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## Congratulations, 2007 Competition Winners!

Middle Tennessee Chapter's Annual Awards Banquet for the 2007 Technical Publications and Online Communication Competition was held January 16, 2008, at La Paz Restaurant in Nashville. Thank you to all the entrants, and congratulations to the winners.



**Contestants and STC members enjoy the awards banquet**

Our chapter received 32 entries from around the area: Guntersville, AL, Knoxville, TN, Lexington, KY, Nashville, TN, and Oak Ridge, TN. These entries were judged by the STC Philadelphia Metro chapter and produced 23 winners. There were winners in award levels as follows:

***Distinguished*** Clearly superior in all areas. The entry contains no major flaws and few, if any, minor flaws. It applies the principles of technical communication in an outstanding way, particularly in the way that it anticipates and fulfills the needs of its audience.

***Excellence*** Consistently meets high standards in all areas. The entry might contain a single major flaw or a few minor flaws. The entry clearly (if slightly imperfectly) demonstrates an exceptional understanding of technical communication principles.

***Merit*** Consistently meets high standards in most areas. The entry might contain a small number of major or minor flaws but still applies technical communication principles in a highly proficient manner.

For a list of the winning entries and more photos, please see pages 3 and 4.

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ADVERTISING: We will publish advertisements for industry-related events free of charge. The newsletter editor, in conjunction with the chapter's governing board, reserves the right to refuse advertising submissions. Non-chapter member ads are limited in page size at the editor's discretion. We encourage advertisers to send promotional items to our chapter to be used to further promote the event. Publication of advertisement in the Communiqué does not constitute endorsement by STC or its members.

## Upcoming Events

Following is a list of upcoming opportunities that may be of interest to STC MTC members. More events will be added to the calendar as the 2008 schedule is developed, so check our website ([www.stcmidtenn.org](http://www.stcmidtenn.org)) often for the latest scoop.

**February 13:** STC MTC Lunchtime Webinar: Converting Captivate Demonstrations into Simulations. (More information and RSVP on STC MTC website.)

**February 21:** STC MTC meeting. Dave Gash: Active Styles: Script-Free Processing With CSS. (More information and RSVP on STC MTC website.)

**March 14 and 15 :** Annual STC Atlanta Currents Conference Workshop (March 14<sup>th</sup>) and Conference (March 15<sup>th</sup>). Find more information or register at: <http://www.stcatlanta.org/currents.htm>

**March TBD :** STC MTC meeting. Making Connections-Bring a guest and some business cards. If you have ideas for chapter events or if your company can provide meeting space for an event, please contact Amanda Gaston or Emily Parker Hughes.

## Thank You to the Judges

We couldn't have had a successful competition without the work of our volunteer judges. Thank you!

The Philadelphia Metro Chapter judged the entries of the Middle Tennessee Chapter. The individuals listed below judged the entries of the Philadelphia Metro Chapter.

Anna Acerra  
Stacie Baker  
Ariel Britton  
Omar Cintron  
Matt Conley  
Emily Parker Hughes  
Rita Johnson  
Leanne Logan  
David Major  
Judith Meyer  
Emma Mulvaney  
Amy Oldham

Judith Plummer  
Joe Slagle  
Jessica Ellis Smith  
Shauna Stawicki  
Beth Tanner  
Jessica Thompson  
Jennifer Wendell  
Eileen Wollam

Special thank you to this year's Director of Competitions, Betsy Smith



Betsy Smith at Awards Banquet

## Competition Winners

AWARD	TITLE	COMPANY	CONTRIBUTORS
<i>Distinguished</i>	Square D Ceiling-Mounted Occupancy Sensors	Square D Company Nashville, TN	<i>Steven Thompson</i>
<i>Excellence</i>	9300 Setup Guide for Windows/ 9300 Setup Guide for Mac	Lexmark International Lexington, KY	<i>John York, Tamara Bentley-Caudill, Robert McCoy, Theresa Perkins</i>
<i>Excellence</i>	Inside Y-12's Think Tank	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Sandra Schwartz, Terry Marlar, Heidi Spurling</i>
<i>Excellence</i>	Jack Case and New Hope Information Campaign	BWXT Y-12 Oak Ridge, TN	<i>Vicki Hinkel, Karen Dixon, Sandra Schwartz</i>
<i>Excellence</i>	Q-Frame Main Circuit Breaker (225 A Maximum) and Adapter Kit Installation onto an NQ Panelboard	Square D/Schneider Electric Nashville, TN	<i>Emily Parker Hughes</i>
<i>Excellence</i>	Tractor Supply Company Inventory Help File (online)	Tanner Corporate Services Nashville, TN	<i>Julie Arnold, Keith Powell, Judy Isehour, Rosi Stewart</i>
<i>Excellence</i>	The Y-12 Report	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Beth Eckerman, Sandra Schwartz, Terry Marlar</i>
<i>Excellence</i>	The Y-12 Report, Fall 2006	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Beth Eckerman, Sandra Schwartz, Terry Marlar</i>
<i>Merit</i>	<i>BWXTimes</i> (May, June, July issues)	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Melissa Leinart, Lisa Harris, Amy Alley, Heidi Spurling</i>
<i>Merit</i>	Cottage Wet Owner's Manual	Tanner Corporate Services Nashville, TN	<i>Julie Arnold, Bill Swain, Hadi Sraas</i>
<i>Merit</i>	Digest	Schneider Electric Nashville, TN	<i>Richard White, Mark Gibbs</i>
<i>Merit</i>	Digest(online)	Schneider Electric Nashville, TN	<i>Richard White, Mark Gibbs</i>
<i>Merit</i>	E2 Solutions Help (online)	CW Government Travel Guntersville, AL	<i>Jeffrey D. Cox</i>
<i>Merit</i>	Healthways and Medical Decisions Network Clinical and User Training Guides	Healthways, Inc. & Medical Decisions Network Nashville, TN	<i>Amy Oldham, Rhonda Selby, Denise Zito, Kathryn McElwain</i>
<i>Merit</i>	Lexmark 9300 Series User's Guide	Lexmark International Lexington, KY	<i>John York, Debra A. Revell, Josephine W. Greenfield, Chris Treen</i>
<i>Merit</i>	Lexmark X500n, X502n Setup Sheet	Lexmark International Lexington, KY	<i>John York, Robert McCoy, Charles Paskovics, Chris Meehan</i>
<i>Merit</i>	Lexmark X940e, X945e Setup Guide	Lexmark International Lexington, KY	<i>John York, Debra A. Revell, Kimberly Alsabrook, Erin Barnhill</i>
<i>Merit</i>	Mack Hatcher Parkway Context Sensitive Design	Wilbur Smith Associates, Inc. Knoxville, TN	<i>Erika Andra, David Rasnake, Jessica L ink</i>
<i>Merit</i>	The National Security Technical Center's Mission Is to "Dream and Build"	BWXT Y-12 Oak Ridge, TN	<i>Vicki Hinkel, Lee Bzorgi, Reid Kress</i>
<i>Merit</i>	Outpatient Reporting System Database Manual	Healthways, Inc. Nashville, TN	<i>Amy Oldham, Rhonda Selby, Caroline Isbey</i>
<i>Merit</i>	Safeguards and Security Sentinel	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Amanda Forrester, Stuart Hames, Kathryn King-Jones</i>
<i>Merit</i>	Touchscreen Programmable Thermostat Manual	Tanner Corporate Services Nashville, TN	<i>Beth Tanner, Rosi Stewart, Shelley Bates, Erich Schroeder</i>
<i>Merit</i>	The Y-12 Report, Spring 2007	BWXT Y-12 Oak Ridge, TN	<i>Lynn J. Beck, Beth Eckerman, Sandra Schwartz, Terry Marlar</i>

## Awards Banquet Photos



**Steven Thompson and Emily Hughes - Square D**



**Erika Andra - Wilbur Smith and guest Holly Radcliff**



**Rhonda Selby and Amy Oldham - Healthways**



**Shelley Bates, Julie Arnold, Rosi Stewart - Tanner Corporate Services**



**Beth Eckerman, Lisa Harris, Heidi Spurling, and Kathryn King-James - BWXT**



**Johnathan Storts and Chris Meehan - Lexmark**

## A Season to Share

Our December 18th meeting combined a service project with a time of fellowship.

Members met at Tanner Corporate Services with their donations for Nashville Rescue Mission, a local charity that provides services for homeless individuals. We packed up our donations and delivered them, then returned to Tanner Corporate Services for food and fun.

Chapter President Amy Oldham coordinated an activity in which members

provided little known information about themselves.



**STC members Beth Tanner (front), Amy Oldham, Eileen Wollam, Stacie Baker, Emily Parker Hughes, and Judy Isenhour prepare donations for the Mission**

Amy read the revelations to the group, after which we guessed which member

had submitted that information. Which member would you associate with the following things?

-One member once lived in an area that was clothing optional – and sometimes she opted out!

-One member once owned and operated a bar!

-One member claims to be a relative of the founder of a fast food empire!

Who are these people? Well, you just should have been there!



## Content Analysis – the Key to Reuse

The January 3 Lunch and Learn session featured more information about single sourcing, a recurring theme in this chapter year's events.

Mollye Barrett facilitated a discussion of content analysis, the preparatory process for using single sourcing. An accurate audit of existing resources and preplanning how chunks of information will be used in the items to be produced by the single sourcing are vital. Mollye identified some basic questions to ask during a content analysis and showed a resulting content matrix with vertical and

horizontal content patterns that support reuse and provide structure.

Mollye has been a professional writer for over 25 years with experience as a technical writer and publications manager, content management and technical communication consultant. She is the president of ClearPath, LLC ([www.clearpath.cc](http://www.clearpath.cc)) in Milwaukee where she counsels clients in best practices for managing all types of written and illustrated information. Her work includes evaluating, selecting, and implementing XML Content Management Systems.

Mollye is the Marketing Communications Director for Content Management Professionals (<http://www.cmprofessionals.org/>), Mentoring Program Manager for the Wisconsin Chapter of STC, and the Immediate Past President of that chapter (<http://www.stc-wi.org/>).



**Mollye Barrett**

*“Successful content analysis, tracking and reuse are critical to single sourcing and content management.”*

## STC Atlanta Currents Conference

The STC Atlanta Currents Conference is coming up quickly! The conference takes place March 14-15th in Marietta, GA. Read complete details below.

Website/Registration: <http://www.stcatlanta.org/currents.htm>

Date: March 14th, 2008 Jean-Luc Doumont Visual Design **workshop**

March 15th, 2008 Currents **Conference**

Location: Southern Polytechnic State University, Marietta, GA

Cost: Workshop \$195 (members)

Conference \$145 (members)

Both \$275 (members)

Workshop \$95 (students)

Conference \$75 (students)

Both \$170 (students)

Currents provides a great opportunity for Technical Communicators and students of Technical Communication to expand their professional skills and to network with peers. The conference is open to any Technical Communication professional regardless of skill level or position. We also invite other professionals who are interested in the Technical Communication field. Join us to expand your skills, network with other professionals, and have fun with friends. If you are planning to attend the International Conference in Philadelphia, consider this the "warm up." If you can't attend the International Conference we invite you to attend this less expensive, less intimidating, and more intimate conference in order to increase your knowledge of the latest trends in the Technical Communication field.

This two-day conference includes:

A Friday workshop by Jean-luc Doumont, who will present his popular "Visual Design" lecture

Information-packed Saturday sessions, featuring keynote speaker Mark Clifford, first Vice President of STC.

Industry leading vendor exhibits, on-site technical bookstore, door prizes, and much more.

A list of technical sessions will be posted to the website soon. Feel free to email me if you have any questions.

Chris McRae  
PR Chair  
STC Atlanta Chapter




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### Get the latest scoop!

Middle Tennessee Chapter  
[www.stcmidtenn.org](http://www.stcmidtenn.org)

National STC  
[www.stc.org](http://www.stc.org)

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