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Speaker Topic for Sept. 21 Meeting

Letter from the President

Are your clients getting the best in on-line help?

Implementing on-line help for your clients presents a host of career-expanding challenges, not the least of which is deciding what kind of on-line help to use, according to trainer and consultant M.J. Plaster.

Plaster, president of World Wide Wininnovations Inc. and executive vice president of Help University Inc., will be guest speaker when the Middle Tennessee Chapter of the Society of Technical Communications holds its 1999-2000 kickoff meeting at Union Station Hotel.

Finger foods and punch will be catered by the hotel. A cash bar will be available. Networking begins at 6:30 pm and Plaster's presentation begins at 7 pm.

"Creating online help was a relatively simple and straightforward task until recently," says Plaster. "Choices included WinHelp and perhaps pdf for online reference materials."

Now there is more urgency to consider online help, and more tools from which to choose.

"The myriad of emerging online help choices can seem confusing, and technical writers and help authors are anxious about the direction the profession may take over the next few years," Plaster says.

Whether you just need to get your feet wet or are already swimming in the deep end of the pool, you won't want to miss her presentation.

Mark Your Calendars

What: Chapter Meeting
When: Sept. 21
Where: Union Station Hotel

M	T	W	T	F	S	S
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11	12	13	14	15	16	17
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Dear Fellow Technical Communicators:

After the thought of serving a term as president of our chapter finally sunk in, I quickly realized that I was embarking on a new kind of journey—one that is sure to teach me a lot more than I have to offer in return. What I do have for you is a promise to work hard for our chapter, and to listen to the leaders who have contributed to STC's successes.

I am also eager to hear the opinions and ideas of our chapter's members. Each member, whether new or old, approaches the STC with varying degrees of passion. Some may join us for meetings once a year. Others, every time the door opens. Either way, we should seek out and incorporate the views, comments, and opinions of as many members as possible so our chapter will reflect the will of the whole.

Here are a few objectives for the upcoming year that I'd like to see us incorporate:

- Continue to promote an image of excellence in technical communication in our area
- Promote the STC to the Middle Tennessee business community by communicating our mission and capabilities
- Continue building loyalty among members; develop programs that will encourage them to feel a part of STC's progress
- Maintain an ongoing presence within the community, establishing our image and building enthusiasm
- Reach prospective members with tools that promote the society's mission and vision
- Bridge any gap between leaders and members by improving internal materials that offer timely information to both audiences
- Achieve these goals through meetings, activities and written materials that reflect the professionalism and enthusiasm of the society itself.
- Have some fun at our meetings, which will include some training from outside experts, sharing of information from internal experts, AND, some meetings where we do nothing but have a good time.

You may send an e-mail my way to huntert@squared.com. I'd love to hear your feedback regarding these objectives for the coming year.

Sincerely,

Timothy B. Hunter

Local Chapter Gets New Leadership for 1999-2000

Some familiar names are taking on new jobs on the chapter's board of directors, some experienced officers are remaining in place, and some new names are joining the leadership team.

The new slate of officers was elected during the chapter's final meeting for 1998-1999, held June 8 at La Paz restaurant in Nashville.

Tim Hunter, of Square D, was elected president of the Middle Tennessee Chapter of the Society for Technical Communication. He succeeds Shannon Thurman, of Deloitte & Touche, who will remain active in the chapter's educational outreach programs. Tim was previously vice president for publicity. You can email Tim at huntert@squared.com

George Cassidy, director of creative services at Tanner Corporate Services, was elected vice president for publicity. You can email

George at george@tannercorp.com. **Catherine Nance**, of Deloitte & Touche, retained her position as vice president for employment. You can email Catherine at catnance@ix.netcom.com.

Greg Hinkle, of Deloitte & Touche, remains treasurer for the chapter. You can reach him at ghinkle@dtus.com.

David Dunn, of Square D, remains membership officer. You can reach David at dunnd@squared.com.

Kathy Collins and Margie Myers, both of Square D, continue to serve as publications competitions managers. You can reach Cathy at collinsk@squared.com and you can reach Margie at myersm@squared.com.

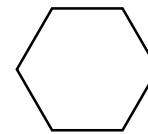
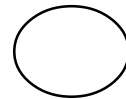
Jacqui Gross, of Deloitte & Touche, remains the chapter's web site manager. You can reach Jacqui at

jgross@dtus.com, and you can visit the chapter's web site at <http://www.stc.org/region3/mtc/www/index.html>

Pam Livingston and Ed Gregory, both of Tanner Corporate Services, were named co-editors of *Communiqué*, the newsletter of the Middle Tennessee Chapter of the Society for Technical Communication. You can reach Pam via e-mail at

Next Issue:

Are you tired of being told to "write down" to your audience?



How would some of the greatest writers in history have fared if forced to write to a specified grade-level?

Communiqué—c/o Tim Hunter, president, 1010 Airpark Center Drive, Nashville, TN 37217

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Submissions are welcome in hard copy, on disk, or as an e-mail attachment. Send hard copy or 3.5" disk submissions to c/o Ed Gregory and Pam Livingston, 2323 21st Avenue North, Suite 301, Nashville, TN 37212-4930. Send email submissions to edgregory@home.com or pam@tannercorp.com.

Colophon—This document is based on a design by Jim Giordano and is produced using Microsoft Word™ and Adobe Pagemaker 6.5.

East Tennessee STC Chapter's "Peacock" Ready to Display Plumage

The East Tennessee Chapter of the Society for Technical Communication is offering focused seminars and a workshop on quality assessment during its 23rd Annual Practical Conference on Communication (PCOC).

The conference, pronounced "peacock", begins Friday, Oct. 15, in Pollard Auditorium in Oak Ridge.

Friday's morning session will feature a keynote speech on knowledge management by Judy Glick-Smith, second vice president of the Society for Technical Communication and president/CEO of Integrated Documentation, Inc.

STC Fellow Jeff Hibbard, of IBM in New York, will conduct a workshop on *Assessing Quality in Technical Publications*.

The Friday afternoon session will feature "Preparing for XML: Six Steps to Determine the Readiness of Your Enterprise Information," a seminar by Lisa Pappas and Karie Cook, plus a "Technical Topics" session at which presenters will summarize their papers (to be published in the proceedings). Dinner is included. Other seminars slated for the fall conference include:

* *Design Issues in a Digital World*, by Morris Communications

* *Writing for Results*, a seminar to be presented by Rich Maggiani of Page Designs, Inc.

A hike in the colorful hills of East Tennessee will round out the events for those staying over until Sunday.

You can register for individual sessions or for the whole conference; fees are \$75 for one half-day session, \$135 for two

half-day sessions, or \$180 for the full conference (your best buy).

Continental breakfast and lunch are included.

The host hotel for PCOC 23 is the brand-new Jameson Inn, at 216 South Rutgers Ave. (1-423-483-6809). The conference rate is \$63.00 plus tax per night for a room with two double beds, which includes complimentary continental breakfast, free USA Today newspaper, HBO, use of the swimming pool and fitness room, and two telephone lines per room (one a dedicated high-speed data line). Additional lodging information is available at <http://www.visit-or.org/lodging.html>

There's a good map showing the location of Pollard Auditorium and most of the hotels (the Jameson Inn isn't on it yet, but Rutgers Avenue is labeled) at <http://www.orau.org/visitmap2.pdf>

For more information, check the PCOC web page. You can also contact Bonnie Nestor at:

E-mail: nestorb@ornl.gov

Phone: (423) 574-4173

Fax: (423) 576-6183

Mail: 115 Orkney Road, Oak Ridge, TN 37830-3806

Union Station Hotel meeting to focus on help strategies

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Plaster will look at a variety of topics, including:

- Skills you might want to add to your repertoire
- New helpspeak - buzzwords
- Basic online help design - what works and what doesn't
- Benefits and liabilities of competing technologies
- Cross-browser and platform independent help
- WinHelp hybrids

About the speaker:

Plaster is a certified Doc-To-Help, HDK, and RoboHELP trainer, is proficient in many WinHelp and HTML development tools and third-party add-ons, and was one of the first WexTech MVPs and a Microsoft HTML Help MVP.

She is a member of the Society for Technical Communications, National

Writers Union, HTML Writers Guild, and charter member of HelpNet. She has specialized in WinHelp development for the past eight years, more recently HTML Help development.

Plaster is currently webmaster for both the World Wide Winnovations Inc. (www.wwinnovations.com) and Help University, Inc. (www.helpuniversity.com).

Forget Something in Cincinnati?

If you attended the 46th Annual Conference in Cincinnati and either didn't get copies of slides and other handouts, or just missed the conference altogether, never fear.

Surf on over to the Region 4 website and download what you missed. It's at www.stc.org/region4/index.html.

If that's too much, visit the main www.stc.org site and look in the What's New section.



STC Regional Conferences

Region 1

11th Annual InterChange Conference

Oct 19-20. Boxborough, MA. Contact Lorraine Lupien, lorraine_lupien@uml.edu or call 978-934-2405.

Region 6

Portals of Communication, the 9th Annual STC Region 6 Conference

October 3-5. Manitoba, Canada.

Region 7

Still Writing After All These Years, the Region 7 annual conference

October 14-16. Bellevue, WA.

Other workshops and conferences

Sept 21-22

2nd Annual E-Book Workshop

Gaithersburg, MD. Jointly sponsored by NSO and NIST. Visit the web site at <http://www.itl.nist.gov/div895/ebook99/>

Nov. 1-4

Help '99, the fifth annual fall conference of Help University Inc.

Dallas, TX. More than 70 seminar sessions and roundtables focusing on help authoring, HTML and HTML-based help system. Mini-conferences for developers and for managers. Visit the web site at www.helpuniversity.com.



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