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## FOR IMMEDIATE RELEASE

### Moving Toward XML-Based Shared Content Management

**Doug Crews presents knowledge management to the Society for Technical Communication on February 13 in Irving.**

Dallas, Texas—January 31,2002—At the Society for Technical Communication (STC) Lone Star Chapter (LSC) meeting on Wednesday, February 13 at 6:30 P.M. at the Harvey Hotel-DFW Airport, 4545 W. John Carpenter Freeway (SH 114 at Esters Blvd), Irving, Texas, Doug Crews will share his insight on the industry's shift toward XML-based shared content management.

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In his presentation titled, "Moving Toward XML-Based Shared Content Management," Doug Crews will discuss moving documents from an environment of isolated authors toward collaborative environments utilizing shared repositories in which documents can be more effectively managed while their content can be reused throughout multiple documents and other applications.

Doug's passion is knowledge management; that interwoven series of tools, processes, and practices that becomes deeply ingrained within an organization providing greater efficiency through collaboration and flexible reuse of captured content. "Knowledge management will eventually become a set of commonly defined assets shared among interconnected software solutions and seen as vital to any organization that intends to thrive in the coming years."

The LSC president, Michelle Knoerzer, encourages everyone to bring a guest to this valuable exciting meeting.

"Share the knowledge!" Knoerzer declares. "Invite a friend, co-worker, boss, or your favorite SME (subject matter expert) to the meeting. Your guest will pay the regular member dinner rate, a savings of \$5. Plus, we'll give guests an LSC T-shirt (while supplies last) and a ticket for a special door prize drawing. Make your reservations today!"

The February 13 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 Monday, February 11, 2002. You may register by calling 972-558-1622 or by visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org).

Cost for the dinner and program is \$20 for STC members and their guests, and \$25 for non-members. Students may attend the program at no cost.

### **About Doug Crews**

Doug's career includes consulting and sales positions within Xerox pertaining to collaboratively managing documents. He began with personal computers, word processing, and networking including the Xerox Star workstation, the first graphical workstation designed to connect knowledge workers. He'd also developed print applications for desktop and production printing systems. As a consultant in a pre-sales support organization, Doug introduced various productivity enhancement tools, some of which he'd written to simplify processes and increase their level of service to the sales force.

Doug then moved into sales of document and print management software including DocuShare, one of the first web-based document management products to reach the market. Joining the Chrystal Software subsidiary, he moved into sales of personalized web content management solutions and SGML/XML-based technical publications. He has since worked with ChipData in an initiative to connect documentation of semiconductor datasheets to their ForceField content delivery server.

### **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, graphical designers, videographers, multimedia artist, 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](http://www.stc-dfw.org).

### **For more information**

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