



CAPITAL LETTER

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Quotable Quote:

Making a success of the job at hand is the best step toward the kind you want.

~ [Bernard M. Baruch](#) ~

Event Summary: 2004-2005 Competition Awards Ceremony and Content Management Workshop

By Kate Masters, Washington, DC Chapter Member

Competition winners were honored at this year's Competition Awards Ceremony on Saturday, February 5 at the Capital Hilton Hotel in Washington, DC. Each year awards are given to recognize the finest achievements in technical communication. The three categories are Online Communication, Technical Art, and Technical Publications.

Competition events began in fall 2004. Experienced judges Mary Wise, Carolyn Kelley Klinger, and Ann Ray held a half-day Judge's Training session back in November. "The most rewarding aspect of judging is being able to see examples of what other technical communicators are doing", says 1st Vice President and Competition Manager Melissa Brown. "The Washington, DC Chapter receives a variety of submissions from technical communicators

throughout the United States and the world", continues Brown.

Entries were distributed to judges in October 2004 and then independently evaluated. The three judging teams for the online category, explains first-time Online Competition Manager Jeff Strong, held virtual meetings prior to December's consensus meeting. Online chats and email enabled judges to quickly agree upon the award-winning entries in person.

Second Vice President Kristen Sweet and Melissa Brown organized the awards ceremony in addition to a mid-morning workshop for online content management. The seminar was led by Leslie O'Flahavan, co-founder and partner of E-WRITE, which has helped thousands of people write expressly for the web. She revealed that the most effective content management system

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

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The *Capital Letter* is published six times per year by the Washington, DC Chapter of the Society for Technical Communication. Its purpose is to provide articles and essays in the field of technical communication as well as inform chapter members about special functions and regular activities of the chapter and Society. Material for publication should be submitted to the editor: **Kathy Bell** at news@stcfdc.org
This newsletter invites writers to submit articles that they wish to be considered for publication.

From the President

Kathy Bine

Making Money while Doubling your Fun



In his play, "The Matchmaker," Thornton Wilder's character Dolly Levi says that she is paid twice for

her work: once in money and once in amusement, which she considers very fine payment indeed.

Finding employment that engages the mind and heart while paying the bills is quite a feat. The people I know who have accomplished this have worked for a number of employers and have learned to recognize a great job when they see it. The strategies I've used to find meaningful, interesting work are:

- 1) Figure out what you don't want to do, and don't pursue those jobs. I've learned that I do well in subject matter about environmental issues, computer technology, transportation, and sciences. I also know that health and medical subject matter tends to turn me into a hypochondriac, so I don't pursue those leads.
- 2) Find out who does what you want to do. A wonderful

resource for the Washington, DC area is the *Washington Information Directory*. This reference book lists who does what by subject matter, and is updated annually. The *Washington Information Directory* is available at your local library.

3) Determine your weaknesses and consider how you can transform them into strengths. My sister worried that she'd never be hired in her field because she had never taken a Western fine arts class during college or graduate school. She relaxed and regained her confidence once she realized that her education and work experience provided a more unusual knowledge of Plains Native American art and culture. She landed a great job where that knowledge has been very relevant.

4) Tell people that you are looking. Word of mouth and personal contacts usually work better than cold calling or randomly sending résumés and emails. Our chapter events have helped at least one person find employment this year. The chapter website

provides both a talent pool where you can post a résumé and a job bank where you can find that perfect fit. There are other ways to get a job—I got mine because I sent in a cover letter and résumés, cold—but word of mouth works. You can also check with your contacts to learn about your prospective employer, boss, and coworkers.

5) Be positive. If you find yourself angry, depressed, or frustrated, go for a walk, clean the kitchen, or call a friend.

Consider your options rather than the potential pitfalls. If money is getting tight, get a temporary job, cut your expenses, take a more aggressive approach to looking for work, but keep your search scoped. If you apply for every job that you are qualified to perform, you will get interviews and at some point you will get an offer. Plan for that effort to take at least two months to see results.

We Want Letters to the Editor

Do you have something to say about a recently published article? Was there incorrect information we printed that you want to point out? Do you have an idea that you would like to share that may make the newsletter be a more useful and enjoyable resource? Contact us at news@stcwdc.org.

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Chapter Chatter

Membership News

New Members Who Joined Between December 16, 2004 and February 15, 2004

Todd E. Bailey	Sarah Donovan	Deanna Johnson	Christy Turner
Tracy F. Besser	Frances E. Edmonds	Michael Kabran	Ralph A. Webb III
Virginia F. Bondoc	Marsha R. Ford	Helen M. Kelley	
Maurice Cook	Karen Haas	Liza A. Lyons	
Sara M. David	Maxine L. Hattery	Amir A. Ronaghy	

Welcome to STC!

Don't Lose Touch with STC

Have you moved? Changed jobs? Changed your email address? Be sure to update your STC contact information so that you continue to benefit from your membership.

To update your membership information, either use the change of address form at <http://www.stc.org/formAddressChange.asp> or call (703) 522-4114.

Procedures for STC's 2005 Election

The annual STC election will be held in early 2005, and only members who have paid their dues by February 28, 2005 will be eligible to vote. An option on the dues renewal forms and new membership applications for 2005 allows members to receive their election materials via

email. In March, members who selected this option will be emailed 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 at noon Eastern time on April 15, 2005.

Save the Date!

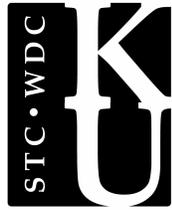
April 9, 2005: Knowledge University Event: Using Adobe® Acrobat® and Adobe Acrobat 508 Accessibility (http://www.stcwdc.org/prgm_resrv_ku_apr05.shtml)

May 7, 2005: Knowledge University Event: Introduction to XML and Introduction to

Javascript™ (http://www.stcwdc.org/prgm_resrv_ku_apr05.shtml)

May 8-11, 2005: STC Annual Conference, Seattle, Washington (<http://www.stc.org/52ndConf/index.asp>)

Upcoming Chapter Events



KNOWLEDGE
UNIVERSITY

Event: Using Adobe® Acrobat® and Adobe Acrobat 508 Accessibility
 When: Saturday, April 9, 2005 8:30 a.m. – 4:00 p.m.
 Where: EEI Communications, 8403 Colesville Road, Ste 320, Silver Spring, MD 20910
 Cost: \$80 Full Day, STC Members
 \$90 Full Day, Nonmembers
 \$50 Half Day, STC Members
 \$60 Half Day, Nonmembers

Note: EEI requires that we have a minimum of 14 seats filled in both sessions.

RSVP: Reservations are required for this event and must be made by **Friday, April 1, 2005**. To reserve, complete the reservation form at http://www.stcwdc.org/prgm_resrv_ku_apr05.shtml.

Info: **Using Adobe Acrobat**

This KU course provides you with the following skills:

- Converting source files to PDF
- Adding navigational structure to PDF documents
- Using Adobe Acrobat to publish electronically
- Using and creating hyperlinks
- Working with bookmarks, thumbnails, and articles

Adobe Acrobat 508 Accessibility

This KU course is designed to rapidly get students up to speed on the Federal Government's Section 508 accessibility regulations, and the features of Adobe Acrobat designed to meet those regulations. Topics include:

- What is accessibility?
- Authoring for accessibility
- Working with existing PDF files
- Working with PDF forms
- Using the accessibility checker
- Using the tags palette
- Testing your Acrobat PDF files for accessibility

About the Instructor

Teri Murphy has a background in writing, editing, and speech writing. She has worked for federal government agencies, as well as private sector companies. Teri has a B.A. in Communications and Public Policy from the University of California at Berkeley. She is currently an independent writer, editor, and desktop publisher.



Event:	Introduction to XML and Introduction to Javascript™
When:	Saturday, May 7, 2005 8:30 a.m. – 4:00 p.m.
Where:	EEl Communications, 8403 Colesville Road Ste 320, Silver Spring, MD 20910
Cost:	\$80 Full Day, STC Members \$90 Full Day, Nonmembers \$50 Half Day, STC Members \$60 Half Day, Nonmembers Note: EEl requires that we have a minimum of 14 seats filled in both sessions.
RSVP:	Reservations are required for this event and must be made by Friday, April 1, 2005 . To reserve, complete the reservation form at http://www.stcwwdc.org/prgm_resrv_ku_apr05.shtml .
Info:	Introduction to XML This KU course introduces Extensible Markup Language (XML). XML enables the Web designer to create information that is evolvable: Write it once and use it many times. This hands-on class is for those with no programming background who want to learn more about XML. <ul style="list-style-type: none">• XML structure and syntax• Creating well-formed XML documents• Creating document type definitions (DTDs) and schemas• Creating valid XML documents• Defining and using entities Introduction to Javascript This hands-on KU course is for those who have no programming background, but would like to learn to create and apply Javascript™ to their websites. Topics include: <ul style="list-style-type: none">• What is Javascript?• Javascript vs. Java: What's the difference?• Creating Javascript that add interactivity to the page: interactive forms, dynamic menus, image rollovers, and more About the Instructor Mary Gillen is a Web developer, trainer, and marketer based in Mason Neck, Virginia. She has a B.A. in English from the University of Massachusetts.

Newsletter Events

Important Newsletter Deadlines

- All Content: 10th of even numbered months
- All Edits to Production Designer: 20th of even numbered months
- Final Review of Layout: 25th of even numbered months
- Publish Online and Send to Printer: 1st of odd numbered months

Themes for Editorial Calendar 2004-2005 (six issues per year)

- September: Volunteerism
- November: Outsourcing
- January: The face of technical communications: A management perspective
- March: Job strategies
- May: Technology trends
- July: Lessons learned

You Shop Amazon, We All Win!

Keep the STC Washington, DC chapter in mind when you make your purchases on Amazon.com. Links from <http://www.stcwdc.org> to Amazon.com contain our chapter's ID for the Amazon Associates program. Without adding a penny to your cost, the chapter earns a referral fee on items offered by Amazon or third parties. Gift certificates and items sold through auctions, zShops, and sites to which Amazon.com links, such as CarsDirect.com, are excluded from the referral bonus.

Since the chapter became a member of this program in April 2001, the chapter has earned over \$220. To boost our sales, we recently added a page of reference books with direct links to their purchase pages on Amazon.com. You can peruse this list of books at http://www.stcwdc.org/refbooks-1_answer.shtml.

Books purchased through these links or by making a selection in the Amazon.com box on our site provide us with up to 15% of each sale,

which is used to help support the scholarship fund for the Austin T. Brown Technical Communication Scholarship Competition for high school students and the Shirley G. Carter Memorial Scholarship for college undergraduate and graduate students. Proceeds may also support chapter operations such as printing and mailing.

To help the chapter, all you must do is enter Amazon.com through the link on our home page or elsewhere on our site, and add items to your shopping cart within 24 hours of your arrival at Amazon.com via the link. Even if you don't purchase the items in your shopping cart immediately, as long as they are added to the shopping cart within that first 24-hour window, they contribute to the chapter's referral bonus if you place your order before the shopping cart expires (usually after 90 days).

Thanks in advance for your support of this program!

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conveys the same information in three distinct formats: a bite, a snack, and a meal. The “bite” is a heading or keyword. A short summary is the “snack,” whereas the full story is the “meal.”

STC members and competition winners enjoyed informally networking over a catered lunch. For Jeff Strong, it was satisfying to finally meet the people whose works he'd coordinated through the competition.

Thom Haller opened his keynote speech with the Nashville sounds of Chet Atkins on the turntable. A former “beltway bandit,” Haller was a deliverables specialist for a series of small U.S. Government contracting firms. He developed and now teaches his “information architecture triangle” philosophy. Haller explained that effective communication is a three-point

balancing act: the audience, the information's purpose, and the context in which it is presented. By restricting your view to see only through this triangle, all extraneous material falls away. Haller currently runs his own information architecture company, Info.Design.

Following Haller's speech, the competition winners were individually recognized. A list of the winners and their entries is available online at http://www.stcfdc.org/0405_winners.shtml. The Distinguished Technical Communication award entries are entered into the international competitions. The international awards will be presented at the STC Annual Conference in May 2005. Members interested in judging in next year's competition should contact Melissa Brown at firstvp@stcfdc.org.

Finding a Job in Your Field of Dreams

By Kathy Bine, Washington, DC Chapter President

Layoffs at WorldCom, airlines, nonprofits, and information technology companies have caused mid-career crises for technical communicators. It's tough to hear those words, “We can't keep you on staff.” It's also tough to hear, “We can't keep your staff on staff.” Guilt hangs overhead: What if I'd worked harder? What if I'd pushed more work to this person or that? What if, what if, what if.

What about this what if: What if you wallow in your guilt so long that you don't find your next job, or lose your job because you fail to pick up the work that others had to leave behind? I've been on both sides of the layoff crisis, and neither is easy. My approach is to get through the guilt phase as fast as I can, and start on the next tasks.

If you lost your job:

Your mantra is, “There's a better job out there for me. I just have to find it.” If you think positively about your opportunities, you will be happier and more likely to be employed doing what you want to do. If you pursue your job search aggressively, you will spend from 20 to 30 hours a week researching, writing, and telephoning.

Don't apply for jobs you don't want. My job searches became much easier once I realized that I don't like working with health and medical information. This cuts out about half the available jobs; half the reading, reviewing, and research. By doing this, you can...

Focus all your energy on the jobs you do want. Read the business section to find organizations that are expanding and successful,

and find out which organizations do the kind of work you want to do. Because you are looking for a job in a smaller segment of the workforce, you will need to follow that segment closely.

Review your résumés and cover letter. Get a friend to look at them too. We are taught to be modest about our accomplishments. Your friend can tell you when you are underselling your skills. Your cover letter explains how the company will benefit from your skills. If it's written well, the interviewer will refer to your résumés only for specific facts rather than try to understand your skills.

Get the word out. That means that every week you should send out at least 10 cover letters and résumés. If you signed a noncompete agreement, talk to a lawyer or to your old company. It may be unenforceable, or your company may not be willing to enforce it. Tell your friends, associates, and mailman that you are looking. You can meet people for coffee, for a walk, for all sorts of free or inexpensive things to talk about what you want to do.

Apply for unemployment. When I told my parents I was on unemployment, they reacted as if I were on welfare. I paid into the unemployment fund, though, and I deserved to get money out of it again.

If you got left behind when everyone else got laid off:

Consider your chances. Answer the following questions:

Is the company still floundering?

Is your workload unmanageable in a 40-hour week?

Are you frustrated?

Did the company provide less than two weeks' severance for laid-off employees, or refuse to pay them for vacation time accrued?

Are you likely to be next?

If you answered Yes to these questions, it's time to follow the tips for job seekers. The difference is the time commitment. I'd plan for 5 hours a week minimum, with an additional 5 hours for every additional "Yes" in your responses.

Escaping the office. What to tell the boss when you have an interview? I avoid saying anything if I can, other than "I'll be out Thursday morning." If the boss asks why, I'm honest and say, "I need to know what my skills are worth in the market, since the company is reducing staff and my job may be next." The company benefits by knowing that you feel insecure and it could lose your services. You benefit because you are being honest.

Informational interviews. One great option is to interview people at companies where you would like to work, or who seem happy with their jobs. The informational interview holds no pressure for either party. People who might not have time to meet you for lunch or dinner can find 15 to 20 minutes to meet with you.

At the interview. An interview is like a first date and renting an apartment. You know a bit about them, they know a bit about you. Look for flaws while realizing that the perfect job, employer, manager, and office don't exist. Ask questions, meet the neighbors, and check out the facilities.

Trust your instincts. Magnify that feeling you had when walking out the door by five days a week and multiply by pi. If the interviewers didn't treat you very well during the interview, why would they be any nicer to you once you're on staff?

Follow up. Thank everyone for their time, for their ideas, for their suggestions, and ask for their business cards so that you can thank them. Notes can be hand-written (just make sure they are legible), but certainly should be sent as soon as possible after the meeting. People have short memories. If you know you don't want the job, consider telling the employer your decision. They'll be grateful to simplify their decision.

Read. Improve your mind. Suggested books to get from the library or the used bookstore include:

What Color Is Your Parachute? by Richard Nelson Bolles, \$18.00 new. Great for people changing careers, or stale in their present career. Bolles issues this book annually with only slight changes, so if you find an older edition at a used bookstore, buy it.

How to Win Friends and Influence People, by

Dale Carnegie, \$8.00 new. The title is corny, but if you can't get an interview, or get interviews but no job offers, it's time to check your people skills. Carnegie's book was the first to discuss people skills, and it's still a fast, effective read. The book was revised in 1981, so any edition after that date is worth buying.

Think positive. How often do you get the chance to examine what you do with your time and your life?

Event Summary: Strategic Planning for Your Life

By Ann Ray, Washington, DC chapter member

What if you could have anything and achieve anything, if you only spend 15 minutes a day planning? January's local STC event was the *Strategic Planning for Your Life* workshop presented by Judy Glick-Smith, President and CEO of the Glick-Smith Group, Inc. This workshop set out a proven methodology for developing a personal mission statement and planning your life through goal setting. Glick-Smith recently revamped her popular workshop to include techniques on how to interpret your plan if you get blindsided by the economy, your health, or life.

Glick-Smith began the workshop by stating that "everything in life is mind over matter;" you have to choose not to let circumstances bother you. Strive for progress, not perfection. You are already a perfect miracle! You are here for a reason and it's up to you to figure out what it is. Cultivate a "journey attitude," not a "destination attitude."

It is important to keep a beginner's mind, one that is empty of preconceived notions and open

to all possibilities. We are all connected and we are actualizing the universe together. Until we make a choice, all possibilities exist. We examine our choices, make a choice, and let all other possibilities fall away. This takes discipline. Glick-Smith said we are all disciplined to existing habits. If you need to be more disciplined, it takes only 21 days to create a new habit, which means that in a year, you could develop 17 new, good habits!

The key to happiness is to learn to forgive and continually give thanks. You need to know who you are and what you want to accomplish. Practice continuous reinvention. Get busy doing what you love and live in the now.

The workshop included eight exercises, most of which were started in small groups. The exercises were designed to help you through the process of reinvention, the antidote to getting blindsided. The first exercise gets you thinking about who you are, leading to the definition of your life's mission statement and written goals for every aspect of your life. Managing your life is

about taking responsibility. You need to create the habit of setting and monitoring your goals on a regular basis. Determine, based on your mission, what is really important right now. Then determine what YOU have to do to manifest a positive outcome. The final exercise was about managing detours, or how to integrate a positive

solution to an unexpected situation into your life plan.

In addition to the workshop and exercises, Glick-Smith left us with a long list of resources, everything from Ben Franklin and Dr. Phil to Dr. Peter Drucker and the Dali Lama. The workshop handout is available at http://www.stcfdc.org/prgm_jan05.shtml.

James River STC Conference Report

By Lee Perkins, Washington, DC chapter member

In mid-January, I went to the James River STC Information Management and Design conference in Williamsburg, VA at the Sheraton Four Points Hotel. The price was right, and Williamsburg is easy to get to and find one's way once in town.

I was amazed at the distances traveled by some of the participants (North Carolina, Northern Neck, Alexandria, Washington, DC, Lynchburg), proving that if you have a program that is a real draw, people will come to it. Even though the bitter cold meant that I stayed in the hotel the whole time, the fact that it was held in Williamsburg was definitely a plus. I made it in three hours from Alexandria, leaving at 7:30 p.m., Friday, allowing the rush hour to clear out before me, and arriving in my hotel room by 10:30.

The warmth of the chapter members and the excellence of the presentations more than made up for the problems the hotel had in delivering adequate heat to the meeting rooms. Additionally, participants received generous handouts and a CD containing most of the conference materials.

The digital camera presentation was dropped due to the sudden illness of the presenter, but all other workshops went ahead as scheduled.

Since they were given in pairs, it was hard to choose which one to attend. Fellow attendees always seemed to have rave reviews for the ones I did not attend!

I attended the ones on communicating technical ideas, indexing (in which I learned that a huge index I once produced to rave reviews was not all that good), information architecture and content reuse, online help issues, XML and FrameMaker in document conversions, and developing an Element Definition Document (EDD).

I wish we could have earned continuing education units (CEUs) for this weekend, because much of the program was far superior to presentations I paid a lot more for and for which CEUs were awarded.

During Saul Carliner's excellent keynote speech about attracting and keeping members in the new century, I got to thinking that a great added-value benefit to members would be the ability to receive CEUs for conference attendance. Companies might be more willing to pay for such attendance and to fully or partially sponsor them.

There has been a lot of discussion in the computer industry lately about certification and credentialing. Entry-level employees are flocking

in droves to certification classes, often at scandalous tuitions. The fast pace of the state of the art in our business makes it hard to decide which courses people should take, or if they should take any at all.

I think that STC and computer-related organizations in general should take a look at the real estate inservice training model as the way we should go. A number of good friends are in the real estate business and must take 40 class hours a year to maintain their licenses. A benefit of their membership in their professional association is that the association gives credited

classes, either by itself or in conjunction with a related organization or a licensing authority.

Are there any plans afoot in STC to award CEUs? I personally don't need them, but some companies encourage and fund employees who take work-related courses, and CEUs are an accepted measurement. I am sure that such for-credit offerings might make a positive impression on people trying to decide whether to join, particularly if there was a concerted public relations campaign directed at training directors and human resources people in companies.

We welcome your articles expressing opinions about STC and the value it provides. If you have comments about this article, please contact the newsletter editor at news@stcfdc.org.

Information from Some STC Election Candidates

A number of STC candidates contacted us to introduce themselves prior to the April elections. Their information follows.

Paula Berger, Candidate for 2nd Vice President



I want to thank the STC membership for giving me this opportunity to run for 2nd Vice President. Many people asked me to run for this office because STC and our

profession need strong leaders. I have been a voice for change and progress in STC for years, I have a clear vision of where our profession and our society need to be, and I have the strength and willingness to lead us through these changes.

This article presents my views on the major issues that STC must address. The ballot materials and the candidate information printed in *Intercom* offer a brief summary of these

Providing Better Value to Members

Membership has dropped in recent years, partly because members and employers no longer believe STC provides enough value. We must re-engage technical communicators by redefining and improving our services. This is a major goal of STC's Transformation.

One of STC's primary duties is to foster the career growth of members by defining and supporting career paths they can follow in their own discipline or related ones. Our activities and offerings must focus on lifelong professional development.

STC must increase educational opportunities for both newcomers and for senior members. We need to add educational offerings that focus on advanced skills for advanced practitioners.

STC needs to develop comprehensive, industry-supported training programs that provide clear value to members **and** employers. Our strong special interest groups should work with education and industry experts to define curricula for basic and advanced certificates in their disciplines.

Webinar topics and other educational offerings must be part of a coherent training structure, with the value of each topic defined in context of the focused training programs.

STC's financial arrangements must respond to the day-to-day concerns of members. Our membership fees must be appropriate and manageable. We must provide additional financial value to members, such as STC discounts on software products and reduced prices at an online bookstore. We should also partner with other associations to offer reciprocal discounts on events and membership.

Promoting the Technical Communication Profession

STC must embrace the multi-disciplinary nature of technical communication. Our diversity is a positive sign that our profession is evolving and we must welcome and support the many disciplines that constitute technical communication. As one society with communities from many related disciplines, we can take advantage of the stronger voice we have because of our diversity.

We must truly **lead** the profession, promoting best practices and educating the public, employers, and industry about the importance, usefulness, and diversity of technical communication. We must define where technical communication fits in the global business landscape of 2005 and beyond. To better define

and increase our business value, we should solicit high-level industry leaders to join a new STC Board of Advisors.

Greater corporate support is key to STC's future. We must aggressively solicit support from companies that understand the benefits of a strong technical communication profession. We must promote corporate sponsorships for education programs, scholarships, and even specific recognition awards.

We must have a strong global presence and actively pursue new members and corporate involvement outside the U.S. Working outside the U.S. and belonging to a chapter in Europe for several years has helped me understand the global business of technical communication.

Other societies exist to support many of the technical communication disciplines—user experience, information design, and more. STC needs to look outside its boundaries and interact with other societies. We must build alliances with them, arranging reciprocal discounts on events, offering shared educational offerings, and perhaps even holding joint conferences.

Supporting STC's Communities

Communities have always been a real strength of STC. While many associations boast strong networks, STC is truly unique in the quality of the relationships that members form. Our members are committed professionals who care a great deal about what they do and about each other. STC has been a wonderful part of my personal and business life, with many STC members I consider both colleagues and friends.

We must nurture all our communities and help them thrive. "Seasoned" STC members usually have close ties to their chapters. Now, more people have also developed close ties to virtual communities. All our communities have great value and need to be supported fairly and equitably.

Our annual conference is an important part of the society year and offers wonderful networking opportunities. We can strengthen the conference by updating our approach to reflect our changing community structure. It may be time to align the conference stems with the special interest groups and have these communities take responsibility for defining the offerings in their stems. Perhaps our smaller conferences throughout the year can be based on disciplines and run by larger interest groups, either instead of or in conjunction with regional conferences.

We must also provide society-wide technology solutions that simplify community operations and communication, such as portals, job banks, event listings, online classes, and forums. We must provide additional training and support for community leaders, particularly in light of the proposed changes to the sponsor role.

Improving Our Management of STC

It is no secret that we need some internal changes in STC. The Transformation is a good start, but the STC Board needs to communicate better than it has. The Board needs to listen to

members, to invite participation in discussions and decisions, and to explain what the Board is doing. If I am elected, sharing information will be one of my key priorities.

We need to improve our management of the society's resources. STC needs to "open the books" to a greater degree, allowing members to understand how the society's resources are used. We also need to be sure we are deriving the maximum benefit from the STC office and directing them effectively.

Another area for change is the election process. Very few STC members vote, because our election process does not foster member involvement or bring issues into discussion. We should evaluate alternatives, such as requiring all potential candidates to submit petition signatures showing demonstrating member support.

Please Vote

STC is at a crossroads. We need leaders who are not afraid to take the more difficult path if it leads to greater benefits. Please give me the chance to help STC help us all. Thank you.

Doug Woestendiek, Candidate for STC Treasurer



My name is Doug Woestendiek. I have been active in STC in a variety of roles, from the local chapter to the international level. Since 2001, I have had the honor to serve on the Society

Board of Directors as the Assistant to the President for Technology. I was Special Events Coordinator at the STC Annual Conference in 1996. I have presented and moderated sessions at several Annual Conferences, and I have worked with stem managers as a peer reviewer for annual conference proposals. During my career, I have been a member of the Mid-

Hudson Valley, Austin TX, Twin Cities, and Central CT Chapters. I served as the Mid-Hudson Valley chapter newsletter editor.

I would like the opportunity to continue my service to the STC as your Treasurer. The STC Treasurer has a dual role, working as the CFO for the Society and as a member of the Board. I have the necessary experience in both those roles.

Experience

I received my BS and MS in Mathematics of Operation Research and Statistics from Rensselaer Polytechnic Institute, with a

Management Minor. I later earned a Human Computer Interaction (HCI) Certificate from RPI. I hold several Technical Achievement Awards from IBM, including intellectual property and publication awards. In 1995, I received a Distinguished Technical Communication award in the Northern California Technical Communication's STC Competition.

I am a member of the American Society for Quality (ASQ). In 2004, I became an ASQ certified six sigma black belt. I believe I can apply this skill to the financial processes of the STC.

I have the direct financial experience needed for this role. Since 2002, I have been Treasurer and Finance Manager for a \$16M+ valuation private property corporation. I have also served that group as VP and Director. During my career, I have managed budgets over \$10M and have re-engineered financial processes.

I also bring the knowledge needed to be an effective member of the STC Board. I have worked in large international companies and small companies. I have led major projects, worked collaboratively with competitors, and represented views to industry forums.

Early in my career, I led IBM's documentation team in the COSE CDE (Common Desktop Environment) project. This was a joint development effort with HP, Sun, and Novell, involving online help, hardcopy, and softcopy documentation. I also represented IBM in the Open Group Single UNIX Documentation project.

From 1999-2004, I was a Senior IT Architect in Financial Systems at IBM. I focused on emerging technology and e-business strategies across the worldwide portfolio of IBM finance applications. I was the lead technical architect on the Finance Portal, which served as the conduit for web-

enabled Finance applications and as a productivity tool for IBM's 10,000 worldwide Finance employees.

As a Senior IT Architect at IBM, I re-engineered financial processes and systems. I also helped recommend and implement a Sarbanes-Oxley solution for IBM which IBM now markets to other companies. (Sarbanes-Oxley is a bill passed by Congress which forever changes the financial reporting landscape. It mandates numerous changes to financial reporting, intended to protect investors by improving the accuracy and reliability of corporate disclosures made pursuant to the securities laws.)

I am now the Director of Software Architecture at Marketing Management Analytics (MMA), responsible for the overall architecture of our Avista solution, holding an \$11M+ direct development budget.

Plans

Our industry is changing. From the outsourcing of jobs to the state of the global economy in the area of technology, the world we live and work in is changing. And it is changing *fast*. STC needs to continue to change too. During the change, we as a Society must re-evaluate our spending and ensure it is aligned with our member needs.

It's an exciting time for STC as it transforms to provide better value to its members. I can provide fiscal oversight to the society, ensuring sound processes and adequate controls are in place. I can assist the board in making wise financial decisions. I will manage the budget prudently and make it clear to the members how money is being spent.

The Society must become more nimble in reacting to trends. We must put policies in place so we can adjust quickly to provide programs that add value for our members and address

their changing needs in a fiscally responsible manner.

I would like the opportunity to continue my service to the STC by continuing on the Board as the new STC Treasurer. I want to help ensure that the STC remains relevant to our members, and that STC uses our combined fiscal

resources to deliver meaningful value to members in their professional lives.

You can learn more about me at <http://hometown.aol.com/dougwoestendiek>.

Please take the time to vote! Thanks.

Lori Klepfer, Candidate for Nominating Committee

Greetings STC members! I'm Lori Klepfer, and I'm a candidate for the STC Nominating Committee.

STC is on a momentous, exciting journey—akin to 50 plus years ago when two professional societies merged to form STC. Years from now, our members will look upon us as pioneers in the organization. STC has and always will adapt to the changes in the industry. That's why I joined STC 15 years ago. We led the taming of the desktop publishing bonanza, defined online help and website design, and now are pioneering usability and information architecture.

As a senior member and the Immediate Past President of NEO STC, I believe I can represent you at the national level by helping to identify our future leaders from among our very talented global membership. Over the years, I've held various positions at the local level, including leading NEO STC's re-chartering committee. Under my leadership last year, NEO STC won

both a Chapter of Excellence and a Chapter Pacesetter award. You can read more in my candidate bio in *Intercom* and on the STC website.

My only career has been the various aspects of technical communication, and for the last four years, I have built and run my own technical communication company. I've been fortunate enough to have assigned projects to other technical communicators. With this experience, I believe I know what it takes to succeed in this profession and the qualities that our future STC leaders should possess to help lead us into our shared future.

You'll be electing two nominating committee members. I humbly ask for your vote.

Lori Klepfer
TC Nominating Committee Candidate
Immediate Past President, NEO STC
Principal, LJK Consulting