

ROUGH DRAFT

The newsletter of the STC Phoenix Chapter

September 2006

Meeting Information

Tuesday, September 12, 2006

"Why I Didn't Hire You (for that Technical Communicator job)"

Presented by: Dalton Hooper

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Rough Draft is the official newsletter of the Society for Technical Communication, Phoenix Chapter community. The newsletter provides news about chapter events, members, and publishes members' opinions about technical communication topics.

Newsletter Staff:

Karen L. Zorn, Managing Editor
Gloria McConnell, Contributing Editor
Kathy Graden, Contributing Editor
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Submitting Content

We invite readers to submit articles, columns, photos, and other material on subjects of interest to Chapter and Society members. Deadline for submissions is the 10th of the month prior to publication.

We accept articles submitted as e-mail, or files in Microsoft Word® or FrameMaker® format. We prefer GIF, PNG or JPEG graphics. Please include your e-mail address and your phone number. If you want to send material by fax, first call the Managing Editor, Karen Zorn, at 408-354-0537.

The Rough Draft staff reserves the right to edit articles for clarity and length and to reject submissions judged unfit for publication. We try to review substantive editing of feature articles with the author before publication. Our style guide is Words Into Type.

Dalton Hooper, Documentation Manager, Walt Disney World, will present "Why I Didn't Hire You (for that Technical Communication job)". Dalton presented at the 53rd Annual Conference and was well received.

"Having received hundreds of résumés and interviewed countless candidates for technical communicator positions during my role as Documentation Project Manager for *Walt Disney World*, I have come to realize there is no magic formula which will guarantee you get that Technical Communicator job. There are; however, things you may unwittingly be doing that can stack the deck against you! It is from that perspective this presentation was created.

There are many books and lectures that will advise you how to write that "winning résumé" or "ace that interview". This presentation seeks to identify those characteristics of both the résumé and the interview that can actually eliminate or greatly reduce your chances of being successful. In this presentation, I refer to those characteristics as "showstoppers". In addition, this presentation addresses and gives examples of

"showstoppers" which may be unique to the Technical Communicator candidate."

Dalton Hooper

Where: University of Phoenix - Northwest Campus
15601 North 28th Avenue,
Phoenix, Arizona 85053 [Map](#)
602-863-2600

Cost: Members - \$20 members
Non-members & late registrants - \$25
Full-time students - \$10

Price includes a wrap sandwich assortment, chips & salsa, fresh fruit, dessert, iced tea & bottled water. When registering, please specify if you want a vegetarian wrap.

Program only - \$5

Pay via cash or check at the door or online via PayPal.

Register: RSVP no later than noon Thursday, September 7. Register online at www.stc-phoenix.com, Email Deb Duane at stcphoenix@yahoo.com, or call Norm Haskett at 480-963-8102.

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Phoenix Chapter Mission Statement

As a world-class educational and informational forum, we discuss cutting-edge concepts and technology, encourage sharing information among members, and sponsor top-quality seminars and conferences.

We give our members the opportunity to grow professionally and be creative; to develop leadership, management, and other skills; to be recognized for their outstanding skills and service; to be the most sought-after employees in our field; and to attain international status as Society-level leaders.

We provide a fun and friendly, high-energy environment that fosters associations and friendships. We promote the value of technical communication and communication in general.

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Society for Technical Communication
<http://www.stc.org>

Late Breaking News!

Norm Haskett, the friendly face and voice who greets you at the Hospitality table and takes your money before meetings, had a bad accident last week that left him with a broken left leg and broken right heel. He's out of the hospital, but confined to a wheelchair with casts on both legs. Regretfully, Norm will not be able to make meetings for a while.

Therefore, we're in need of a friendly face or two who can sit in for

Norm at the Hospitality table while he heals. The job responsibilities are:

- Set up the Hospitality table 20 minutes before check-in time, 5 p.m.
- Check in attendees and collect funds if not prepaid via PayPal.

If you can help, please contact a CMAC member.

Norm, get well FAST!

Membership Matters

See You in September

by Debra Duane, Membership Manager, STC Phoenix

It's that time of year once again. Children are lined up with backpacks and lunch boxes, waiting to board that big yellow bus, while our colleges are bustling with activity. It's September and school is back in session.

Speaking of school, I find it somewhat fitting that beginning with our September program meeting, we'll be alternating meeting locations between two different University of Phoenix campuses, one in the southeast valley and one in the northwest valley. Be sure to check the STC Phoenix website (<http://www.stc-phoenix.com>) for upcoming details.

This change was made to serve you, the member. It is the hope of your Administrative Council, that by providing more than one location, regardless of where you work or live, you'll be afforded an opportunity to attend a few meetings this year, when you may not have been able to so in the past due to location.

Here's where we stand with our current membership. The STC Phoenix Membership as of July 30, is 183 members strong, with our International Membership topping out at 14688 (a 5.1% and 1.5% increase respectively from June). On behalf of the STC Phoenix chapter, I'd like to welcome the following new community members: Roslyn Bryan, Kimberly Dvorak, Brad Lange, Tony McHatton, Nick Moeller, Clarissa Rafanelli, Ida Rodgers, and Janet Thomas. Welcome, everyone!

As your Membership Manager, I encourage you to join us at the location nearest you. Networking and volunteer opportunities abound, you'll enjoy a good meal with great people, and you might even learn a thing or two. I hope to see you on September 12. I welcome your comments and suggestions, feel free to e-mail me at: stcphx-membership@cox.net

Happy New Year!

The Gregorian calendar (sometimes called the “Christian” calendar) celebrates New Year on January 1st. The Chinese calendar - like the Hebrew - is based on a combination of lunar and solar movements. Chinese New Year starts with the new moon on the first day of the new year and ends on the full moon 15 days later. The Islamic (or Hijri) calendar is a purely lunar calendar with a year that is about 11 days shorter than the Gregorian calendar’s year. (As such, the Islamic years are slowly gaining on the Christian years.) STC has its own special calendar and celebrations of our ‘new year,’ both at the society and chapter levels.

Our fiscal year begins on July 1st each year. At that time, new chapter leaders take the helm and begin to learn their roles and responsibilities, many volunteers begin planning activities for the upcoming year, and (most exciting!) chapter presidents and treasurers submit annual financial and operating reports to the Society. (OK, so that’s NOT the most exciting part!)

For most members, our chapter’s PROGRAM year is where the fun really begins! The program year starts with the September meeting - scheduled this year for Tuesday, September 12th - and continues through the June meeting. As in previous years, program meetings will be the second Tuesday of each month. Different this year will be the meeting location. Beginning in September, we will be rotating locations between the northwest and southeast Valley.

Our new program year is also a great time for revisiting our chapter’s vision and mission statements. These statements describe what STC Phoenix strives to be and provide a “measuring stick” against which we’ll judge all our activities this year.

Vision Statement

The Phoenix Chapter is recognized as the hub of technical communication where members enhance their skills and knowledge, while building professional relationships.

Mission Statement

- As a world-class educational and informational forum for Arizona, we discuss cutting-edge concepts and technology, encourage the sharing of information among members, and sponsor top quality seminars and conferences.
- We give our members the opportunity to grow professionally and be creative; to develop leadership, management, and other skills; to be recognized for their outstanding skills and service; to be the most sought-after employees in our field; and to assist them in attaining international status as Society-level leaders.
- We provide a fun and friendly, high-energy environment that fosters associations and friendships; we promote the value of technical communication and communication in general.

And so, on the brink of our upcoming program year, I give you an STC New Year’s toast:

Here’s to STC Phoenix 2006-2007! May the year be filled with thought-provoking discussion and meaningful learning. May we seek, find, and participate in opportunities for enhancing our professional and personal lives to the utmost of our abilities. May our days be filled with Tech Comm friends both old and new. Cheers!

Dana

If you have comments or questions about the upcoming year, please contact me at danaosborne@cox.net.

Genuine beginnings begin with us, even when they are brought to our attention by external opportunities.

- William Bridges

On the Job

Thanks for Sharing: Converting Information Misers into Collaborators

by Kathy Graden

These are events that try technical writers' souls:

- Your manager asks you to create storyboards or templates for documents to describe a complex technology that's new to you. He swears that if you provide the framework, he'll supply the detailed knowledge. However, after you turn in your storyboards, your manager shifts direction and charges you with writing the documents.
- You're assigned to develop a set of technical marketing brochures. Although you ask probing questions to determine what your boss wants the brochures to contain and look like, she offers vague answers and all you learn for sure is that you'll use your company's logo. You do your best to meet her fuzzy requirements. But when you present a draft, she scowls and cries, "No, no! This is all wrong. It is not at all what I want!"
- A client provides thorough specifications for a new project and based on those specs, you generate time and cost estimates. You're locked into a price and a schedule, and then discover you'll be working under constraints that weren't mentioned before. Key SMEs will have limited time to work with you, you'll have to travel to a remote site to get most of your input, etc.

Bad Communication = Workplace Stress

It shouldn't surprise you to find out that communication problems contribute to several of the "Top 10 Workplace

Stressors," as compiled by the Global Business and Economic Roundtable on Addiction and Mental Health:

1. Time lines and deadlines too short for the work to be done.
2. Random interruptions.
3. Doubt resulting from management's failure to communicate what's happening and where things are headed.
4. Mistrust and vicious office politics.
5. Unclear company directives, directions, and policies.
6. Career and job ambiguity; no one knows why anything happens.
7. Inconsistent employee performance management and recognition.
8. Being unappreciated.
9. Lack of two-way communication, up and down.
10. Too much or too little workload.

Though most people see themselves as team players, many managers, clients, and coworkers avoid sharing information we need to do our work. Worse, they tend to deceive themselves about what they're doing.

We learn early in life that knowledge brings power and insider information confers coolness. We're disadvantaged when bosses and clients, or our peers, withhold information. Stinginess with information produces misunderstandings that can lead to serious consequences:

A manager or client thinks...	And the result is...
Why spend time with them? They don't need to know much. A capable, experienced writer can produce good work from minimal input. I can just assign the work, and they'll do the rest.	The finished project may not meet the client's or manager's needs, causing hard feelings on both sides, rework, extra expense, and lost time.
If I tell them they can't interview any SMEs for at least 3 months, they'll be putting in 14-hour days, and they'll have to learn a new authoring tool, they'll refuse my project. Better to keep quiet.	Writers learn they can't trust the manager or client to be truthful about project scope. They may either balk at accepting new work, or (if employed by the same company) may leave.

I definitely can't say we paid Contractor B twice as much per hour for a similar manual. If we pay top dollar every time, we'll go bankrupt.	Word gets around in the technical communication community. Next time Contractor A bids on one of this client's projects (if there is a next time), he or she will probably charge higher rates.
They don't know we just changed the document's scope. If they want to keep doing business with us, they'll just throw in the extra sections for free or at a reduced rate.	The writers probably will provide what the manager or client wants, this time. But they'll be angry and may look for other employment.
Sure, we're considering outsourcing all technical writing. Though we haven't decided to do it, this news might scare the writers – if we tell them now, they'll be less productive.	The writers fear their jobs are in danger, update their résumés, and start interviewing with other companies.

Causes of Information Stinginess

If withholding information stirs up so much bad feeling and so many problems, why do people do it? Surveys conducted by Discovery Surveys, Inc. for more than 65 organizations, representing the views of over 50,000 employees, reveal that:

- Managers assume, wrongly, that withholding information increases their power and influence.
- Many managers lack communication and people management skills because they were promoted due to their technical expertise.
- In many companies, the flow of information is poorly planned and managed.
- If a company's culture doesn't value cooperation, employees are more likely to keep information to themselves instead of sharing it.
- When information isn't available, some employees mistakenly assume it's deliberately being withheld.

Studies by researchers at McMaster University, Queen's University, and the University of Toronto in Canada have uncovered additional motives for hoarding information:

- People don't want to give information to those who have never helped them or have treated them rudely in the past.
- People have been burned by others who take credit for their knowledge.
- People say they don't have time to tutor colleagues.
- Some said they preferred to "appear smarter by being the acknowledged expert in a certain area."
- Some feared that "the person they shared the information with might actually do a better job and show them up."

Joan Lloyd, president of a firm which specializes in leadership development, organizational change, and team building, writes on her Web site, www.joanlloyd.com, that miserly managers who dole out information one

crumb at a time are *"Insecure managers (who) are worried that they won't be needed if they don't make all the decisions. They want to be indispensable and they think the best way to stay employed is to hoard all the power and decision-making. Unfortunately...the more they hoard, the more discontented their employees become and the more old-fashioned and insecure they look. As the rest of the organization (moves) toward a new style of management, they will be conspicuously out of place."*

Such managers, Lloyd says, believe that employees are too inexperienced to make decisions and don't want to, that employees can't see the big picture, and that chaos will rule if everyone has a hand in decision making.

Use Direct Questions to Pry Information Loose

Getting the right information, with the right amount of detail, often depends on the kinds of questions you ask. To deal effectively with information hoarders, you need to know which questions you want them to answer. To obtain all the information you need to successfully complete a technical writing project, you might need responses to any or all of these questions:

- What exactly do you want me to do?
- What are your priorities?
- What requirements must the finished deliverables meet?
- What changes or conditions on this project will affect my work?
- How much money (or time, or people) do I have to work with?
- When do you need my work to be completed?
- How well am I doing?
- What do you want me to do differently?
- When will I receive the resources I need from you?

- What results do you expect, and what do you expect of me?
- How satisfied are you with the products and services I provide?

If someone is not sharing information you need for work, try the following techniques to encourage them to be more forthcoming. Apply these tips to yourself if you recognize that sometimes, you're also reluctant to give information to others.

1. **Directly tell the individual you aren't sure you're receiving full information. Point out the advantages that more open communication can bring you both:**
 - How it can help you accomplish work faster, more easily, and in less time.
 - How a stronger partnership between you and the other person can yield financial benefits, as well as better morale.
 - How increased trust and collaboration will pay off on current and future projects.
2. **Ask the other person to review all the information he or she has, determine what would be useful to you and your colleagues, and pass it on to you.** This might include information about target audience, a targeted product release date, resource availability, etc. Frame your information request as "What can you

provide me to help carry the project forward?" rather than as "This is what I need from you."

3. **Remind the other person of how numbers influence the cost of the project;** costs for your time, for SMEs' participation, for rework, etc., and how those costs contribute to or detract from the project's ultimate bottom line.

Information sharing is one of the main things that drives business success and sets great performers and achievements apart from the herd. If managers and clients want to empower technical writers to achieve positive results, they provide the information they need to do it right.

Sources

- "It's no secret you hold out on your colleagues," Toronto Globe and Mail; May 2, 2006
- Discovery Surveys, Inc. Web site: www.discoverysurveys.com/articles/itw-026.html
- Joan Lloyd Web site, <http://www.joanlloyd.com/articles/open.asp?art=442.htm>
- "Three Tips for Building an Enthusiastic Work Force through Information Sharing" http://www.kirkmillerandassoc.com/brieftips_april_8_2003.htm
- "Information: Share It," by Bev Kaye, <http://www.jobdig.com/content/articles/128/Information:ShareIt.html>

So You Want to be a Conference Speaker

By Nathaniel Lim, Senior Member, Silicon Valley Chapter

Note: This article is based on my past experiences in submitting and reviewing proposals for previous STC conferences. For the next 54th annual Technical Communications Summit in Minneapolis, Minnesota, I know that many changes are taking place, so much so that it will not be the same compared to recent years. Many concepts and procedures in the past may no longer be applicable. Nevertheless, I think the article is still worth reading.

Speaking at an STC technical communications summit gives you the opportunity to share your knowledge, let others learn from your experience, get and give feedback, and represent your company (or yourself). You also get a special speaker ribbon on your conference name tag, a cool speaker's pin, and certificate of participation. After the conference, speakers also receive copies of their written evaluations and average scores for content and delivery. And if you rank in the top percentile of speaker

evaluations, you may also get invited to present an STC web-based, telephone seminar.

For some, becoming a conference speaker is not a walk in the park. At the 52nd annual conference in Seattle, only 225 out of 450 proposals were accepted. You may wonder if your proposal is good enough to make the cut. If you are considering speaking at next year's technical communications summit, read on!

Review Process

Proposing a session for STC's technical communications summit is fairly straightforward. The Call for Proposals is made available in July at www.stc.org/cfp. The deadline for proposals is Friday, September 1, 2006 at 5:00 PM EDT.

The Program Committee (PC) typically receives conference proposals by Labor Day. Each proposal is reviewed, typically by three reviewers. Reviewers consider the qual-

ity of the proposal and the relevance and interest of the proposed session to conference attendees.

The PC meets in October with the goal of planning a strong program for attendees. Depending on the number of proposals received, this can be a challenging task. In recent years, they have had to turn down otherwise good proposals because they received many more than could fit into the program schedule.

Once the program has been finalized, the STC office follows up with conference administration paperwork. If your session is accepted, you are asked to submit an acceptance letter in December, followed by your paper submission in February (if applicable) and speaker registration in April. (Note: speakers receive a \$75 discount off registration fees if they register by the speaker deadline.)

Types of Sessions

Speakers have several options for presenting. Review the conference website for more information.

Case Study - A speaker reports on a successful communication project, technology implementation or management effort, and its results. The track manager groups two to three case studies into a 60-minute or 90-minute session and assigns a moderator.

Research Report - A speaker reports on a completed research report, with an emphasis on the practical application of the results by professional technical communicators. The track manager groups two to three research reports into a 60-minute or 90-minute session and assigns a moderator.

Demonstration - A presenter explains a concept, then demonstrates its application in a real-world setting. Demonstrations should include at least one-third of the time as a live illustration or exercise with the participants.

Discussion - A discussion is like a television news panel. It delves into a controversial issue and has panelists who represent diverse points of view. In a discussion session, participants give brief (no more than two-minute) opening statements, and the majority of the session (at least 80 percent) is a dialogue between the panelists and participants. A facilitator ensures that discussions stay on track.

Progression - A session in which 8 to 12 speakers each present an oral presentation (5-10 minutes), followed by moderated audience discussion (15-20 minutes). The session is repeated to three different groups of roundtable participants for 25 minutes each.

Mini-Workshop - A session in which participants learn by doing and through a debriefing of the learning activity

that reinforces concepts taught. At least one-third of the session time should be devoted to a participatory activity.

Pre-conference Workshop - Seven hours long, a pre-conference workshop is a venue and time for sharing expertise in specialized and in-depth experiences on topics of keen interest to participants. If you want to do a pre-conference workshop, prepare to submit a very detailed proposal along with credentials that show why you would be a good workshop leader. Participants pay an additional fee for learning opportunities that go beyond what can be included in a typical conference session. Pre-conference workshops are presented before the conference, Saturday, May 12th, or Sunday, May 13th, rather than after the conference as in past years.

You are expected to propose a complete session. For example, if you are proposing a discussion, identify your panelists before submitting your proposal (list your panelists as co-presenters). If you like, you can present a session on a specific tool or technology, especially one that is popular with STC members. Note however, that vendors that want to do such sessions are not included in the technical program; they can present sessions in the Vendor Showcase category.

The PC prefers to receive proposals for full progressions (i.e., a themed progression with all speakers identified in the proposal as co-presenters). If you would like to speak at a progression rather than organize one, contact the manager for the STC SIG (special interest group; see www.stc.org/membership/siginfo01.asp) closest to your topic. If that is not an option, propose a progression topic, but make a note in the supplementary materials that you are hoping the track manager can find a suitable progression for your topic.

For a variety of reasons, track managers sometimes change the type of session from what you propose. If this happens and you have questions, check with your track manager.

Have a Great Idea?

If you have an idea for a topic or are still looking for one, then:

- Review the Call for Proposals (www.stc.org/cfp) to see what the track manager is requesting.
- Review last year's topics.
- Check recent issues of Technical Communication, Intercom, and SIG newsletters.
- Suggest bleeding edge topics (special sessions on new technologies) or offer new approaches to familiar topics.
- Connect with chapter or SIG members to put together a session or be part of a progression.

One of the most important factors that proposal reviewers consider is how relevant and interesting your proposed topic will be for potential attendees.

When developing your conference proposal, keep the audience in mind. It is not essential that your topic draw hundreds of attendees. But everyone, speakers included, find presenting a session to just a few people awkward-or worse yet, to no attendees. Approximately 50% of attendees are there for the first time, and many have been in the profession for five years or less. So while some topics may be “old” (e.g., working with subject matter experts), there are likely to be those who still may benefit from the topic. On the other hand, there is definitely an audience for advanced sessions in key topics.

If you are unsure about your topic, ask some of your fellow technical communicators if they would be interested.

Increase Your Chances

Now that you have chosen your topic, track, and session format, below are some pointers I picked up from the technical session *Developing a Good Conference Proposal* that I attended and some I used in my proposals.

- Use your technical writing skills: spelling, grammar, usage, punctuation, etc. Have someone review your proposal before submitting it.
- Be very clear about the value of your session to the audience.
- For objectives, you can write “At the end of this session, participants will be able to: (list bullet points).”
- Break your schedule of activities down by minutes. Here is an example of what I wrote in my proposal:
 - a. PowerPoint Presentation, 20 minutes
 - b. Critique & Evaluation of Various Forms, 30 minutes
 - c. Q&A, 10 minutes
- Be flexible in your time requirements. Except for the pre-conference workshops, technical sessions are either 60 or 90 minutes. Case study, research report, and progression speakers get 30 minutes. Most speakers want 90 minutes. When I submitted my first proposal, I asked for 90 but got 60. Phylise Banner, deputy program manager for the 53rd annual conference, says the requested length is a secondary consideration; the material is primary.
- For the speaker bio, summarize experiences and qualifications from your resume.
- Know your audience. This is especially helpful for deciding the skill level. STC technical communications

summit participants are technical writers, editors, designers, usability specialists, documentation managers, Web designers, illustrators, managers of technical communication departments and companies, translators, researchers and teachers of technical communication, and people who are simply interested in technical communication. They work in all industries and academe and have varying levels of experience. Generally, the audience is female (about 70%) average age, 41, and well-educated (about 90% have bachelor's degrees and nearly 50% have at least some graduate-level education). About 89% are U.S. residents. Attendees come to the conference from more than a dozen countries around the world. Conference participants are generally highly motivated and eager to learn.

- Volunteer to be a proposal reviewer. I volunteered and received about eight proposals from a single stem (now changed to tracks) and given a deadline to review them. Using numerical scores, I had a say in which ones got accepted. This gave me a taste for both well-written and not-so-well written proposals. Contact a track manager, if you are interested.
- Meet the September 1st deadline.

Reasons for Rejection

In the past, proposals have been rejected for many reasons, but two are overriding:

Incomplete Form: Supporting material is the most commonly missed. Most people submit the main proposal form but do not include any supporting materials. For progressions and panels, multiple speaker bios are also commonly missed. If you are moderating a panel, gather your speakers. Do not rely on the PC to do it for you. The more leg-work you put into your proposal, the less work the PC has to do. Be sure to include detailed bios of all speakers, not just the moderator's. Answer all questions.

Lack of Details: You might be thinking that because proposals are due in September but the conference is not until May that you have lots of time to prepare your material. However, you can increase your chances of acceptance by having most of your session complete as if you were going to present it soon after the submission deadline. You do not have to write a novel, but do provide details, not just on the session material but on your bio as well.

If All Else Fails...

Even if you follow all these suggestions and write a winning proposal, it may still get rejected. If so, try again next year. Consider presenting it at a regional conference or local chapter or writing and submitting it to Intercom, Technical Communication, or a SIG newsletter. STC is a

great opportunity to learn and network, and its member contributions are the reason why. We hope you will join us!

References

Ecker, Pam and Banner, Phylise, *Submitting a Good Conference Proposal*, Handouts from STC's 52nd Annual Conference, Seattle, May 2004

Mazur, Beth and Ecker, Pam, *Submitting a Good Conference Proposal*, Handouts from STC's 51st Annual Conference, Baltimore, May 2003

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About the author

Nathaniel Lim is a senior media specialist for IMPAC Medical Systems, Inc., and can be reached at nlim@impac.com. He is also a guest lecturer for the University of California, Santa Cruz Extension, and a speaker at various STC events including two annual conferences.

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Seminars, Education Opportunities, Workshops

Best Practices for Microsoft Word and PowerPoint Webcasts

The following Webcasts are available for registration. The webcasts are free, but registration is required.

- Wednesday 09/06/2006 2:00 - 3:00 CST - Best Practices for Microsoft PowerPoint
- Tuesday 09/12/2006 1:00 - 2:00 CST - Best Practices for Microsoft PowerPoint
- Thursday 09/14/2006 1:00 - 2:00 CST - Best Practices for Microsoft Word
- Tuesday 09/26/2006 1:00 - 2:00 CST - Best Practices for Microsoft PowerPoint
- Wednesday 09/27/2006 2:00 - 3:00 CST - Best Practices for Microsoft Word

Best Practices for Microsoft PowerPoint

If you are like me, you never had a formal class in using PowerPoint. Learn best practice techniques for Titles, Layouts, Tables, Images, and more. Join Christy Blew to see how the Accessible Web Publishing Wizard creates an Accessible HTML output of your presentation.

Best Practices for Microsoft Word

Using large and bold fonts to represent headers in your Word documents? Learn best practices for styling features such as Headers, Images, Columns, and more. See how the Accessible Web Publishing Wizard creates an Accessible HTML output of your document.

Register online at: <http://www.accessiblewebpublishing.com/webreg.php>

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Arizona International Society for Performance Improvement (AZISPI) Announces Thiago Seminar

Register Now and SAVE!!! A 1-day workshop designed and conducted by Dr. Sivasailam "Thiagi" Thiagarajan, Interactive Strategies for Improving Performance. Details below. Registration form attached.

What: Interactive Strategies for Improving Performance, by Dr. Thiagi

When and Where: November 3, 2006 8:00 am to 5:00 pm

University of Phoenix
Tempe Campus
1150 West Grove Parkway
Tempe, AZ 85283

To Register: Download the attached registration form and mail to AZISPI with check. www.azispi.org

How To Save: Send 3 or more people from one company and receive the member rate! Note on registration form total number attending from your company.

What You Will Learn: In this workshop, Thiago reveals five secrets of effective interactive training that are faster, cheaper, and better.

- Structured sharing that helps practitioners exchange their expertise with each other.
- Interactive lectures that enable you to retain control of the session while participants interact with each other.
- Textra games that make your dull, dry handouts come alive.
- Simulation games that use inexpensive materials and methods to reflect the realities of the workplace.
- Jolts that last for a few minutes and provide powerful insights and concepts.

Then, based on 20 years of field experience and research, Thiagi will share three important secrets of effective training facilitation:

1. Identify seven critical dimensions of activities-based training.
2. Recognize participants from hell and their disruptive behavior patterns. Learn strategies for discouraging such patterns and specific tactics for handling each pattern.
3. Identify the importance of the debriefing process for linking the training game or activity to the workplace reality. Learn a powerful six-phase model for maximizing learning from experience.

Don't miss this opportunity! Register today and save!

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PUBSNET, Inc 7th Annual: OCT 3-5 (Boston) Documentation & Training Conference <http://www.pubsnet.com/>

Solving the Content Puzzle... Together!

Join over 50 of world's most respected consultants, authors, teachers, and practitioners as they deliver over 50 different sessions. Full registration (\$899) includes:

- a. 11 Case Studies
- b. 8 Panels of Industry experts
- c. 21 Process & Technology Solution Talks
- d. Management Summit (11 management sessions OCT 3rd) with keynote by JoAnn Hackos
- e. Grand Finale: Choose from 2 Interactive Games & Simulations or an open pass to the JFK Presidential Library & Museum

- f. Technology Showcase with Product Demo Stage (join platinum sponsors Adobe and DocZone.com plus many other vendors)
- g. Management guru Tom Davenport keynote
- h. Attend the Networking Reception: Eat & Drink, Listen to Live Classical music by the Intermezzo Chamber Players, and win great prizes (iPod, Xbox, Eric Clapton concert tickets, and more!)

Breakfast, lunch, and materials are included for each day. Register early to get best hotel and airfare rates!

- Now in-town Boston, overlooking Boston harbor, only 5 miles from Logan Airport
- Over 50% more content than 2006
- Specifically For Managers and Decision-Makers
- Management Summit: October 3

Take as first day of registration or attend the summit only for \$399. All sessions are offered consecutively (not simultaneously), so you can attend all of them!

Management Summit attendees also have full access to the Technology Showcase and the networking reception on Tuesday evening from 5:30-7:00PM.

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Adobe FrameMaker 2006 Chautauqua Travels To Austin, Texas - Are You Ready For What's Next?

The second annual Adobe FrameMaker 2006 Chautauqua will take place November 8-10, 2006 in Austin, Texas. The event promises to be the largest international gathering of FrameMaker users this year. A wide variety of presentations will be offered covering hot topics like localization, DITA, and Controlled English as well as practical sessions covering FrameMaker basics, structured content development, HTML, XML, XSLT, and Help. FrameMaker users will not want to miss this must-attend event, during which Adobe will be announcing the release of ... oops, we're not allowed to tell you about this just yet. For more information, go to: www.thecontentwrangler.com

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December 6, 2006

Maggie Haenel will present an STC Web-telephone seminar, "Creating Training that Sticks," from 1 to 2:30 PM Eastern Time. The seminar will focus on how adults learn and what makes them remember information. For more information or to register for the seminar, please visit stc.webex.com

Editorial Blithers

Using GPS

by Karen L. Zorn, Managing Editor

In 1997 my husband discovered GPS units. In fact, he talked so much about them that I thought it would be a great Christmas present. Then, he purchased one for himself. Darn! Gift idea went out the window. But that GPS unit was the beginning of an ongoing adventure.

So what does GPS and STC Phoenix have in common? Meeting locations! Many members are conditioned to getting in their cars on the second Tuesday of the month and heading to a centrally located hotel for the monthly program meeting. Not this year! September's meeting is located in the north valley, October's in the south valley, and the pattern will continue for the remainder of the year: north odd months, south even months. As always, the meeting information will contain a map to the location. But, if you are map challenged, get out your GPS and find us!

Maggie Haenel and the program committee have been working hard to get commitments from presenters so we will have a well rounded and interesting program year. Presentations will vary from polishing your interviewing skills, technology issues, and panel discussions. Any suggestions you have for possible programs and presenters can be sent to Maggie. She wants to hear from you.

Another difference you're going to experience is the meal format. When we were at the hotel, we were able to contract for three different entries. Now that we're going to be at University of Phoenix locations, we are having meals catered. No longer will you have a choice of entrees, but we will try to accommodate vegetarian preferences. Also, no alcohol is allowed on UoP campuses. Since UoP is an educational facility, there is no table service or clean up.

We are asking our members to help clean up after the meeting. If you can't help in the big effort, at least be responsible for your own waste and pick up after yourself. Your fellow attendees will appreciate it.

CMAC decided to try the alternating location experiment for a year and see how members respond to it. Your feedback on evaluations forms and the end-of-year member survey will determine next year's meeting locations. Unfortunately as much as we try, we are not mind readers. If you don't tell us what you want and need as STC Phoenix members, we can't even attempt to make it happen. Please give us the feedback we need. See you at the meeting!

Publication notes

Linda Shacklock has decided to move on to other things, so she has resigned her monthly column "Grammar Central." The *Rough Draft* team thanks Linda for her years of contribution and wishes her well in her future endeavors.

Gloria McConnell's "Tooling Around" column will return in October. Gloria is in the midst of balancing her career, family, building a new home, and writing commitments to RD. Sometimes, life gets in the way and something has to be put aside for a month or so.

As always, contributions to *Rough Draft* are encouraged and welcome. Submission information is in the sidebar on page 2. Most of us write anonymously. When you are published in *Rough Draft*, you not only get a byline credit, but you also get an addition to your portfolio.

Help Wanted

Your STC Phoenix chapter needs volunteers in many areas. There are current opportunities as well as ones for the upcoming 2006-2007 program year.

Why should you volunteer?

- You can practice or enhance existing skills or learn new ones.
- You'll meet new people and expand your network.
- You'll have fun!

We are currently seeking volunteers in the following areas:

- **Public Relations Manager:** create a public relations plan for the Phoenix community, place notices of meetings and educational opportunities in local business publications and professional organizations
- **Volunteer Manager:** recruit volunteers for positions within the chapter, maintain list of volunteers
- **Publication, Art, and Online (PAO) Competition Liaison:** work with the Kachina chapter and our chapter judges

- **Program committee members:** help plan and organize programs for the upcoming year
- **Education committee members:** help plan and organize seminars and workshops for the upcoming year
- **Web committee members:** web master/mistress, assist with the community web site
- **Newsletter contributors:** help keep our members informed with news regarding our profession, community and SIG activities

To volunteer or to get more information: contact Tim Eull or any one of the **Phoenix Community Contacts** members.

Have skills in an area not mentioned above?

Not sure of what you want to do or how you can help?

LET US KNOW! We'll find a place for you!