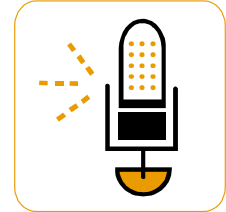


Middle Tennessee STC Chapter



Whining and Dining

This past week, the Middle Tennessee STC chapter met for the second annual Whine and Cheese meeting. The “whiners”, many of whom are pictured in this photograph, met for this event at the Old Spaghetti Factory. In addition to enjoying delicious food, attendees took part in three sessions dealing with different facets of technical communication.



Stacie Baker began by facilitating a discussion on the new face of technical communications, which explored various corporate (continued on page 2)

Back row: Steven Brooks, Rita Johnson, Margaret Buxkamper, Janet Bran. Middle row: Tracy Meyer, Eileen Wollam, Jennifer Lambe, Matt Conley. Front row: Emily Parker Hughes, Amy Oldham, Stacie Baker.

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Captivating Luncheon

Did you miss MTC’s first Lunch ‘n Learn? This fall, our chapter launched a new initiative, called Lunch ‘n Learn. The first presentation in this series was led by senior STC member (and current Publicity Director) Jennifer Wendell. Jennifer “captivated” her audience with a demonstration of Macromedia’s Captivate (formerly RoboDemo). Jennifer recorded, edited, revised, and published a short software demonstration to the amazement of her audience. Those who had not used the tool were excited about Captivate’s

ease of use, relatively short learning curve, and ability to quickly produce a demonstration.

We learned that in addition to Jennifer, folks at HCA and Caterpillar are also using Captivate. It was suggested that we schedule a follow-up meeting so different groups could show how they use Captivate to develop “real world” deliverables, features they like about the tool, and problems they have encountered. Everyone agreed that we should learn from one

another and share information about how we use different tools, both to get new ideas and to avoid the pitfalls that you run into when starting to use a new tool.

In her presentation, Jennifer explained the fundamentals of using Captivate, including how to record an on-screen “movie”, edit commentary, and publish.

Many thanks to Jennifer for leading the first ever Lunch ‘n Learn. Look for another Lunch ‘n Learn presentation in the coming months!



HCA is currently seeking a technical writer to fill an open Senior Technical Publications Analyst position. For details, see page 6 of this newsletter.

Whining and Dining (continued)

(continued from page 1) roles and their associated technical communication/writing components. We had some good discussion about the benefits of membership and chapter involvement. The session ended with ideas for quantifying and promoting the value of STC membership.

The next session, facilitated by Amy Oldham, dealt with email etiquette and its relevance to technical

communicators. The focal point of this session was the importance of professionalism in email (especially given that we are technical writers). We also talked about the kind of impression a good or bad email can have on the recipient, and many members shared email pet peeves and stories.

Matt Conley led the final session of the evening with a single-sourcing session. Matt's topic generated a

lot of discussion about what the definition of single sourcing is and whether it's possible. Members shared stories, methods, and tools that they have used in the pursuit of single sourcing and streamlining large projects.

For a complete meeting recap, visit the *Meeting Notes* page of our web site at

<http://www.stcmidtenn.org/MeetingNotes/index.htm>.

STC Academic Scholarships



SCHOLARSHIP APPLICATIONS AVAILABLE

Each year, STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication.

Four awards of \$1,500 each will be granted for academic year 2006-2007.

Application deadline is February 15, 2006.

Application forms and instructions are available from the STC office:

901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
(703) 522-4114

www.stc.org

International Competition Judges Needed

STC invites you to apply to serve as a judge in one of STC's international competitions (technical publications, technical art, or online communication), which will be held Saturday, March 11, 2006, in Arlington, Virginia. Judging in the international competitions provides you with a sneak preview of what your colleagues are doing and an opportunity to network with interesting people.

If you are selected to judge, you will serve on a team of judges. Your team will judge the entries in one or more categories, and the number of entries varies by category. All judging and determination of awards are completed the day of judging.

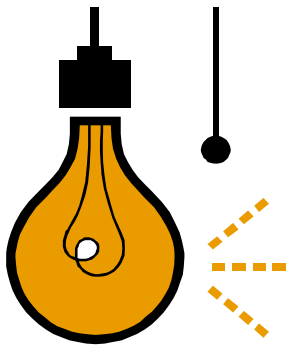
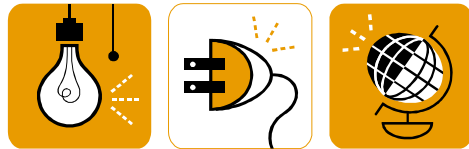
You may apply to participate as either an on-site judge or an off-site judge. Because STC can fund only a limited number of on-site judges, some qualified applicants for on-site judging may be invited to judge a competition off-site. If you are applying to be an on-site judge, please indicate on your application if your

employer is willing to fund your travel and accommodations.

On-Site Judges

On-site judges will travel to the judging site in Arlington, VA. There, you and your teammates make the final decisions on awards for entries in your assigned category. A hotel room, paid for by STC, will be reserved for Friday and Saturday, March 10-11, 2006. We appreciate any corporate support your employers can provide, but those of you without corporate support will be reimbursed for round-trip transportation to Arlington.

A reception will be held the evening of March 10 to welcome our judges to the event. (continued on page 5)



STC Spotlight



STC Spotlight is a recurring article in the *Communiqué*, designed to introduce readers to the varied talents and interests of different members of our Middle Tennessee Chapter. This month, the *STC Spotlight* shines on a senior member of our chapter, who, when not creating software documentation,

warms up her vocal cords and belts out beautiful melodies. Shannon McCue works at Gallagher Financial Systems, Inc., in Brentwood, TN, where she writes, edits, and maintains a substantial library of end user-, administrator-, and developer-oriented software documentation for users in the mortgage lending industry. When she's not at work, she enjoys singing and performing in a number of venues. Besides fronting a country band on a gig-by-gig basis, she also volunteers her talents as a background vocalist at the Bellevue Community Church for weekend services. Most notable in her extracurricular singing activities though, is her involvement in 70 South.

Shannon has been active in this group of about eight singers since its inception two years ago. 70 South performs at local churches but is also available for weddings and other special events.

While the career of technical writing and performing on stage may seem like a strange mix to some, it's a perfect fit for Shannon, who has a double major in vocal music and written communications (with a concentration in technical writing). If you've read her technical documentation or heard her vocal performance, you know that we are indeed fortunate that Shannon uses her double major to benefit both audiences.

November Events

Our chapter has a number of events planned for November. Mark your calendar and plan to attend as many as possible.

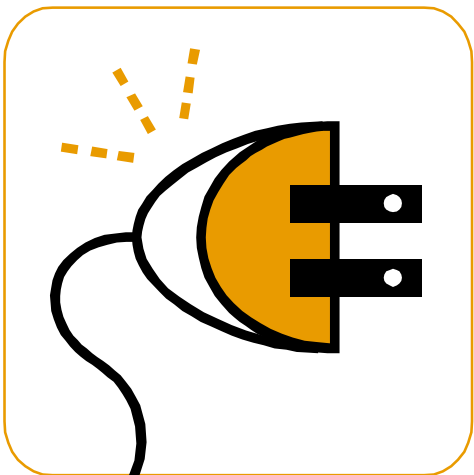
November 9: FlashHelp, WebHelp, Web Help... Help! Webinar presented by Neil Perlin 12:00 – 1:30 at HCA, Building 4, Classroom 6. RSVP for this event via our web site.

November 15: Going With the Flow: A CIDM Best Practices Presentation 6:00 PM at Edmonson Pike Library. Catherine Lyman and Eileen Wollam, both of Hewlett-Packard Company, originally gave this presentation at the CIDM Best Practices conference in September. Eileen has graciously agreed to share the presentation previewed in the following paragraph, with our chapter during the November meeting. RSVP for this event via our web site.

Using a modified version of [Swimlane Process Mapping](#), a team of NonStop writers and editors shared, researched, analyzed, and documented current processes and workflows for four writing groups. Using the results as a guide, they developed an extensible and flexible business process that the team would work towards over time. This presentation will describe what worked and didn't work, what we wound up using, and what we would do differently given a second chance. Using some simple examples, we'll show you how to get started on your own process improvement or radical change!

November 19: 2005 Online and Print Competitions Judging 8:30 AM in Cummins Station, Joe Kraft Conference Center (Suite 420). Competitions materials have already been distributed among judges, who are hard at work evaluating the entries.

If you have ideas for chapter events or your company can provide meeting space for an event, please contact Amy Oldham or Emily Parker Hughes.



Localized Dues Initiative

STC surveys are just one of the ways members can voice their opinions about STC business. Many of you probably participated in STC's recent survey regarding the localized dues initiative. Suzanna Laurent, national STC

president, recently sent an email to let everyone know that the results are in. To view members' responses to the survey, please visit www.stc.org/memberlocal01.asp. The results show that a majority of members felt that localized dues are

a good idea; therefore, STC will move forward with this new initiative. According to Suzanna, "the implementation of localized dues opens up new vistas for STC to achieve its potential not only as a resource for

technical communicators around the world but as a leader in the field. We hope to raise the level of professionalism in terms of prestige and effectiveness. This localized dues initiative will put us closer to that goal."

Competition Judges (continued from page 3)

Note: Out-of-town judges typically arrive on Friday evening and depart on Sunday morning (to take advantage of the reduced Saturday stay-over fares).

Off-Site Judges

Off-site judges make the initial and final decision on awards in a telephone conference call on a mutually agreeable date but not later than February 26, 2006. Off-site judges must mail the entries, completed evaluations forms, and list of awards to the Society office to be received by March 6.

Qualifications for Judges

All judges must meet at least two of the following

criteria:

- Master's degree or higher in technical communication or related field.
- Senior member of STC.
- Seven years in technical communication or a related field (STC membership not required).
- Strong publishing background (five articles or one book).
- Teaching experience in communication or a related field (five years full-time or seven years adjunct or part-time).
- Winner of an STC or other communication competition award.
- Certification by a communication-related professional organization.

Your judging experience and breadth of activity in STC may also be considered.

How to Apply

Complete the application (available at www.stc.org/internationalC/competitions_JAF.asp) to serve as an STC judge, and send it to the Society office to arrive by November 30, 2005. You will be notified of the results of your application by February 10, 2006. If you are accepted as a judge, more information regarding judging policies and the reimbursement process will be forthcoming.



If you have any questions about international competition judging, please contact Rich Maggiani, AP for Competitions, by phone at (802) 999-7440 or by email richmaggiani@adelphia.net

Non-Members Employment Listing Fee

Back in October, 2002, our chapter adopted a policy to charge a fee to any non-members wanting to list their resume on the **Employments** page of our web site. This year, we are taking a closer look at the existing policy, revamping it, and providing some more detailed information about how the policy should work. This service will be enforced and tracked by the Employment Director.

At the October Whine and Cheese meeting, it was announced that the policy would take effect on November 1st; however, after further discussion with Joel Butts—the current

Employment Director—the new policy will not be implemented until January 1st, 2006. This postponement will allow additional time to gather data about the new policy so we can implement and enforce it consistently.

This topic will be discussed during the chapter business portion of the November and/or December meetings, at which time we'll hear more complete details of the proposed services and fees associated with non-member postings on the **Employment** page. Then, the new policy will be documented for future reference.



Get the latest scoop!

Middle Tennessee Chapter
www.midtennstc.org

National STC
www.stc.org

HCA Seeks Technical Writer

HCA is currently seeking a technical writer who is a college graduate with 3-7 years experience.

The Senior Technical Publication Analyst is a communication and information expert and has knowledge of and experience with technical publications. Specific knowledge, skills, and competencies in any of the following areas may be required: online help development, technical writing, technical editing, technical publishing, desktop publishing, graphic arts, proofreading, printing/publishing, software development concepts, programming, system administration, and HTML/web page development. Overall responsibilities include: Cross-system consulting relationship building across Corporate and IT&S Departments, Research / Investigation, Process Improvements, and Proposals.

Generally, this position is responsible for providing documentation and online help support for HCA clinical systems (CPCS) and Information Security, including, but not limited to: Abstracting Medical Records; B/AR MOX Scheduling; Quality/Risk Management; Medarchive. Specific duties may include any combination of the following: research, user/audience definition, writing, editing, user/reader support, informational/instructional design, help text development, desktop/electronic publishing, graphics development, page layout, proofreading, distribution planning, moderate programming, system administration, macro creation, HTML/web page creation and maintenance, and other duties as assigned.

TECHNICAL EXPERIENCE:
 Hardware/Operating Systems: Microsoft Office (Word, Excel, PowerPoint); RoboHelp (online help, web help); Adobe Acrobat; FrontPage; HTML; Captivate.

SPECIAL QUALIFICATIONS:
 Technical Writing; Project/Time Management Skills; Online Help Design/Development; Independent/Self Motivated; Editing; Relationship Development; Proof Reading; Detail Oriented; Electronic Publishing; Graphics Arts; HTML .

Contact
executive.recruitment@hcahealthcare.com or 615-344-2830 for more information.

New STC Forum

This past week, STC President Suzanna Laurent announced that STC will launch a new, broad STC issues forum in November.

STC has already launched a feedback page on the STC Web site that will serve initially as a bridge until we launch our new, broad STC issues forum. You can use this feedback page to

share thoughts about how the forums should eventually look: what the rules of engagement for the forum should be, how you see it benefiting you, how you intend to use it, etc. When the forum is launched, the feedback page will be absorbed within this new initiative.

Please visit
www.stc.org/forumsSurvey/
 and give your input regarding the new forums.