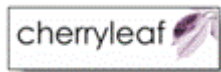




## In this issue, you'll find...

- [Elisa's Milling About LSC's New Identity](#)
- **LSC Events**
  - [LSC December Meeting: SharePoint 101](#)
  - [LSC Competitions: On to the Awards Banquet](#)
  - [Holiday Community Service: Salvation Army](#)
  - [Denton County Adoption Day and LSC's contribution](#)
- **Articles:**
  - [FEATURE: Cherryleaf Works with Technical Communicators](#)
  - Book Review: The 21 Irrefutable Laws of Leadership
- [STC News](#)
- and all the other items

## Cherryleaf Works with Technical Communicators



Cherryleaf is a technical writing company based in the United Kingdom. We offer a number of different services: an in-house writing team that creates user documentation for clients; a training division that trains technical writers; and a recruitment division that [more](#)

## December 18th: SharePoint 101



Industry pundits and visionaries have touted the empowerment of the information worker for many years. New software releases forever promise "new paradigms" of seamless integration with the effortless sharing of information and collaboration. [more](#)

## Home > Editor Corner

### Editor Corner: Preparing Your Newsletter

by [Jackie Damrau](#), Managing Editor



Preparing your monthly newsletter is like preparing a cup of tea. Or, in my case, a gallon of unsweet iced tea! You get out the container (pitcher or pot) the drinking receptacle (cup, mug, tall glass), the desired number of teabags or loose tea and teaball, spoon, and other assorted items to sweeten or enhance the tea's flavor. Newsletter preparation is not any different.

Each month, your newsletter is assembled by my:

- Asking your administrative council for their committee articles or other contributions they wish to see published.
- Asking you for contributions that you wish to see published.
- Researching through all the e-zines and other items (hard or soft copy) that come across my desk, my computer, or may mail to provide you with timely technical communication information

I then follow these activities by having the copyeditors read through each article, make edits, then I begin inserting that information into the online template, and finally I go back through and try to add graphics that complement the articles.

I use similar same techniques in everything I create like presentations, procedures, and other technical documentation.

It all comes down to knowing my audience and what information is the most relevant and necessary for them to know. Like preparing tea, I know the temperature that I like (hot/cold) and the type of container or receptacle (user guide, online help, presentation, job aid, etc.) that is needed to get the message across.

The next time you are enjoying your cup of tea or choice beverage, think about how you can enhance your technical communication projects using the right amount of ingredients.

## Home > Elisa's Milling About

### Elisa's Milling About: LSC's New Identity

by [Elisa Miller](#), 2008-2009 President



The beginning of 2009 will bring a wonderful new look to the Lone Star Community (LSC) of STC. During the last few months, your administrative council and several of the committees have been hard at work creating a new Web site for your viewing pleasure.

The new Web site will reside at the same URL as the old one, and will feature a new look, a new host, and a new content management system—Joomla. I'd like to thank our Web managers, Heather Steele and Paul Holland—who is still working with us from Ohio! They have trained the administrative council and the committee chairs on how to use Joomla to update their committee's pages. What this means for you is that updates to the Web site will be more frequent—providing you with the most relevant information on LSC activities, communications activities around the DFW area, and other STC activities around the country.

The other initiative currently in progress is giving the Lone Star Community a new identity. The LSC is currently a client of the graphic design classes at the [Art Institute of Dallas \(AiD\)](#). They accept several non-profit clients each year where the students work on graphic arts projects for those clients. We've asked the students to develop a complete new identity for our chapter, starting with a new logo.

The new logo will integrate well with the other elements of the identity program. In late November, the administrative council selected the logo. The students are now working to incorporate the new logo into the masthead design for the new Web site. Other elements of the identity campaign include:

1. Masthead for "Technically Write"
2. Masthead for "Lone Star Lowdown" (the HTML announcement newsletter replacement for IPIC)
3. Monthly meeting program
4. Annual program cards
5. Membership brochure

Our members will write the content, while the students will design the graphics and overall document design. This is a wonderful process for the students and for LSC. The students will get real work for their portfolios and we'll have professionally designed graphics for our documents. During the January 2009 Awards Banquet, you can meet and visit with Mr. Tyler Evans, the designer of our new logo.

Stay tuned as we present more of the students' work.

Have a wonderful holiday season—full of light and sharing.

[Home > Meetings](#)**December 18th: SharePoint® - It's Not Just for IT**by [Jim Korth](#), PR Committee member

Industry pundits and visionaries have touted the empowerment of the information worker for many years. New software releases forever promise "new paradigms" of seamless integration with the effortless sharing of information and collaboration. Yet, we still clog our routers with enormous e-mail attachments that often go straight to the virtual trash can or wait for hours or days to be viewed.

Microsoft's Office SharePoint® is a collaboration product than has been around for over ten years and has quietly become one of Microsoft's best selling products. Russell Wright, a prominent solutions architect and instructor, has become a SharePoint evangelist. Russell is the featured speaker at the December STC meeting talking about "SharePoint: It's Not Just for IT".

Russell has worked with SharePoint since the SharePoint Team Services version 1 (STS 1.0) days. At Texas Instruments (TI), he and his systems team introduced SharePoint in the Procurement and Logistics area, where it quickly became viral throughout TI. Russell excels at business process reengineering and enjoys "SharePoint-tizing" business processes.



SharePoint is not a traditional file server product, but is instead a Web application that has found its way into many governmental, corporate and educational institutions. It is making a major impact on the way that these entities collaborate, build informational portals, and create custom Web applications.

Russell describes SharePoint as viral. Many organizations introduce SharePoint to their information workers and are surprised at the rapid pace at which SharePoint is adopted and how it grows explosively. This is mainly because SharePoint enables the common information worker to create systems and processes that formerly required specialized IT resources. SharePoint's business value is maximized when placing it in the information worker's hands.

During this presentation, Russell will cover:

- Who is using and should be using SharePoint?
- Why should I use SharePoint?
- What can I do with SharePoint?
- How can SharePoint bring value to my business?
- How do I get SharePoint?

*Russell holds a BS in Electrical Engineering from Southern Methodist University and has worked in various positions. He and his wife, Laura, opened the Dallas affiliate office of [SharePoint Solutions](#) in April 2007. Russell continues to teach and inspire students with SharePoint capabilities both in the Dallas area and around the nation.*

**Thursday, December 18, 2008  
6:15 to 8:00 p.m.**

**Crowne Plaza Hotel  
North Dallas-Addison  
14315 Midway Road  
Addison, Texas  
**Need [directions!](#)****

**[Reserve your seat now!](#)**

**Dinner (with reservations):\***

- \$25 STC members
- \$20 Students with student ID
- \$30 Guests

**Program Only Attendance:**

- \$7 Students with student ID
- \$12 STC members
- \$15 Guests

**Reservations made after Dec. 15:**

Dinner: Add \$5 to cost listed above  
Program Only (all attendees): \$15

## November Meeting Review: Training for the New Generation

by [Jim Korth](#), PR Committee member

Does it seem like most attendees sit through training sessions looking bored or otherwise not engaged because the material is way over their heads or far beneath them? Does it become apparent mid-session that the delivery method is just wrong for them? How do you deliver a single package of training material to vastly different audiences? Perhaps you should consider a blended training approach.



Clare Davis and Mel Haughton of [MLink Technologies](#), the featured speakers at LSC's November meeting, presented "Applying the Latest Training Technologies." Clare and Mel delivered an entertaining, enlightening program on determining the specific combination of training technologies and delivery methods to suit the unique attributes and needs of any audience.

Blended learning adapts the content and delivery method to the audience's learning style and learning needs. It directly targets the different learning styles adopted by each generation. Blended learning finds the right mix of virtual and physical resources, such as eLearning complementing paper-based job aids. It creates a variety of learning activities using different technologies with different interactivity levels.

The blended learning components include video-based learning, interactive self-paced learning, community-based learning, and mobile learning. Additional elements include audio-based learning, virtual learning, game-based learning, and reference-based learning. Many of these components can be combined in a blended approach for the audience.

Video-based learning works well for younger Generation X and Y learners. This media can be placed on a Web site, like YouTube, and is well-suited to those learners who have shorter attention spans. Community-based learning succeeds in collaborative settings such as online mentoring, blogging, and discussion threads, where specific topics are addressed, participants can advocate their positions in a safe setting, and consensus can be reached.



Mobile learning suggests delivery of short messages for quick, customized tutorials using podcasts, [RSS](#) (Real Simple Syndication) feeds, and links to social messaging sites like [Twitter](#). Virtual learning incorporates avatars and Web seminars, and may be adapted to virtual worlds similar to [Second Life's Manpower Island](#). Game-based learning works well with service organizations such as restaurants and hotel chains where employees in training need to work their way through specific problems using specific customer scenarios.

Each technology can be applied to the generational and educational levels of the viewing audience and the nature of the material that is being delivered. Clare and Mel provided a contrast between the traditional and passive Web 1.0 delivery and the highly interactive Web 2.0 menu of technologies. The right training, delivered in the right format, to the right audience, using the right technologies, is all within reach of the well-informed trainer.

## Articles

### Read about:

- [FEATURE: Cherryleaf – How We Work with Technical Communicators](#)
- [Book Review: The 21 Irrefutable Laws of Leadership](#)
- [Software Review: Editing 2.0 – Collaboration for Editors](#)

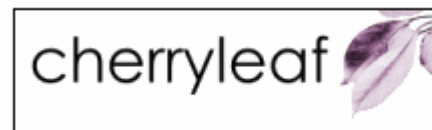
## FEATURE: Cherryleaf – How We Work with Technical Communicators

by [Ellis Pratt](#), Sales & Marketing Director, Cherryleaf

We were asked by Jackie Damrau to write an article on how Cherryleaf works with technical communicators and describe some of the trends we've covered in our monthly newsletter. That isn't as easy a question as you would imagine. Let me explain.

### Winning by sharing

Cherryleaf is a technical writing company based in the United Kingdom. We offer a number of different services: an in-house writing team that creates user documentation for clients; a training division that trains technical writers; and a recruitment division that places permanent and contract technical writers. So, fellow technical communicators can be customers, competitors, suppliers, partners and recommenders of our services. Indeed, they can be more than one of these at the same time!



One of the dilemmas for us was, how should we manage all these relationships? The reality is that many companies adopt an adversarial posture towards their employees, customers, partners and suppliers. Our answer to the dilemma was influenced by the philosophy of networking expert Leon Benjamin, something he calls "winning by sharing".

Benjamin stated that "recent European research had unequivocally found that the most sustainable, non-destructive means of creating value was by sharing competencies, relationships, and intellectual capital across traditional company boundaries. In other words, the most economically productive approach to commerce was by cooperating in a more profound way than has previously been practised in business."

### Sharing information

We decided that we would be open and share some of our knowledge and expertise with pretty much everyone. We hoped:

- We could keep in touch with our contacts without being pushy.
- We could be of use to technical communicators throughout the different stages of their career.
- We could demonstrate our knowledge and expertise.
- We could become a trusted brand.

It's a way of doing business that, we hope, creates an atmosphere of trust, transparency, integrity and responsibility.

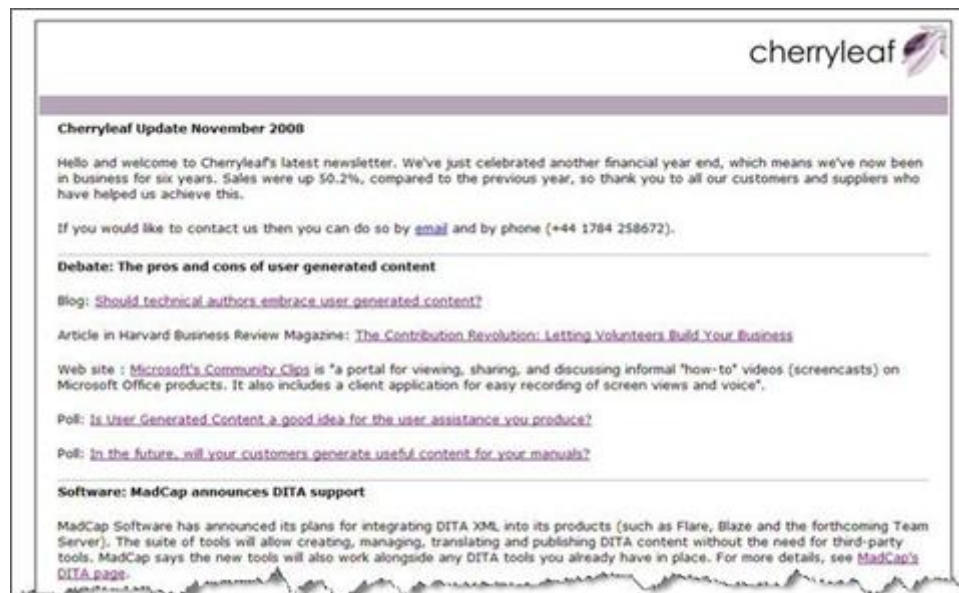
We began by writing articles on our Web site about issues that we thought were important and interesting, such as: What's the value of technical documentation? How many technical writers should an organization recruit? We then started a monthly emailed newsletter, followed later by a company blog and, even later still, by a Twitter account.

## Our newsletter

The most successful of these has probably been the Cherryleaf newsletter. Our subscribers want to keep current with the new technologies and standards relevant to their careers. They also like the content that takes a step back and looks at the role of technical documentation in a wider context. We've addressed questions such as:

- What's the benefit of user documentation?
- What can technical communicators learn from advertising copywriters?
- What is it that makes a great technical writer?

Since Cherryleaf started its free monthly electronic newsletter six years ago on technical communication and user assistance, we've seen a number of trends emerge. (To subscribe to our newsletter, simply send an email to [info@cherryleaf.com](mailto:info@cherryleaf.com) with **SUBSCRIBE NEWSLETTER** as the subject heading.)



Jackie asked us to highlight some of the more recent ones we've seen, and this is what I have outlined in the remainder of this article.

## Web 2.0 technologies

One of the key trends we've discussed is the development of Web 2.0 technologies and whether these could and should be used in technical communication. One way to understand Web 2.0 is to see it as those Web sites and Web services that enable conversation, collaboration or aggregation of knowledge.

There is an increasing number of users whose natural instinct is to search the Web for answers to their questions. However, a straw poll by Cherryleaf found that only 16% of technical documentation was in a form that was discoverable by search engines. This means

much of the output technical writers create is invisible to Google and, therefore, to those who prefer to get assistance through that channel.

Web 2.0 technologies are of interest to technical communicators because they:

- Offer the ability to provide better forms of user assistance
- Enable the technical writer to better understand the needs of the users and their “world views”.

### The read/write manual and the right to remix

Recently, Web 2.0 has been seen by Professor Lawrence Lessig and others as part of a much bigger movement. Lessig promotes the idea of “the right/write web” and “the right to remix”. In a technical communication context, this means users could create content as well as comment and consume content. This creates challenges of its own, such as the risk of having incorrect information, and identifying what is official and what is unofficial information.

We’re already seeing this trend manifesting itself in technical documentation. The FLOSS manual project (<http://en.flossmanuals.net>), which provides user assistance for a number of open source applications, enables users to remix the manuals to create their own customised version by a drag-and-drop system on its Web site. Microsoft’s “Community Clips” Web site (<http://communityclips.officelabs.com/>) contains a collection of user created animation guides to using Microsoft software. Indeed, a number of authoring tools (such as [Author-it Live!](#) and [XMetal XMAX](#)), together with wikis, offer a browser-based authoring environment.

### Single sourcing

We have also seen the trend towards single sourcing of content. This has been in part due to a desire to move from a craft-based approach to creating documentation and towards a more systematic and, by implication, efficient approach.

[DITA XML](#) and component-based authoring have been the most discussed developments. However, Web 2.0 is multi-sourcing in nature, so it’s unclear whether the Web 2.0 and single sourcing approaches will compete, coexist or complement each other.

### Conclusion

We think this open approach to sharing information has worked. We still get consultancy project work, partly because we can never tell you everything you need to know, and each scenario is different—it would be impossible to cover all bases.

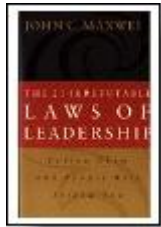
Don’t let anyone ever tell you technical communication is staid and boring! We decided to offer a newsletter as a way of sharing and demonstrating our knowledge, and as an incentive for people to start a conversation with us. What we’ve found is there’s always more than enough interesting information to fill each newsletter. What’s more, we seem to be in a time of significant change regarding what user assistance is provided, who provides it and how it is provided.

*Ellis is Sales and Marketing director for [Cherryleaf](#), a technical writing training, consultancy and recruitment company, based in the United Kingdom. To subscribe to our newsletter, simply send an email to [info@cherryleaf.com](mailto:info@cherryleaf.com) with **SUBSCRIBE NEWSLETTER** as the subject heading.*



## Book Review: The 21 Irrefutable Laws of Leadership

by Martin (Bill) R. McIntire, Member



**Book Info:** Dr. John C. Maxwell, 2007, Nashville, TN: Thomas Nelson, Inc. ISBN 978-0-7852-8837-4

### Author's Purpose in Writing "The 21 Irrefutable Laws of Leadership"

Dr. Maxwell acknowledges that we all are leaders at some level. His stated purpose includes taking everything he has learned over his career about leadership, and boiling down that knowledge into a short list applicable to everyone's personal situation in some fashion! In completing his first edition, he acknowledged that "growth equals change," and he was no longer satisfied with his original thought because his leadership concepts could be clarified and improved upon. He also recognized that although technology and cultures differ from place to place over time, it remains true that leadership is leadership, regardless of where we go or what we do, and leadership principles stand the test of time.

What I learned the most is that Maxwell's laws of leadership reaffirm that:

- Leadership requires the ability to do more than one thing well.
- No one does all 21 laws of leadership well.
- The laws can be learned.
- The laws can stand alone.
- The laws carry consequences.
- These laws are the foundation of leadership.

In developing his theme that everyone can become a better leader, and his thesis that the greater number of laws you learn, the better leader you will become, Dr. Maxwell offers 21 irrefutable laws of leadership.

Dr. Maxwell's "how-to" thesis defines the 21 laws by discussing the characteristics of each leadership principle and method of personal application in our lives. He then supplies us with a "21 Laws of Leadership Evaluation" and a "21 Laws Growth Guide" to help facilitate personal evaluation. Dr. Maxwell has also written "The Maxwell Leadership Bible", which identifies leaders, leadership successes, and leadership failures of the major players in each book of the Bible.

As a student of progressive leadership and staff supervision, I found this book to be compelling reading and difficult to lay aside. Dr. Maxwell presented his leadership concepts in a clear, easily read, and easily understood format. In working through the book, I found myself consistently confirming my inner abilities: "Yes! I can do this!" or "Yes! This needs to be done!" or "How about that? I understand how this could work at the office!" His concepts motivate you to anxiously get to the office so that you can put another concept to the test to see how nicely it fits.

### My Personal Application

In evaluating my leadership maturity level, I found seven leadership concepts to be especially relevant in contributing to furthering my leadership posture:

1. **Law of Solid Ground** is a leadership foundation concept that deals with developing the trust in others that is the essential glue in holding an organization together. By

exemplifying competence, connection, and character, your compatriots will forgive you an occasional mistake. However, they will not trust someone who slips in character. Character makes trust possible, and trust makes leadership possible.

2. **Law of Respect** reminds us that people follow individuals whose leadership they respect. If you are a 6 on the 1–10 leadership scale, do not expect those who are an 8 to follow—they are looking for leadership in the 9–10 range on which to focus their respect. I learned that: When people respect you as a person, they admire you. When they respect you as a friend, they love you. When they respect you as a leader, they follow you.
3. **Law of the Inner Circle** is a concept which presupposes that leaders do not succeed alone. Their potential is determined by those closest to them, which helps to determine your success level. And because no one leader is accomplished at effectively implementing all 21 Leadership principles, that leader's effectiveness is largely determined by the quality of the others on the leader's team (the inner circle).
4. **Law of Empowerment** is best summarized by Theodore Roosevelt, who observed, "The best executive is the one who has sense enough to pick good people to do what they want done, and self-restraint enough to keep from meddling with them while they do it." Leadership is not about enriching yourself; it is about empowering others. To do otherwise is to keep people down, and to do so, you must go down with them. When you do that, you lose all ability to lift them up. The number one enemy of empowerment is the fear of losing what we have.
5. **Law of Victory** dictates that victorious leaders possess an unwillingness to accept defeat. Any alternative to winning is totally unacceptable to them. Victorious leaders contribute three primary components to a victorious team: vision that offers the entire team a unified vision, diversity of skills that when contributed to a team environment will cover all aspects to ensure team victory, and dedication to raising each team member to their potential.
6. **Law of Priorities** reminds us that being busy does not necessarily equal being productive, and activity is not necessarily accomplishment. Leaders never advance to that leadership level without prioritizing issues. Prioritization causes the leader to think ahead, to know what is important, and to understand how all the pieces fit into a master vision. Leaders also learn to delegate all those tasks that can be accomplished with at least 80% efficiency by someone else. To be a good leader, it is not enough to be successful. You must also help your staff become successful.
7. **Law of Legacy** addresses what you want people to say at your funeral. Legacy has to do with living what you say you believe. In the words of baseball great Jackie Robinson, "A life is not significant except for its impact on other lives."

Dr. Maxwell concludes his book with this observation, "If it is lonely at the top, you are not doing something right."

"The 21 Irrefutable Laws of Leadership" caused me to keep a few 3x5" cards handy for additional note taking. As I finished the book, the notes I gathered became my foundation to develop my own personal concept of leadership principles, both immediately and into the future.

## Software Review: Editing 2.0 – Collaboration for Editors

by [Arroxane Ullman](#), LSC 2<sup>nd</sup> Vice President

In this era of cutbacks, understaffing, virtual meetings, and remote coworkers, editors often rely on tools like wikis, [Zoho](#), and [Google Docs](#) to replace in-person collaboration. TextFlow by Nordic River Software AB, available for download at [www.textflow.com](http://www.textflow.com), is one of the latest free collaboration tools for editing.



TextFlow lets writers and editors work how and when they want. Like Microsoft Word's Track Changes and Compare and Merge Documents features, you begin with an original document to which each editor makes changes. However, unlike Word, you can compare multiple versions at the same time by dragging and dropping the original and all edited versions of the document into TextFlow where you can view each editor's changes in different colors. Choose the changes you want to keep and export into a final document. Simple!

As with any new product, drawbacks exist, such as:

- It is still in beta, which means there are likely to be a few hiccups. Yet the TextFlow developers are working hard to make it work, so will listen and politely respond to your input.
- It requires you to download software. In some work environments you may not be able to load the software on your system. Yet, unlike other tools, there is no uploading of documents to an external site.

TextFlow is a highly flexible collaboration tool that enables you to easily review multiple edits of a single document. For more information, visit [www.textflow.com/blog](http://www.textflow.com/blog).

## Home > LSC News LSC News

### Read about:

- [LSC Program Calendar](#)
- [LSC Committees](#)
  - [Debut of Lone Star Lowdown \(LSL\)](#)
  - [Holiday Community Service: Salvation Army](#)
  - [Competitions \(Jackie Damrau\)](#)
  - [Member Recognition \(Mel Haughton\)](#)
  - [Scholarship \(DeAndrea Laub\)](#)
  - [Volunteer Committee: Want to help a little? \(Mel Haughton\)](#)
- [Membership Minute with Jeanne Foster](#)
- [Kathryn's Human Factors: Kristin Kirkham](#)
- [LSC Help Desk](#)
- [LSC SIG News](#)
- [Lone Star Job Bank](#)
- [STC Texas Chapters](#)
- [Educational & Networking Opportunities](#)

## LSC Scholarship Fund Receives Corporate Contribution

### LSC Program Calendar

Date	Topic	Presenter(s)	Description
<b>2008</b>			
Dec. 18	SharePoint 101	Russell Wright	
<b>2009</b>			
Jan. 15	Awards Banquet		
Feb. 19	Usability Testing and Analytics: Two Sides of the Same Coin?	Jim Machajewski	Discuss why a user does something and exactly what they do. Understand the challenges and pitfalls of presenting data in a usable format
March 19	The Writer and the SME	Kathryn & Stephen Poe	Ever feel like you and your SME speak different languages? You do! Discover the secrets of Techies, how they think, what they need from you and why they do things as they do
April 16	Gentle Art of Verbal Self Defense for Technical Communication	Arroxane Ullman Elisa Miller Kristin Kirkham	Philosophy of verbal and written communication and preventing it from becoming emotional
May 21	The Secrets of Successful Workplace Writing	Paula LaRocque	Tactics, tricks, and tips on how to improve your already polished writing skills set

## LSC Committee Reports

### Debut of Lone Star Lowdown (LSL)

by [Dale Erickson](#), Fellow, and LSL (IPIC) Manager

The Lone Star Community's e-mailing list is now officially the **Lone Star Lowdown (LSL)**. It replaces the IPIC, the e-mailing list originally created for the community's Internet Professional Interest Committee in 1995.

For a few more weeks, the LSL will continue to use the Mailman service, which has text-only features. A new mailing service is currently being tested and evaluated. The new service features HTML templates and graphic support. Look for more colorful and professional-looking messages soon.

### Holiday Community Service: Salvation Army

by [Kathryn Poe](#), Associate Fellow, and Community Service Manager

At the **December 18th meeting**, let's collect items for the teenage angels (these are the Lost Angels that don't get as many donations). They get tons of items for the little ones because they are more fun to buy for, but the 12 -16 years olds get left out. That being said (or typed), lets see if we can collect tons of stuff for these kids:

- CD Players
- Headphones
- Movies (DVD)
- Books or Games
- Bath & Beauty stuff for girls
- Art Supplies
- Batteries of all types

No clothes, gift cards, or food please.

Just think about what you wanted or what your teens want now. It's not as cheap or easy as buying for little kids, but we can help them and they need us.

### Denton County Adoption Day and LSC's Contribution

by [Louellen Coker](#), Senior Member

On Friday, November 7, 2008, the Denton County Courthouse was transformed from a subdued set of courtrooms to a vibrant cruise ship filled with costumed characters, stuffed animals, and happy families, as Denton County celebrated its first annual Adoption Day. Twenty-three children who had been in State custody because they were the victims of abuse or neglect were officially adopted into their new families thanks to the wonderful pro bono work of the attorneys of the Denton County Bar Association and volunteers from CPS, CASA, and other groups.



One of those other groups is the Lone Star Community of the Society for Technical Communication. In October, we conducted a teddy bear and book drive to help make this day a special memory for all. November is National Adoption Month, and this was part of the nationwide effort to celebrate families that are welcoming new members from foster care and to draw attention to the continuing need for foster and adoptive homes.



Judges finalized the adoptions of twenty-three little ones into twelve families that, due to the wonderful efforts of everyone involved, will be well-prepared for their new lives thanks to hundreds of donations, from teddy bears, books, and family portraits to jewelry. After the formal adoption ceremony, children were able to choose a teddy bear of their own, pose for their first family portrait, pick out a book for their personal library, and spend some time celebrating their new life.

The Denton County Adoption Day committee awarded the Lone Star Community a Certificate of Appreciation for our efforts in making this event a success.

### Competitions

by [Jackie Damrau](#), Fellow, and Competitions General Manager

Saturday, December 6th, the Competitions judges met at ASSET InterTech (hosted by LSC member, Darice Lang) in Richardson to do the Consensus Judging.

We had three onsite teams and four remote teams. Thank you to all for your commitment to judging your entries, in meeting deadlines, and in providing your skilled critiques on the Twin Cities entries.



### 2008-2009 LSC Competition Key Dates

- Awards Banquet - Thursday, January 15, 2009

### 2008-2009 Competition Statistics for Lone Star and Twin Cities

Award & Competition	Lone Star	Twin Cities
<b>Distinguished</b>		
• Online Communications	2	–
• Technical Publications	3	4
• Technical Art	–	2
<b>Excellence</b>		
• Online Communications	2	3
• Technical Publications	4	2
• Technical Art	–	1
<b>Merit</b>		
• Online Communications	3	3
• Technical Publications	3	6
• Technical Art	1	5
<b>No Award</b>		
• Online Communications	4	1
• Technical Publications	12	9
• Technical Art	–	1

Diane and I have had a great time this year with managing the Competitions. Now on to the final phase of Competitions, the January Awards Banquet. A surprise awaits you...details will be revealed in January's Technically Write column.

## Member Recognition Committee

by [Mel Haughton](#), Senior Member and LSC Past President



### Do you want to be a Superstar?

Each year, from August 1 to June 1, volunteers receive points when they participate in LSC activities. The only way to get the Superstar shirt is to volunteer and earn those points. Contact your volunteer wrangler to learn how you can help.

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

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

## **Scholarship Committee**

by [DeAndrea Laub](#) and Heather Steele, Scholarship Committee Co-Managers



Last month we had a great turnout for Mel and Clare's excellent presentation. And a great turnout for meetings means a great opportunity for scholarships fund raising!

Our November Scholarship Raffle Winners were:

- **Heather Steele:** Won the picnic backpack donated by Advanced Neuromodulation Systems (ANS)
- **Darice Lang:** Won a basket with a Journal, Pens, and Advanced Data Exchange (ADX) flash drive
- **Mike Hyatt:** Won the goodie bag also donated by ANS

Congratulations to the lucky winners, and a big thank you to those who donated the prizes for the month, ADX and ANS.

The spring scholarship deadline is Friday, **March 27, 2009**. To find out more about these scholarships please visit the [Scholarships page](#).

Thanks to everyone who has helped and will continue helping us make scholarships possible this year!

## **Volunteer Committee: Want to help a little?**

by Mel Houghton, LSC Volunteer Wrangler

Do you want to get involved, learn new skills, network, and make a difference? It's your time to shine! Take a look at our current openings and let me know where you fit in! Just email me at [volunteera@stc-dfw.org](mailto:volunteera@stc-dfw.org) and let me know where you want to help!

**Mentoring Manager and Assistant Manager:** Help set up programs for LSC mentors and protégés so they can share knowledge, bond with new members in our community, and avoid common mistakes. This job requires about 3 hours of your time every month.

**LSC Fort Worth Satellite Manager:** Do you live and Ft. Worth and want to get a group together in your neck of the woods? This job requires about 3 hours of your time every month, and you'll help set up meetings in Ft. Worth.

## LSC Membership Minute

by [Jeanne Foster](#), Manager, Membership and SIN SIG

**Member-Get-a-Member Campaign.** It's not too late to cash in on the membership renewal contest! And to help you win over some of your colleagues, Stacey O'Donnell, the STC Membership Development Manager has provided a [sample e-mail](#) that you can customize for your purposes.



In a nutshell, here are some details:

- **Community prizes** include STC conference registrations, iPods, TVs, Amazon.com gift certificates
- **Individual prizes** include an iPhone, free membership, STC conference registration

To see the running results posted by chapters, SIGs, and individuals, go to the following page: <http://stc.org/membership/mgam-results.asp>.

For our part, the LSC plans to sponsor a "Bring-a-Colleague" meeting in December. Details will be posted on the LSC Web site in the near future.



**Welcome Greg Hoppe.** Greg recently joined STC. He tells me, "I've been working as an advertising copy chief (manager/editor) for a large retail chain for the last five years. A recent RIF has given me the opportunity to look for work in the field I really enjoy: technical documentation." Greg says he finds tech writing "challenging, rewarding, and far less prone to subjective changes versus ad copy."

Greg has had experience working as a tech writer for Hughes Data Systems; telecom technologies, inc. (no caps!); Sonus Networks, and "a whole bunch of contract jobs." Greg is looking forward to getting back in touch with former co-workers who were active in STC. When you see Greg at one of the monthly meetings, please introduce yourself!

### SIN SIG 2008-2009 at a Glance



The December SIN SIG (Shy, Inactive, and New Special Interest Group) meeting will feature a visit with Mel Haughton, our Nominations committee chair and a past president. Come hear what goes into building the slate of officers. Mel will share the process and give you a chance to ask questions and learn more.

SIN SIG meets every month at 5:45 on the night of the regular LSC meeting. The SIN SIG meeting is open to all our members. This informal gathering is a great way to network before the meeting and learn more about our community. All are welcome!

**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 with some of our senior members and officers 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 one of our veteran LSC members the same questions each month and her or his answers will appear right here. Please 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.

+++++

## Getting to Know Kristin Kirkham

**Job Title:** Marketing and Technical Writer

### What do you actually do?

I am the lone writer for [BearCom](#), a wireless solutions company. My duties include creating white papers, product overviews, crafting Request for Proposal (RFP) responses, writing and editing for the company magazine, creating marketing copy for the Web site, crafting success stories and news releases, as well as maintaining the writing standards and branding guidelines for the company.



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

We are a Microsoft company, so my current skill set is centered on the Office Suite although I also have experience with many of the Adobe products. You will hear many technical communication professionals using FrameMaker, but you would be surprised by how many companies predominately use Word.

### Do you consider yourself a guru at any particular subject?

With over 200 responses to RFP/RFI/RFQs, and over \$5 million won in the last two years, I feel that I can now be considered a subject matter guru. [Ed. – RFI (Request for Information), RFQ (Request for Quote)]

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

The people! It is nice to have a group of people who know what it feels like when your computer crashes and corrupts a 200-page document. (Yeah, yeah—save early and save often...) The networking alone is the most beneficial. It is also nice to have community meetings that touch on the hot topics in our field.

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

I started out as a student member, and I haven't looked back! I come back every year to keep my skills on track with my peers and to stay up-to-date on the current trends in technology and software.

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

I currently serve as the 2008-2009 LSC 1st VP and Programs Manager. Duties include researching speakers for monthly program meetings, arranging hotel and catering reservations for each meeting, mentoring new members, educating members on trends and topics in technical communication, and assisting with member retention.

I served as the 2007-2008 LSC Secretary. Duties included attending administrative council meetings, collecting council member monthly reports, compiling meeting minutes, and delivering monthly reports to the council.

**How have you benefited from volunteering?**

Volunteering lets you keep a pulse on the technical communications profession. A wealth of knowledge is available if you talk to the right people! You can see which industries are hiring or laying off, what software many of your peers are using, and what software to avoid! By volunteering, I am more involved in decisions that impact our chapter. You are also more informed about what is happening at an international level.

**Advice/Thoughts on STC for Newbies?****How can I get involved and if I do, what's in it for me?**

There are **ALWAYS** volunteer opportunities. Simply tell anyone on the administrative council that you would like to lend a helping hand, and let them know your availability. We have something for everyone whether it is a minute or an hour!

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

Start asking questions as soon as you sit down at your table at the meeting. You are likely to find someone there who has something to share.

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

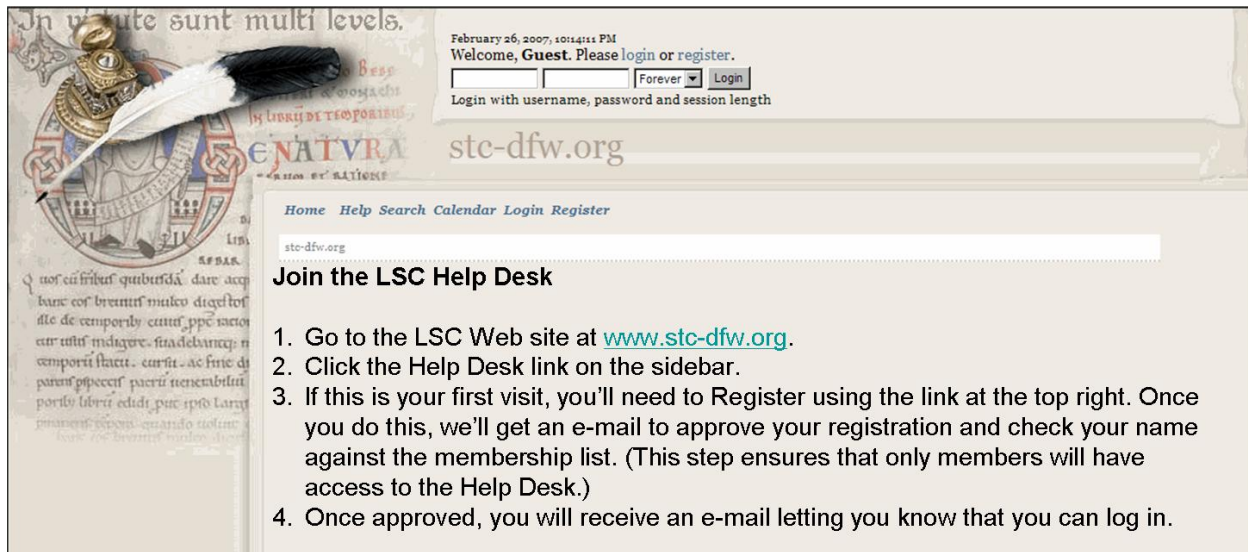
YES! Just as a newbie looks for a mentor, the senior members look at newbies to see what is being taught in school now that they were not taught way back when. As for council members, I feel comfortable enough to answer for everyone—please talk with us! Your ideas and your comments are much appreciated and any information is good information. And don't forget about the [Help Desk](#) on the Web site!

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

Yep! The Lone Star Community's [Job Bank](#) and STC's [Career Center](#) Web sites are there as a bonus to your membership. But don't forget about the value of attending the monthly meetings. By speaking with your peers, you can see which companies are hiring, the skill set they desire, and what is needed to get an interview. If you don't feel comfortable asking these questions, attend SIN SIG (for Shy, Inactive, or New members). SIN SIG will give you the opportunity to learn some new names and faces, and help to better acclimate you to the STC world.

## LSC Help Desk

by [Kathryn Poe](#), Associate Fellow



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

stc-dfw.org

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

stc-dfw.org

### 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.

## 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.

### 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

Angelo State University

[College Station \(TAMU\)](#)

[Texas Tech University \(TTU\)](#)

NEW Texas student chapter

[Events](#)

## Educational and Networking Opportunities

Organization	Day	Place
North Texas PC Users Group (NTPCUG)	Third Saturday	King of Glory Lutheran Church
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="#">Walt Stewart</a>	Third Tuesday	varies

[Home > STC News](#)**STC News**

Read about:

- [2009 STC 56th Annual Conference—Plan on Attending](#)
- [Future STC Conference Dates with Hotel Rates](#)
- [News & Notes – Items of Interest](#)
- [STC Live Web Seminar Schedule](#)
- [STC Community Events](#)

**2009 STC 56<sup>th</sup> Annual Conference– Plan on Attending**

The Technical Communication Summit, the annual conference of the Society for Technical Communication, will be held **3–6 May 2009**.



The Preliminary Program will be available in late January for building your personal conference schedule consisting of education sessions, networking opportunities, preconference workshops and tutorials, certificate sessions, and Leadership Day.

**Lone Star members:** Those of us who tour the city are encouraged to write about our experience (with photos) as well as the many conference sessions we attend for sharing with those not attending.

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

**Future STC Conference Dates with Hotel Rates**

Future Conference Dates

(All room rates have been negotiated for under \$200 per night.)

<b>2010 Dallas, TX</b>	<b>2011 Sacramento, CA</b>	<b>2012 Chicago, IL</b>	<b>2013 Atlanta, GA</b>
May 2 - 5	May 15 - 18	May 20 - 23	May 5 - 8
Room rate: \$169.00	Room rate: \$174.00	Room rate: \$199.00	Room rate: \$179.00

## News & Notes: Items of Interest

Did you read the December 2008 issue of News & Notes? Items of interest to read are:

- STC President's Message: Members Need STC—Especially in Tough Times
- STC Resets Member Mailing and Email Preferences

If you missed this issue, you can find it on the [STC Web site](#).

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## STC Live Web Seminar Schedule

For more information or to register for this seminar, visit <https://access.stc.org/iMISPublic/Core/Events/Events.aspx>.

Date	Presenter	Topic
December 18	John Hedtke	Seeding the Clouds: How to Make It Rain on YOU Even During a Dry Spell
January 28	Joel Kline	Practitioner and Academic Relationships

## STC Community Events

**12/15/2008**

### Singapore Chapter's Professional Development Seminar Series

The Professional Development Seminar Series, organized by the Singapore chapter, invites Kang Wee Peng to share his knowledge about the intricacies of managing translation projects. In this event, the audience will go through how information is passed on from its source, translated, quality checked, and sent back – the complete cycle.

The event will take place at Alexandra Technopark in Singapore from 7–9 PM Singapore Standard Time (GMT+8).

Contact Jose Mari Rubi-Cruz at [JoseMari.Rubi-Cruz@sg.yokogawa.com](mailto:JoseMari.Rubi-Cruz@sg.yokogawa.com) for more information.

Home > Calendar

The Calendar is taking on a new look. You'll find the Legend at the bottom that explains the color-coding. Check here often for new additions to the calendar as special LSC events such as workshops and Competitions begin gearing up.

Send email to [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org) if you have event additions you'd like to see on the calendar.

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Legend:

Council Meeting  
Competition Events

Monthly Meeting

Newsletter Article Deadline  
STC Annual Technical Summit

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## About TW

Read about:

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- [2008-2009 Deadlines](#)
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- [Reprint/Linking Policy](#)
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- [Submit to \*Technically Write\*](#)
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## 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.

## 2008-2009 Submission Deadlines

Issue	Deadline
January 2009	December 28
February	January 25
March	March 1
April	March 29
May	April 19
June	May 31

## Newsletter Design and Layout:

Courtesy of University of North Texas, Spring 2007 English 4180 class  
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## Advertising

- Content must be “camera-ready” in the form of a GIF or JPG file. (**Note:** We do not support animated GIFs or other animation technologies.)
- **Rates:**
  - \$125 one issue
  - \$600 five issues
  - \$900 nine Issues
- **Payment:**
  - Full payment arrangements are due before the ad will appear.
  - Make checks, money orders, or purchase orders payable to:  
Lone Star STC  
PO Box 515065  
Dallas, TX 75251-5065  
Attn: Treasurer, Newsletter Ad
- 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.

## Reprint/Linking Policy

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

Kindly notify the Managing Editor at [newsletter@stc-dfw.org](mailto:newsletter@stc-dfw.org) 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

## Copyrights and Trademarks

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.

## 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.

## **Technically Write Staff**

Managing Editor: [Jackie Damrau](#)

Editor: **OPEN**

Contributing Editor: **OPEN**

Copyeditors: [Jeanne Foster](#), [Mary McWilliams Johnson](#), [Paula Robertson](#), [Katie Wilson](#),  
[Monica Winkelman](#)

Contributors: [Jo Byrd](#), [Louellen Coker](#), [Mel Haughton](#), [Jim Korth](#), [DeAndrea Laub](#), [Ellis Pratt](#),  
[Arroxane Ullman](#), Martin (Bill) McIntire,

Columnists: [Jeanne Foster](#), [Elisa Miller](#), [Kathryn Poe](#)

Photographers: [Dale Erickson](#)

Photo Editor: [Douglas Dow](#)

Graphics: [Mary McWilliams Johnson](#)

Ex-Officio: [Chapter Officers](#)

## **LSC Officers**

President: [Elisa Miller](#)

1st Vice President: [Kristin Kirkham](#)

2nd Vice President: [Arroxane Ullman](#)

Newsletter Editor: [Jackie Damrau](#)

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

## Staff Bios

**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**, Fellow and past chapter president, 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.

**Dale Erickson** serves the Lone Star Community as a Technically Write photographer and manager of the IPIIC 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.

**Jeanne Foster** is a lone writer for Jasper Design Automation, a privately-held electronic design automation (EDA) company headquartered in Mountain View, California. Besides technical communications, her varied career includes everything from government service to early childhood and elementary education. Jeanne is a recipient of the LSC 2007 Distinguished Community Service Award. She has volunteered as Region 5 Conference Registration manager and LSC Hospitality manager, and she is currently the Membership chair and SIN SIG manager. Beyond LSC volunteer opportunities, Jeanne enjoys beach vacations, dining at fine restaurants, and light-hearted banter with her colleagues.

**Susie Lynn Fox**, a Lone Star member since 2003, is immediate past 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 past president 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

**DeAndrea Laub** recently graduated from The University of North Texas, with a B.A. in English, specializing in Technical Communication. She is currently the Marketing Communications and Documentation Manager for layerX Technologies. When DeAndrea is not working, she enjoys reading, and just about any outdoor activity, including camping, going to the lake, and cooking out with her family.

**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.)

**Kristin Kirkham** is currently the lone writer for BearCom, a wireless solutions company in Garland. A recent graduate of Texas Tech University, Kristin received her B.A. in English, with a specialization in Technical Communication. Kristin is the incoming 1st VP for the Lone Star Community. When she isn't writing, Kristin prefers to be water skiing with her friends and family.

**Jim Korth** has worked in technical communications and support for twelve years with Microsoft, Compaq, and IBM. He holds technical certifications from Microsoft, Novell, and ITIL. Jim previously worked in banking at Citigroup and holds a B.S. Degree in Accounting from Lehigh University in Bethlehem, Pennsylvania.

**Elisa Miller's** career path has been a winding road from journalist to journalism teacher to instructional designer; from webmaster to content strategist to information architect / usability specialist. With degrees in journalism; instructional design and an ABD in information science, she is now the Knowledge Manager for Hitachi Consulting and current President for Lone Star STC.

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

**Paul Holland** is currently a technical writer for a small communications agency in Cleveland, Ohio but remains active in the LSC community and anticipates returning to Dallas full time very soon. A graduate of Hiram College (B.A. in Communications), he is also a maritime historian and served as a volunteer on the Steamship William G. Mather Museum in Cleveland, Ohio, prior to Dallas.

**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 the Senior Technical Writer at Sundance Digital, a part of Avid. With an MA in Technical Writing, a BS in Liberal Arts, and experience as a US Marine Linguist, Arroxane has a very eclectic background. Aside from being an active member of LSC, she is a Big Sister with Big Brothers/Big Sisters of North Texas and handles public relations for non-profit literary conventions.

**Katie Wilson** is a Technical Writing graduate student at The University of North Texas (UNT). She works for Institutional Research and Effectiveness at UNT and also volunteers for the *Technically Write* newsletter.

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	<a href="#">November</a>	<a href="#">February</a>	<a href="#">May</a>	
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	<a href="#">September</a>	<a href="#">December</a>	<a href="#">March</a>	<a href="#">Summer</a>
	<a href="#">October</a>	<a href="#">January</a>	<a href="#">April</a>	
	<a href="#">November</a>	<a href="#">February</a>	<a href="#">May</a>	
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	<a href="#">September</a>	<a href="#">December</a>	<a href="#">March</a>	<a href="#">Summer</a>
	<a href="#">October</a>	<a href="#">January</a>	<a href="#">April</a>	
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	<a href="#">September</a>	<a href="#">December</a>	<a href="#">March</a>	<a href="#">Summer</a>
	<a href="#">October</a>	<a href="#">January</a>	<a href="#">April</a>	
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## 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](#)

## STC Mission Statement



**“STC advances the theory and practice of technical communication across all user abilities and media so that both businesses and customers benefit from safe, appropriate, and effective use of products, information, and services.”**

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