



For immediate release

Become a Documentation and Training Content Development Estimating Guru

Dallas, Texas—November 29, 2005—The President of Michaels & Associates and STC Region 5 Director, Sherry Michaels, will address the December meeting of the Society for Technical Communication (STC) Lone Star Community (LSC). The dinner meeting is scheduled for 7:00 p.m. Thursday, December 8, 2005, at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

Ms. Michaels does not equivocate when she exclaims, "For technical communicators in the documentation and/or training field, this presentation includes material that is quite possibly the most comprehensive compendium of estimation available!"

In her presentation, *Estimating documentation, training content development; versatile techniques for versatile delivery*, Ms. Michaels will discuss the considerations required to accurately estimate documentation and training content and she will provide several sources of metrics. As an additional bonus, attendees will leave with the *Guide to Estimating Documentation and Training Content Development*.

"Sherry has years of experience, allowing her to be one of the leaders in the industry in estimating," says LSC President and owner of Content Solutions, Louellen S. Coker. "We look forward to learning from her expertise. This will be Sherry's first visit to our area as the Society for Technical Communication Region 5 Director. I have no doubt that visitors and members will gain a deeper understanding of the Society of Technical Communication organization."

Ms. Michaels began her career in IT in 1967 and her interests led her to technical documentation and training consulting in 1978. Including starting her own firm in 1998, she has served technical writers, instructional designers, and their managers for over twenty years. As a training consultant, she worked with such companies as EDS, USAA, and Southwestern Bell, and also managed the ASI National Accounts program over the western telecommunications companies.

To Ms. Michaels, pragmatic project management skills (which include estimating) enable technical communicators to assist clients in creating and choosing solutions that benefit them uniquely.

The meeting is open to visitors. Registration and networking begin at 5:30 p.m.; the Newcomers (SIN) SIG meets at 5:45 p.m.; dinner is served at 6:15 p.m.; and the program begins at 7:00 p.m. Dinner costs \$20 for STC members and \$25 for non-members, with reservations. Without reservations, costs for the dinner and program are \$25 for members and \$30 for non-members.

The cost for "program only" attendance is \$5 for members and \$10 for non-members, with reservations. Without reservations, costs for the program only are \$10 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is 5:00 p.m. Monday, Dec. 5, 2005. You may register by calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org. Information on other charges is available at the LSC website.

About STC and the Lone Star Community

The Society for Technical Communication (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.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Award of Merit in the international STC Chapter Achievement competition for 2004-2005. The LSC has received awards in this competition for three consecutive years. Drawing over 250 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.

For more information

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