



Quill & Disk

SOCIETY FOR TECHNICAL COMMUNICATION
SAN GABRIEL VALLEY CHAPTER

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“Visual Communication” by Ned Racine

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Membership Alert

If you have not already done so, please renew your STC dues as soon as possible. Renew online at: www.stc.org.

Upcoming Meeting Dates:

- March 25
- April 22
- May 20
- June 24

Meetings are held at the Sheraton Hotel, 700 W. Huntington Ave., Monrovia, CA.

For our March 25 meeting, the STC San Gabriel Valley chapter is proud to present Ned Racine, who will discuss the finer points of his recently published book, *Visual Communication*.

Ned will examine the visual illiteracy among today's audience for technical information. He will focus particularly on why today's audience for business, financial, and techni-

cal information needs visual communication more than ever. And, why it seldom receives it.

Ned is an STC Senior Member with more than 18 years of technical communications, marketing, and Web experience that has reached audiences in many industries. With a background in design and photography, Ned has taken up the cause of better integrating graphics into technical and market-

ing documents. He has given presentations to the San Gabriel Valley chapter of STC on document and newsletter design, as well as creating effective PowerPoint presentations.

To join us for the March meeting, please RSVP to Maria Christophel at Maispeco@aol.com by Wednesday, March 20. The cost for STC members is \$14, non-members are \$16 and includes dinner. Doors open at 6 p.m.

Register Early for Nashville!

The 49th annual conference for the Society for Technical Communication is in just a few months, but it's not too late to save a few dollars and register in advance.

The conference will be held May 5-9 in Nashville, Tennessee and features a wide array of new and returning speakers and exhibitors. There will be roughly 200 sessions covering a variety

of topics on all aspects of technical communication including: management, professional development/STC-

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Recognition is Key by Andrea Ames

Editor's Note: This month's guest columnist is Andrea Ames, STC Associate Fellow, Silicon Valley Chapter and Assistant to the STC President for Recognition, and Manager, STC Recognition Advisory Committee

One of the most important jobs of an STC leader at any level--Society, regional, or chapter--is recognition. At the Society level, we take that responsibility very seriously, and we recognize not only volunteers, but members of the outstanding technical communication community, as well.

We strive to develop Society-level recognition programs that are prestigious and significant in meaning.

Honors and Awards

STC's recognition programs include honors and awards, such as:

- Fellows, the highest honor in the Society

- Associate Fellows, recognizing outstanding contributions to the Society and the field of technical communication
- Honorary Fellows, awarded to a distinguished and outstanding non-STC member
- The Jay R. Gould Award, awarded for excellence in teaching technical communication
- The Frank R. Smith Award, recognizing the best Technical Communication journal article
- The Journal Editor Fellowship, enabling a deserving individual to act as guest editor of the Technical Communication journal

New Award Recognizes SIGs

This year, we've instituted another very important recognition program: the Distinguished SIG Service Award, recognizing sustained and outstanding contributions of a volunteer to a SIG.

The first recipients of this award will be announced at the 2002 STC Annual Conference in Nashville, TN, in May.

Recognize -- and Be Recognized!

If you are a chapter, regional, or event (conference, competition, etc.) leader, take some time to review your recognition program(s). Ensure that you keep track of those who help you, and reward them for a job well done at the end of the event or STC year (May/June).

If you are a member, consider volunteering or submitting entries to a competition! It's a great way to network, to gain visibility in the Society and the industry, and to be recognized and appreciated for your work in furthering the efforts of your professional society and industry.

If you have any questions about STC's Society-level recognition programs, please contact me at: aames@pobox.com.

STC 50th Anniversary Committee Seeks Your Memories

When STC members from across the world gather, a favorite activity is sharing stories about the memorable times we've had - the great session at the Annual Conference that changed our lives, perhaps a mentor in the Society who helped with our careers, or the technical communication "firsts" and transitions we shared.

During such a story fest, we also laugh about the fun times and the difficult times that turned out to be fun - the Publications Competition conducted during a hurricane in Tampa, for example.

In preparation for our May 2003 celebration of STC's 50th Anniversary, the 50th Anniversary Committee wants such stories from you. We need humorous and inspirational anecdotes for an STC archive, and we want to publish some of your most sparkling or inspirational stories in a brochure to be distributed to all members.

Who Can Contribute

Whether you're a Society leader or a chapter member, a member of many years' duration or one who recently joined, a technical communication specialist or a novice, we hope you will participate.

Send Us Your Stories

Your involvement is easy. Whenever you think of a story you'd like to include, send an e-mail or snail mail in 250 words or less on any given topic. We would love to receive several stories

from you, with each story to the point and on a single topic.

Here are some questions we hope will inspire you:

- What amusing or inspirational story can you tell us about how you joined the profession? How did you overcome obstacles that our members will find educational or amusing?
- What career and/or Society highlight can you share with us? (We will construct a technical communication timeline, so your stories in this area could be especially helpful.)
- What mentor or role model inspired you in your career or in the Society? What makes that person memorable? What did he/she do to help you?
- What experiences, humorous or inspiring, have you had with our changing technology - typewriters to computers, red pencils to redlining?

How to Contact Us

For more information, or to submit an entry, contact Liz Babcock at 401 N. Warner, Ridgecrest, CA 93555 or lizbab@iwvisp.com.

We look forward to your messages!



Notices

Writer in the Workplace Conference

Mark your calendars for the STC Sacramento Chapter's Writer in the Workplace Conference: Communication: The Vital Link. This conference and job fair will be held Saturday, April 6, 2002 at American River College.

For more information, visit this year's Writer in the Workplace Web site at:

<http://www.stcsacramento.org/WIW2002/index.htm>
<http://www.stcsacramento.org/WIW2002/index.htm>

Recruiters Wanted for Job Fair

We are planning to hold our second annual Job Fair in May. If you know of a recruiter, agency, or employer who might wish to be included, please send their contact information to Maria Christophel at maispeco@aol.com.

We need to contact them as soon as possible, so please help make this year's SGV STC Job Fair another success!



Classes

University of California, Riverside Extension

Spring Quarter
Technical Writing Classes

For information, call (909) 787-4111 or go to :

www.UCRExtension.net

April 2-June 4

Introduction to Technical Writing

Tuesdays, 6:30-9:30 pm

Fee: \$280

This course examines processes involved in writing three of the most common technical documents: user's guides, policies and procedures manuals, and proposals.

April 3-June 5

Writing Effective User's Guides

Wednesdays, 6:30-9:30 pm

Fee: \$280

The processes involved in writing user's guides for both simple and complex projects are examined.



Sites to See

New Public Relations Site

About PR offers free public relations information, including: articles, a newsletter, tips, a Q&A with PR experts, case histories, templates and samples of PR documents, a PR glossary and PR news.

Check it out at:

<http://www.aboutpr.com>

The Council of Science Editors meets in San Diego May 4-7 this year for their national annual meeting.

For more information, see:

http://www.cbe.org/events_01annualMtg.shtml

Sites to Explore

<http://www.writingwithclarity.com>

How long should a sentence be?

Good question! Find out at:

<http://www.writingwithclarity.com/faqb.htm>

The site also posts a new writing tip, such as the current one on using analogies to connect with readers.

Adobe and FrameMaker Classes Offered

The Orange County STC chapter is sponsoring a series of FrameMaker classes on April 6, 20, and May 4. An Acrobat Fundamentals course is also scheduled for May 18.

Adobe guru Mary Ann Howell (née Stacy), is teaching all four classes. For more information or to register online, please visit www.vaughnn.com/ocstc.

You may also contact OCSTC Education Coordinator Sheila Vaughn at sheila@vaughnn.com.

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We're on the Web!

[HTTP://WWW.STCSGV.ORG](http://www.stcsgv.org)

New pen logo:

San Gabriel
STC
Valley Chapter

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related sessions, theory, research, education, and training, tools and technology, usability and information design, and writing and editing.

There will also be plenty of networking opportunities to get to know other STC members and swap "war stories" and knowledge. STC conferences can be especially useful to those who work as the "lone writer" at their company.

This year's keynote speaker is David Macauley, who is probably best known for writing the *New York Times* bestseller, *The Way Things Work: From Levers to Lasers, Cars to Computers*.

A Visual Guide to the World of Machines.

Because of his work as a writer, illustrator and technical communication designer, he will be inducted as an STC Honorary Fellow at the conference.

The advanced registration fee for STC members is \$420 and is due by April 19. This year, online registration is available on STC's conference Web site located at <https://www.stc.org/49thConf>. Attendees are also entitled to a special hotel rate at the Opryland Hotel if reservations are made before April 12.

Hope to you see you Nashville!