



# Quill & Disk

SOCIETY FOR TECHNICAL COMMUNICATION  
SAN GABRIEL VALLEY CHAPTER

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## XML and FrameMaker Spotlight

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For our Monday, Feb. 24 meeting, the San Gabriel Valley STC welcomes speaker and trainer Mary Ann Stacy Howell for "Destination: Round Trip Concocting an EDD and a DTD for Existing Frame-Maker Documents."

### About the Presentation

The presentation is called Analyzing an existing document's formatting and information architecture.

Topics to be discussed include:

- Producing an EDD for the document
- Implementing the EDD

to produce new single-source documents with structured authoring

- Converting the EDD into a DTD for information chunk storage in a low-cost XML database.
- Publishing the information on-the-fly from the database to the Web.

### About The Speaker

Mary Ann Stacy Howell travels throughout the West Coast presenting topics on design and layout, minimalist writing techniques, and single sourcing with FrameMaker. She is an Adobe FrameMaker Certified Training Provider, and teaches several OCSTC-sponsored

classes. Mary Ann has a journalism degree from the University of Arizona and has been a technical writer for 17 years. Her company, Hikari Publishing,



([www.hikaripub.com](http://www.hikaripub.com)) specializes in FrameMaker training, template design, and legacy document conversion.

### Quote of the Month

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

- Lou Holtz

## 2002 Salary Survey Published

### Upcoming Meeting Dates:

- March 24
- April 28
- May 19

Meeting are held the fourth Monday of each month at the Four Points Sheraton Hotel, 700 W. Huntington Drive, Monrovia.

Whether you're job hunting, hiring, or setting the stage to ask for a raise, the STC 2002 Salary Survey is now at your disposal.

The ever-popular survey is located on the STC Web site at

[www.stc.org/salary.asp](http://www.stc.org/salary.asp).

The survey is one of the

members-only benefits on the site, so you will need to log in with your STC member number and password. Previous surveys dating back to 1997 are also available as downloadable PDFs.

Since 1999, STC has also published the U.S. Inde-

pendent Contractor and Temporary Agency Employee Survey. The 2001 and 1999 findings on salary and benefits are also available on the site in PDF.

# Content Management Conference

The Content Management Strategies Conference promises to be the definitive conference on content management and single sourcing, and it's sponsored by none other than JoAnn Hackos and the Center for Information-Development Management.

The conference will be held April 28 and 29 in Washington, DC, followed by an April 30 post-conference workshop on implementing your own single-source solution. Speakers include industry expert consultants, tools developers, and people working on real content-management and single-sourcing projects.

You'll learn about providing usable information, developing the information model, planning for dynamic delivery and personaliza-

tion, implementing industry standards, collaborating for reuse, and ROI measuring, in addition to case studies from companies who have successfully implemented content management or single sourcing.

There will also be a host of exhibitors providing valuable information and demonstrations by leading content management vendors, including Documentum, Arbortext, Progressive Information Technologies, X.Systems, Software AG, and more.

Register before Feb. 28 and pay \$895 — a \$300 savings.

For more information, go to the conference Web site at [www.cm-strategies.com](http://www.cm-strategies.com).

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## Free Web seminar on delivering excellent customer service

CWA, and PlaceWare, Inc. are presenting a free Web seminar: Customer Experience: The Next Competitive Battleground at 10 a.m. PDT Wednesday, March 26.

Customers never remember what you do for them, but they'll remember how you made them feel the last time they dealt with your company. This seminar asserts that it's not about good customer service anymore. With markets blurring at lightning speed, customer experience is the only differentiator - a competitive weapon. In fact, the experience you deliver is either going to keep them coming back for more or send them to your competitors!

To register or get more information about the 45-minute presentation, go to [www.placeware.com/cwa](http://www.placeware.com/cwa) To read a just-released white paper on customer experience, go to [www.carolynwatt.com/WhoContactUS.html](http://www.carolynwatt.com/WhoContactUS.html).



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## Notices

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### A Call For Papers

Global Talk, the newsletter of the International Communication Special Interest Group (SIG) of the Society for Technical Communication (STC), is looking for feature articles on intercultural communication for its upcoming issues.

Features should be short (250-500 word) essays, commentaries, or articles on issues dealing with:

- Culture and communication
- Culture and design practices
- Technology and intercultural communication
- Translation and localization concepts and practices
- Interactions involving clients and co-workers from other cultures

Individuals interested in either submitting feature articles or proposing/discussing ideas for feature articles should contact Kirk St. Amant at [stamankr@jmu.edu](mailto:stamankr@jmu.edu).



## Classes

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### "Beauty In Design"

#### STC Telephone Seminar

Information architects and designers work to find ways to attract users, keep them engaged and move them through data environments. Perhaps by studying the aesthetic tastes of user groups, more functional information displays can be developed. This seminar focuses on the "beauty" inherent in effective information displays and how to learn from the visual cues that saturate the world around us.

During the phone seminar, participants will work through online exercises and be challenged to define how "beauty in design" translates into their own work as technical communicators.

The seminar is from 1-2:30 p.m. ET. Simply call the toll-free 800 number, enter your personal identification number, and you're connected!

The cost is \$145 per U.S. site. Registrations received less than 5 days before the seminar are an additional \$10 each. To register, go to [www.stc.org/seminars.asp](http://www.stc.org/seminars.asp).



## Sites to See

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### Online Certification

Ed2Go is an online learning site that offers certifications in different design-related concentrations, including graphic design, digital design, multimedia, new media, and Web design. Courses usually run for 6 weeks, and include two lessons, two quizzes, and a final exam.

[www.ed2go.com/index.html](http://www.ed2go.com/index.html)

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### Web Color Palette

Last month, we gave you a link to a site that gave color in hexadecimal. This month, we're going one step further with ColorMatch 5k! This simple site allows you to experiment with different color combinations to find the right palette for your Web site. Just slide the squares until you find the colors you like, and note the hexadecimal values.

[www.colormatch.dk](http://www.colormatch.dk)

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### Counting Up To Retirement

Whether you're a contractor or a "captive" employee, this is handy site for estimating your Social Security retirement benefits. (Note: You must be between 21 and 63 to use this site.)

[www.ssa.gov/planners/calculators.htm](http://www.ssa.gov/planners/calculators.htm)

### Tech Tip: Adobe Acrobat 4.0 Web Capture

Want to search a Web site, but the site does not have search capabilities? Fake it with the Adobe Acrobat 4.0 capability called "Web Capture." This feature allows you to select a Web site and turn the site into a searchable PDF. Once the site is turned into a PDF, you can navigate, search, and even click ready-made bookmarks to move through it. Give it a try the next time you cannot find what you want on a site.

Use this feature with caution, as a large site may become a HUGE (as in, several megabytes) and take up a lot of disk space. On-screen prompts will walk you through setup and give you options as to how much data to grab (entire site versus page-by-page select).

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### About The Location

The meeting begins at 6 p.m. Monday, Feb. 24 at the Four Points Sheraton Hotel, 700 W. Huntington Drive, Monrovia.

The cost is \$15 for STC members, and \$17 for non-members. A buffet dinner will be served. The hotel provides free parking. Payment will be accepted at the door in the form of check or cash.

Walk-ins are welcome.

**Directions:** To get to the hotel, take the 210 (Foothill Freeway) and exit at Huntington Drive. Turn left from the off-ramp and look for the hotel a few blocks down to your right (on the south side of Huntington Drive).

The hotel phone number is (626) 357-5211.

## Share The Love...and Win Some Cash!

The Los Angeles chapter of the STC (LASTC) is sponsoring a competition for all STC members of the Inland Empire, Los Angeles, Orange County, San Fernando Valley, San Gabriel Valley, Santa Barbara, and San Diego STC chapters.

The competition is called the "Useful Information Competition" because its goal is to get articles submitted that include useful information. Or, to put it another way, information that a working technical communicator could put to good use.

If the idea of spreading high-quality, useful information to your fellow technical communicators isn't incentive enough, there are also cash prizes!

- The winning submission gets \$200
- Second place gets \$150
- Third place gets \$100

When the competition is over, all of the articles will be made available on the LASTC Web site. More information about the competition is available online at [www.wilsoncommgroup.com/competition](http://www.wilsoncommgroup.com/competition).

For more information, contact LASTC Competition Manager Scott Wilson at [sjwilson@vcnet.com](mailto:sjwilson@vcnet.com).

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