

ROUGH DRAFT

The newsletter of the STC Phoenix Chapter

January 2007

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Meeting Information

How To Be A Hero in Your Own Life — Rebecca Joy

Tuesday, January, 2007

Rebecca is a 23+ veteran firefighter with the Phoenix Fire Department. As a first responder, she recognizes the need for a higher level of awareness and mindfulness in our daily lives. With the goal of creating greater awareness, she is the founder and director of the Universal Awareness Movement. Her intention is to encourage and inspire the world to be more consciously aware of their thoughts, feelings, words, actions and be aware of one's surroundings. This can be achieved if every person would simply take a breath before making a choice or decision, and ask themselves, "What is it I need to know?" This practical and useful message of awareness may be used by anyone, in any situation, at anytime in your life. ~ The Answer Is In The Breath ~ *Inspiring and influencing freewill for a positive outcome*

Where: University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road)[Map](#)

Mexican Buffet Dinner

- Plentiful Garden Salad: Crisp Lettuces, Carrots, Jicama, Cucumbers and Tomatoes. Served with Ranch, Italian and Mandarin Orange Dressing

- Cheese Enchiladas and Chicken Enchiladas. Classic Enchiladas covered with Enchilada Sauce and Cheeses
- Black Beans
- Tri-color Tortilla Chips, served with Guacamole, Sour Cream and Salsa
- Dessert, Assorted Handmade Cookies

Cost: \$20 members
\$25 nonmembers
\$15 student members
\$10 program only, includes dessert & beverage.

- Pay by check or cash at the door.
- Pay by credit card using PayPal (online registration form). Dinner price includes tax, tip, and program.

Note: \$5 charge for late dinner reservations. **NO SHOWS WILL BE BILLED.**

- **Register:** RSVP no later than noon Thursday, January 2007. Register online at www.stc-phoenix.com, e-mail Deb Duane at stcphoenix@yahoo.com, or call Norm Haskett at 480-963-8102.

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
Reviewers: Chanda Child, Jane Rossignol, Debra Duane, Susan Katz, and Teri Gould

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 pub-

lication. Our style guide is *Chicago Manual of Style*.

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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://stc.org/>

January Door Prize Raffle!

Our speaker, Rebecca Joy, is sponsoring the door prize for the January meeting—a ride along with a Phoenix FD crew! This is an exciting and wonderful prize. Your CMAC (Committee Managers and Administrative Council) has decided to turn it into a charitable activity.

Every attendee will receive a raffle ticket just for being at the meeting.

Did You Renew Your STC Membership?

If you've renewed your STC membership before January 1, 2007, you are automatically entered in a

Additional tickets can be obtained by bringing a new children's book, one raffle ticket per book. The books will be donated to

Bring a new children's book (your first charitable donation for 2007) to the meeting to exchange for a raffle ticket.

drawing for a \$50 Borders gift certificate. The drawing will be held at the March meeting.

Editorial Blithers

Karen L. Zorn, Rough Draft Managing Editor

Happy New Year! As 2007 kicks off, I'd like to thank the faithful Reviewers for their dedication and patience, even when I cause the review cycle to be really short. Can't do it without you.

Secondly, I'd like to thank Roberta Davidson for volunteering to take on the Associate Editor position. Roberta will act as my backup and write a monthly column for Rough Draft.

Scott Abel, the Content Wrangler, has extended an offer to STC newsletter editors. Free books in exchange for book reviews! Here's what Scott offered:

"I have several technology publishers that would like to provide books to chapters whose newsletters run book reviews. To get things rolling, if you would

like to review "Why Software Sucks and What You Can Do About It" (by David Platt) let me know. Provide me with your complete contact/shipping information, the name of your STC chapter, and the URL of your newsletter and I'll get a review copy to you pronto.

"I will also have new books on a variety of hot topics this January."

Here's your opportunity to take advantage of a great offer. Technology books in exchange for the book review. IMHO, a lot better than the summer book reports! Let me know ASAP if you are interested (rough_draft@zorntech.com). I'd like to have several book reviewers.

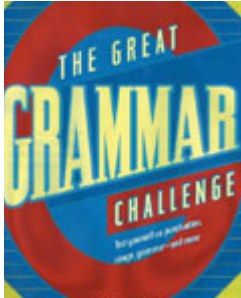
Tooling Around Teams Up with Ms. Grammar

New Year's Resolutions

by Gloria McConnell and Ms. Grammar

New Year's is a time when many of us resolve to improve ourselves. Ms. Grammar and I have teamed up with some advice on tools you can use to strengthen your grammar and communication skills.

Ms. Grammar Offers...



First, we have *The Great Grammar Challenge*, a wonderful book from the EEL Press. This book covers a full range of grammar issues, providing clear explanations of the rules. Even better, it is teeming with practical quizzes that allow you to test your understanding.

To quote the EEL write-up, the concept behind this book is “simple – and crucial for communicating in standard, correct English in the business world. Practice makes perfect when it comes to mastering the English language.”

Ms. Grammar heartily recommends this book; it's one of her favorites. For more details on *The Great Grammar Challenge*, see [EEL Communications](#). When you visit their site, take a look around – this company has several other worthwhile offerings.

Tooling Around Offers... Vocab. Workout!

If you are serious about improving your vocabulary, consider **WordCommand**, an inexpensive, award-winning software program from Lexio. A quick look at the demo is very encouraging. (Positive? Beneficent? Propitious?) This software is not just for the business professional. If you have a high school student facing the college-entrance exams, I'm sure that this program could help boost their scores. (In fact, Version 2.0 has SAT and GRE word categories.)

The interface is quite intuitive, and I was able to download and get started quickly. Let's take a look at just one feature, WordCommand's Flash Cards, as shown in the following figure. Note the presentation of word and definition, plus the tabs for additional information: **Usage**, **Synonyms**, **Antonyms**, and **Other** (information on different forms of the word).

dichotomy 8 of 25
(dye KAHT uh mee) n

division into two parts, especially opposed or exclusive groups

DEFINITION USAGE SYNONYMS ANTONYMS OTHER

The **Usage** tab provides several sentences as well as tips to help ensure comprehension. Consider this tip for the word *acquiesce*: “Acquiesce is not simply a synonym for agree. To acquiesce, a person must do so quietly, without objection. A person cannot acquiesce noisily, or enthusiastically.”

Flash Card features: Click a button to hear a clear pronunciation of the word; mark words as “mastered” or “trouble.” If you prefer to focus on just words and definitions, you can view the cards and “turn them over” to see the definitions. Several other Flash Card options exist, such as whether the word or the definition displays first, autodisplay, and whether to pronounce the word when it displays.

WordCommand offers much more than a set of Flash Cards and the features I've mentioned. To quote their Web site, this program also includes:

- 1,500 words with 6,000+ tips and examples
- An “AutoLearn” screen saver
- Quizzes, including spelling quizzes
- Customizable word lists
- Add your own words and pronunciations

I like it! This program will help you strengthen your flabby vocab. Take a look for yourself at wordcommand.com.

On the Job

Who's on First? Effectively Setting Priorities

By Kathy Graden, *Rough Draft* Contributing Editor

Setting priorities for anything - defining requirements, scheduling work tasks, paying household bills, for example - resembles the classic Abbott and Costello baseball skit in which the comedians argue over “Who's on first?,” “What's on second?,” and “I Don't Know's on third.” Both the skit and the process of selecting priorities create confusion, and both can lead to going around in circles without making much progress. But by training ourselves to focus on what is critical and deserves the most attention, time, and energy, we can become more adept at identifying “must do” items and separating them from the “should do's” and “can do's.”

No one has enough time, energy, resources, or money to do everything we want to do, or even enough to do all things equally well. Even working faster or more efficiently may not help. Therefore, many things never get done. That's frustrating. But becoming skilled at setting priorities helps us ensure that we spend what we have on the right things or tasks - those that yield the greatest benefits.

Consider the 80/20 rule: 80 percent of what we do produces less than 20 percent of the value of our work. In other words, if we identify and complete only 20 percent of what we want to accomplish, and that 20 percent includes the most important tasks, we still achieve most of our goals. The important (highest priority) tasks are those that help us achieve our long-term goals or have other meaningful and significant long-term consequences. The trick is to determine what is important versus what is urgent; the two may not be the same.

Things are urgent when we need to act on them quickly. Things having both importance and urgency are what must be attacked as soon as possible to avoid major problems either now or later on.

Prioritizing Planned vs. Unplanned Activities

Planned activities are those that your management, your project plan, your to-do list, etc. require you to complete. Start prioritizing them by sorting them into three categories:

- A-list tasks or requirements are items that you absolutely, positively must finish. Always complete “A” items before doing further work.
- Turn your attention to B-list tasks or requirements only after you are finished with all the most important “A” tasks.

- If time, schedule, and cost permit, you can move on to the “C” list items after “B” items are complete.

While separating the As, Bs, and Cs, look for tasks or requirements you can delegate, eliminate, or combine with other items.

Unplanned activities sometimes require quick decisions, so you may have to choose priorities without analyzing the situation. In these instances, focus on your goals and rely on your instincts. If your or your project's goals are clear, you should be able to set effective priorities.

Assign priorities to a task or activity based on the answers to these questions:

1. What are the costs versus the benefits of doing it?
2. How well does it fit into my, the project's, or the business's goals?
3. Is there a deadline for doing it?
4. How feasible is it?
5. Have I promised or agreed to do it?
6. What needs (and whose needs) will I satisfy by doing it?

Things to Remember

As you set priorities, keep the following points in mind:

- Your priorities are based on what you and your leaders or clients value, the project's goals.
- Priorities for your current project may differ from those of past projects. They may conflict with your personal priorities or those of your team. Be sure that you understand what your own priorities are before you decide to adjust to others' priorities.
- You are the ultimate decision maker. Even when you compromise, you decide to compromise.
- Priorities relate to one another. When you give Activity A priority over Activity B, you are saying that for you at this time, Activity A has greater importance.
- As the project and business needs change, so do priorities. Keep aware of what management's most current priorities are.

Prioritizing Requirements and Deliverables

Prioritizing project deliverables requirements poses a unique set of challenges, but it's worth the effort because it helps you and the project manager resolve conflicts,

plan for deliveries, and make necessary trade-off decisions. In his excellent article “First Things First: Prioritizing Requirements,” (online at <http://www.processimpact.com/articles/prioritizing.html>), Karl E. Wiegers offers good advice for setting priorities to yield excellent requirements or produce deliverables that contain the most essential functions. By establishing the relative importance of each chunk of functionality, Wiegers says, you can “sequence construction to provide the greatest product value at the lowest cost.”

Wiegers adds, “A project manager has to balance the project scope against the constraints of schedule, budget, staff resources, and quality goals. One balancing strategy is to drop or defer low priority requirements to a later release when you accept new, higher priority requirements or other project conditions change...(Clients or users must) indicate which requirements are critical and which can wait. Establish priorities early in the project, while you have more options available for achieving a successful project outcome.” He continues, “When setting priorities, you need to balance the business benefit that each function provides against its cost and any implications it has for the product’s architectural foundation future evolution.”

Wiegers states that even when everyone’s initial stance is, “We need all of these features and documents. (They have to) happen somehow,” some features and documents actually are more essential than others. He believes it is better to cut out lower priority features along the way, rather than in emergency mode at the end of the project when delivery dates are looming. “When you evaluate priorities,” he advises, “Look at the connections and interrelationships among different requirements (and documents) and their alignment with the business requirements.” He recommends two scales for differentiating different levels of priority:

Names	Meanings
High	A mission critical item; required for next release
Medium	Supports necessary system or product operations; required eventually but can wait until a later release if necessary
Low	A functional or quality enhancement; would be nice to have someday if resources permit
Essential	The product or document is not acceptable unless these requirements are satisfied
Conditional	Would enhance the product or system, but can be omitted if project conditions dictate this

Names	Meanings
Optional	Functions that may or may not be worthwhile

Wiegers also recommends keeping prioritization simple to facilitate making necessary development choices. He suggests initial prioritization at the feature level, followed by separate prioritization of the functional requirements within a specific high-priority feature or document. This technique, he says, helps to distinguish what is core functionality that must be present for that feature or document to be useful and which refinements can wait. He also recommends that even the low-priority requirements be included in the requirements documents or documentation plans, because “their priority may change over time.”

Eight Steps for Prioritizing Requirements

Wiegers proposes an eight-step process for prioritizing proposed new requirements or negotiable requirements that are not top priority. For example, the process would not include items that implement core business functions or must exist to comply with government regulations.

Follow eight steps to use Weigers' prioritization model:

Step 1. List all requirements, features, or use cases that you want to prioritize. Describe all items at the same level of abstraction. Do not mix individual requirements with product or document features.

Step 2. Estimate the relative benefit that each feature or document provides to the client or the business on a scale from 1 to 9, with 1 indicating very little benefit and 9 being the maximum possible benefit. These benefits indicate alignment with business requirements.

Step 3. Estimate the relative penalty the client or business would suffer if the feature is not included. Again, use a scale from 1 to 9, where 1 means essentially no penalty and 9 indicates a very serious downside.

Step 4. Compute the total value, the sum of the relative benefit and penalty. Give equal weight to benefit and penalty.

Step 5. Estimate the relative cost of implementing each feature or developing each document, again on a scale ranging from a low of 1 to a high of 9. Developers should estimate the cost ratings based on factors such as the requirement complexity, the extent of user interface work required, the potential ability to reuse existing designs or code, and the levels of testing and documentation needed.

Step 6. Estimate the relative degree of technical or other risks associated with each feature or document, on a scale from 1 to 9. An estimate of 1 means you can develop the item with ease, while 9 indicates serious concerns about feasibility, the availability of staff with the needed expertise, or the use of unproven or unfamiliar tools and technologies. Assign equal weight to cost and risk, and give them the same weight as the benefit and penalty criteria.

Step 7. Calculate a priority number for each feature or document. The formula for the priority number is: Priority = value % / (cost % * cost weight + risk % * risk weight).

Step 8. Sort the list of features and documents in descending order by calculated priority. Items at the top of the list have the most favorable balance of value, cost, and risk, and thus should have higher priority. The key client and developer representatives should review the completed spreadsheet to agree on the ratings and the resulting sequence.

Setting Priorities as a Group or Team

Achieving consensus on priorities for tasks, requirements, or other items may be difficult when a group or team sets them. The Web sites <http://www.ohrd.wisc.edu/academicleadershipsupport/prioritize.htm> and <http://www.goer.state.ny.us/Train/onlinelearning/FTMS/300s8a.html> present some methods for effective priority setting by a team.

As a good rule of thumb, allow each team member a number of votes equal to 1/4 of the total items on the list. For example, if the list includes 12 ideas, each team member can vote for his or her top 3 selections. Here are some additional techniques the process of prioritizing.

Criteria Matrix

The Criteria Matrix helps a team choose among alternatives. It forces a committee or group to identify characteristics of a “winning” or successful choice. You can assign weights to these criteria if some are more important than others. The team then discusses all options against the success criteria and creates a numerical score for each.

To identify the success criteria, begin with a question such as, “What are the characteristics of a good solution regarding responsibility for assessment of system data?” For this example, success criteria might be:

- The solution can sustain itself.
- Data is used to make decisions about the system.
- The solution does not duplicate work done by existing teams or individuals.
- Data can be widely shared and discussed by management.

Get Input from Each Team Member

Ask each team member to select his or her top choice from the collected list. Place a check mark next to the selection. Once everyone has indicated his or her first choice, repeat the process to make subsequent choices.

Give Each Team Member the Floor

Invite team members to come to the front of the room, describe their choices, and explain the reasoning behind them. Getting people to move about stimulates their creative thinking. Be sensitive, though, to any requirements of people with disabilities.

Group Similar Items

If two suggestions are identical or similar, combine them into one.

Slip Method

If the topic is sensitive, use the slip method to prioritize. Direct team members to write down their selections, then collect their responses. People often hesitate to be candid about what they want; the slip method avoids forcing people to publicly disclose their preferences.

No matter which techniques you use, you will succeed at setting priorities if you focus the most thought and effort on the 20 percent of work that will deliver the greatest benefits.

Doing Business in Asia

by Rachel Kronick

Editor's Note: An email on the STC-CIC list regarding delayed payments from an Asian client sparked a spirited and lengthy discussion. Richard L. Kronick, a list member, sent the following response. Rachel Kronick gave her permission to publish her article in *Rough Draft*.

"I compiled the recent heated discussion about doing business with Koreans and sent it to my daughter, Rachel. I knew she'd find it interesting because she is a translator and consultant to companies doing business with Asians. Her remarks are appended below. First, however, so that you have some idea of "where she's coming from," here are a few facts about the writer:

- Focused her study on Asian culture and language as a pre-teen
- Began studying Mandarin Chinese in 8th grade (now fluent in Mandarin and conversant in Japanese)
- Two degrees in Asian Studies (Wittenberg U and U of Iowa)
- Study trips to China
- Lived in Taiwan for 8 years where she taught English and developed curriculum
- Now lives in Minneapolis"

Richard L. Kronick

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In dealing with Korean people, you should understand that you are dealing with Confucianism [Confucius: Chinese philosopher, 551 - 479 BCE].

Korea has been described as the most Confucian country in the world; they adapted it as their state philosophy hundreds of years ago and it has grown to have a very deep impact on Korean ways of thinking. Understanding Confucianism will help you understand a lot of aspects of Korean people's thinking.

Though the influence of Confucianism is not absolute, an understanding of Confucianism can be a very good tool to have in the tool chest -- just make sure it doesn't become a hammer that makes every problem with Korean people look like a nail.

There are many differences between Confucian and Western styles of thought -- especially insofar as what's considered moral. For example, consider this case: Many years ago in Hong Kong, a man found out his company's stock price was going to plummet, so he told some members of his family, who quickly sold their shares. He

was taken to court (probably by a Westerner -- you'll see why later) on charges of insider trading. First, he was tried by a Chinese court; they found him innocent. Later, he was retried by a Western court; they found him guilty.

Why the difference? In a Confucian setting, probably the most important thing you can do is to protect your relationships with others. This means keeping the proper father-son relationship with your dad, if you're a man; it means keeping the proper husband-wife relationship with your spouse; etc. Every relationship has a proper way to be, and we must strive to keep these relationships functioning correctly, or chaos will result. And societal chaos is one of the biggest no-nos for Confucianism.

Think about how different this is from a Western take on things. What's most important in a Western society? Probably doing what's morally right, of course, but what IS that? What is "morally right"? Historically in Western cultures, this has meant following the will of God, as set out in the Ten Commandments or wherever else. In the modern US, "morally right" instead probably means something like "those ethics that are expressed in the Constitution", or possibly something more like "following your conscience" (though that again falls prey to questions of what exactly that means).

This is really a huge difference. In the West, you owe everyone equal respect, regardless of their relationship to you. But in Confucianism, it's completely natural to treat your father with a different amount of consideration than a total stranger. In the US, you're supposed to follow the laws always, because they are (at least very close to) the highest standard of ethics available. In Confucianism, there is no such law -- there are only relationships, and how we work to maintain them. Confucius believed that laws were an unnatural way to structure human relationships; if you resort to laws, he thought, you've already lost the battle. When you lead people with laws, they will think only of laws, not of what's actually right. Law is the opposite of harmony. That means that, in a Confucian society, laws are far from the most important thing. And contracts are a form of law; an attempt to regulate two people's relationship in a non-organic way, and in a way that externalizes the consideration both parties should instead feel from within. A contract may be a necessary evil, certainly, but it is still an evil.

Another important aspect of this, one to which I previously alluded, is harmony. Harmony is the ideal state: the one in which all relationships function smoothly and everyone is doing what they ought to. You might think of this as "a place for everyone and everyone in their

place,” though the phrase would have no negative connotation in East Asia.

In the West, we barely value harmony at all. Most of us in the modern West are Hegelians; that is, we believe that progress comes from conflict. Survival of the fittest, the marketplace of ideas, etc. Among other things, our legal system is basically a thesis-antithesis-synthesis system: two sides butt heads, and eventually (our system implicitly says) the truth will emerge.

This is totally alien to Confucian thought. Butting heads is hardly a civilized way to go about creating harmony -- and what's this “progress” thing you keep talking about? The world was better, Confucius said, when the sage kings of old ruled; why would we want to plummet headlong into the future?

According to Confucius' original writings (and in the writings of his many hundreds of disciples throughout the centuries), both people in a relationship owe each other something. A son owes his father respect and obedience; the father, in turn, owes his son guidance and a patient ear.

Unfortunately though, as with all thought systems, there are problems with this in the actual execution. Fathers forget to listen to their sons, and husbands forget that they're supposed to protect their wives, not treat them as possessions. This means that abuses of relationships exist, and in fact are quite rampant.

What does this mean for a foreigner, trying to do business with a Korean person? This means that there are certainly can be problems. But here too, an understanding of Confucianism can help you avoid them.

Paying attention to Confucian thought isn't a cure-all. There's no such thing as “Korean thought in a bottle.” Every Korean person is different, and this model will not work with all East Asian people. Nonetheless, it can be a useful framework to think of when you're in negotiations with a Korean (or other East Asian) person.

First, before things ever get ugly, remember to show the proper respect FOR THE RELATIONSHIP. In person, this can mean something simple like giving a gift, tailored to the other person's tastes (“Oh, I see you like whiskey -- here's a bottle from a brand I really like”). Of course, if you're not on the same continent, it becomes harder. Sending

liquor may be a good way to cement things, but may be impractical.

One of the best ways I've found to show respect for the relationship is to de-emphasize the first person singular and second person pronouns, and instead use first person plural. “I look forward to serving you” is bad. “I look forward to prospering with you” is good. “I look forward to our prosperous future together” is even better.

The relationship is something that needs continual maintenance, too. Let them know that you saw a show about how big Korea's shipbuilding industry is and thought of them. Say that you are thinking of trying a Korean restaurant and ask for some food suggestions (and be prepared for questions about it later -- it would be crassly inconsiderate for them not to do so). Ask about their children once in a while, and send them an appropriate gift if possible -- “I heard your daughter is studying up for the SATs, so I'm sending along a study guide I found useful when I was studying up for college”. Even if your SAT guide isn't that great, it's truly the thought that counts. You don't have to go overboard, but you definitely have to do more than in a usual Western business relationship. And think of it as an investment; it's natural for them to return the consideration, often with gifts, and it will help you form a strong business relationship that can last much longer than it otherwise would have.

If things start to go bad, don't immediately start quoting the contract. Mention obliquely that you're worried about the business relationship you share with them, and avoid pointing fingers (because this damages harmony). Say, instead, things like “There have been some checks that are slow in coming lately. I've begun to worry about how well we are working together.” No need to make your point bluntly; in Confucianism, you should assume that the other side is adept at reading between the lines and let them put the pieces together. If they don't, you can help them puzzle it out later. Or say something like “This check situation is making it difficult for us to work together,” placing the blame firmly nowhere.

An understanding of Confucianism isn't a cure-all, but it's definitely a very good thing to keep in mind.

Rachel Kronick has a long history of working with East Asian cultures, is fluent in Mandarin Chinese and holds an MA in the History of Asian Religions. Her website is <http://www.tripodcc.com> and her e-mail address is rachel@tripodcc.com.

Snippets from listservs & miscellany

WritersUA Skills & Technology Survey <http://www.writersua.com/surveys/skillstech06/index.html>

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Jack Deland offers: <http://help.sap.com/> contains the entirety of SAP's Help set, and is available to all.

Educational Opportunities

January 10 & 11, 2007

JoAnne Hackos will present her "DITA: Getting Started" workshop at the Phoenix BlueCross BlueShield. Contact Lovoyna Thomas for details: lovonya.thomas@comtech-serv.com

February 21, 2007

Working in Global Teams
Presenter(s): Melanie Doulton and Makarand Pandit
Level: All Levels

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Upcoming STC Web Seminars

Full information at: stc.webex.com

March 14, 2007

Everything You Always Wanted to Know About Content Management, But Were Afraid to Ask
Presenter(s): Rahel Bailie
Level: Beginner

January 17, 2007

The Xfactor-From HTML to XHTML
Presenter(s): Neil Perlin
Level: Beginner/Intermediate

March 28, 2007

Visible: The New Valuable
Presenter(s): Austin Skaggs and Christine Granger
Level: Intermediate

January 31, 2007

ANSI Z535.6- A New Standard for Safety Information in Product-Accompanying Literature
Presenter(s): Steven Hall and Elaine Wisniewski
Level: Intermediate/Advanced

April 11, 2007

Creating Interactive CBTs with Captivate-in Half the Time
Presenter(s): Kevin Siegel
Level: All Levels

February 7, 2007

Creating Indexes on Web Sites and Intranets
Presenter(s): Heather Hedden
Level: All Levels

May 2, 2007

Choosing the Right Usability Technique (to answer the right question)
Presenter(s): Whitney Quesenbery
Level: Intermediate

December Meeting Evaluations

Date: December 12, 2006

Total attendees: 26

Speaker Name/Topic: Jim Morgan- Using Your Technical Communication Skills for Other Areas (Culinary Writing)

1. Total number of evaluation sheets completed: 24

	Disappointing	Acceptable	Good	Very Good	Outstanding
Speaker(s)			2	10	12
Topic		1	2	12	9
Geographic Location	2	6	2	9	5
Meal Options	2	1	7	7	7
Networking Opportunity			7	10	7
Price		2	8	8	6

2. The content you found most useful:

Book information	Cooking anecdotes, self publishing
Fun, interesting presentation!	Motivation for developing own interests
Publishing problems and how organization helped Jim with his writing	Engaging, starting with our encouragement. Very practical advice.
All of it. Inspiring and fun	Reminders re: which tech comm. skills were used (where/how)
Encouragement to expand to new area	Motivation to write a book about my family
Everything!	Topic focused on something other than software
Topic selection is open to anything	Application of tech writing to other fields

3. What motivated you to attend this month's meeting?

Topic	CMAC
I usually attend	I like to attend all meetings if I can
Information about tech writing as a career	Jim and his previous presentations
Application of current knowledge to other areas	Networking (2)

Speaker and location (5)	Know the speaker
I try to come every month	Cooking topic!
Job hunting and get involved with chapter	Friend in STC
Speaker, always enjoy hearing Jim speak!	Topic

4. How far did you travel to attend this meeting? (Circle mileage or note the zip code from which you traveled)

0 - 5	6-10	11-15	15+	Zip Code
3	4	5	8	85260 85050 85255 85226 85209 85233 85248 85041 85383 85258

5. How do you prefer to learn about upcoming meeting topics and locations? Rank your selections if marking more than one. (1-5, most-least preferred)

1st choice	2nd choice	3rd choice	
6	4		STC-Phoenix Chapter Web site
1	2	2	Rough Draft
13	2		Email notification
			Other mode (please note preference details)

1st choice	2nd choice	3rd choice	
			Other professional organization announcement

6. General comment or suggestions:
- Love the humor. Kept my attention the whole time.
 - Great speaker! Jim is always very engaging. I liked having the fresh viewpoint from someone who has been out of tech writing for awhile.

- Topic was fine...but, for community building/bonding...I'd like to see return of the chapter talent show next December.
- I really like the current southern meeting place and food format.
- Fun speaker, fun topic!
- One of my favorite meetings! Jim is always a treat.
- Any way to get author of Gregg Reference Manual?
- Great talk, encouraging and fun. Jim did a good job, thanks!
- Great job!

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!
- You can add your volunteer position to your resume or portfolio.

We are currently seeking volunteers in the following areas:

- **Volunteer Manager:** recruit volunteers for positions within the chapter, maintain list of volunteers.

- **Arrangements Manager:** contact caterers and plan meals for monthly program meetings. This manager works with the President and a review committee.
- **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.
- **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!

Phoenix Chapter 2006-07 Calendar

Here's the calendar for the 2006-2007 program. As you'll notice, we have several open dates for programs. If you know presenters whose topics would be of interest or a topic idea for the program, please contact Maggie Haenel mhaenel@earthlink.com.

This is *your* chapter. The Committee Managers and Administrative Council (CMAC) want to present programs of interest to you. As always, members are welcome to attend CMAC meetings. We try to arrive by 5:30 to order dinner, the business meeting starts at 6 p.m. Locations will be posted as soon as they are available.

Date	Purpose/Subject	Location
Tuesday, October 3, 2006	CMAC meeting	Old Chicago - 530 W Broadway, Tempe AZ Map
Tuesday, October 10, 2006	Program meeting: Blogging, Podcasting, and VLogging - Matt Moran	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) Map
Tuesday, November 7, 2006	CMAC meeting	Havana Café-Ahwatukee, 4232 E Chandler Blvd, 480-704-2600. For meal - arrive at 5:30 pm. Meeting begins promptly at 6:00 pm
Tuesday, November 14, 2006	Program meeting: Project Management for E-Learning: Avoiding the Pitfalls - Jane Smith	University of Phoenix - Northwest Campus - 15601 North 28th Avenue (Just west of I-17, north of Greenway Rd.) Map
Tuesday, December 5, 2006	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Tuesday, December 12, 2006	Program meeting: Using Your Technical Communication Skills for Other Areas (Culinary Writing) - Jim Morgan	UoP - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) Map
Tuesday, January 2, 2007	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Tuesday, January 9, 2007	Program meeting: How to Be the Hero in Your Own Life - Rebecca Joy	UoP - Northwest Campus - 15601 North 28th Ave. (Just west of I-17, north of Greenway Rd.) Map
Tuesday, February 6, 2007	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Thursday, February 15, 2007	Program meeting: An Evening with Susan Burton, STC's Executive Director	UoP - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) Map
Tuesday, March 6, 2007	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Tuesday, March 13, 2007	Program meeting: Localization - Hans Fenstermacher	UoP - Northwest Campus - 15601 North 28th Ave. (Just west of I-17, north of Greenway Rd.) Map
TBD, Spring 2007	CARSEF	TBD
Tuesday, April 3, 2007	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Tuesday, April 10, 2007	Program meeting: Topic TBD	UoP - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) Map
Tuesday, May 1, 2007	CMAC meeting	Keegan's Tavern & Grill, 32nd & Camelback, Phoenix
Tuesday, May 8, 2007	Program meeting: Topic TBD	UoP - Northwest Campus - 15601 North 28th Ave. (Just west of I-17, north of Greenway Rd.) Map
May 13-17, 2007	STC International Conference	Minneapolis, MN
Tuesday, June 5, 2007	CMAC - Turnover	TBD
Tuesday, June 12, 2007	Program meeting: Topic TBD	UoP - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) Map