



STC Southeastern Michigan Chapter

TECHcomments

In This Issue

President's Letter	1
New Policies Explained	2
Job Postings	3
Volunteer Opportunities	4
Networking Events	4
Mystery Photo Contest	5
STC Apparel	5
Director-Sponsor Letter	6
Program Meetings	7
What's a Professional Liaison?	8
STC Council On Line	9
STC Election News	10
Lanette's Lines	11
Networking and Learning	12



SOCIETY FOR
TECHNICAL
COMMUNICATION



Chapter President's Letter

STC's First "blog"

Mary Jo David
STC-SM Chapter President

Just before the scheduled release of this issue of *TECHcomments*, the STC announced a "Transformation Initiative" beginning with an on-line "blog" for collecting member opinions as the first step toward developing "an organizational model that will serve STC members well into the future."

At last count, there were almost 100 posts to the "Transformation" section of this blog—and that was only three days after it was started! It's not often you get that kind of quick response from people, especially when you look at the amount of thought that has gone into some of the posts.

At first glance, the complaints are what stand out. For example, many are concerned about the cost of dues and what members are getting for their money. (Membership value has been the focus of a number of discussions among our STC/SM Council members this year.) Still, I credit an organization that is not afraid to solicit opinions—both good and bad—from its membership in such a public forum.

As with many public forums, there's a lot of conflicting feedback: Some think dues are too high...others think they're very fair...some love the SIGs...others find SIGs are useless. In my opinion, the really valuable posts are the ones that include why people feel the way they do. For example, it's one thing to say, "Telephone seminars are useless." It's much more valuable to say, "The pricing of telephone seminars is too high for me to afford on my own; yet, the timing of the seminars, in the middle of the work day, is not conducive to getting people together to share in the experience and the expense."

Continued on page 2

Continued from page 1

I encourage you to visit this blog at <http://trans4mation.typepad.com> and add your two cents—but remember, the more constructive the better.

In closing, I'd like to wish you all a happy and bountiful Thanksgiving and holiday season—it'll be here before we know it!

Council's New Policies Explained

by *Natalie Roelant*
Vice President and Programs Chair



In our last *TECHcomments*, I notified everyone of the council's resolution to increase student rates to \$10 (which is still a discount) for attending our programs. Effective January 2004, we are also requiring STC membership for all persons attending our programs

at the student rate.

Your council did not take the decisions to raise the student program fees and to verify student membership lightly. The council first discussed the subject last year. At that time we felt that our timing was bad and tabled the decision until this year. Now, after much consideration of the potential outcomes of our decision, we unanimously accepted the increase in program fees and the supporting membership requirement.

Let me explain why we are implementing these new policies. Our primary reason for increasing the rates this year and instituting membership requirements for next year has to do with the sharing of knowledge and the benefits of membership. Those of us on the council firmly believe that the primary benefit of membership in STC is the ability to increase our personal knowledge and marketability within the writing field.

First, student members pay \$50 per year for STC membership and receive the same benefits and opportunities as general members, who pay \$125 per year. Examples of these benefits include networking, job opportunities, the salary survey, updates and changes to the tools we use most, and eligibility to join special interest groups (SIGs).

Second, students who join STC and attend the monthly programs are in a unique position to begin networking and building relationships with others in their field before they finish their education. They are opening the doors to areas of technical communication and real-life situations that cannot be taught in the classroom. We hope that students realize this added edge they will have on the market when they attend monthly programs.

As for the membership requirement, over the past five years our chapter has seen a decline in membership numbers. It is our continuing goal to increase those numbers. Partly, that is because we receive a dues rebate from the STC national organization for every general and student member who joins STC and elects to be part of the Southeastern Michigan Chapter. Because we do not operate as a profit center, we need this income to support us and allow us to continue providing valuable programs and services.

Figures show that many people, especially students, who attend our programs are not members. These nonmember guests are able to share knowledge, hear and respond to job opportunities, network with others, and enhance their marketability through learning, just as do the members who have paid annual dues.

While we have and always will welcome nonmembers at our programs, our goal is to make these people our members.

I hope you will support our decisions and realize that membership does have its advantages over guest privileges.

If you are not a member, please talk to a membership representative at our next program or e-mail our membership team leader, Barry Matthews, at membership@stc-sm.org. Barry will be happy to answer your questions and provide you with further membership information.

The Job Posting Page

eLearning Production Team Leader

Contact name: Penny Maki, jobs@media1.us

—Manage eLearning development team—

—Coordinate with content team, director of sales & marketing, administration and accounting team, and clients—

—Produce (50 percent of your time should be client-billable)—

—Other Requirements—

- * Previous project management experience in eLearning, web, or software development
- * Excellent communication and organizational skills and eye for detail
- * Strong written and verbal communication
- * Strong team leadership and client relations skills

* Energy, commitment, and the ability to make tough decisions

* Willingness to learn new skills, on your own if necessary

* Instructional design/training background a plus

* Ability to edit Flash/HTML a plus

This is a full time position with benefits, including health care and 401(k) profit sharing plan. Salary is open to negotiation based on what you can bring to our team. Our best hires are team-oriented people who have experienced corporate life and are seeking a smaller, energetic environment where they can be heard and make a difference. We encourage our team members to reach their highest potential; our new project manager will succeed by helping bring out the best in all team members.

Technical Writer

Contact: Caroline Cook, 2100 West Big Beaver, Suite 210, Troy, MI 48084

(248) 816-2287; fax (248) 816-2297

jobs@catscompany.com

Skills **required**:

- * Strong word processing skills and basic Internet or Intranet familiarity
- * Comfortable with Windows / Windows terminology

Preferred Qualifications:

- * Experience with online and non-linear documentation
- * RoboHelp online help software experience
- * Highly technical systems documentation experience
- * Electronic publishing skills
- * Programming experience, especially internet-related languages or markup languages
- * Experience in the insurance industry

JOB DESCRIPTION:

The Technical Writer will be responsible for working with technical staff, end users, and model office to develop and publish standards and procedures manuals, program and systems documentation, instructional materials, and other written and online reference materials as required. This individual interviews expert staff to gather information on the purpose and content of proposed materials and, with continued expert assistance, designs, writes, edits, and maintains the final publication. The Technical Writer manages contact with user-owners for audience analysis, technical reviews, and customer approval.

Education: Undergraduate degree in related discipline or related writing experience required.

SALARY: \$32k – 58k

Technical Writer

Contact: John Forkin, 24800 Northwestern Hwy., Southfield, MI 48075

Company Name: EDS PLM Solutions

E-mail Address: john.forkin@eds.com

Job Location: Southfield, Michigan

Skills Required:

- * Bachelor's or Master's degree in English, Technical Communication, or related field.
- * Minimum of 3-5 years' experience developing online help for commercial software products.
- * Highly skilled in writing user-focused technical information, both conceptual and procedural.
- * Ability to understand and describe technical/engineering concepts.
- * Excellent interview and research skills.
- * Strong interpersonal communication skills.

* Strong analytical and problem-solving skills.

* Ability to meet tight deadlines.

* Ability to learn quickly and adapt to change.

* Ability to follow direction and work in fast-paced, dynamic environment.

* Enthusiasm for technology and innovation and a passion for excellence and new challenges.

Job Description:

Research, plan, develop, and maintain new and existing online information for end users of engineering collaboration, visualization, and analysis software. Work with subject matter experts to develop documentation. Define project scope, develop and execute project plans for individual and team projects. Ensure that documents are technically accurate, succinct, user-focused, and free from errors.

Volunteer Opportunities

This new, ongoing feature of the newsletter will list areas of chapter activities where your help is greatly needed. The Council and Committee Managers are always thinking of ways to improve our chapter and increase its value to you, but we can't do it without your help. There are jobs great and small to be done, and we're always thinking of new ones!

If any of the following sound intriguing to you, please email the addresses below for more info. An inquiry is not a commitment, and duties/tasks are always negotiable!

This month's opportunities are:

Venue Coordinator

Arrange locations and food for each program meeting.

Contact programs@stc-sm.org

Hosts for Detroit/Suburb networking events

Make arrangements with the restaurant, let people know the event is happening, greet people at the event and make them feel welcome.

Contact profliaison@stc-sm.org

Professional Liaison Committee Members

Get in on the ground floor of this exciting new area of activity for our chapter!

Contact profliaison@stc-sm.org

Networking Lunches

STC/SM members gather for lunch each month to meet other technical communicators for professional networking and job sharing information. All interested technical communicators are welcome to attend in addition to STC/SM members. RSVPs are appreciated in order to secure sufficient table space.

Ann Arbor/Washtenaw County

Gatherings start at 11:30 a.m., but arrivals are welcome at any time. Contact Kathy Carter at 734-475-5865 (bluehoo@comcast.net) for more information or to be added to the e-mail reminder list. Kathy Carter and Doug Howell will be hosting the following lunches over the course of the coming year.

Date	Host	Location
Wed. Dec. 3	Kathy Carter	Red Robin
Tues. Jan. 13	Kathy Carter	Palio's
Wed. Feb. 11	Doug Howell	Romano's Macaroni Grill
Tues. Mar. 9	Kathy Carter	Zingerman's Roadhouse
Wed. Apr. 14	Doug Howell	Café Marie
Tues. May 11	Kathy Carter	Paesano's
Wed. June 23	Doug Howell	Olive Garden
Tues. Aug. 10	Kathy Carter	Grizzly Peak Brewery

Note that dates and locations are subject to last-minute change.

Networking North

This year we plan to alternate the format of these meetings to draw in larger audiences and better meet the needs of our membership. We decided to host lunch and evening gatherings, and possibly host a book discussion. Providing a mixed format will allow us to bridge the gap between professionals and students, provide a better place for networking, and establish stronger relationships among our members.

If you are interested in hosting a networking meeting or have suggestions for meeting topics, please send an email to profliaison@stc-sm.org.

Please plan to attend the December 17 meeting, 6 p.m. in Sterling Heights (location TBD)

If you can attend, please contact Lynnette Pryce at lynnette.pryce@compuware.com or 313-227-2004 by the day before so that appropriate reservations can be made.

Lansing Area

We are considering having networking lunches for members, or potential members, who live or work in the Lansing area. If you are interested, please contact Shannon Everhart 800.248.0892 ext.242, or Susan O'Doherty 517.333.0322.

Mystery Photo Contest WINNER!

Sharon McDonnell correctly identified Elizabeth Donoghue-Colvin as the subject of **Mystery Photo #2** in the September-October issue. Sharon will be receiving a ceramic STC mug as her fabulous Mystery Prize.

No one knew (or cared to admit to knowing) the persons shown in **Mystery Photo #1**. They were (left to right) Anne Mansfield, Creative Universal (possibly a charter member); Fred Smith, Science Applications; Pat Shaefer, CPHA (Chapter Chairman); and J. C. Mathes, University of Michigan.

Each issue of the newsletter for the 2003-2004 program year will contain two mystery photos—one of the old-timers and one of a more current member. The first person to correctly identify everyone in a mystery photo will win a “mystery” prize. If no one can correctly identify everyone in a photo, then the person who correctly identifies the most people in a photo will win.

Contest duration: Until someone wins or until the next issue of the newsletter is published, whichever comes first. One prize per member, per contest year. Winners limited to current members only, and will be announced in the next issue of the newsletter.

To enter the contest, e-mail Mary Jo David with your answers (president@stc-sm.org), or phone and leave a voicemail (734-392-0019). Ties will be broken by the date stamp on the message.

Here are your next two Mystery Photos.
Good Luck!

Mystery Photo #3



Mystery Photo #4



Order your STC logo apparel and gifts at the next STC/SM program!

We will have the latest STC Specialty Gifts catalog on hand at each of our 2003/2004 programs. Group orders will be placed, which will save on direct shipping to your home. Your merchandise will be delivered to you at the next program meeting, or through other arrangements depending on location.

Please see anyone on the Programs Committee for further information at the next program meeting.

Congratulations New Senior Members

Mark A. Berrens
Kristine M. Bradow
Susan J. Dowswell
Victoria M. Henry
Regeania L. Hunter
James M. Kajpust

Guest Director-Sponsor Letter

Clues for Successful Careers

[As Region 5 Director-Sponsor, Linda Oestreich gives presentations at many local chapter meetings. In her February 2003 letter she shares the content of one of her most popular presentations.]

One of the presentations I give is on Career Management. In it, I discuss several aspects of how our careers develop and share a model of career growth with my audiences. Recently, I found some note cards from a talk I'd given many years ago on Clues for Successful Careers. I took the serendipitous discovery of these cards as a sign that I should reconsider them for myself and share them with you.

#1. KEEP LEARNING

Aha! We must remember to stay current, stay dynamic, and read, read, read. Red Smith once said, "My advice to an aspiring sportswriter would be: don't be a sportswriter. Learn what the newspaper business is about before you become a specialist." So, my advice to you is to learn and do "core" more than "context." The tool skills are necessary, but if you don't know the underlying principles of why we do what we do, you might as well work in a vacuum. Learn about the business you're in. You'll serve it more professionally.

#2. FIND A PROFESSIONAL SOCIETY AND BE ACTIVE IN IT

Hey, folks, I didn't make this up! But the truth is out there. Being in a professional society offers you breadth of information about your work. It offers networking opportunities, and it offers growth. I received experience in STC that I was later able to use to qualify for promotions. Whether your professional society is STC or another one for medical writers or usability experts or anime creators, that's fine! Just find one and use its

resources. Get involved. Being only a name on a membership list won't do you any good.

#3. FIND AND BE A MENTOR

Sometimes it's tough to be a mentor, but you absolutely should not only have one, but be one. Each of us must find one or more mentors to keep growing and succeeding. And just as importantly, we need to open ourselves to help others by being a mentor. Each of us needs at least one mentor, even experienced people like me! Mentoring is a supportive relationship that nurtures, informs, and smartens both parties! Make it happen!

#4. TAKE RISKS

Author and physician Paul Tournier said, "Tis better to make a mistake in an honest choice than never to choose at all." We all know the story of how Edison failed hundreds of times to make the light bulb. I'm not saying we need to make hundreds of mistakes as we move forward in our careers, but I am saying that we need to try things that we're unsure of. We need to follow that intuitive spark and open that enticing door, even if we're scared of where they might lead. Staying in a place that's comfortable, but not quite what you want, won't help your career become truly successful. Rather, it dims your vision of what could be.

#5. BE ETHICAL

To me, this clue is the most important of them all. As we move forward in our careers, we become more professional and other people respect us for our knowledge, our path to that knowledge, and our integrity. If we can't deliver what we have promised to do, whether it's a proposal, a report, or a picnic table, we must face the consequences and explain our failings. The practice of delivering more than you promise is a tough one to follow, perhaps more so today than ever before in my career. However, delivering less and then covering it up, blaming it on someone else, or arguing about the original agreement are never considered honorable. Your reputation is your most important asset. Guard it with your life and your career will show the effort was worth the pain.

Past and Future Program Meetings

September

Project Management

Over 50 members, students, and guests of the STC/SM took a crash course in project management on September 23 at Lawrence Technological University in Southfield, Michigan.



Guest speakers Kent Jennings, PMP, and Barb Aylesworth, PMP, from the Detroit chapter of the Project Management Institute provided an in-depth look at project man-

agement methodologies within the technical writing field. In addition, members learned more about the Project Management Institute, a worldwide organization devoted to promoting and standardizing project management methodologies throughout all industries. Throughout their presentation, Kent and Barb also provided real-life scenarios that they had to overcome while managing different projects.

Thanks to Dale Marie Harmon for the photo of Kent Jennings, above.

November

Technology in the News

What's hot, what's not, and how to get your press release noticed

The **November 20** STC/SM Program Meeting features Matt Roush, who will provide us with his perspective on important trends in the regional technology scene. With years of experience in technical journalism, Matt is currently Technology Editor for the *Great Lakes IT Report*. He will also offer suggestions for publicizing your company's or your client's company news—including what is newsworthy and how to communicate your technical products and events to a general audience.

Mark your calendars and don't miss this great opportunity to learn tips and tricks to improve your press releases or to add press release writing to your toolbox.

What You Need to Know to Attend the November 20 Program Meeting

EMU-Livonia Satellite Center (4th Floor - Suite 400)
38777 W. Six Mile Rd, Livonia
Tel: 734.542.4368
6:30 p.m. Hors d'oeuvres and Check-in/Registration
7:00 p.m. Program

Price: \$15 Members
\$20 Guests
\$10 Students
Checks payable to STC-SM

Register via email, mail, or phone:
Email: sjsobota@direcway.com
Phone: 586-336-9406 or 586-651-0152 (cell)
Mail: STC/SM Program Registration
68815 Dequindre
Oakland, MI 48363

Registration form available at <http://www.stc-sm.org/regForm.pdf>

The **registration deadline** is noon on Tuesday, November 18th. Please register by the deadline and pay in advance. Any registrations received after that day and time will be subject to a \$5.00 late registration surcharge.

What is the Professional Liaison?

by Lynnette Pryce

STC-SM Professional Liaison



This year we were very excited to announce many innovative ideas and progressive initiatives toward making this the best chapter for our members. In addition, we are moving forward

with the same enthusiasm to get the role of the Professional Liaison under way. This article describes the purpose of this role for chapter members and our professional liaison goals for the upcoming year. This is a long-term role for the chapter and it requires support of our membership to assist us with the legwork.

The purpose of the Professional Liaison committee is to:

- Provide an avenue for us to communicate with businesses by promoting our chapter and the value STC/SM members potentially provide to these businesses.
- Support university goals in educating technical communicators and providing learning experiences for them through newsletters, programs, and networking meetings.
- Continue to bridge relationships among our membership.

Overall Objectives

We developed a four-year plan to achieve all of our objectives listed below:

- Develop a stronger relationship between the chapter and the area's educational sector and business sector.
- Build a Tech Comm Competency skill sheet to communicate the skill sets for different grades of technical communicators.
- Provide more networking opportunities including extending meetings to the weekend and providing discussion topics or cracker barrels.
- Research and build a writer profile database for membership and employers to use when searching to find potential resources.

- Support university efforts with internship and training opportunities for technical communicators.
- Set up subcommittees to support these efforts.
- Organize a job fair.
- Host a skill development seminar.

What will happen during the 2003-4 Program Year?

With long-term objectives identified and motivations running high, we are starting with the following tasks for this year so we can begin paving the way for future goals.

Informing local businesses

One of the first tasks is to distribute materials to local businesses to begin informing them that we are a credible presence and we can assist with their technical communication needs. We are planning to distribute an up-to-date STC publication to employers, identifying who we are and how potential companies could benefit from hiring technical communicators and having their employees attend our programs. In addition, we hope to help companies understand the ROI they can realize by hiring technical communicators and educate employers about what it takes to hire and nurture technical communicators. Building better relationships with local businesses will enable us to support local universities' internship programs and let technical communicators experience technical writing through "shadow days" at these businesses.

Expanding networking opportunities

Another important goal is to provide more networking opportunities for members by extending the networking meetings into evening hours at local restaurants and looking into the potential for book discussions on the weekends. Watch the chapter web site for date and locations of these meetings. Along the same lines, we would like to build stronger partnerships with local professional organizations, such as ASTD, IABC, ISPI, ISA, and PRSA, to build shared resources for communicators and training developers.

continued on page 9

STC Council Goes On Line

by Mary Jo David

I'm happy to report that in October, our STC/SM Council successfully implemented its first on-line Council meeting. Just as our membership is scattered throughout southeastern Michigan, so too is our Council. Since Council meetings are held once a month, every month we have people driving from Toledo, Warren, Ann Arbor, Monroe, Trenton, and Sterling Heights, to name a few, for our Council meetings. And, that's in addition to the work these people *already* do for our Council.

It has become evident, over time, that the best middle ground for our Council meetings might be . . . on line! So, last month we decided to try it. Using a public chat feature running on our STC/SM server, we were able to hold our Council meeting. As with anything new, there are kinks to iron out, but based on early feedback from a survey of the Council members who attended, the majority found it to be an effective means for holding our meetings.

Of course, there's always something to be said for face-to-face meetings, so at this point we're not advocating replacing all of our Council meetings with on-line meetings. However, I think we can all agree that it was a useful forum for getting Council members together to address new business, form subcommittees for further study of ongoing business, and for voting. Time we would have spent commuting to the meeting was time spent on STC/SM business.

Council meetings have always been open to the general membership to attend, although admittedly, we've never run out of seats! Therefore, for future on-line Council meetings, we want to make attendance available to non-Council members in the chat room. Our Council meetings are held on the second Thursday of every month (a change from last year's Monday meetings). Any non-Council members who are interested in attending may contact me at president@stc-sm.org. I'll be sure to pass along either driving directions or log-on instructions, whichever are pertinent for that month.

Professional Liaison (continued)

Also, we want to reach out to potential collegiate technical writers by contacting local high schools to speak at career nights or possibly assist in developing technical writing assignments. We want to show students that communication is a valuable tool and can be a very rewarding career.

Technical communicator skills and competencies

Last but not least, we want to research and develop a cumulative listing of the skills desired of a technical communicator at the beginner, intermediate, advanced levels. This provides a useful tool for new graduates as well as employers or writers trying to obtain a skill set. What's more, it can be used to demonstrate to employers why technical communicators benefit their organizations and how employers can better distinguish between potential candidates. This goal also provides a useful tool for technical communicators who are planning their individual training paths.

How can I pitch in?

If you are interested in volunteering or sharing your brilliant ideas, please send an email with your name and contact information to profliaison@stc-sm.org. We're anxious to start tackling more of these goals and objectives!

STC Council On Line (continued)

We're looking at ways we can extend the chat facility to benefit our membership. There have been requests for on-line networking opportunities, maybe in the form of discussions of books or topics in our field. We hope to make these a reality in the near future. Meantime, though, there are plenty of other activities going on in our chapter. Everything we do involves someone's time to organize and implement. If you're interested in taking a more active role in the chapter, contact me at president@stc-sm.org or 734-392-0019, or contact any one of the STC/SM Council members directly.

Dues Renewal Invoices to be Mailed Soon

In October, STC members received e-mails encouraging them to renew their memberships online at www.stc.org. Printed dues renewal invoices will be mailed in late November to those who do not renew online. For membership dues, STC accepts checks in U.S. dollars or Canadian equivalent, and American Express, MasterCard, and VISA payments. Dues payments must be received by January 1, 2004. (A grace period extends to February 28, 2004.) Note that only members who have paid their dues by February 28, 2004, will be eligible to vote in STC elections this spring.

Two categories of members do not receive a dues renewal invoice in November: members who join STC on or after November 1, 2003, and sustaining organizations. Sustaining organizations are billed separately in July.

STC 2004 Election

The annual STC election will be held in early 2004, and **only members who have paid their dues by February 28, 2004, will be eligible to vote.** An option on the dues renewal forms and new membership applications for 2004 allows members to receive election materials via e-mail. In March, members who selected this option will be e-mailed the slate, candidate biographies, and voting instructions. Members who did not select this option will receive these materials by first-class mail. The election closes April 15.

Be sure to renew by February 28 to have a say in STC's future!



*Serving Michigan Companies
and the Media Since 1961*

- Local, state, regional, national, and global news distribution via satellite and the Internet
- AnalystWire – reaching 1+ million investment terminals
- SEC filings via EDGARit
- Multimedia news to 18,000 online journalists
- Photo distribution to newspapers and the Internet
- Custom media lists to US and International reporters
- Electronic Media Kits for product and trade show news
- Automotive industry writers, columnists and syndicates, plus 16 unique auto trade categories
- Targeted circuits – Biotech, Features, Energy, Ethnic, Entertainment, Environment, Health, High Tech, Legal, Sports
- Fax and Email services
- In-house research department

Business Wire Detroit

An Official Sponsor of the STC/SM Chapter

Martin J. Habalewsky, APR, District Manager
26899 Northwestern Hwy., Ste 106, Southfield, MI 48034
248.213.4750 or 888.381.WIRE (9473)
detroit_group@bizwire.com (www.BusinessWire.com)

Bright Path Solutions

offers hands-on FrameMaker training
in Livonia

FrameMaker for the Real World

January 26-30, 2004

10% STC discount before December 31, 2003
Contact George Luke at 919.481.0393 or
gluke@travelthepath.com for a one-page
overview of this course.

Bright Path Solutions is an Adobe Certified Training Provider, and an Adobe-selected FrameMaker/XML Enterprise Solutions Provider. We also serve as a WebWorks University affiliate.

www.travelthepath.com



Lanette's Lines

Being a Mentor

by Lanette Cornwell
TECHcomments
Managing Editor

Remember my "Wish List" last month? Perhaps you also remember the old saying, "Be careful what you wish for, because you might get it!"

I was asking for help with the newsletter, specifically an Assistant Editor. Within an hour of publication, Emily Eisbruch volunteered. Thank you, Emily! Beth Vollbach contacted me from California to offer copyediting, as she is soon to move back "home" after several years of exile on the West Coast. I was also contacted by the STC student chapter at Bowling Green State University, asking whether I could provide internship experiences by letting them help on the newsletter. You bet!

Since then, I've realized that it's really "easier" in a lot of ways to do it all myself. Right now I'm in the middle of a task analysis of the Newsletter Editor's job, to determine how I can delegate some (or a lot!) of the work and then pull it back together at the end to create each issue. A big task, but it's what I signed on for in the first place—project management experience.

I was heartened by something in Linda Oestreich's Guest Director-Sponsor letter, however. Let me repeat it here: "#3. Find and be a mentor. . . . Sometimes it's tough to be a mentor, but you absolutely should not only have one, **but be one.**" (emphasis added) There are many ways to do this. I hope to be sharing some very concrete job skills with the BGSU students over the next few months. I also hope to be introducing Emily to the Managing Editor's job in such a way that she will be eager to take it over and make it her own in a year or two. In both cases I know I'll be receiving as much as I give.

Lanette's Wish List Continues

I do still have some items on my wish list (more on this next time):

Advertising manager
Photographer

And Now For Something Completely Different...

Nancy Hoffman, STC-SM member, former president, and Society Fellow, is running for second vice president of STC! This is very good news. Please consider voting for her.



SCHOLARSHIP APPLICATIONS AVAILABLE

Each year, STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication.

Four awards of \$1,000 each will be granted for academic year 2004-2005.

Application deadline is February 16, 2004.

Application forms and instructions are available from the STC office:

901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
703-522-4114
www.stc.org

Second VP is the highest elected office in STC. After a year the Second VP becomes First VP, then President the year after that. Our Southeastern Michigan chapter is well represented at the International level right now, with Nancy running for Second VP and Chris Juillet being a member of the nominating committee at the International level (he was elected last year).

Thank You to All Contributors to this issue of TECHcomments!

Mary Jo David
Thomas MacLaney
Natalie Roelant
Kathy Carter
Lynnette Pryce
Linda Oestreich
Dale Marie Harmon
Christine Pellar-Kosbar

Networking and Learning Opportunities

November 19, 6:30-8:30 p.m.

Southeastern Michigan Chapter Usability Professionals' Association: Louis Rosenfeld, "Search Log Analysis for User Research."

Soar Technology, Inc., Ann Arbor. Free for UPA members, \$8 for non-members.

Contact uid@compuware.com if you plan to attend.

December 10, 2003

STC Phone Seminar: Leah Guren, "Adding Panache to Your Procedures"

www.stc.org/seminars.asp

January 14, 2004

STC Phone Seminar: Jean-luc Doumont, "Effective Web Sites: Structure, Navigation, and Graphics"

www.stc.org/seminars.asp

January 28, 2004

STC Phone Seminar: Saul Carlner, "Demonstrating the Value of Technical Communication Products and Services"

www.stc.org/seminars.asp

February 11, 2004

STC Phone Seminar: Lance Gelein, "Don't Make Me Do That! Making Learning Fun and Engaging"

www.stc.org/seminars.asp

February 26, 2004

STC Phone Seminar: Whitney Quesenbery, "Designing Web Applications"

www.stc.org/seminars.asp

March 10, 2004

STC Phone Seminar: Seth Maislin, "Keywords for Indexing and Search"

www.stc.org/seminars.asp

March 24, 2004

STC Phone Seminar: Judith Herr, "Winning New Business: Preparing and Submitting Proposals 101B"

www.stc.org/seminars.asp

January 26-30, 2004

"FrameMaker for the Real World" presented in Livonia by Bright Path Solutions. 10% STC discount for registration by 12/31. www.travelthepath.com

November 20, 2003

STC Monthly Program Meeting, "Technology in the News," speaker Matt Roush
See page 7 for details

November 20-25, 2003

National Council of Teachers of English 93rd annual convention, "Partners in Learning," Moscone Center West, San Francisco.

(800) 369-6283

(217) 328-9645 (fax)

public_info@ncte.org

www.ncte.org

January 26-29, 2004

50th Annual Reliability and Maintainability Symposium (RAMS), Los Angeles Airport Marriott.

www.rams.org

February 7-11, 2004

American Society for Training and Development (ASTD) TechKnowledge 2004 Conference and Exposition, Anaheim Marriott Hotel, California.

ASTD

(703) 683-8100

(703) 683-8103 (fax)

www.astd.org

February 12-16, 2004

American Association for the Advancement of Science (AAAS) annual meeting, Seattle.

AAAS Meetings Department
(202) 326-6450

(202) 289-4021 (fax)

aaasmeeting@aaas.org

www.aaas.org

February 27-28, 2004

Atlanta Chapter STC will hold its annual regional conference, "Currents," at Mercer University in Atlanta, Georgia. Topic stems include learning new skills and tools, contracting, satisfying users, education/professional development, and management.

Cheri Crider

ccrider@optiosoftware.com

www.stcatlanta.org

July 1-3, 2004

The Research and Training Institute of the East Aegean (INEAG, Samos Island, Greece) and the University College of the Fraser Valley (British Columbia, Canada) will hold the Fifth International Conference on Information Communication Technologies in Education on Samos Island, Greece. The conference will provide an overview of current thinking and practices in applications of technology to education. For more information, please contact INEAG, icicte@ineag.gr or www.ineag.gr/icicte

July 25-27, 2004

Sacramento Chapter STC will host the STC Region 8 Conference at the University of California, Davis. The conference will feature seminars, a regional leadership summit, and a trade show and career expo.

Eric Butow

ceo@butow.net

www.stcregion8conference.org

STC's 51st Annual Conference

May 9-12, 2004

Join the Society for Technical Communication in Baltimore, Maryland, for STC's 51st Annual Conference, the largest gathering of technical communicators in the world!

For more information, contact the Society office.

703-522-4114

www.stc.org



“Creating and supporting a forum for communities of practice in the profession of technical communication”

www.stc.org

TECHcomments

The newsletter of the
Southeastern Michigan Chapter of the
Society for Technical Communication

Managing Editor

Lanette Cornwell
newsletter@stc-sm.org

Layout Editor

Thomas MacLaney
tmaclaney@aol.com

TECHcomments is published bimonthly, six times a year. Publication dates are the first of September, November, January, March, May, and July. Deadline for submissions is the 10th of the month preceding publication.

Reprints are permitted if you give credit and send a copy to the Managing Editor.

Unless otherwise noted, copyrights for all newsletter articles belong to the authors.

Deadline:
December 10

January-February
issue of **TECHcomments**

E-mail submissions to
Newsletter@stc-sm.org

STC/SM Leadership 2003-2004

Executive Administrative Council

President

Mary Jo David
president@stc-sm.org

Vice President

Natalie Roelant
vicepresident@stc-sm.org

Treasurer

Colleen DeNardo
treasurer@stc-sm.org

Secretary

Deb Stacy
secretary@stc-sm.org

Immediate Past President

Catherine Titta Buerkle
pastpresident@stc-sm.org

Committee Managers

Job Board/Listserv Manager

Chris Pellar-Kosbar
jobboard@stc-sm.org, listserv@stc-sm.org

Membership

Barry Matthews
membership@stc-sm.org

Newsletter

Lanette Cornwell
newsletter@stc-sm.org

Nominations

**Catherine Titta Buerkle, Sally Paul,
Jennifer Regal**
nominations@stc-sm.org

Professional Liaison

Lynnette Pryce
profliaison@stc-sm.org

Programs

Natalie Roelant
programs@stc-sm.org

Publicity

Kelly Self
publicity@stc-sm.org

Web Master

Kathy Belanger
webmaster@stc-sm.org