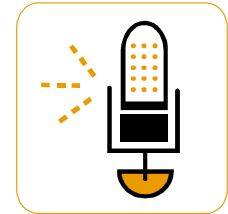


Middle Tennessee STC Chapter



## Happy New Year

From Amy Oldham, Middle Tennessee STC Chapter President, (pictured below with son, Aaron)



Earlier this month, we began the 2005-06 Middle Tennessee STC chapter year with a kickoff meeting in the Joe Craft

Conference Center of Cummins Station. We celebrated the new chapter year with a presentation focusing on STC's annual convention experience. The presentation was aimed at proving the value of conventions, sharing the knowledge, and using the proposal process to gain corporate backing for attending conventions and quantifying the expected return on investment. The meeting minutes, as well as

a copy of the presentation slides, are available from the *Meeting Notes* page of our chapter's website ([www.stcmid Tenn.org](http://www.stcmid Tenn.org)).

Thanks to all chapter members who completed the chapter survey in late August. Based on that feedback, we have added some new programs to our fall lineup. One of the new programs planned is a Lunch 'n Learn series. This bring-your-own-lunch event will feature a presentation or (continued on page 2)

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## International Competition

Fall is upon us, and that means it's time for STC's International Competition. STC offers the following three competitions each year for the purpose of evaluating current works in the technical communication field:

### Online Communication

Includes forms of communication that depend on a computer or other electronic media for delivery.

### Technical Art

Includes both physical media and online technical art products.

### Technical Publications

Is printed material illustrating technical writing.

Like last year, our chapter will be sponsoring the competition in the Technical Publications and Online Communication categories. We will exchange materials with the Philadelphia Metro STC chapter.

The international competition has two aspects—competition and judging—both of which offer an invaluable opportunity for recognition/feedback from your peers, as well as the chance to see what your peers are doing in other fields of technical communication. Entries that receive a Distinguished award can compete in the International Competition, and all award winners are recognized at the (continued on page 3)





*It's not too late to register for the new STC Training Program and receive advanced registration discounts. Advance registration deadline has been extended to October 18. The Training Program will take place October 20-21 at the Hyatt Regency Crystal City in Arlington, Virginia (near Washington, D.C.). For details of the five training courses offered, visit [www.stc.org/training/](http://www.stc.org/training/).*

## Happy New Year (continued)

demonstration related to technical communication trends and/or technology and will be held during the work day rather than the evening. The first Lunch 'n Learn is set for October 13th, beginning at noon. The event will be held at Caterpillar and will focus on the Captivate tool.

Of course, we have also made room for returning favorites in the schedule, including the Whine and

Cheese meeting and mid-day webinars. We have already hosted a two-part webinar series on Dreamweaver in September and we'll host at least one more webinar this fall. The Whine and Cheese meeting is moving on up—to the Spaghetti Factory on 2<sup>nd</sup> Avenue, that is. Check out the *Calendar* page of chapter's website for details about this meeting and the rest of the fall lineup. Many thanks to

Emily Parker Hughes (Vice President/Programs) for her hard work in planning and arranging so many of the events we have planned for this fall.

Our chapter has a full schedule this fall. I look forward to seeing you at the next chapter event!

## Upcoming Events

Our chapter has a number of events planned for the remainder of 2005. Mark your calendar and plan to attend as many as possible.

October 7: Competition Entries Deadline

October 13: Lunch 'n Learn 12:00 PM

October 25: Whine and Cheese 6:00 PM

November 9: Webinar 12:00 PM

November 15: Going With the Flow: A CIDM Best Practices XML Presentation 6:00 PM

November 19: 2005 Online and Print Competitions Judging 8:30 AM

December 13: Holiday Networking -- Bring Your Boss Bash

We also have several events slated for the spring, including the annual awards banquet, a Dave Gash presentation, a joint meeting with ASTD, a collaborative meeting with Austin Peay State University, and more. If you have ideas for chapter events or your company can provide meeting space for an event, please contact Amy Oldham or Emily Parker

## Seniority Counts at STC

The Society has several ways of acknowledging member achievements. One of those ways is by granting senior member status upon individuals who have held membership in STC for five years. This summer, we have had three of our chapter

members attain the rank of senior member. Please join me in congratulating the newest Middle Tennessee senior members: April Hannah, Vicki Burkitt, and Tracy Meyer.

To learn more about STC's membership grades and honorary ranks, visit the *Recognition* area of The Society's website ([www.stc.org/honors.asp](http://www.stc.org/honors.asp)).

## 2005-06 Chapter Officers

The 2005-06 year is well underway for the Middle Tennessee STC chapter. Chapter officers were elected in the spring of 2005 and began serving in their respective positions, starting with the August Board Meeting. If you have suggestions, comments, or questions about our chapter, please contact an officer.

**President:** Amy Oldham billandamy@bigfoot.com

**Vice President / Programs:** Emily Parker-Hughes  
emily.hughes@us.schneider-electric.com

**Treasurer:** Jennifer Lambe  
jenniferlambe@comcast.net

**Secretary and Director, Periodicals:** Jennifer Nunley  
Jennifer.Nunley@cat.com

**Director, Membership:** Janet Bran  
janet@beautifulwebsites.com

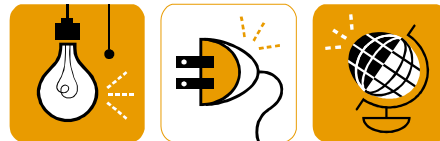
**Director, Publicity:** Jennifer Wendell  
jbwendell@comcast.net

**Director, Competitions:** Judith Meyer  
Judith.meyer@hcahealthcare.com.

**Competitions Judging:** Eileen Wollam  
eileen.wollam@hp.com

**Director, Employment:** Joel Butts  
joel.butts@us.schneider-electric.com

**Co-Webmasters:** Geoff Hawthorne and Stacie Baker  
geoffhawthorne@comcast.net  
staciembaker@yahoo.com



## International Competition (continued from page 1)

at the Middle Tennessee Awards Banquet in spring, 2006.

The deadlines for the Middle Tennessee chapter competitions are as follows:

**Online Communication:**  
October 7, 2005

**Technical Publications:**  
October 7, 2005

Fees for each entry are  
\$20 for students,  
\$45 for STC members,  
\$60 for non- STC members,  
\$10 for each contributor.

If a product is entered into more than one competition, the fee must be paid for each entry.

Send your entries to:

Judith Meyer  
2555 Park Plaza,  
Building 4 - 3E  
Nashville, TN 37203

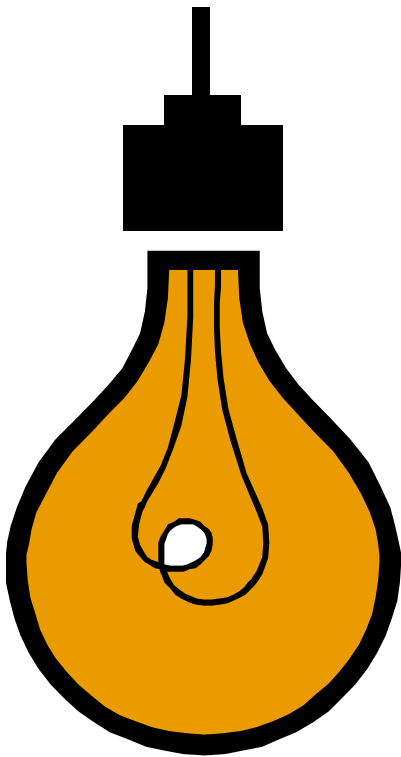
Phone: 615-344-8642

(To learn more about what Judith Meyer does in her spare time aside from directing the competitions process for our chapter, read the *STC Spotlight* article on page 4.)

To volunteer to be a judge for the 2005 STC Online or Print Publication, contact

Eileen Wollam by e-mail ([eileen.wollam@hp.com](mailto:eileen.wollam@hp.com)) or phone (615-292-4301) by Friday, October 7, 2005. Please indicate whether you want to judge online or print materials.

Competition entry forms are available from the *Home* page of our web site. Evaluation guidelines and judging forms are available online at [www.stcmidtenn.org/competitions/Judge\\_eval\\_tips.pdf](http://www.stcmidtenn.org/competitions/Judge_eval_tips.pdf) and [www.stc.org/internationalCompetitions\\_forms.asp](http://www.stc.org/internationalCompetitions_forms.asp) respectively.



## STC Spotlight

Give me an 'S'. Give me a 'T'. Give me a 'C'. That's what we might hear if Judith Meyer were to combine her professional duties with one of her personal interests—cheerleading. In addition to Judith's extra-curricular STC activities, she is also a Tennessee Titans cheerleader. Judith first professionally cheered with the Nashville Kats squad from 1996 to 2000. When the Nashville Kats left Nashville, Judith took a break from cheerleading, and she had two children (in 2001 and 2003). Realizing that she missed cheerleading, Judith decided to cheer for a different type of football team this year—the Titans.

If you go to or watch a home Titans game, you might spot Judith on the sidelines. But the game time is merely a fraction of the time it takes to be a professional cheerleader. Prior to the season, cheerleading practice is scheduled for 9 - 15 hours per week, although it is reduced to 6 hours per week once the season begins. In addition to the organized practices, there are workouts and individual practice times, as well as many promotional and charitable appearances. Finally, they are available for paid events, as well.

## Becoming a Bullfighter

During a discussion at our annual kickoff meeting on September 20, Jennifer Wendell shared information pertaining to "bullfighting" software, or software aimed at eliminating jargon from documentation. The Bullfighter application works with Microsoft Word and PowerPoint formats. Bullfighter is freeware, which was originally produced by Deloitte Consulting, but is now

distributed as a standalone product. When downloaded, Bullfighter appears as a small toolbar with three buttons that work to index and show just how jargon-laden the document is. To download Bullfighter and read more about why "the official language of business is bull," visit [www.fightthebull.com](http://www.fightthebull.com).

## New Board Position, New Job, New Baby for MTC Member

This article's title might seem vaguely familiar to you. If so, that's because it originally appeared in the March, 2004 edition of *Communique* in reference to then-member Jim Childs. This time, it refers to chapter member Stacie Baker.

Stacie, who's long served on the chapter's board, recently took office in her new role as co-webmaster, which she shares with Geoff Hawthorne. Earlier this year, Stacie and her husband John welcomed their second son, named

Joseph. The birth of her son was closely followed by a new job at Trane in Clarksville, where she is an eBusiness Project Manager. And, as if those aren't enough new things for one person, she and her husband also moved into

their newly-built home this summer. Amazingly, with all this going on, Stacie has contributed significant time and energy to our chapter this year. Congratulations on these achievements, and kudos for your work as both a co-president and co-webmaster!

## Hear Ye, Hear Ye

The Middle Tennessee Chapter has regularly scheduled meetings each month, as well as webinars and other learning/ training opportunities. Chapter members are informed of events in a number of ways, including our web site calendar and e-mail announcements. E-mail announcements and promotional information are primarily distributed by the chapter's Publicity Director, Jennifer Wendell. In addition, STC headquarters often distributes information to individual chapter officers, who, in turn, disseminate it to chapter members. In

both cases, the Publicity Director and the officers use an STC-sponsored e-mail list to distribute information to chapter members. If you are not currently receiving e-mails as part of the stcmidtenn-l listserv, please take a minute and join by following the instructions on the *Email List* page of our chapter's web site. After you join, it may take up to one week for you to begin receiving listserv message. These messages are an important way for the chapter's leaders to get information out to all chapter members quickly and cost effectively.

## Say What?

Have you ever received information from a subject matter expert that left you wondering what in the world she or he was trying to explain? Have you seen a typo or error in a printed publication that changes the meaning of the text altogether or is laughably bad? If so, share it with the rest of us—we all like a good laugh. Send your funny stories of life on the job as a technical communicator for inclusion in future newsletters. Other story ideas are welcomed, too!

## How Many Tech Writers Does it Take?

How many technical writers does it take to document replacing a light bulb? Answer: TEN!

- 1 to secure the proper hardware (e.g. light bulb, ladder, etc.)
- 1 to actually replace the light bulb
- 1 to document the process
- 1 graphics expert to include a picture of a light bulb in the text
- 1 to edit the draft
- 1 to change a light bulb using the new documentation
- 1 to verify that the light is now "ON"
- 1 to get the documentation out to tech writers sitting in the dark
- 1 to manage the entire project

and of course...

- 1 to go to upper-level management and let them know the next time this happens there is NO WAY it can be done without more resources ☹



Get the latest scoop!

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

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