

Society for Technical Communication
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We're on the Web!

HTTP://WWW.STCSGV.ORG

San Gabriel

STC

Valley Chapter

(Hackos, Continued from page 1)

implementing the foundation of content management, the Information Model.

"To be successful, a corporation's content-management solution must address the information-development life cycle, focusing both on the creation, review and approval, and dissemination of business critical and customer-focused information. The life cycle must extend to include dynamic Web delivery of customized and personalized information resources," Hackos said.

Hackos shows how to establish a content-management strategy based on the information that users need, the platforms and media to which it should be delivered, and the information that is critical to the business of the organization. Readers will learn how to develop and incorporate an Information Model into their enterprise content management and

their Web site design as well as how to transform their organization's processes to ensure dynamic content delivery.

About The Book

Content Management for Dynamic Web Delivery, is available for \$39.99. It can be ordered online through online book retailers, or from Comtech Services, Inc., 710 Kipling Street, Suite 400, Denver, CO 80215; (303) 232-7586; fax (303) 232-0659. Comtech's Web site is located at: <http://www.comtech-serv.com>.



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Inside this issue:

April Meeting	1
New Book By JoAnn Hackos	1
Selling STC To The Boss	2
Andrea L. Ames Named Associate Fellow	2
Call For Proposals	4
Notices Classes Sites To See	4

Have You Registered?

STC Nashville is just around the corner. Discounted registration is due by April 19. www.stc.org/49thConf

Upcoming Meeting Dates:

- April 22
- May 20
- June 24

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

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SOCIETY FOR TECHNICAL COMMUNICATION
SAN GABRIEL VALLEY CHAPTER

April Meeting Topic: Why Customers Call Tech Support — and What Technical Communicators Can Do About It

The technology and service industries in the U.S. spend billions of dollars a year providing tech support and support desk services to their customers and employees. While it is well known in tech writing circles that good documentation reduces tech support costs, this vital data is not so well known in the companies we work for. Want to be perceived as adding value to your company? Tired of being considered just a cost center because "we have to ship documentation with the product?" Come to the April 22 San

Gabriel Valley STC meeting and learn about why people call tech support and what can you as a technical communicator do about it—then go back to your customer/employer and show how you directly and positively affect the company's bottom line!

About the Speaker

Jack Molisani has been a project officer in the Space Division of the USAF, the manager of training and documentation of a multi-million dollar software firm, and currently is the founder and president of ProSpring Inc., a technical

writing and staffing firm. Jack is a past-president of the Los Angeles STC chapter, he teaches technical writing for Cal State University, is a regular speaker at international conferences, and was the chair of the STC Pan-Pacific Conference in Honolulu, Hawaii.

Meeting Information

Doors open at 6 p.m. The cost for STC members is \$14; non-members are \$16, and includes dinner. Please email your reservation to maispeco@aol.com by April 18.

JoAnn Hackos on Content Management

JoAnn Hackos, a leader in technical communication whose 1994 book *Managing Documentation Projects*, is widely regarded as the bible of publications management, has published a new book on content management.

Content Management for Dynamic Web Delivery walks readers through the stages of effective content management for enterprise and customer information.

The book offers practical examples and vignettes from compa-

nies such as SBC/Ameritech, Nortel Networks, Intuit, Autodesk, and Prosoft Training. Hackos leads readers through setting goals, establishing a vision, and most importantly, designing and

(See Hackos, continued on page 4)

Selling STC to the Boss

Reprinted from STC Tieline

Having trouble selling the idea of STC membership to the boss? Get it paid through your corporate training budget.

Dictionary.com defines "training" as follows: "to make proficient with specialized instruction and practice."

- "Training" happens when a chapter workshop on XML helps you develop superior company documents—faster and more efficiently.
- "Training" happens when an STC telephone seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company's production processes.

- "Training" happens when a technical session at STC's annual conference shows you how to develop a usability plan that returns valuable feedback on your company's product—resulting in a better product and more satisfied customers.

- "Training" happens when an article in *Intercom* or *Technical Communication* shows you how to translate a company Web site to reach an international audience.

If an STC- or chapter-sponsored event or activity shows you how to improve your company products or processes, that's "training." Non-members often pay significantly more for STC programs, conferences, and workshops than do members. STC membership pro-

vides training with a bonus: a vibrant professional community with numerous opportunities for networking.

And there's an extra incentive for nonmembers to join: Those who pay the nonmember rate to attend STC's 49th Annual Conference in May 2002 receive a complimentary membership in STC. See the STC conference Web site for conference registration information.

If you haven't renewed your dues, contact the STC Membership Department at membership@stc.org. To sign up new members, point them to the printable form located at <http://www.stc.org/join.html>.

STC helps you make career opportunities happen.

Former STC Region 8 Director-Sponsor Named Associate Fellow

Congratulations to Andrea L. Ames, Silicon Valley chapter's newest Associate Fellow!

STC elected Andrea to the honorary rank of Associate Fellow at the January 2002 STC Board of Directors meeting in Las Vegas, Nevada. A former Region 8 Director-Sponsor and past president of the Silicon Valley chapter, Andrea has served the Society, the region, and several chapters in many capacities since 1987, and she is currently serving as Assistant to the STC President for Recognition. She has also served the greater technical communication community as a mentor, teacher, and innovator. The San Gabriel Valley chapter is part of STC's Region 8.

The Associate Fellow honor is presented formally at the STC annual conference, and her plaque will read:

"For breadth of STC service at all levels, for visionary leadership in new ways of defining ourselves and our skills as technical communicators, and for inspiring others to join the pro-

fession through her roles as teacher and mentor."

The rank of Associate Fellow is very prestigious and is conferred only upon a senior member who has attained distinction in the field of technical communication. Senior members may not apply for the rank of Associate Fellow; they must be nominated by a committee composed of Fellows and Associate Fellows.

Winner of Worst Manual Contest Announced

Technical Standards, Inc. (TSI), a Southern California documentation staffing and project services company, just announced the winner of its second annual Worst Manual Contest. The winner, Lauren Swerdlove, won \$500 for submitting the "Best of the Worst" entry!

For a run-down of this year's and last year's best and worst entries and for more information about the contest, go to <http://www.tecstandards.com>.

Notices

Can You Help Serve?

STC is a volunteer organization, and the wheels only turn if there are volunteers to help out. If you can offer your support either this year or next, please contact chapter president Kathy Broman at:

kabroman@aol.com

FrameMaker Classes

The STC Los Angeles chapter is offering beginning and advanced Saturday courses in FrameMaker.

The schedule is:

- Beginning course: May 4
- Advanced course: June 8

STC members can enroll at the bargain price of \$75. The cost for non-members is \$140. To register, go to: <http://www.lastc.org>.

Changing Your Address?

If you have recently moved, or plan to soon, don't forget to update STC with your new information. You can do this online at: http://www.stc.org/address_change.html.

Classes

ASTD Workshops

The American Society for Training and Development is offering the following workshops:

All classes are located at Universal Studios. For more information, go to the URL provided.

April 20

"Capturing Minds and Memory - Advanced PowerPoint Techniques," facilitated by Marilyn Snyder. Info: <http://www.astdla.org/calendar/nc04202002.htm>

May 4

"Starting or Expanding Your Consulting Practice in e-Learning," facilitated by Ray Jimenez, Ph.D. Info: <http://www.astdla.org/calendar/nc05042002.htm>

May 7

"Train The Trainer," facilitated by Mike Sanders. Info: <http://www.astdla.org/calendar/nc06282002.htm>

June 28

"Train the Team Builder," facilitated by Steven L. Phillips, Ph.D. Info: <http://www.astdla.org/calendar/nc06282002.htm>

Sites to See

New ForeHelp Help Center

Since ForeHelp's demise last January, ComponentOne has taken over three ForeHelp technologies: InterHelp, FrameMaker MIF import, and Help Server Studio. The company is also retaining some ForeFront Web site content which is part of the new ForeFront Help Center located at <http://www.componentone.com/ffhelp/ff.htm>.

The Help Center contains all of the technical content previously included on the ForeFront Web site, including:

- Developer's Corner
- Help Tips
- FAQs
- User Group
- Updates
- Resources For Trainers

ComponentOne also publishes a free newsletter for ForeHelp users. To subscribe, go to <http://www.componentone.com/ffnewsletter.htm>.

Do you prize well-spoken, well-written language? Fighting the battle against non-standard and careless English? Find like-minded souls at the the Vocabula Review, published the third Monday of every month at: <http://www.vocabula.com>.

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Reference herein to any specific commercial firm, commercial product, process or services by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement, recommendation, or favoring by the Society for Technical Communication (STC).

STC's 50th Annual Conference Call for Proposals

The call for proposals for STC's 50th Annual Conference was mailed as an insert with the April 2002 issue of *Intercom*. The deadline for the Society office to receive proposals is **August 1, 2002**. If you are interested in presenting at the 2003 conference and did not receive the insert, or if you want more information about presenting, download the PDF at http://www.stc.org/PDF_Files/2003CallforProp.pdf.

The conference will be held May 18-21, 2003, in Dallas, Texas. The conference theme is "STC@50," in honor of the Society's 50th anniversary in 2003. For more information, please contact Buffy M. Bennett at buffy@stc.org.