldiers who have perished as a result of the war, or any civilian that has perished because of contact with anyone involved in the war, confidential. This is clearly an attempt to cover up that large problem that this bacterium poses to the world. Yet the DoD stays clear of controversy by claiming that this is currently classified as only an infection and not an infectious disease.

*Acinetobacter baumannii* has gained its resistance to multiple, if not all, antibiotics because it has been repeatedly treated using broad-spectrum antibiotics. These are antibiotics that have a broad focus of attack on many different bacteria. The problem with continually using these types of antibiotics on any bacteria is that they possess the ability to adapt and modify their genetic code to include mechanisms of defense against certain medicines. When this occurs, doctors usually move on to a different medicine that works, at least for a little while, until the bacterium has the chance to adapt. There is an obvious cycle that takes place and, the longer it takes place, the more antibiotics a certain bacterium will become resistant. This is a problem because, if you cannot treat an infection because no medicine exists that will work, then you lose your ability to effectively treat patients and their diseases. This scenario can end up in an outbreak similar to, say, the famous Black Plague.

Many people are afraid of a worldwide epidemic, while others remain calm because it is an opportunistic pathogen. Doctors warn that the bacterium cannot affect the average person, only when that person becomes seriously ill, injured, or immuno-compromised does *Acinetobacter baumannii* move in for the kill.

*Acinetobacter baumannii* had been, and continues to be, the topic of intense study and research by the U.S. government and the British government. The DoD has tried identifying the exact source. The bacteria's origins could help lead to more effective treatments or strategies. First, it was thought it might come from the Iraqi soil. This was proven false. Then, maybe it came from the U.S. hospitals, but this was also rejected. Many Iraqi sources were tested. It was finally discovered that this organism does not originate from Iraqi soil, food, or water, but from the actual hospitals being used in Iraq.

Now obviously, this is not the direct source, but this is the closest "origin" that has been discovered. The bacterium has also been found to survive in U.S. hospitals for months alone on stethoscopes, catheters, bed sheets, and other clinical materials. Even the most intensive cleansing methods have been unsuccessful in removing the bacterium from these hospitals. This proves to be a serious threat to health not only in the U.S., but worldwide.

## LaTeX: A Document Preparation System

by Michael Holzmann, Student

LaTeX (pronounced Lah-tech) is a document preparation system for the TeX (pronounced tech) typesetting program. This program is primarily used by mathematicians, scientists and engineers because of its emphasis on mathematical formulae, high-quality typesetting and management of large documents. LaTeX was created in 1984 by Leslie Lamport at SRI International and is the most popular way of using TeX. The typesetter TeX was created by Donald Knuth in the early 70's because he disliked the photographic techniques used for fonts.

### LaTeX Basics

The main idea behind LaTeX is to separate the content of the document from the design of the document. This allows the author to focus on the content of the document without the distraction of how it looks. The author specifies the content of the document, such as author, title, date and chapters. A markup language is used to achieve this and, for that reason, LaTeX documents are often referred to as programs.

Here are some advantages of using LaTeX:

- Adding mathematical formulae is very easy.
- Generation of table of contents, footnotes, references and bibliographies is very easy.
- LaTeX is supported by a variety operating systems.
- Management of large documents is very easy because layout and content are separated.

#### Source file example.tex

```
\documentclass {article}
\title{LaTeX Example}
\author {Michael Holzmann}
\date{March 4th 2007}
\begin{document}
  \maketitle
  \begin{displaymath}
    \sum_{i=1}^n i^3 = \frac{n(n+1)}{2}n^2
  \end{displaymath}
\end{document}
```

#### Compiled Document

### LaTeX Example

Michael Holzmann  
March 4th 2007

$$\sum_{i=1}^n i^3 = \left( \frac{n(n+1)}{2} \right)^2$$

#### Additional Resources

- A very good guide: <http://tug.ctan.org/tex-archive/info/lshort/>
- TeX for windows: <http://www.miktex.org/>
- LaTeX project site: <http://www.latex-project.org/>
- Tex Users Group <http://www.tug.org/>

## Photoshop CS3: Does It Stand Up to the Hype?

by [Louellen S. Coker](#), Senior Member



Earlier this summer, something really exciting happened to the graphics design industry. Adobe® launched the new Photoshop® CS3 and CS3 Extended after months of beta testing. Many, if not all, of the Photoshop users in my network were all “atwitter” about the upgrade because there were so many new features as well as tweaks to previous features.

Karen Nejtek, Production Manager of Texas Co-op Power Magazine, stated shortly before the program’s release, “We don’t usually update with every upgrade, but there are many features in this one that make us excited to introduce it to our workflow.”

When Jackie Damrau, our “Technically Write” editor, asked me to write about the new software, I had a hard time deciding where to start because it is so very exciting. Honestly, there are so many exciting areas to explore that it would be impossible to contain it in one article! So, let’s stick to the bare basics. Let’s explore the software itself.

### Photoshop CS3 Editions

Adobe did something exciting for its users with this release—they released two editions that will really meet the needs of their different users. These editions are CS3 and CS3 Extended. To follow is a summary of the different products I found on the Adobe Web site.

Visit <http://www.adobe.com/products/photoshop/compare/> for a side-by-side comparison.

### Photoshop CS3



Photoshop CS3 meets the diverse needs of professional photographers, serious amateur photographers, graphic designers, and web designers. Key feature upgrades include:

- Dozens of improvements to Photoshop CS2 features
- Increased productivity that comes from a streamlined interface, Camera Raw enhancements, next-generation Adobe Bridge CS3 and Zoomify export
- Unrivaled editing power with live filters, more precise color correction, easier black-and-white conversion, and more powerful cloning and healing tools
- Breakthrough compositing with automatic layer alignment and blending capabilities, easier selections, and improved Photomerge® technology.

Here’s how Matt Kloskowski, contributing author to Photoshop User magazine, summed up the standard version:

“The standard version of Photoshop CS3 is a productivity-enhanced upgrade and, in my opinion, photographers will have the most to gain from it. That said, designers and illustrators will still have plenty to gain from CS3 standard, as selections, blending, compositing, and output options have never been better.”

Pique your interest? You can purchase this edition for \$649 or upgrade from \$199 through Adobe. Not sure you want to purchase it? You can download a free trail at [www.adobe.com](http://www.adobe.com).

## Photoshop CS3 Extended



Photoshop CS3 Extended, though a little pricier, is the version that is sure to be a favorite among technical communicators. Adobe promotes this version as being ideal for a wide range of professionals, including:

- Film, video, and multimedia professionals
- Graphic and Web designers using 3D and motion
- Manufacturing professionals
- Medical professionals
- Architects and engineers
- Scientific researchers

Besides all the features included in the CS3 edition, users will enjoy:

- 3D and motion support with the ability to edit 3D content and incorporate it into 2D compositions, paint and cone over multiple video frames, and more
- Comprehensive image analysis with new image measurement and counting tools, MATLAB integration, and DICOM file support.

Kloskowski also reflected on this edition: "...I think the big news for non-photographers is CS3 Extended. This version is a whole new animal and a huge leap for Photoshop into some much-needed areas. Never before have video, 3D, and scientific professionals had the amount of power in Photoshop as they do now."

Think this is the direction you or your company needs to go? You can purchase this edition for \$999 or upgrade from \$349 through Adobe. You can download a free trail version from [www.adobe.com](http://www.adobe.com).

## The Bottom Line

To upgrade or not to upgrade: that indeed is the question that many Photoshop users are posing. After playing around in the beta version earlier this year, I must say that I am exercising an EXTREME amount of restraint by not upgrading immediately. (My company's strategic plan has me slated for upgrading software and computers during the fourth quarter of this year, so I have only a couple of months left to wait!)

The selfish side of me wants to tell you to wait to upgrade. That way I won't have to be jealous of all of you out there who get to play with it.

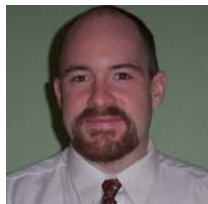
The practical side of me agrees wholeheartedly with Kloskowski's opinion, "I don't think I'm alone when I say that CS3 will quickly replace previous versions of Photoshop in everyone's workflow."

Speaking of workflow...along with Photoshop CS3 and CS3 Extended, Adobe launched Creative® Suite CS3, which takes the excitement to an entirely new level.

© "Adobe product box shot(s) reprinted with permission from Adobe Systems Incorporated."

## Freelancing on the Web

By [Alan Oak](#), Columnist



The big fantasy is to give up the nine-to-five, hang out your shingle on the Web, and start raking in dough as a freelancer. Finally, you'll get the pay and respect you deserve, yet get to wear pajamas all day! Alas, it's not quite so simple. There are some great freelancing opportunities out there on the Web, but, in the end, freelance success comes from building relationships with people.

### Finding Work on the Web

[Michelle Penn](#), a freelance résumé and business writer, recommends finding work on the [Elance](#) and [guru.com](#) Web sites. The sites are similar to [Ebay](#)—a buyer posts a job on the site, freelancers bid, and the buyer selects a freelancer based on price and ratings by previous buyers on the site. Penn says she's won contracts for "résumés...essays, articles, bios, press releases, marketing letters, and various types of reports."

You can also find freelance and contract work on the regular job and ad sites, as well as professional sites, like:

- [Jobster](#)
- [Monster](#)
- [Yahoo Hotjobs](#)
- [craigslist](#)
- [LSC Job Bank](#)
- [STC Career Center](#)

With a good marketing plan, online marketing—with [Google's AdSense](#), for example—can bring potential clients to you.

Don't forget about your Web site as an online portfolio. "An online portfolio is a BIG thing!" says Louellen Coker, LSC senior member and president of [Content Solutions](#). "It's never done, but it's a way to market yourself passively or actively."

### It's Ultimately about People

Successful freelancers will tell you it's not as easy as logging into a few Web sites and posting up some Web ads. Coker says:

"It's important to know that you can't just market yourself on the web. After all, you're selling **your** expertise to another **person**, not another computer. You have to build relationships, you have to become a part of your community, you have to get your name out there in other ways—direct mail, presentations, newspaper advertisements, cross-links in blogs, and the list goes on indefinitely."

That makes sense. People will buy standardized products on the Web without hesitation—computers, books, appliances—but are more reluctant to buy personalized services and expertise. And that, after all, is what you're selling as a technical communicator.

When [Kirk McElhearn](#), a freelance writer specializing in Macs and iPods, was asked if he finds business online, he said, "No, I have all the work I can handle, and most new work comes via

referrals.” Coker says much the same thing: “100% of my clients are the results of relationships that I have formed.”

Even in the case of a Web-intensive freelancer like Penn, who gets 90% of her business online, ratings and referrals from former clients on [Elance](#) and [guru.com](#) are important for attracting new clients.

### **Use the Web to Build Relationships**

The obvious use for the Web for **all freelancers** is to build relationships, and that is what Web 2.0 is all about.

- Link to your Web sites in your e-mail signatures.
- Participate in forums and discussion lists.
- Blog.
- E-mail newsletter.
- Comment on blogs.
- Network on sites like [LinkedIn](#) or [Facebook](#).
- Do anything you can to be helpful and let people get to **know you** and your business.

[Home](#) > [LSC News](#)**LSC News****Read about:**

- [DCSA Winners \(Katie Wilson\)](#)
- [Spring 2007 Continuing Ed Scholarship Recipient Reports... \(Elisa Miller\)](#)
- [LSC Notes & Committee Reports](#)
  - [LSC Competitions are on the Mooove! \(Kathryn Poe\)](#)
  - [Mentor Program \(Ann Balaban\)](#)
    - [Do You Need a Mentor?](#)
    - [Why Mentoring Matters?](#)
  - [Announcing Fall Scholarship Deadline \(Robert Carr Harris\)](#)
  - [Web Committee \(Alan Oak\)](#)
  - [Member Recognition \(Mel Haughton\)](#)
    - [Nominate a Bright LSC Star for BALA](#)
    - [Are You a Superstar?](#)
- [LSC SIG News](#)
- [LSC Membership Minute](#)
- [Human Factors with Kathryn Poe](#)
- [LSC Help Desk](#)
- [Lone Star Job Bank](#)
- [STC Texas Chapters](#)
- [Educational & Networking Opportunities](#)

**DSCA Winners Give Insight into Their Goals and Backgrounds**

by Katie Wilson, Guest Writer and UNT student

The LSC members pride themselves on the services they provide to their community and the work they do throughout the year. However, there are always a few members who stand out, who go above the call of duty to help their community. This year those members were Jackie Damrau, Jeanne Foster, and Paul Holland, who received the Distinguished Community Service Award (DCSA).



When she received her award, Damrau said, "I was very shocked. LSC has awarded me several awards this year, such as the BALA (Binion Amerson Leadership Award) and the DCSA. I'm pleased that the LSC members, the Administrative Council, and Leadership team feel that I am worthy of so many awards and honors. Without them, I wouldn't be as involved as I have been and continue to be."

The award winners perform many duties for the LSC and volunteer as much time as they can to better the community and its services. All the winners contribute to STC in different sections to make the community work as a whole.

"I am the managing newsletter editor for the LSC monthly newsletter, Technically Write. I've also served during the 2006-2007 year as the STC 2006 Region 5 conference chair and as competitions general manager. I probably spend about five to eight hours a week getting items together for the newsletter," Damrau said.

"As the hospitality chair, I handle registration for the monthly meetings and report attendance figures to the council. In addition, I volunteer as a copyeditor for Technically Write. I worked on

the Region 5 Conference that was held last November, and that was a big commitment. But I'm currently just working on monthly registrations and reviewing newsletter articles," Foster said.

"I am a senior member, and currently work on the LSC Web committee and the Marcomm Special Interest Group Web site. I answer to the Web team manager and the president of the local community," Holland said.

All the award winners give a large amount of time to the community and are continually grateful for the opportunities LSC gives them.

"The LSC functions at a high level of professionalism and has an extraordinary level of talent. It is a great place to learn and to contribute. Professional development is an essential component in any profession and, in the technical communications community, STC is the premier organization for technical communication professionals. Furthermore, LSC is a perennial contender for the Award of Excellence within STC. LSC is the best of the best," Holland said.

Award winners also participate in helping the community outside of LSC, including contributing to volunteer activities and going to universities around the area to reach students interested in technical writing.

"LSC routinely offers opportunities to give back to the community. For example, by volunteering at the Salvation Army Angel Tree warehouse, contributing to projects that aid Katrina victims, and other local causes. This group has some wonderful role models, and I get much more than I could possibly give," Foster said.

The DCSA winners do not show any signs of slowing down after winning their awards, though. They are already setting goals they want to achieve for next year.

"My goals include: redesigning 'Technically Write' (with the assistance of the University of North Texas English class) to be a truly online newsletter that does not use an authoring software; providing hands-on workshops or seminars where members can bring a laptop and learn from peers and others about the latest software; continuing to support Competitions by volunteering to serve as a judge or competitions manager," Damrau said.

"Next year, I will chair the Membership committee where I hope to learn from Elisa Miller (who moves to the first vice president slot) and expand on the work of those who came before me. My goal is to find additional ways of increasing membership and increasing attendance at LSC meetings and events," Foster said.

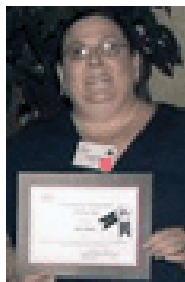
"Last year we initiated several Web-based initiatives for the community, which have not gone smoothly. I would like to see the implementations of several of those initiatives completed satisfactorily," Holland said.

These award winners recognize the benefits of this community. They continue encouraging others interested in the technical communication profession to join so their community can continue growing and helping others.

"Attending a meeting or two doesn't give you the full flavor of whom and what we are. We are more than just dinner meetings. We have so many other programs that can use volunteers with new, fresh ideas to spur our growth. I continually try to encourage everyone to talk with their employers about the benefits of belonging to STC," Damrau said.

## Spring 2007 Continuing Ed Scholarship Recipient Reports...

By Elisa Miller, Senior Member and ILSC 1<sup>st</sup> Vice President



Thanks to the STC Lone Star community, I was able to do something this summer, that I'd never been able to do: attend pre-conference workshops associated with a professional conference. As the first winner of a continuing education scholarship, I attended one full-day and one half-day pre-conference workshops before the UPA (Usability Professionals Association) conference.

Once you leave school, the opportunities for learning change. Most of us try to attend a conference when we can or listen to an hour-long webinar. The chances for in-depth learning are limited to workshops put on by our professional associations (like those scheduled by the STC Lone Star in September, December, and May) and pre- and post-conference workshops.

I've often wondered what it is like to attend one of those workshops, learning something new in the fields of my interests. In the areas of information architecture, user research and usability, as the technologies change, so do some of the approaches to how we do our jobs. While there is some research happening at the academic levels, those of us employed in "real world jobs" rarely get the chance to learn to apply the concepts and abstract thinking to the work that we do.

This summer, I attended the UPA annual conference in Austin, and, as a scholarship recipient, two pre-conference workshops, "Abstract Prototyping" and "Designing a Task-Focused Conceptual Model," taught by Larry Constantine and Jeff Johnson, two industry leaders.

In my information architect role, I've been developing more and more prototypes for software. Many of the people we develop for prefer to see both figurative and abstract samples of what we are thinking as we develop the software. We now have software which enables this process to some degree, and taking Larry's class enabled me to think about prototyping in a way that I had not thought of it before. His model-driven prototyping methodology was exactly the class I needed to move from building flat, Visio designs to interactive prototypes based on tasks and standardized functions.

Jeff's class looked at some of the some ideas from a completely different perspective. His focus was on the concepts first, followed by the presentation layer. He asked us to perform an object/action analysis of managing a checking account. What are the objects; what are the actions; and what are the attributes. From those definitions, we were able to build task scenarios from which we built our models.

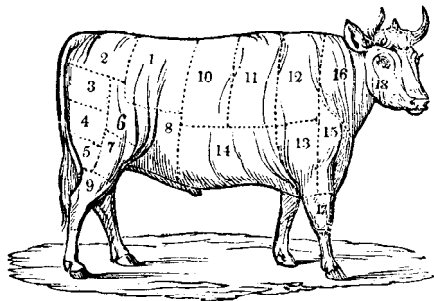
Both of these classes let me explore abstract concepts—something I hadn't done since I left graduate school (over 14 years ago). The courses challenged me to think about my work in a new way and energized me to continue exploring my fields.

I'd like to encourage any of you who have vast experience in your position (and especially those of you who are senior members) to consider applying for a continuing education scholarship. Perhaps you would like to take a graduate-level course in something new; maybe you'd like to attend a one- or two-day workshop in management or another area that can challenge you. The application deadline is coming up. This scholarship is for you!

## LSC Notes and Committee Reports

### LSC Competitions Are On the Mooove!

By [Kathryn Poe](#), Competitions Manager



By now you may have seen the Competitions Cow in your mailer and on the Web site.

The LSC Competition theme for this year is our bovine friend asking, **Can You Make the Cut?** This design, borrowed from our friends in Phoenix, is not just an excuse for cheesy puns but a reminder that the point of our competition is to find the “best of the best” in Technical Communications and reward that effort.

Once again, we are offering the categories of Online Communication, Technical Art, and Technical Publications. 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 September 1, 2007.

**Awards.** In terms of awards, three levels of recognition are awarded in each competition category. These awards, in descending order, are:

- Distinguished Technical Communication (DTC)
- Excellence
- Merit

One Best of Show award is presented for each competition. Winners of the DTC and Best of Show award in each category qualify for automatic submission to STC's international competition.

**Everything Old is New Again.** The only real change to LSC competitions this year is behind the scenes. Instead of trading our entries with another community, we decided to return to the “old ways” if you will. We will keep our entries. We will assemble a blue-ribbon panel of STC Fellows, Associate Fellows, and senior members from our own community to judge your entries.

I hope that using our most experienced, honored folks will dispel any worries about conflicts of interest or ethical conduct. There are a few ground rules:

- A judge may not evaluate any entry from a current or prior employer (whether permanent or contract).
- A judge may not evaluate any entry from a competitor company.
- A judge may not evaluate entries in categories in which the judge's company has submitted an entry.

**Deadlines, Forms, and Fun.** The deadline is **October 10, 2007** for the STC Lone Star community competition.

Make checks payable to LSC STC Competitions in the amount of:

- \$75 per entry for professionals
- \$25 per entry for students

You must pay the appropriate fee for each submission that you enter into the competition regardless of category or competition. Visit the LSC Competitions page at [www.stc-dfw.org](http://www.stc-dfw.org) to find the forms and more info about the LSC Competitions.

Send your entries and forms to:

Kathryn Poe  
c/o Corprasoft, Inc.  
7557 Rambler Rd.  
Ste 1000  
Dallas, TX 75231

### **Mentor Committee**

By [Ann Balaban](#), Associate Fellow and Manager, Mentoring Committee

Early in their careers, technical communicators in corporate environments often find that technical writing is perhaps the easiest and quickest of the many tasks they perform.

Probably the most difficult, time-consuming chore they face is locating the information needed to perform the writing task. First, the writer needs to find the person with the required knowledge and then find the right way to interact successfully with this individual while navigating within corporate cultures and politics.

How do new technical communicators find the best mentors to help them solve these problems? One way is to take advantage of the Mentoring program from the STC Lone Star community. As a new technical communicator or as a student in technical communication, you have valuable resources available to you through STC.

Research literature shows that mentors provide vocational and psychosocial support to protégés. One researcher found a link between these functions and the career mobility of protégés. Research also shows that technical communicators have relatively high job satisfaction, but that their corporate mobility and career development is relatively low. Mentors can help technical communicators become aware of additional avenues for career advancement because they often know what is required for other positions and how to prepare for assuming them.

Having a mentor can improve your skills in organizational communication and management, as well as increase your overall productivity and job satisfaction.

Attend an information session on **September 6 from 5:30 p.m. – 6:00 p.m.** before the monthly meeting if you are interested in learning more about the benefits of having a mentor. Ask for the Mentoring program session location when you check in at the Registration desk. See you there!

Resources:

1. Henrietta N. Shirk and Howard T. Smith, "Developing Effective Mentorships for Technical Communicators," STC 1994 Annual Conference Proceedings.
2. Gordon, Thomas, *Leadership Effectiveness Training*, Wyden, New York, 1974.

### **Why Mentoring Matters**

STC is always looking for new leaders. One way to locate and retain our next generation of leaders is by mentoring.

Mentoring can help STC develop new leaders while enhancing your career development and improving your technical knowledge. Besides all these great benefits, it really improves your self-esteem! The mentor's growth occurs right along with the protégé's.

The purpose for mentoring is to encourage growth of a less experienced person in their profession and within STC. Your experiences learning about and working with others qualifies you to be a mentor. If you had a mentor when you were starting out, imagine what a difference it would have made—if only I knew then what I know now! This is your chance to share your experiences, your enthusiasm for your work, and your interests with someone just starting out in technical communication.

In a mentoring relationship, the mentor and protégé:

- Identify objectives, goals, and development needs
- Define and establish a plan to accomplish goals
- Meet regularly in person, by phone, or through e-mail to review and evaluate progress

Mentoring is all-inclusive—no one is excluded who wants to participate. You do not have to be a student to be a protégé. Whether you are new to technical communication—just starting out or making a career change—or you have been a technical communicator for awhile and need guidance to jump-start your career, you can be a part of the mentoring program. Success is based on what you want to do. A mentor can suggest methods for advancement, recommend books and other resources, and offer résumé assistance and career guidance. As a protégé, you have requirements to fulfill, too. You should ask questions, listen and be open to suggestions, and keep the lines of communication open.

The STC Lone Star community is continually looking for mentors and people who need mentors. This is a wonderful program that benefits all involved.

Join an information session on **September 6 from 5:30 p.m. – 6:00 p.m.** before the monthly meeting if you are interested in learning more about the benefits of having a mentor. Ask for the Mentoring program session location when you check in at the Registration desk. See you there!

Resources:

1. About.com: [www.about.com](http://www.about.com)
2. The Mentoring Leadership & Resource Network: [www.mentors.com](http://www.mentors.com)
3. The Resources Agency Mentor Program
4. Catheryn Mason and Elizabeth Bailey, "Benefits and Pitfalls of Mentoring," STC 2005 Annual Conference Proceedings.

## **Scholarship Committee**

By [Robert Carr Harris](#), Manager, Scholarship committee



Are you a technical communication student or professional interested in some financial help to get you into that extra course or workshop? A Society for Technical Communication, Lone Star community scholarship could be the help you're looking for! The Scholarship committee has set the Fall 2007 deadline for our Traditional Education Scholarship and Continuing Education Scholarship. **October 26** is the scholarship application deadline.

The Lone Star community's Traditional Education Scholarship is for students who are pursuing a degree in technical communication. Our relatively new Continuing Education Scholarship helps both students and professionals who are interested in furthering their professional development by enrolling in technical communication courses or workshops. Both of these scholarships have provided technical communication students and professionals great opportunities to advance in their field.

Visit [www.stc-dfw.org/schol\\_main.htm](http://www.stc-dfw.org/schol_main.htm) to find out more about requirements for scholarships.

The Scholarship committee strives this year to continue our tradition of honoring excellence and promoting the success and education of technical communicators. We need your help to make this one of our most successful years. We welcome your donations, your volunteer participation, or whatever you can provide to help raise money for this year's scholarships.

Send e-mail to [scholarship@stc-dfw.org](mailto:scholarship@stc-dfw.org) to become a part of what we expect to be a fantastic scholarship year. You make it possible for us to offer these scholarships. Not only do members like you receive these scholarships, but you also help us provide these awards. It is through your contributions that we can help our Lone Star community members.

## **Web Team Committee**

By [Alan Oak](#), LSC Webmaster

In the last issue of "Technically Write," I alluded to great schemes in the making for the Lone Star community Web site. Things are moving along quite nicely.

Our immediate past president, Mel Haughton, has made an arrangement with the University of North Texas technical writing professors to have students compete in a contest to design new graphics and information architecture for the Web site using all the latest doodads in the Joomla! content management system (CMS). We'll have blogs, wikis, RSS feeds—the works!

During this project, you can help by participating in ongoing planning discussions on the [Help Desk](#) in the "Admin Topics" section. The Lone Star community is a community of experts, and if one of you has the missing key to a glorious outcome, the Web committee needs to hear it.

Don't hesitate to [e-mail me](#) if you have comments or find any errors or omissions on the Lone Star community's Web site.

**Member Recognition Committee**

By [Mel Haughton](#), LSC immediate past president



**Nominate a Bright LSC Star for the BALA!**

Do you know an LSC member who displays enthusiasm, seeks difficult challenges, inspires others, and enhances the reputation of LSC? Then get ready to nominate this person for the Binion Amerson Leadership Award (BALA).

The BALA recognizes LSC members who provide great leadership and service to the LSC. Any member in good standing with the LSC may nominate another member.

Nominate someone today!

**November 14** is the application deadline. We will announce the winner at the Awards Banquet on January 10.

Questions?

- Visit [http://stc-dfw.org/pages/awards\\_Amerson.htm](http://stc-dfw.org/pages/awards_Amerson.htm) for more information.
- E-mail [volunteers@stc-dfw.org](mailto:volunteers@stc-dfw.org).

**Are you a Superstar?**



Do you like making a difference and stepping up to help? Do you need a few more samples for your portfolio? Do you want to work on your networking skills? How about get your head around a new piece of software?

If you answered **yes** to any of these questions, then dive in and start volunteering today. You'll be on your way to becoming a Superstar!

You automatically receive points each time you participate in LSC activities. Points are based upon the activity and its point values and are listed in the table below.

LSC Activity	Points
Attend a monthly meeting	1
Attend a council meeting	1
Volunteer at an event	2
Contribute to a community service effort	1
Judge competitions	3
Contribute an article to newsletter	1
Bring a guest to meeting	1
Be a mentor	5
Present at an STC event (Local, regional, or international)	2
Speak to a student group about Technical Communication and STC	2
Convince a guest to join	5

Our Volunteer Wrangler will keep score from August 1, 2007 to June 1, 2008. Collect a total of 20 points to become an LSC Superstar. All Superstars will be recognized at the September 2008 meeting.

So, start volunteering today and become a Superstar and become part of the Superstar team. Winners receive a unique LSC Superstar shirt. The only way to get this shirt is to get involved and earn those points.

Send an e-mail to [volunteers@stc-dfw.org](mailto:volunteers@stc-dfw.org) to learn more about volunteer opportunities.

## LSC SIG News

### Independents and Networking

by [Jo Byrd](#), CIC SIG Manager

Working in the consulting/contracting arena requires an extensive network if we're to be successful or if we want to enjoy more or less continuous employment. Sadly, we all need to expand our network.

Send e-mail to [jbyrd@byrdwrites.com](mailto:jbyrd@byrdwrites.com) for more information.

### LSC Membership Minute

by Jeanne Foster, Manager, Membership and SIN SIG

When my grandmother prepared a holiday feast, she would sometimes recruit a grandchild to, as she would say, "Throw an eye in that pot on the back burner." We all knew that meant we should lift the lid, take a look, and, if needed, lower the heat and stir!

Belonging to STC is kind of like preparing a feast. Many volunteers work together to produce something spectacular. Some members (like my grandmother) fill leadership roles. Some members work behind the scenes (like my grandmother's table-setters and dish-washers). Some members need an invitation to get involved, to throw an eye in the pot.

**SIN SIG.** If you are shy, inactive, new, curious, looking for your niche, bored, or just have nothing else begging for your attention, join us for a Shy, Inactive, and New Special Interest Group (SIN SIG) get-together. We meet each month before the LSC meeting starts where we learn a little more about each other and the benefits of STC membership.

We'll meet at **5:45 p.m.** at the **September 6** meeting at the Crowne Plaza Hotel Dallas-Addison. You won't want to miss this one. Joining us is Kathryn Poe, who will share information about Competitions and Superstars.

**Farewell and Welcome.** I hope to get to know many of you better as I move from the Hospitality registration desk to the Membership manager role. If you're afraid you'll be missing our past Membership Manager Elisa Miller, be assured she will never let that happen in her new role as first vice-president.

We bid a fond farewell to Lynne M. Cooke who has transferred out of LSC as a result of her move to West Chester University of Pennsylvania.

And we extend a warm welcome to our new member, Rebecca Marmaduke.

And one more thing...We've lost touch with some of our members. Throw an eye in this LSC pot. E-mail me at [membership@stc-dfw.org](mailto:membership@stc-dfw.org) if you have contact information for any of the following people:

- Daryl S. Bowdoin
- Rebecca L. Carr
- Marilyn Gatti
- Richard L. Hightower
- Kristin B. Kirkham
- Jenny G. Whitley

**Change or Upgrade Your Membership.** Upgrade your STC membership (from "Limited" or "E-membership" to "Classic") or add communities or SIGs to your existing membership.

- Mail or fax a completed STC Membership Change/Upgrade Form to the STC office.
- Download and print the form: [http://www.stc.org/PDF\\_Files/memberApp2006.pdf](http://www.stc.org/PDF_Files/memberApp2006.pdf)

### Human Factors

By [Kathryn Poe](#), Associate Fellow



Welcome to the Human Factors column. My intent is to talk to some of our senior members and officer so you can get to know them and they can share with you. LSC has a plethora of folks who have been in technical communications for some time. We have seen major changes in technology, expectations, and direction since we started, and here is our chance to communicate some of that to you. As I like to tell the newbies I meet, if I can keep you from stepping in a few of the potholes I have found, it is worth the effort.

By way of exposition, I will ask a person the same questions each month and their answers will appear right here. Feel free to send your ideas and comments to me at [kpoe@ursaminorservices.com](mailto:kpoe@ursaminorservices.com) to make this information more useful to you.

+++++

**Name:**

Dale Erickson

**Job Title:**

Senior Technical Writer

**What do you actually do?**

Write online help for supply chain software.



**What hard skills have you found most useful and how do you continue to cultivate those skills?**

For me, the best skills have been organizing source material and writing clearly and consistently. To maintain and add to my skills, I attend LSC monthly meetings and the STC Annual Conference. I read STC publications to monitor trends in technical communication. I read trade publications to track new hardware and software tools.

**Do you consider yourself a Guru at any particular subject?**

I consider myself a generalist.

**What is the greatest benefit of being an STC member?**

The network of professionals who are willing to share information about employment opportunities and solutions to documentation challenges.

**Why have you stuck around so long? What's kept you here?**

During my contractor years, I enjoyed my exposure to various industries and technologies. Each job was almost like a career change considering the range of documentation deliverables. During my career, I made the transition from pencil and paper to computer-generated documentation. Now that I can see retirement in a few more years, I plan to finish my professional career in technical documentation.

**What positions in LSC and STC have you held?**

- **LSC:** Second vice president, Treasurer, Membership manager, Internet SIG co-manager, Web Page Competition co-manager, and Webmaster.
- **STC:** Membership committee member, Financial manager of STC 40<sup>th</sup> Annual Conference, SIG Advisory committee member, New Media Delivery Systems manager, Community Achievement Award Evaluation committee manager.

**How can a person get involved, and what's in it for them if they do?**

Ask the Volunteer Wrangler or an LSC Admin Council member. You will become better known in the technical communication community. You will gain leadership and organizational skills that should carry over to professional activities.

**How have you benefited from volunteering?**

I became recognized as an experienced technical communication professional outside LSC activities. When I interviewed for contract assignments, many of my interviewers already knew me from LSC/STC activities or knew me by reputation from their colleagues. I also was able to give back to the organization that has been so generous to me with employment leads and recommendations and tips for being a better technical communicator.

**How do I meet/recognize senior members?**

You can meet senior members at monthly meetings and other sponsored events.

**Do senior members/council members really want to talk to me?**

Senior LSC members want to share their knowledge just as others have done for them over the years. LSC leadership cares about the opinions and concerns of its members. They are easy to approach and are willing to engage in conversation about community activities.

**Can STC really help me find a job?**

The STC Job Bank and the word-of-mouth from my LSC colleagues have helped keep me employed for over 25 years. And, I have been able to share job leads with scores of colleagues during the same period.

## LSC Help Desk

By [Kathryn Poe](#), Associate Fellow



February 26, 2007, 10:14:11 PM  
Welcome, **Guest**. Please [login](#) or [register](#).  
Login with username, password and session length

[Home](#) [Help](#) [Search](#) [Calendar](#) [Login](#) [Register](#)

Join the LSC Help Desk

1. Go to the LSC Web site at [www.stc-dfw.org](http://www.stc-dfw.org).
2. Click the Help Desk link on the sidebar.
3. If this is your first visit, you'll need to Register using the link at the top right. Once you do this, we'll get an e-mail to approve your registration and check your name against the membership list. (This step ensures that only members will have access to the Help Desk.)
4. Once approved, you will receive an e-mail letting you know that you can log in.

## Lone Star Job Bank



Lone Star's [Job Bank](#) is online at the LSC Web site, listing local employment opportunities. The Job Bank is updated as jobs are submitted.

If you're looking for work, or wish to post a position, visit the Web site and follow the instructions.

The international [STC Web site](#) maintains nationwide job listings, along with some international opportunities.

## STC Texas Communities

Links to Texas STC resources:

### STC Communities in Texas

[Alamo](#)  
[Austin](#)  
[Houston](#)

[Alamo Tech Line](#)  
[Austin Newsletter/Blog](#)  
[Dateline Houston](#)

### STC Student Communities in Texas

[College Station \(TAMU\)](#)  
[Texas Tech University \(TTU\)](#)

[Events](#)

## Educational and Networking Opportunities

Organization	Day	Place
North Texas PC Users Group (NTPCUG)	Third Saturday	North Lake College, Irving
DFW Usability Professionals' Association (UPA) E-mail: <a href="mailto:dfwupa@yahoo.com">dfwupa@yahoo.com</a>	Third Tuesday	varies
Dallas Association of Women in Computing	First Thursday	Crowne Plaza, Addison
North Texas Adobe Captivate User Group E-mail: <a href="mailto:Walt.Stewart">Walt Stewart</a>	Third Tuesday	varies

Home > STC News

## STC News

### Read about:

- [STC Tieline Articles](#)
- [STC Community Events](#)
- [Upcoming STC Webinars](#)

## STC News

### Vote in STC's Bylaws Referendum

by Mary R. Wise, Manager, Bylaws Committee

*Reprinted with permission. STC News & Notes, August 2007.*

Over the past eight months, the Bylaws Committee has been rewriting the Society Bylaws. We needed to bring the Bylaws into compliance with New York state law, make the different sections and articles of the Bylaws consistent, and streamline the Bylaws so that they have only the necessary information. A draft of the proposed Bylaws was presented at the STC Forum at the Technical Communication Summit in Minneapolis. Members were able to give comments at that time.

In addition, the proposed Bylaws have been posted on the STC Web site and a number of members have sent the Bylaws Committee specific questions or concerns. We have taken all your comments into consideration as we continued to refine the proposed Bylaws over this summer. Thank you to all who commented and asked questions.

The current Bylaws, the newest version of the proposed Bylaws, and a rationale document explaining the changes are all posted on the Society Web site at [www.stc.org/stcmembers/bylaws01.asp](http://www.stc.org/stcmembers/bylaws01.asp) so that you can familiarize yourself with the proposed new Bylaws.

An e-mail notifying the Society membership of this referendum was sent to all STC members on August 16. STC is required to give thirty-days' notice of such referendums. The vote will be held in mid-September. Members will receive instructions on how to vote in the coming weeks.

For more information, please contact me at [maryrwise@gmail.com](mailto:maryrwise@gmail.com).

## Other STC Community Events

### October 12, 2007

**STC's Region 4 Conference**, "The Crucial Communicator," will be held at the Hilton Garden Inn and Gateway Conference in Cleveland, Ohio. Sessions will feature presentations and discussions on how technical communicators can more effectively demonstrate their indispensability in the workplace. The ISO JTC 1 SC7/WG2 group—comprising international experts in standards and user documentation from the United Kingdom, Canada, Japan, Australia, New Zealand, and the United States—will be in attendance.

Contact co-chairpersons [Bob Young](#) and [Stephanie Webster](#) with topic requests or to subscribe for conference news.

For more information, visit <http://www.neostc.org/conf>

### March 14 – 15, 2008

**Atlanta Chapter STC** will host its conference, "Current 2008," at the Southern Polytechnic State University campus in Marietta, Georgia.

For more information, visit <http://www.stcatlanta.org/>

### June 1 – 4, 2008

**Technical Communication Summit — STC's 55th Annual Conference** will be held at the Pennsylvania Convention Center in Philadelphia, Pennsylvania.

For more information, visit <http://www.stc.org/>

## Upcoming STC Webinars

Stay tuned for the 2007-2008 schedule.

Home > Calendar

September 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Time: Event
2 Time: Event	3 	4 Mtg. Reservations Due	5 Time: Event	6 5:45pm LSC Mtg.	7 All Day LSC Workshops	8 Time: Event
9 Time: Event	10 Time: Event	11 Time: Event	12 Time: Event	13 Time: Event	14 Time: Event	15 Time: Event
16 Time: Event	17 Time: Event	18 Newsletter Articles due	19 Time: Event	20 Time: Event	21 Time: Event	22 Time: Event
23 Time: Event	24 Time: Event	25 Time: Event	26 Time: Event	27 6:15pm LSC Council	28 Time: Event	29 Time: Event
30 Time: Event						

October 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Time: Event	2 Time: Event	3 Time: Event	4 5:45pm LSC Mtg.	5 Time: Event	6 Time: Event
7 Time: Event	8 Time: Event	9 Time: Event	10 Competition Entries Due	11 Time: Event	12 Time: Event	13 Time: Event
14 Time: Event	15 Time: Event	16 Time: Event	17 Time: Event	18 Time: Event	19 Time: Event	20 Time: Event
21 Time: Event	22 Time: Event	23 Newsletter Articles due	24 Time: Event	25 Time: Event	26 Scholarship Apps Due	27 Time: Event
28 Time: Event	29 Time: Event	30 Time: Event	31 			

**November 2007**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 6:15pm LSC Council	2 Time: Event	3 Time: Event
4 Time: Event	5 Time: Event	6 Time: Event	7 Time: Event	8 5:45pm LSC Mtg.	9 Time: Event	10 Time: Event
11 Time: Event	12 Time: Event	13 Time: Event	14 BALA Apps Due	15 Time: Event	16 Time: Event	17 Time: Event
18 Time: Event	19 Time: Event	20 Newsletter Articles due	21 Time: Event	22 	23 Time: Event	24 Time: Event
25 Time: Event	26 Time: Event	27 Time: Event	28 Time: Event	29 Time: Event	30 Time: Event	

[Home](#) > [About TW](#)

## About TW

### Read about:

- [About \*Technically Write\*](#)
- [Advertising](#)
- [© and ™ Statements](#)
- [Submit to \*Technically Write\*](#)
- [2007-2008 Deadlines](#)
- [LSC Officers](#)
- [Technically Write Staff](#)
- [Staff Bios](#)
- [STC Mission Statement](#)

## About *Technically Write*

Published monthly from September through May, “Technically Write” is the official newsletter of the STC Lone Star community. It is produced by, for, and about the members, associates, and friends of the STC Lone Star Community.

Opinions expressed are those of the authors, and are not necessarily those of the STC nor the STC Lone Star community. Neither the STC nor the STC Lone Star community endorses products or services, but may, as part of our educational activities, allow their mention in articles and notices.

## Reprint/Linking Policy

STC communities and organizations worldwide are welcome to link to or reproduce original material in *Technically Write* with proper attribution (source, issue date, and author's name) in the link text, or in the byline.

For specific file path information, contact the Managing Editor at e-mail: [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org). Kindly notify the Managing Editor through e-mail when electronic reprints are published, or send a copy of publications containing reprinted versions to the Managing Editor at the address below.

### Mailing Address:

Technically Write  
P.O. Box 515065  
Dallas, TX 75251-5065

## Advertising

Advertising is available in Technically Write in an advertising section. If you have Web-ready (the 21st century equivalent of "camera-ready") content in the form of a GIF or JPG file, we can include it, if it is 432 pixels (6 inches) wide or less. (Anything larger will be resampled.) It will be placed in an advertising section on its own page. It will NOT be a "banner" ad. The rate for one issue is US \$125. Discounts apply as follows:

	Single Issue	Five Issue Package	Nine Issue Package ( Full Volume)
Price	\$125	\$600 (\$120/issue)	\$900 (\$100/issue)
Discount	\$0	\$25	\$225

We do not support animated GIFs or other animation technologies at this time.

## Payment

Payment can be made by check, money order, or purchase order made payable to Lone Star STC. PayPal® is also available. Full payment arrangements are due before the ad runs. The payment address is:

Lone Star STC  
PO Box 515065  
Dallas, TX 75251-5065  
Attn: Treasurer, Newsletter Ad

## Terms of Service

STC Lone Star community reserves the right to refuse ads.

## Inquiries and Requests

Contact the Managing Editor at e-mail: [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org) for more information.

## Copyright and Trademark

This newsletter invites writers to submit articles they wish to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

Some articles might refer to companies or products whose names are covered by trademark or registered trademark. All trademarks are the property of their respective owners. Reference to a specific product does not constitute an endorsement of the product by the LSC or STC.

## Newsletter Design and Layout:

Courtesy of University of North Texas, Spring 2007 English 4180 class  
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## Submit to *Technically Write*

*Technically Write* is pleased to accept contributions from community members and student members on a wide variety of topics, including (but not limited to):

- Evaluations of tools, software, trade publications, and the like
- Lessons learned, tips, advice for the newbie
- Testimonials regarding the value of STC to the member
- Sharing STC Conference insights
- Bios of STC members
- News of charitable undertakings by members, whether or not they involve trade skills.

*Technically Write* is published on the first Thursday of each month (September through May).

The editorial team retains and exercises the right to edit submitted and requested material for clarity, length, and appropriateness.

## Contributions to *Technically Write*

- Must be submitted no later than the deadlines listed below.  
E-mail: [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org).
- Are best submitted in Word format, or in the text of an e-mail message.
- Have no length limit, but need to be written with online presentation in mind.
- May have accompanying graphics in GIF or JPG format. Editors reserve the right to resample, crop, or exclude images if necessary.
- Should also include a short (25-word) biography of the author.

## Author Guidelines

In case you haven't noticed, *Technically Write* is an online magazine, or e-zine. From Kurt Ament to Strunk and White, e-zine savvy people have this advice:

- Write short sentences.
- Make short paragraphs, 3 to 5 sentences at the most.
- Do not use semicolons (;). They are an excuse to lengthen sentences.
- Aim for no more than 500 to 700 words of content. If you desire to write a longer piece, please subdivide it with subheads, so that it can be serialized.
- Use our Style Guide when writing your articles.

## 2007-2008 Submission Deadlines

Deadlines for article submissions for this year are:

Issue	Deadline
September	August 21
October	September 18
November	October 23
December	November 20
January	December 18
February	January 22
March	February 19
April	March 19
May	April 16

### Technically Write Staff

Managing Editor: [Jackie Damrau](#)

Editor: **OPEN**

Contributing Editor: **OPEN**

Copyeditors: [Ann Balaban](#)

[Karl J. Morris](#)

[Jeanne Foster](#)

[Alan Oak](#)

[Melissa Haughton](#)

[Paula Robertson](#)

[Mike Hiatt](#)

[Arroxane Ullman](#)

[Mary McWilliams Johnson](#)

[Monica Winkelman](#)

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Columnists: [Susie Lynn Fox](#), [Mary McWilliams Johnson](#), [Alan Oak](#), [Kathryn Poe](#), [Louellen Coker](#)

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Photo Editor: [Douglas Dow](#)

Graphics: [Mary McWilliams Johnson](#)

Ex-Officio: [Chapter Officers](#)

### LSC Officers

President: [Susie Lynn Fox](#)

1st Vice President: [Elisa Miller](#)

2nd Vice President: [Heather Steele](#)

Newsletter Editor: [Jackie Damrau](#)

Visit the [LSC Web site](#) for a complete list of community contacts.

## Staff Bios

**Ann Balaban**, a former LSC president (1996-97), has produced award-winning documentation at Texas Instruments (TI) for many years. Recently, high-quality documentation was cited as a significant factor in obtaining new business at TI.

**Jo Byrd** survived through two degrees and a job from hell before she discovered she didn't want to be a librarian and after several additional missteps to find technical writing. A member of STC since 1992 and CIC SIG Manager since 1995, Jo helps others as she was helped early on.

**Louellen S. Coker**, owner of Content Solutions, a certified Women's Business Enterprise (WBE), is a past president of the Lone Star Community and is also a member of the CIC, Lone Writers and Marketing SIGs. When not at her computer, you can find her training for that next marathon or sailing with her husband.

**Jackie Damrau** works at T-Mobile USA. She has more than 26 years of combined experience in technical writing and instructional design. Besides supporting STC activities through LSC and two national SIGs, Jackie enjoys going to the movies and reading classic literature, Irish/Scottish/English historical romance novels, or time-travel romance novels.

**Doug Dow** has been a member of the Lone Star Chapter since 1990, when he transferred from the Boston chapter. He has served in various capacities, including competition judge, chair of the Community Service Committee, and five years as newsletter Managing Editor. His interests outside of the cubicle include T'ai Ch'i, swing dancing, and honking on one of his many saxophones.

**Dale Erickson** serves the Lone Star Community as a Technically Write photographer and manager of the IPIC mailing list. He has been an STC member since 1982 and holds the rank of Fellow. Dale is senior technical writer at One Network Enterprises in Dallas.

**Susie Lynn Fox**, a Lone Star member since 2003, is serving as the 2007-2008 President of LSC. She enjoys the great learning opportunities and fun at the local meetings and national conferences. Susie is a senior technical writer at American Airlines, Inc.

**Melissa (Mel) Haughton** is an Instructional Designer and Project Coordinator for MLink Technologies in Lewisville, TX. She has a Master's degree in Technical Writing from the University of North Texas. Mel is the immediate past president and volunteer wrangler of the Lone Star Community.

**Mike Hiatt** is a former journalist who owned his own newspaper at one time before realizing surviving in Dallas required a bigger paycheck. Mike's father, a technical writer for 30 years, prompted his move into technical communications. He started as a proposal writer (responding to customer requests for proposals, not grant writing) before moving into the technical publications department at a small Dallas telecommunications company. Mike has primarily documented software writing user guides and help files

**Paul Holland** is currently a communications manager at Plexon Inc in Dallas, Texas. A graduate of Hiram College (B.A. in communications), he has served as a volunteer of the Steamship William G. Mather Museum in Cleveland, Ohio, before moving to Dallas.

**Mary McWilliams Johnson** is a retired technical writer and Web designer. Check out her Web site: GraphicsByMary.com: <http://www.graphicsbymary.com>. (The SuperConnect site no longer exists.)

**Elisa Kaplan Miller** took a checkered path to her current position as User Experience Architect at Perot Systems. She's been a journalist, trainer, college professor, editor, analyst, and

usability lab manager. She spends her free time as LSC membership manager, trying to expand the view of what STC thinks of as technical communication professionals.

**Karl J. Morris** is a native of the San Francisco Bay Area. He has a background in sales, marketing, and technical writing within the telecommunications industry. Karl holds a BS degree in Information Systems from Golden Gate University in San Francisco and a Graduate Marketing Certificate from Southern Methodist University in Dallas. He worked five years as an information/course developer for Nortel Networks. In addition, he spent three years as a marketing communications consultant for Efore USA. He has spent the last two years working in event marketing, currently working at the AT&T Experience store at Northpark Mall.

**Kristy Nolan** is a Training/Publications Developer for Southwest Airlines. Her Masters Degree is in Education from John Carroll University in Cleveland, and her undergraduate degree is in Biology from Hiram College. She moved to Dallas from Cleveland, Ohio, when Southwest Airlines promoted her to a developer position in Ground Operations Training.

**Alan Oak** is majoring in English–Professional Writing at Ellis College of the New York Institute of Technology to train for a new career in technical communication. His prior career experience is in information technology. Alan is looking forward to paying work as a technical communicator after his 2008 graduation. Currently, he is serving as Web master of the Lone Star Community's Web site.

**Kathryn Poe**, Associate Fellow and past chapter president, is a self-proclaimed Knowledge Wrangler. She is currently enlightening minds in the financial sector.

**Paula Robertson's** Technical Communication career comprises twelve years as writer and editor of software and hardware documentation for domestic and international clients in transportation, telecommunications, and other industries. A previous career in computer graphics rounds out her skills as a "full-service" editor. As a Senior Member of STC, Paula has learned the value of the term and the practice of "networking."

**Arroxane T. Ullman** is a Senior Technical Writer at Sundance Digital. She has an MA in Technical Writing and a BS in Liberal Arts. Arroxane has an eclectic background and is a former US Marine. She is grateful to be an active member of LSC and a Big Sister with Big Brothers Big Sisters of North Texas.

**Monica Winkelman** is the lone technical writer at Hyphen Solutions in Addison, which produces scheduling software for construction home builders. She has a B.A. in Journalism and an M.A. in Technical Writing from the University of North Texas in Denton.

**Lauren Womack** is the owner of Algonquin Consulting and the functioning Lone Writer Information Designer for HySecurity in Washington State. She is working on creating a single-source information solution for their customer-facing documentation. A Senior Member of STC, and the grateful recipient of a 2006 Distinguished Community Service Award, Lauren is the PR Manager of the Lone Star Community (3rd year!) and can be reached at [PublicRelations@stc-dfw.org](mailto:PublicRelations@stc-dfw.org). With this position on the community council, she hopes to expand her skills and network while she serves the Lone Star Community. Lauren looks forward to meeting YOU at any community function in the near future, and is always looking to help members find leads and jobs.

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## STC Mission Statement



**“STC advances the theory and practice of technical communication across all user abilities and all media.”**

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 18,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators - anyone whose work makes technical information available to those who need it. For more information, contact the STC headquarters:

**[Society for Technical Communication](#)**

901 N. Stuart Street  
Suite 904  
Arlington, VA 22203-1854

[Home](#) > [Back Issues](#)**Back Issues****HTML**

- Volume 24, 2007-2008  
September      December      March      Summer  
October      January      April  
November      February      May
- Volume 23, 2006-2007  
[September](#)      [December](#)      [March](#)      [Summer](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)
- Volume 22, 2005-2006  
[September](#)      [December](#)      [March](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)
- Volume 21, 2004-2005  
[September](#)      [December](#)      [March](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)
- Volume 20, 2003-2004  
[September](#)      [December](#)      [March](#)      [Summer](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)
- Volume 19, 2002-2003  
[September](#)      [December](#)      [March](#)      [Summer](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)
- Volume 18, 2001-2002  
[September](#)      [December](#)      [March](#)      [Summer](#)  
[October](#)      [January](#)      [April](#)  
[November](#)      [February](#)      [May](#)

**PDF**

- Volume 17, 2000-2001

[January](#)

[March](#)

[May](#)

[February](#)

[April](#)

- Volume 16, 1999-2000

[January](#)

[March](#)

[May](#)

[February](#)

[April](#)

**Technically Wired**

A proof-of-concept experiment in 1996, Technically Wired took the content of Technically Write and combined it with the graphical potential of the Web. Three issues were produced until the Internet Professional Interest Committee (IPIC)—as SIGs were known then—decided it was too intensive an effort for one person.

Links and e-mail addresses in these issues have been disabled, since they're likely to be extinct.

September 1996

October 1996

November 1996