



For immediate release

Quality from the Top

Dallas, Texas August 25, 2004--Executive consultant and PMI-certified Project Manager David Lanners will address the September meeting of the Society for Technical Communication (STC) Lone Star Community (LSC). The dinner meeting is scheduled for 6:30 p.m. Thursday, September 9, 2004 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"This presentation provides valuable insights for all communications professionals with project management or leadership responsibilities," states our scheduled speaker, David Lanners, MBA, PMP. "Those who must get projects completed on time to support communications programs will find this presentation most helpful because it highlights important principles in interesting and memorable ways."

In his program "Quality from the Top" (The Role of Value Analysis for Project Management in Technical Communications), Mr. Lanners, a graduate of the Harvard Business School and self-described graduate of the School of Hard Knocks, provides a light-hearted look at the serious subjects of executive leadership, quality engineering, and project management. Tools and techniques introduced decades ago will be seen in a new light as emphasis is shifting to process-driven issues. "Project management is a key element in the field of technical communication. We all can use project management to keep our projects on task," said LSC President Dr. Jackie Damrau, D.B.A. "This is the first of a series of programs that will help our members and the general community improve their skills in the technical communication field."

As an executive consultant, David Lanners specializes in helping senior executives and business owners build successful project-driven organizations. In addition to his MBA and PMP certification, Mr. Lanners also holds CFPIM, CIRM, CMC, CQA, CQE, CQMGr, and CVS certifications.

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 Tuesday, September 7, 2004. You may 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 \$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. http://www.stc-dfw.org/pages/meet_monthly.htm#calendar

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), one of the largest STC chapters in the U.S., received the Distinguished Chapter of the Year award for 2002-2003. Drawing more than 500 members from all over the Dallas-Fort Worth, 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.

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