



For immediate release

Where do you go when your career hits a plateau?

The Society for Technical Communication in conjunction with Usability Professionals' Association host the STC President

Dallas, Texas— September 21, 2004—Society for Technical Communication (STC) President Andrea L. Ames, M.S., will address the joint meeting of the STC Lone Star Community (LSC) and the Dallas/Fort Worth Chapter of the Usability Professionals Association. The dinner meeting is scheduled for 6:30 p.m. Thursday, October 14, 2004 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"You might be like many technical communicators who've reached a plateau in their careers where they've written documents, managed projects, and led teams," said noted speaker, Andrea L. Ames. "Perhaps you feel you've come to a crossroads where you must choose between management and changing careers. There are alternatives for pursuing your 'technical' career! One of these is information architecture and strategy."

In her presentation titled "I'm Senior, Now What Do I Do? Go Into Management? Change Careers? - How Information Architecture and Strategy Can Revitalize Your Technical Career and Enhance Your Value," Ms. Ames provides a look at this career alternative. She will present her own career as a case study; provide some hints and tips for pursuing education, as well as a title/recognition of this path at your company (if you are a staff employee); help you determine how this technical career might add demonstrable value in your company or to your clients; and lead a discussion of how you can best "market" yourself as an information architect and strategist to your employer or clients.

"Professional development is key to moving from one position to another." said LSC President Dr. Jackie Damrau. "As we move into more senior roles within our company, we need to continue enhancing our own professional development as well as that of those that we are tasked with managing. Andrea has a unique perspective on what it takes to be an information architect and strategist. I'm sure that I'll come away from this meeting with more tools in my toolkit."

Dallas/Fort Worth UPA president Jim Carlsen-Landy echoed Dr. Damrau's sentiments. "Many of those who have found success in the user experience and information architecture communities came from technical writing, information science, and other fields. With her own success as an

example, I'm sure Ms. Ames will have great insights into how we can apply our creativity to bigger challenges and greater responsibility without feeling coerced into a management track."

Ms. Ames is a technical communicator specializing in user-centered product interface and online information architecture and design, interaction design, and usability. Besides being the President of the Society for Technical Communication, she is also a Senior Information Developer at IBM Corporation, where she leads information development for a large data management product.

The meeting is open to visitors. Registration and networking begin at 5:45 p.m., dinner is served at 6:30 p.m., and the program begins at 7:30 p.m. Dinner reservations must be made by 5:00 p.m. on Monday, October 11, 2004. Register by either calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org. Costs for the dinner and program are \$20 for STC and UPA members and \$25 for non-members. Those wishing to attend the program only may do so at no charge; however, the LSC community requests that everyone register in advance. Information on other charges is available at the LSC website.

About STC and the Lone Star Community

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 information designers, and translators. Members make technical information understandable and available to those who need it.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Distinguished Chapter of the Year award for the second consecutive time in 2003-2004. Drawing over 400 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 Community, visit their website at www.stc-dfw.org.

About the Usability Professionals' Association

Established in 1991, the UPA is dedicated to enhancing the skills and professional success of usability professionals. With more than 1600 members, the UPA provides a network for usability professionals to communicate and share information about skills and skill development, methodology used and/or proposed in the profession, tools, technology, and organizational issues.

For more information about the Usability Professionals' Association, visit their Website at www.upassoc.org.

For more information

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