



Post Office Box 515065
Dallas, Texas 75251-
5065
www.stc-dfw.org

FOR IMMEDIATE RELEASE

Tone those flabby networking skills.

Diane Darling presents popular networking techniques presentation to the Society for Technical Communication on October 4 in Addison.

Dallas, Texas—September 21, 2001—At the Society for Technical Communication (STC) Lone Star Chapter (LSC) meeting on Thursday, October 4, 2001 at 6:30 p.m. at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas, Diane Darling will share her proven techniques guaranteed to conquer the anxieties of networking.

In her wildly popular presentation titled “Effective Networking,” Diane Darling, Founder and President of Effective Networking Inc. and DigitalEve, will combine presentation and interactive exercises to teach STC members a few simple networking tricks.

“Everyone needs to know how to overcome the fear of meeting new people who may eventually become a customer, strategic partner, or employee,” says Darling. “In my presentation, I will break the networking experience into manageable steps. Attendees will learn how to prepare before an event, work a room, start (and tactfully end) a conversation, and when and how to follow up. I’ll also provide attendees with a “cheat sheet” that will enable them to put my tips to good use.”

The LSC president, Michelle Knoerzer, encourages everyone to attend this valuable meeting.

“In today’s economy, networking is an essential skill. Effective networking enables technical communication professionals to find jobs, make contacts, and close deals. And after a deal is closed or a job is found, technical communicators depend on networking skills to help them communicate with colleagues, customers, subject matter experts, and end users.”

Knoerzer continues. “We’re honored to have Diane speak at our October meeting and share her valuable tips on how to network. I urge everyone to make plans to attend this meeting—it’s definitely one you won’t want to miss!”

President
Michelle Knoerzer
W 972/403-8968

First Vice President
Kathryn Poe
W 214/692-6780

Second Vice President
Brooke Hessler
W 817/633-1010

Secretary
Diane Mazzarella
W 972/562-9689

Treasurer
Ruby Bohannon
W 972/652-2701

Parliamentarian
Bob Hurst
W 214/792-7946

Immediate Past
President
Jim Chambliss
W 972/231-1746



SOCIETY FOR TECHNICAL COMMUNICATION

The October 4 meeting begins with registration and networking at 5:45 p.m., dinner at 6:30 p.m., and the program at 7:30 p.m. To attend, you must register by noon on Tuesday, October 2, 2001. You may register by calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org.

Costs for the dinner and program are \$20 for STC members and \$25 for non-members. Students may attend the program at no cost.

About Diane Darling

Diane Darling is founder and president of Effective Networking, Inc. Her extensive experience in sales, marketing, and business development has led to a successful fifteen-year career in a diverse range of companies, including edu.com, Museum of Science, and Overseas Adventure Travel.

Darling also founded and directs DigitalEve, an international non-profit networking association for women in the digital community. She has served on the Executive Board at the World Affairs Council and volunteered her time for many other charities. Now she focuses her energies on technology. And occasionally she still juts off to fun places such as the Galapagos.

About STC and the Lone Star Chapter

The Society for Technical Communication (STC) is the world's largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, web and Intranet page information designers, and translators. They make technical information understandable and available to those who need it.

The Lone Star Chapter (LSC) is one of the largest STC chapters in the U.S., drawing more than 700 members from all over the Dallas-Fort Worth area. The LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking.

For more information about the STC Lone Star Chapter, visit their website at www.stc-dfw.org.

For more information

Michelle Knoerzer
President, STC Lone Star Chapter
P.O. Box 515065
Dallas, Texas 75251-5065
Phone: 972-403-8968
Email: president@stc-dfw.org
www.stc-dfw.org