www.stcmidtenn.org

STC
SOCIETY FOR TECHNICAL COMMUNICATION

Com•mu•ni•qué

Middle Tennessee Chapter May 2002 Vol. 6, No. 3

2002–2003 Chapter Officers Announced

By Bill Smith, George Cassidy, and Ed Gregory—Nominating Committee

The Nominating Committee is pleased to announce the following chapter officers for 2002-2003, all of whom stood unopposed:

President
Rita Johnson

Secretary
Jonathan Meadows

Treasurer
Laura Vaughn

VP for Employment
Bill Smith

VP for Membership
Ed Gregory

VP for Periodicals (and Newsletter Editor)
George Cassidy

VP for Publicity
Pat Cosky

VP for Online Services (and Web Master)
Ed Gregory

Competition Officers
Holly Quick
Jennifer Lambe
Melissa Weber

Events Committee
Pat Cosky
Jonathan Meadows

Look for more information on the new and returning officers in the next issue of Communiqué. ✍

Meeting Announcement

By Ed Gregory, Web Site Manager

Next meeting: June 11

Join us as we take a look back at the past year—especially the successful STC annual conference—and as we look forward to the year ahead for the chapter and the incoming officers for 2002-2003.

If you were unable to attend the conference, be sure to join us for a review, copies of program materials, and links to presenters' sites and materials.

If you were fortunate enough to attend, this is an opportunity to:

- share information with those who couldn't be there
- share memories with those who were
- get a quick overview on sessions you missed

If you are on our chapter e-mail list, watch your Inbox for details.

In the meantime, mark your calendar for June 11.

Editorial

Just a quick note from your Newsletter Editor in her last issue. It's been a great two years serving the MTC Chapter, and I have learned a lot about our members as well as page layout. It was a great experience getting feedback from all the members as I struggled to design this thing, and finally moved from print to online. Thanks for all your support, assistance, and input.

-Virginia

In This Issue...

Delegating for Results 2

Selling STC to the Boss 3

2003 Society-Level Positions 3

Winning Ways for Winning Proposals. 4

Quotables. 4

COMMUNIQUÉ—c/o Rita Johnson, 2323 21st Ave. South, Suite 301, Nashville, TN 37212.

COMMUNIQUÉ is printed six times a year and is a publication of the Middle Tennessee Chapter of the Society for Technical Communication.

PERMISSION to reprint any part of this publication for non-commercial purposes is granted with proper credit given to Communiqué, the author, and the Middle Tennessee Chapter of the Society for Technical Communication.

SUBMISSIONS are welcome in hard copy, on diskette, or as e-mail attachments. Send to: Virginia Pryor, Newsletter Editor
1010 Airpark Center Drive
Nashville, TN 37217
The deadline for the next issue is April 22, 2002.

COPYRIGHT: This newsletter invites writers to submit articles that they wish to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

CONTACT the STC office:
901 N. Stuart St., Suite 904
Arlington, VA 22203-1822
Phone: (703) 522-4114
Fax: (703) 522-2075
Website: www.stc.org

Delegating for Results

By J. Suzanna Laurent, Region 5 Director-Sponsor

I presented a program recently that gave tips for becoming a more effective delegator. The tips explained the benefits of delegation and how to overcome common barriers. Because you can use these tips whenever you are leading a chapter, a committee, a team, or a department, I want to share them with you. If you are not delegating properly, you are making your own life more difficult. In turn, your subordinates suffer because their interests as well as their talents are being overlooked, however unintentionally.

Some of the benefits you can receive by delegating effectively are:

- Save your time and energy for other responsibilities.
- Bring more hands and minds to bear on the problems, which results in making more effective decisions.
- Improve the skills of individuals and the team productivity as well.
- Allow others to make contributions that give them self-satisfaction.
- Add to the overall organization's success by providing more productive people, improved morale, better communication and teamwork, and greater profitability.

Studies indicate that most people want more responsibility, and they want the opportunity to grow and develop. The ways that people to whom you delegate can benefit are:

- They become more productive and valuable to the organization and team.
- By learning new things, they improve their self-esteem and skills.
- They become resources for people who need help and function as backups when needed.
- They become more knowledgeable and skilled at handling the details and problems of running a team.

You create barriers that prevent you from delegating when you:

- Prefer to do the work yourself or think no one else can do it as well.
- Feel a strong need to work at tasks with which you are familiar.
- Feel threatened by the possibility that someone else might not complete a task for which you are responsible.
- Fear the loss of power.
- Delegate without planning—it is very important to set deadlines, explain the task's objectives, and transfer authority.

The people to whom you delegate create barriers too. These hurdles are so prevalent that they have names:

Imposition - Since leaders look to their best people for help, they can rely on that person so much that it becomes an imposition.

Ignorance - You may need to point out how completing this task could help the person attain a personal goal.

Stagnation - Some people just don't want to change; they're in their own niche and want to stay there. They are the "good soldiers" who do what they have to.

Fear - Some people reject new tasks out of fear. You may have to offer training or mentoring before they will accept a project.

Eagerness - Although you don't want to stifle enthusiasm, be aware of the problems created by too much enthusiasm or they can become overloaded.

To summarize, delegation is the effective use of human resources. You must know when to back away from competent people and when to intervene if things start to go wrong. Take time now to become a more effective delegator and make your life and the lives of the people around you easier. They will appreciate you for it. ✍

Selling STC to the Boss

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." Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community with numerous opportunities for networking.

If you haven't renewed your dues, contact the STC membership department (membership@stc.org).

STC helps you make career opportunities happen. ✍

2003 Society-Level Positions

Would you like to help STC remain a vital organization? You—and other members whom you know and respect—can perform this important function. How? By being a candidate for Society-level positions in 2003.

Ask yourself these questions: Are you good at listening to and implementing ideas? Do you think you can help direct and administer Society-level activities? Would you like to represent our membership on ceremonial occasions? Could you help coordinate an array of programs beneficial to our profession? If your answers are "yes," then tell our STC nominating committee that you would be interested in running for office. If you know another member who should be considered a candidate for a position on our international board, please add that person's name, too.

A healthy board needs a combination of seasoned Society leaders and new senior members (those with at least five years of STC membership) with fresh perspectives. So whether you're a veteran member or a new senior member, consider stepping forward.

The nominating committee will consider all recommendations as it draws up the 2003 slate. Part of the committee's process involves contacting potential candidates to confirm that they are interested in running for STC office.

During the STC year ahead, the following six positions will be filled by election:

- Second vice president
- Treasurer
- Director-sponsor for Region 2
- Director-sponsor for Region 3
- Two nominating committee members

For more information and a nomination form, go to the online April/May 2002 issue of Tieline, available from the STC web site. ✍

Officers

President
Rita Johnson 292-8686
rita@tannercorp.com

Events Coordinator
Pat Cosky 292-8686
pat@tannercorp.com

Treasurer
Laura Vaughn 882-7600
lvaughn@deloitte.com

Membership Officer/ Website Manager
Ed Gregory. 228-1790
ed@gregorynet.net

Publicity Officer
Christina Dunn. 344-8993
christina.dunn@HCAhealthcare.com

Employment Officer
Bill Smith 221-7300
bill.smith@gogallagher.com

Newsletter Editor
Virginia Pryor 844-8547
pryorv@squared.com

Publications Competition Managers
Margret Buxkamper . . 344-8639
margret.buxkamper@HCA healthcare.com

Jennifer Lambe 833-6140
jenniferlambe@comcast.net

Pam Livingston 882.6047
plivingston@deloitte.com

Holly Quick. 292-8686
holly@tannercorp.com

Melissa Weber 221-7300
melissa.weber@gogallagher.com

Winning Ways for Winning Proposals

A One-Day Proposal Workshop/Seminar by Kellar Proposal Development and Training

When: June 10 and 11

Where: Atlanta, GA

Key features

This full day of training will be based on the popular textbook "Proposal Writing: The Art of Friendly and Winning Persuasion" and the 23 years of proposal and technical communication experience of its co-author, Chuck Keller, owner of Keller Proposal Development & Training.

Training for the practitioner rather than the theorist

Attendees will receive basic to advanced tips that can be readily applied to developing proposals for commercial or government contracts. The use of exercises and limited registration will ensure close interaction among Chuck and the attendees.

Attendees will receive:

- a copy of "Proposal Writing," the primary training book
- note-taking materials
- useful reference and information handouts
- continental breakfast, deli lunch buffet, and morning and afternoon refreshments
- a Keller Proposal Development & Training coffee mug
- and post-training access to a free one-hour proposal consultation with Chuck.

Targeted audience

- New and experienced proposal managers, writers, and coordinators who want to improve their skills to develop winning proposals for commercial or government contracts.
- Small-business owners or employees who want to establish or improve their proposal process for winning either commercial or government contracts.
- Proposal consultants and contractors who are seeking networking opportunities or want to expand their proposal development skills to better serve their clients.

Last November's workshop/seminar events drew 28 registrants representing 19 companies and consultants / contractors.

Schedule, location, & registration

Schedule: Choose from among two dates: June 10, Monday, or June 11, Tuesday. Each event will be held from 8:15 a.m. to 5 p.m., with check-in and continental breakfast from 7:00 to 8:15 a.m.

Location: The Crowne Plaza Hotel, 6345 Powers Ferry Rd., Atlanta, GA 30339, located in northwest Atlanta near the I-75 and I-285 interchange. If you would like to stay at the hotel for the workshop/seminar, ask for the Keller Proposal Training discount rate.

Registration: There will be advance registration only with limited seating. The regular individual registration fee is $395. Receive a $15 individual discount if you are a member of the APMP, STC, NCMA, or SMPS. Group rates are available: pay $295 per person if you register three or more from your organization. Pay the registration fee with check, money order, or major credit card. You may register on-line (and get more info) at www.acteva.com/go/winningproposals. (There is a nominal service fee for on-line registration.)

For more info, you may also contact Chuck Keller at kellerpdt@aol.com or 770-977-3878. ✍

Quotables

During my stint as Newsletter Editor, I have amassed a rather large collection of quotes gathered for the newsletters. Below are a few I never had a chance to use. For amusement purposes only.

Drawing on my fine command of the English language, I said nothing.

—Robert Benchley

A paranoid is someone who knows a little of what's going on.

—William S. Burroughs

There are two kinds of people, those who finish what they start and so on.

—Robert Byrne

Chess is as elaborate a waste of human intelligence as you can find outside an advertising agency.

—Raymond Chandler

Total absence of humor renders life impossible.

—Colette

I'm living so far beyond my income that we may almost be said to be living apart.

—e.e. cummings