

FrameMaker, PageMaker, and Word:

Members Weigh In at the October Chapter Meeting

By Virginia Pryor, Newsletter Editor; Photos Courtesy of Emily Parker

On October 9th, about twenty-five members and a few non-members gathered in a meeting room at HCA for networking, appetizers, and a presentation by three of the MTC members.

The evening's topic was an overview of the features of Adobe FrameMaker, the desktop publishing software widely used by a large portion of the technical communication field. A number of chapter members had expressed interest in learning about FrameMaker, since they had heard that it is a great tool for technical communicators, but were unaware of its capabilities versus other popular desktop publishing and word processing software packages.

Melissa Weber, Competition Partner Entries Manager and a technical writer for Gallagher Financial Systems, began the meeting with her presentation comparing the features of FrameMaker, PageMaker, and Word—the three most commonly used tools for producing documenta-



Melissa Weber (left) presents a comparison of features of Adobe FrameMaker, Adobe PageMaker, and Microsoft Word for creating technical documentation.

tion among our chapter membership. Melissa provided a chart detailing the extent to which each software program provided tools for long document handling, indexing, cross-referencing, generating tables of contents, and other features technical communicators find necessary for producing quality documentation.

Brian Wilkins, a member and technical writer at Square D Company, focused his presentation on the specific “how-to’s” of some important FrameMaker functions, such as

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The Program Year Ahead

By Pat Cosky, Events Coordinator

When I volunteered to be Program and Events Coordinator for our 2001-2002 meeting year, I was determined to do my best for the chapter. I went to the Society web site at www.stc.org and found the Chapter Handbook, a virtual how-to manual for all chapter activities. I diligently copied the sections on managing programs and events. I carefully filed these in a special folder so they would be readily at hand. And, I made sure I carried this folder with me to all our meetings. I just forgot to read the material, until now.

Imagine my surprise when I read on the very first page a list of Must-Do tasks that you, my fellow members, expect the Program Coordinator to do. Right at the top of that list is "Organize a Program Committee," followed by ways to choose a committee and ideas for who should be on it. Needless to say, we don't yet have a Program Committee... but the year is young. So don't be surprised if you receive a phone call with an invitation to join this soon-to-be stellar group. (Or beat me to the punch: call me and volunteer!)

So how does our program year look so far? We were fortunate to have Ginny Redish, an STC Fellow, at our September meeting to present the do's and don'ts of Web content development. The October presentation by Melissa Weber, Brian Wilkins and Virginia Pryor (FrameMaker vs. Word features—see the cover article) gave us insight

to one of the major products for page layout software. It was quite informative for those of us who are unfamiliar with Frame's features and capabilities, and only too familiar with Word.

Our November meeting scheduled for Tuesday, November 13th, features guest speaker and STC Fellow Linda Oestreich from the Houston Chapter. Linda enjoys a challenging and rewarding professional life, including the many hours she spends working with STC. Her presentation—"Managing Career Changes in Changing Times"—offers good advice for those of us who are looking for fresh opportunities and ways to keep pace within our rapidly changing field.

Tuesday, December 11th, is holiday celebration time for members and guests. We'll also have a special guest—Karla McMaster—from the East Tennessee Chapter. Karla has served many offices in STC, including chairing PCOC (Practical Conference on Communication) sponsored by the East Tennessee Chapter. Karla has been asked to run for the STC Nominating Committee, and this will give us the opportunity to meet her. More information will be included on our web site, so check it often.

Our 2002 programs are shaping up, with plans for Presentation Skills for Technical Communicators (in January, presented by Christina

Dunn); our Competition Awards Banquet in February with guest speaker Rob Houser, Region 3 Director/Sponsor. Our March program is open at this time, so this is a great opportunity for everyone to pitch an idea for a professional development presentation. In April, we're planning a meeting at the Gaylord Opryland Hotel for a tour so we'll be prepared to help host the International Conference in May. We'll wrap up our program year with our June meeting, which we hope to be a "celebration of chapter successes." ✍

Meeting Notice

When: November 13

Where: Quorum Conference Center, 105 Continental Place, Maryland Farms, Brentwood

Time: 6 PM, Networking
6:30 PM, Program
7:30 PM, Business Mtg.

Program: Guest speaker Linda Oestreich, STC Fellow, Houston Chapter: "Managing Career Changes in Changing Times"

Fees: Members, none
Non-members and guests: \$15.00

Please visit our chapter web site at www.stcmid Tenn.org for directions.

October Chapter Meeting

Continued from page 1

generating numbered lists, figure captions, and table titles in long documents. He also explained the functions of book-building and master and reference pages in Frame.

Virginia Pryor, Newsletter Editor and technical writer at Square D Company, discussed and demonstrated FrameMaker's capabilities for handling graphics, whether photos,

screenshots, or drawings. She explained the various types of graphic formats that can be used in conjunction with Frame, as well as the other image software (such as Adobe Photoshop and Illustrator, as well as Visio, CorelDraw, and a host of others) that are compatible.



Brian Wilkins demonstrates some of the detailed, automated functions of FrameMaker.

The presentations were followed by a Q&A session, which sparked discussions on the varying needs of different local companies and the growing trend toward single-sourcing and online (HTML, XML) output. The meeting closed with a business meeting to discuss the need for tech pubs competition judges and volunteers for the conference in May 2002. ✍

Update Your Email Address and Find Information on Our Chapter Web Site

By Christina Dunn, Publicity Officer

Has your email address changed? Would you like to receive chapter email notices at work and at home? Or, would you simply like to be added to our chapter's email list? Thanks to Ed Gregory, Membership and Web Site Manager, you can maintain your email addresses for our chapter mailing list. Go to www.stcmidtenn.org/forms/email.htm to change your email address on the chapter or national

list, add multiple addresses to the chapter mailing list, or to simply subscribe to the chapter mailing list.

While you're on the STC Middle Tennessee site (www.stcmidtenn.org), check out all of the other wonderful information posted by Ed and kept up-to-date by chapter officers. Find a chapter calendar, meeting reviews, a newsletter archive, and employment information. ✍

Useful URLs

Contributed by Melissa Weber

Check out these web sites for handy writing reference information:

Wordsmyth—A comprehensive online dictionary/thesaurus:
www.wordsmyth.net

Guide to Grammar and Writing—With interactive quizzes and a search function: <http://ccc.commnet.edu/grammar/index.htm>

Bartleby.com Reference—Search the huge reference tomes online, free of hassle and excessive paper:
www.bartleby.com/reference/

Preparing for Technical Publications Judging

By Jennifer Lambe, Technical Publications Competition Publicity Manager

The Middle Tennessee Chapter of STC submitted twenty-five entries to the local 2001 Technical Publications Competition. That's one more entry than last year. The entries were documented and sent to our exchange partner, Northeast Ohio (NEO), where they will be judged.

Our exchange partner sent twelve entries to our chapter, consisting of fifteen total documents that will be judged by local MTC judges. The judging team — Pam Livingston (Team Director), Melissa Weber, and Jennifer Lambe — actively recruited judges during the months of September and October. The team persuaded twenty-one judges to commit to reviewing partner documents. These judges are divided into seven groups of three. This gives each group the responsibility of judging two or three documents at the most, which should be a light enough load so as not to be a burden.

You will recognize many of the volunteers on the list as experienced

judges from past competitions, but we also have some new names. We want to thank all of our judges for graciously volunteering, or agreeing to be volunteered, whichever may be the case.

Other members and non-mem-

The judging process will go as follows: NEO (partner) entries will be distributed to the judges. The judges will have approximately one month to independently review and comment on their assigned entries. Then on Saturday morning, December 1st, Consensus Judging will be

held at the office of Tanner Corporate Services. Teams will assemble and compare comments, and agree upon the level of award, if any, for each of their assigned documents.

Finally, the entire group will vote on one Best of

Show entry from the documents given an award of Distinguished Technical Communication. All entries receiving a Distinguished Technical Communication award will automatically be entered in the International (Society-wide) Technical Publications Competition. ✍

To err is human, but to really foul things up requires a computer.

—Farmer's Almanac, 1978

2001 Technical Publications Competition Judges:

Matt Conley (*Gallagher Financial*)

Jeff Corzine (*HCA*)

Pat Cosky (*Tanner Corporate Services*)

Christina Dunn (*HCA*)

David Dunn (*Independent Contractor*)

Nancy Garrett (*Tanner Corporate Services*)

Jason Hunt (*ClientLogic*)

Karen Ingram (*Deloitte & Touche*)

Miles Kimball (*Murray State University*)

Laura Liles (*HCA*)

Mark Marshall (*Tanner Corporate Services*)

Shannon McCue (*Gallagher Financial*)

Jonathan Meadows (*Tanner*)

Judith Meyer (*HCA*)

Mike Mini (*EDI*)

Amy Oldham (*Gallagher Financial*)

Holly Quick (*Tanner Corporate Services*)

Sharon Smith (*Independent Contractor*)

Beth Tanner (*Tanner Corporate Services*)

Melissa Weber (*Gallagher Financial*)

Brian Wilkins (*Square D*)

bers experienced in the technical writing industry agreed to judge. However, due to a lower number of exchange partner entries than last year, we were unable to use those people as judges this year (but there is always next year!) Those people include Emily Parker (Square D), Rita Johnson (Tanner Corporate Services), Jane Mohr (Independent Contractor), Bill Smith (Gallagher Financial Systems), and Scott Saul (Tanner Corporate Services). Many thanks for your willingness to judge.

Mentoring—A Gentle Alliance

By J. Suzanna Laurent, Region 5 Director-Sponsor

Mentors. Role models. Idols. Call them what you like—chances are very good that one of them has impacted your life with such tremendous force that the reverberations of that influence affect the decisions you make to this day. Perhaps it was a

- Demanding coach who always knew precisely which words would most encourage you.
- Favorite teacher who pumped a genuine love of learning into your heart.
- Devoted parent who not only spoke of virtues, but modeled them as well.
- Nurturing manager who offered you the gift of shared wisdom.

The pool of available mentors is comprised of a diverse group of individuals. One common interest that unites them, however, is a desire to help their protégés reach their full potential. Successful people report that a large part of their success is due to the experience they gain through working with a mentor. Many of these mentoring relationships are informal—in fact, the mentor sometimes is unaware that he or she is fulfilling that role.

The mentor relationship has been called the “pinnacle of work relationships.” A mentor is more than a peer, more than a coach, even more than a sponsor. Mentors typically have influence within the organization or community. They use this influence to empower their

protégés. The mentor relationship is really a partnership—the mentor provides guidance and opportunities, while the protégé provides energy and a fresh perspective.

Most effective mentor relationships vary in terms of length and

“The mentor relationship is a partnership in which the mentor provides guidance and opportunities, and the protégé provides energy and a fresh perspective.”

degree of formality. They are usually initiated by the protégé. These relationships are true partnerships in which both parties contribute. They involve a mentor who has influence within the organization or community and is willing to use this influence to empower his or her protégé. These are the specific behaviors that effective mentors should practice:

- 1) Help protégés think in terms of success, by holding visioning and goal-setting sessions with them.
- 2) Counsel protégés when they have problems. Guide protégés through the thought processes necessary for developing their own solutions; don’t solve their problems for them.
- 3) Provide feedback. Tell protégés how they are doing. When negative feedback is necessary, don’t preach or be overly critical. Instead, ask insightful questions

such as, “What could you do differently the next time?” or “Why don’t you think the project turned out as planned?”

- 4) Provide information. Mentors should serve as informational resources. Success secrets, shortcuts, information about office politics, etc., will help protégés learn the ropes.
- 5) Delegate authority and express confidence in the ability of protégés to take on new tasks. A protégé’s greatest need is for experience. Look for ways that will help protégés practice new skills.
- 6) Encourage exploration. Give protégés as many opportunities to experiment with new ideas as possible, but don’t be surprised if you learn something from them.
- 7) Look for opportunities to showcase your protégé’s talents. Place protégés in positions where they can meet people who can help them achieve their goals. Networking events are great for this.

It may sound as though the mentor-protégé relationship requires a great deal of involvement on your part—that’s because it does. Many chapters already have formal mentoring programs because STC provides great opportunities for mentoring. Take advantage of STC membership by building a “gentle alliance” with another member who would benefit from your knowledge—you will both benefit from the experience. ✍

Creative Training Techniques



A Bob Pike Group Seminar, November 15–16, 8:30–4:00

Unleash Your Creativity with Participant-Centered Training Customized to Your Exact Training Needs!



The Middle Tennessee chapter of the American Society for Training and Development (ASTD) presents this seminar in conjunction with the Bob Pike Group. It will be held at American General in Nashville.

You'll discover how to:

- Build on the knowledge and experiences of each individual participant
- Expedite the learning process
- Make personal responsibility the key to effective learning
- Increase participant retention and transfer to the job site

Discover 37+ essential skills to maximize your training, such as:

- Design learning activities that are practical, relevant, and useful
- Learn the eight steps to effective preparation
- Develop high impact visuals that work
- Discover six great attention-getting devices
- Learn eleven methods for motivating adults
- Deliver opening and closing activities more effectively
- Use thirteen kinds of support materials—what works best and why
- Retain more information for increased “transfer” to the job site

This train-the-trainer customized in-house program is a must for: trainers, training managers, sales directors, sales trainers, course developers, training support personnel, subject matter experts, speakers, educators—or anyone who presents to three or more people.

About the presenter

Kathy B. Dempsey, of the Bob Pike Group

Kathy brings seventeen years of health care and educational training experience to her presentations. Best known for her creative, unique, and innovative approach, her train-

ing is engaging, highly interactive, and full of fun.

Kathy has extensive experience in organizational development and strategic planning. She has led Memorial Health Care System's (recently named one of the top one hundred hospitals in America) strategic efforts in becoming a learning organization. Kathy has developed and facilitated many training programs that focus on various topics such as communication, change, grief/loss, leadership, and reaching your potential. ✍

Special Pricing: The *first 20 paid registrants* receive a discount rate of only \$500 for both days of training, including materials! **(Please note: first 20 people is based upon receipt of check.)**

Thereafter: Members: \$650, Non-members: \$750

Pricing includes both days of training and learning materials.

Visit our web site at www.astdtn.org/bob_pike_seminar.htm

Mail check, payable to **ASTD Middle TN**, to: American Society for Training & Development, Middle Tennessee Chapter, P.O. Box 22762, Nashville, TN 37202

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New Canadian Issues SIG Seeks Members

By Alexa Campbell, Canadian Issues SIG Manager

In May 2001, STC formed a new Special Interest Group (SIG) devoted to improving communication among its Canadian members. Membership in the SIG is not necessarily restricted to Canadian members, but is open to anyone with an interest in the special needs and concerns of Canadian STC members.

Right now, STC members can sign up for the Canadian Issues SIG for free until the end of the year. SIG membership dues will be billed in the 2002 STC dues notices scheduled to be sent out in November. To sign up for SIG membership, email your request to the STC membership department (membership@stc.org).

Keys to the success of any organization are the enthusiasm and support of its members. I hope many of you will step forward to help make this one of the most effective SIGs in STC. We can use volunteers to fill important positions of newsletter editor, web master, listserv coordinator and membership coordinator.

The Canadian Issues SIG explores the following areas of interest:

- Increasing the technical communications profile and reputation across Canada
- Monitoring, helping shape, and publicizing technical communication education in Canada

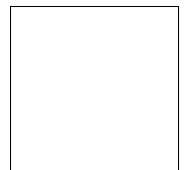
- Helping evolve standards to encourage a consistency in the technical communications courses offered across Canada
- Communicating the value of technical communication to business, industry and academe
- Enabling educational institutions, industry and practitioners to share ideas about technical communication
- Promoting a professional development program for Canadian technical communicators, by making it easier to advertise such programs

If you have any questions about the Canadian Issues SIG, please contact me, Alexa Campbell, at (204) 632-2345 or email acampbell@rrc.mb.ca. ✉



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