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## Message from the President

Here we go to a new chapter year! Amy Oldham, president for the 2005-2006 Chapter Year, has passed the job along to me. She and the rest of the board have done much to advance the chapter and provide ways to make sure you get good value from your STC. I hope that I'll do the same.

Some of this year's board members are new and learning their roles, the rest have remained in their offices to continue what they've started, and build upon last year's successes. You can see all who are serving on the board this year in this issue. Please welcome all the board members to the new year.

## Congratulations to our 2006 Seniors

Although the Middle Tennessee Chapter did not have a commencement exercise, we did have several members who "graduated" to the next level. The Society has several ways of acknowledging member achievements.

One of those ways is by granting senior member

You'll find this issue of the Communiqué full of good articles and news. Here are some highlights:

- Deborah Walker, CCMC, Career Coach and Resume Writer, describes the qualities of an effective resume and how it can help you negotiate a higher salary when you've got the job offer.
- The Usability Professionals' Association (UPA) is forming a local chapter in Hermitage, for promoting the growth of the usability profession, and they are looking for members.
- Congratulations to several of our members who have attained the

rank of Senior Member for their continuous five year memberships.

There's more in this issue, so take the time to read it all!

The first chapter meeting of the year – at the Old Spaghetti Factory – is upon us. I'll be presenting a talk about the vast amount of information that is available to us, or should I say forced upon us? Is it an overwhelming problem, or a potential springboard for success? Come to the meeting (we're buying your meal, chapter members!) and meet new folks, catch up with friends you haven't seen in a while, and have a good time. I hope to see you there!

Steve Brooks

status upon individuals who have held membership in STC for five years. This summer, we have had four of our chapter members attain the rank of senior member. Congratulations to the newest Middle Tennessee Chapter senior members: Michael Bell, Shauna Dobson, Emily Parker Hughes, and Kathleen Roberts.

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)).

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SUBMISSIONS are welcome via email or email attachments. Send to [Elaine.Jackson@Regions.com](mailto:Elaine.Jackson@Regions.com).

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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 chapter events plus other opportunities that may be of interest to STC MTC members.

Webinar and other event dates will be finalized after publication of this issue, so check our website ([www.stcmidtenn.org](http://www.stcmidtenn.org)) often for the latest scoop.

**September 19:** Regular STC MTC meeting at Spaghetti Factory. See website for program details and RSVP.

**September 21:** Regular meeting of American Society for Training and Development (ASTD). See Middle TN ASTD website

(<http://astdtn.org/>) for program details and RSVP.

**September 29:** Competition Entries Deadline.

**October 6:** Deadline to volunteer to be a judge for the publication competition. Contact Judith Meyer to volunteer.

**October 17:** Regular STC MTC meeting. See website for program details and RSVP.

**October 19:** Regular meeting of American Society for Training and Development (ASTD). See ASTD website for program details and RSVP.

**November 14:** Regular STC MTC meeting. See website for program details and RSVP.

**November 29 – December 8:** FrameMaker seminars in St. Louis. See ad in this issue for details.

**December 12:** Holiday STC MTC meeting. See website for program details and RSVP.

If you have ideas for chapter events or if your company can provide meeting space for an event, please contact Steve Brooks or Kathleen MacDowell.

## 2006-07 Chapter Officers

Chapter officers began serving in their respective positions in August. If you have questions about our chapter, please contact an officer.

**President**  
Steven Brooks  
[thebrooks@tds.net](mailto:thebrooks@tds.net)

**VP/Programs Director**  
Kathleen MacDowell  
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Eileen Wollam  
[eileen.wollam@hp.com](mailto:eileen.wollam@hp.com)

**Secretary**  
Amy Oldham  
[billandamy@bigfoot.com](mailto:billandamy@bigfoot.com)

**Director, Periodicals (Newsletter)**  
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**Director, Membership**  
Judy Isenhour  
[Judy.Isenhour@HCAhealthcare.com](mailto:Judy.Isenhour@HCAhealthcare.com)

**Director, Competitions**  
Judith Meyer  
[Judith.meyer@hcahealthcare.com](mailto:Judith.meyer@hcahealthcare.com)

**Competitions Judging Coordinator**  
(open\*)

**Director, Employment**  
(open\*)

**Webmaster**  
Stacie Baker  
[staciembaker@yahoo.com](mailto:staciembaker@yahoo.com)

**Immediate Past President**  
Amy Oldham  
[billandamy@bigfoot.com](mailto:billandamy@bigfoot.com)

\* The incumbent resigned due to unexpected increase in personal or professional obligations. If you are willing to serve our chapter in this position, please contact Steve Brooks.

## International Competition – Call for Entries

It's time for STC's International Competition. Like last year, our chapter will be sponsoring competitions in the Technical Publications and Online Communication categories. We will exchange materials with the Philadelphia Metro STC chapter for judging.

Entries that receive a Distinguished award can compete in the International Competition, and all award winners are recognized at the Awards Banquet scheduled for January 2007.

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

- \$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.

To enter the Online/Technical Publication competition(s), you will need to follow these basic steps:

1. Review the detailed competition information on our chapter's website and complete the entry form at <http://www.stc.org/comp/forms/EntryForm.doc>. **If you are submitting an online entry, be sure to complete the installation instruction section on the entry form.**
2. Prepare three copies of your online and/or technical publications entry. Send your entries, entry forms, and entry fees to Judith Meyer by **September 29, 2006**. Make checks payable to **Middle Tennessee Chapter STC**.

Additional information about STC competitions is available on the [national STC web site](#).

## Be a Judge



By Judith Meyer  
Director, Competitions

You can be a judge for the 2006 STC (Society for Technical Communications) Online Communication and Technical Publications (print) competitions! **Deadline to volunteer is Friday, October 6.**

Anyone with experience in the technical communication field, a publishing background, teaching experience, certifications by a professional organization, or related technical communication experience can be judge. Judges do not have to be STC members. To volunteer, contact Judith Meyer at 615-344-8642 or [judith.meyer@hcahealthcare.com](mailto:judith.meyer@hcahealthcare.com). Take advantage of this opportunity to review the work of others and possibly gain new ideas for your own projects.

### Changes to the Consensus Meeting

This year, each judging team will conduct the consensus meeting at their own convenience using the method of their choice: face-to-face meeting, email discussions, or teleconferencing. A Team Leader will be assigned who will act as a liaison to the Competition Manager, lead the consensus meeting, and communicate award levels and any Best of Show recommendations to the Competitions Manager. The consensus meeting must be held by November 3, 2006. Entries recommended for Best of Show will be judged by a separate group of judges.



### How Judging Works

#### Step 1: Receive Entries, Forms, and Instructions

We will receive online and print entries from the Philadelphia Metro chapter and divide them among the judges. You will receive the entries you are to judge by mail or in person, if possible. The number of entries that you will judge depends on the number of entries we receive and the number of judges who sign up. You should receive the entries you are to judge by mid-October. You will also receive judging forms, instructions, and tips.

#### Step 2: Review Entries

You will have two to three weeks to view your entries, document your comments, and compile the scores for each entry using the STC Judging Forms.



### Step 3: Compare Notes and Award Entries

You will participate in your team's consensus meeting by November 3, 2006. You will meet with the other judges who judged the same entries you did. Your group will discuss each entry, decide if an award should be given, and determine the level of award. If there are Distinguished winners, you will determine if any should be recommended for Best of Show. Your team will provide a statement summarizing why an entry deserves the Best of Show award.

Thank you for your interest in the 2006 STC Online and Print Competitions. Feel free to contact me with your competition and judging questions.

## FrameMaker Training

(Advertisement)



MicroType FrameMaker Seminars, St. Louis:

- Structured FrameMaker: Authoring, November 29
- Structured FrameMaker: Developing EDDs, November 30-December 1
- Technical Indexing with FrameMaker, December 2
- FrameMaker Template Design, December 4-5
- Single Sourcing with FrameMaker, December 6
- FrameMaker-to-Acrobat Advanced Techniques, December 7-8

Instructor: Shlomo Perets, MicroType

For seminar description and participants' feedback, see <http://www.microtype.com/training.html>

Group size is typically 5-8 students, encouraging active participation.  
Seminar hours: 8:30am - 5:30pm

To register see website: <http://www.microtype.com/training/MO2006-FM-Training-Reg.pdf>.

Discounts for early registration, multiple seminars, or multiple participants.

## Member News



### New Arrivals

Emily Parker Hughes and her husband, Jason, have a new baby boy! Dylan arrived on June 8, 2006, at 7:20 p.m. He weighed 7 pounds 14 ounces and was 21 1/4 inches long.

Laura Liles and her husband, Richard, have a new baby boy! David Alexander arrived on July 22, 2006, at 6:30 p.m. He weighed 6 pounds 6 ounces and was 19 1/4 inches long.



### New Location

Beth Tanner and the staff of Tanner Corporate Services recently moved to their new building. The address is 58 Lindsley Avenue, Nashville, TN 37210. Everything else – people, phones, and email—is still the same.

## STC Welcomed by International Council

Past President Amy Oldham received this announcement from the National STC:

The Society for Technical Communication (STC) has begun active participation in the International Council for Technical Communication (INTECOM), an “umbrella” organization of technical communication organizations around the world. INTECOM approved STC’s membership at its Annual General Meeting (AGM) June 22-23, 2006, in Guernsey (Channel Islands). STC’s membership was unanimously approved by the INTECOM delegates.

Suzanna Laurent, STC’s immediate past president from Oklahoma, attended the June meeting as STC’s delegate. Laurent will serve as INTECOM’s vice president this year, and has set as her goals to

- facilitate the review and update of INTECOM’s constitution and bylaws
- further define its vision, mission, and strategies for achieving its goals, and
- publicize the value that organizations receive for belonging.

According to Laurent, she is “looking forward to working with other technical communication organizations. They will tell the powerful story of technical communication and explain how our varied professions improve the everyday lives of people worldwide.”

M. Katherine Brown, STC associate fellow and manager of STC’s International Technical Communication Special Interest Group (SIG), describes INTECOM as “the United Nations of our profession. It’s the only forum where world leaders can formally discuss technical communication issues and

work geopolitical things out. We have to keep the dialogue going if we are to survive and flourish.”

STC members will benefit from this development, as membership in INTECOM will provide STC with

- a stronger voice in discussions on international standards, ensuring that the standards for technical communication are consistent
- input into the organization and planning of the international FORUM conference
- access to the collective power of INTECOM member organizations to raise awareness of the impact and value of our profession
- goodwill among communities who work and are located internationally, and
- international contacts and networking opportunities with other technical communicators around the world.

Mark Clifford, STC second vice president, London, also attended the meeting to add his international perspective.

Including STC, INTECOM member organizations include delegates from Canada, Finland, France, Germany, New Zealand, Norway, Sweden, Switzerland, the Netherlands, the United Kingdom, and the USA. For more about INTECOM, please visit [www.intecom.org](http://www.intecom.org).



*INTECOM ... “the United Nations of our profession. It’s the only forum where world leaders can formally discuss technical communication issues and work geopolitical things out. We have to keep the dialogue going if we are to survive and flourish.”*



## Shopping Online?

The Birmingham Chapter of STC has instituted a fundraising idea that offers shopping convenience at the same time it creates revenue for the chapter.

When shoppers use the chapter's website as a gateway to certain merchants, the chapter receives a rebate of a portion of the cost of the merchandise that the shopper purchased.

Currently, the chapter's website has links to Amazon.com and to Alabama Booksmith, a great place to order first edition, autographed copies of some books, and plain, old, everyday copies of many, many other books, as well as books on CD.

The website also has a link to CafePress, which sells

technical writer-related items.

Next time you are shopping online, why not visit the Birmingham chapter's website first?

The website is <http://www.birminghamstc.org/>

## Usability Professionals' Association (UPA) Chapter Forming in Hermitage

Narayan Kansal, a usability engineer at the Deloitte U.S. Firm's PracticeServiceCenter in Hermitage, is spearheading the formation of a local UPA chapter in middle Tennessee. Interested persons should contact Narayan directly about joining. He can be reached by e-mail at [nkansal@deloitte.com](mailto:nkansal@deloitte.com) or by phone at (615) 882-7235.

A local chapter of the Usability Professionals' Association (UPA) (<http://www.upassoc.org>) is expected to promote the growth of the usability profession in this area. Some activities that the local chapter would like to organize include:

- Inviting speakers to chapter meetings

- Conducting tours of usability labs

- Hosting design contests

- Promoting, attending, and hosting tutorials and workshops

- Targeting special sessions for experienced, as well as less experienced, usability professionals

# Use Your Resume to Help Negotiate a Higher Salary

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

A prospective employer's first impression of you is created entirely by your resume.

The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.

First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

## 1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase "results oriented", but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

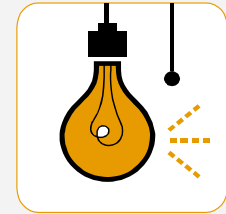
## 2. Illustrate the breadth of your experience.

Notice the use of the word "breadth" rather than "length" of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

### Industry knowledge

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.



*By making a few key changes in your resume now, you can position yourself for higher salaries in the future.*

(Story continued on page 8)

### Using Your Resume to Help Negotiate a Higher Salary (Continued)

#### Transferable skills

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

#### **3. Entice the reader to want to know more about you.**

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at:

[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)

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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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