

BLUE PENCIL



Election Time — Vote for national STC 2nd Vice Prez

Ames envisions tech writers as more than just document makers

Andrea L. Ames, STC Region 8 Director-Sponsor (1998-2001)

In response to inquiries and requests from several chapters' leaders for an article about my candidacy for STC Second Vice President, I'd like to share my thoughts with you about our future—yours, mine, STC's, and the future of the technical communication industry as a whole—and why I want to continue to serve you on the STC Board of Directors for the next four years.

As you might know, the candidate elected to the office of Second Vice President will serve for one year in that position and will

then serve one year each as First Vice President, President, and Immediate Past President.

This is an important vote, and I hope this article enables you to make an informed decision when you cast your ballot.

If you have any questions about me or my candidacy, feel free to contact me at andrea@verbal-imagery.com. You can also

Editor's Note: Candidates Ames and Teich are running for one of several STC offices in the upcoming national elections. STC members should have recently received information about the election in the mail. STC members must vote by March 31.

visit my Web site (www.verbal-imagery.com) for postings of recent chapter-meeting presentations and other information.

The Vision

If elected, I will work for the next four years to raise our strategic value—both as individuals and as an industry—to the organizations for which we work.

My vision for the industry is one in which:

- * Our main goal is to ensure users' success—NOT to write documentation
- * We design and develop information to enable users to use products—NOT to fill in for the deficiencies in product design

In other words, we will no longer define ourselves by the information products

(Continued on page 6)

Candidate Teich says we can “design, draw, paint and frame our own futures”

Thea Teich, Senior Member, Southwestern Ohio Chapter

Hello. Please let me introduce myself. I'm Thea Teich, and I'm running for 2nd vice president of STC. That means a four-year commitment to Society leadership, which is something I look forward to, should I win your votes.

Just a quick overview of my background: I was brought up in northern New Jersey. For those of you in the area, my high school

overlooked the back side of the Statue of Liberty. Really.

I left NJ to attend the University of Michigan. Then I took a master's degree at the University of Wisconsin in Madison. I spent several summers as a park ranger in Oklahoma during this period. Yes, really.

I continued to spend my young adulthood on Big Ten campuses by working for the Ohio State University School of Natural Resources for three years. Then, I became the environmental education coordinator

(Continued on page 7)

Contents

Election Time — Vote for national STC 2nd Vice Prez...Candidates Ames and Teich	1
STC members: Deduct your STC dues from taxes!!!.....	2
Upcoming documentation conference.....	2
Word Smith: Tooling around with templates..	3
People News	5
Managing Documentation with Humor and Grace: An STC Telephone Seminar	5
STC groups warming up in the 'Burgh.....	5
Going Independent: A presentation by Thea Teich.....	9
March Meeting: Awards Banquet	10

2000-2001 STC PITTSBURGH OFFICERS

PRESIDENT

Heather Lum
412-243-3151 (W) hlum@pobox.com

VICE PRESIDENT

Mary Ecsedy
412-422-0213 (H) ecsedy.m@worldnet.att.net

SECRETARY

Nancy Carpenter
412-820-2221 (W) n.g.carpenter@usa.net

TREASURER

Dave Ross
412-492-7899 (H)

REGION 2 DIRECTOR-SPONSOR

Chris Benz
919-226-0060 (W) Chris.Benz@e-pubcorp.com
919-479-4891 (H)

COMMITTEES

MEMBERSHIP

Nancy Pearson
412-552-2022 (W) nancy.pearson@usbank.com

MEMBER LIAISON

Chris Keefer
412-384-1966 (H) keefercj@adelphia.net

EMPLOYMENT INFORMATION

Noelle Conover
412-571-0259 (W/H) nconover@sgi.net
412-571-2437 (Fax)

PUBLICITY

Bill O'Donnell
724-941-6346 abdul@sgi.net

MEETING COORDINATOR

Darlene Mullenix
412-288-8676 dmullenix@federatedinv.com

HIGH SCHOOL WRITING COMPETITION

OPEN

PUBLICATIONS COMPETITION

Carol Zera
412-837-9033 (W/H) czera@msn.com

CONSULTING & INDEPENDENT CONTRACTING SIG

Alan Houser
412-363-0387 arh@groupwellesley.com

SPEAKERS BUREAU/HISTORIAN

Janis Ramey
412-833-5548 (W/H) ramey@technical-writing.net

CHAPTER WEB SITE COORDINATOR

Karen Attubato
412-362-3518 (W) AutografWD@aol.com

PAST PRESIDENT

Marlene Miller
412-288-6401 (W) mmiller@federatedinv.com

BLUE PENCIL

Blue Pencil is the official newsletter of the Society for Technical Communication (STC), Pittsburgh chapter. It is published monthly from September through June by the Pittsburgh chapter to inform and promote communication within the chapter and the Society. Material contained in this publication may be reprinted by other STC chapters, provided credit is given. Please send a copy of the reprint to the editor. Readers are invited to submit ads, short articles, news, reviews, and other material of interest to technical communicators by the 10th of the month prior to publication to:

Christina Downs, Blue Pencil Managing Editor
Email: stcdowns@aol.com, Phone: 724-532-3669
Or: Jon Szish, Blue Pencil Editor
Email: JonSzish@aol.com

STC members: Deduct your STC dues from taxes!!!

Editor's Note: This article originally appeared in Tieline, which is STC's officer newsletter.

STC members who pay taxes in the United States can claim dues as a tax deduction in several ways.

Charitable Expense

All STC members who pay taxes in the United States can deduct at least a portion of their STC dues if they claim this portion as a charitable donation. IRS publication 526 (rev. 1998) defines this option:

You may be able to deduct membership fees or dues you pay to a qualified organization. However, you can deduct only the amount that is more than the value of the benefits you receive.

As a 501(c)(3) organization, STC is a qualified organization. The only determination that you need to make is the amount that is more than the value of the benefits you receive.

STC's tangible benefits can be estimated at \$30 (\$15 for the Society's quarterly journal, Technical Communication, and \$15 for the magazine, Intercom).

The difference between the cost of membership (\$110) and tangible benefits (\$30)

is \$80, and you may claim that amount as a charitable contribution.

Business Expense

Employees and self-employed consultants may claim the full amount of dues as a business expense.

Miscellaneous Expense

Those who do not fall into the categories defined above may claim the amount of the dues as a miscellaneous deduction. (For miscellaneous deductions that can affect your taxes, the total amount of miscellaneous deductions must exceed 2 percent of your adjusted gross income.)

If dues are deducted as a charitable expense, business expense, or miscellaneous expense, they must be deducted from the tax return filed for the year in which they were paid. In other words, dues paid in 2000 can be deducted only on 2000 tax returns. If you have any questions, contact your local IRS representative or an accountant.

Money, Not Time

The STC office has received a question concerning the deduction of time or services donated to STC. Please be aware that, while dues, contributions, and out-of-pocket expenses may be deducted, services cannot. ✍

Upcoming documentation conference

The Documentation & Training 2001 Conference is planned for April 9-10 at Boston University's Corporate Education Center, Tyngsboro, Massachusetts.

The keynote speakers will be Robert E. Horn (inventor of information mapping methodology, author of Visual Language, visiting scholar at Stanford) and Dr. Deborah J. Mayhew (usability pioneer, author of several usability books including The Usability Engineering Lifecycle).

There will be:

= More than 40 sessions, including 16 hands-on MiniLabs.

= Experts on tools such as FrameMaker, RoboHELP, ForeHelp, and WebWorks Publisher.
= Experts on technologies such as XML, CSS, distance learning, web-based training, online help.
= Experts on processes such as structured writing, indexing for online information, preparing information for global markets.

For more information, email Mike Doyle (mdoyle@pubsnet.com), call 978-649-8555, or visit <http://www.doctrain.com> ✍

Word Smith: Tooling around with templates

By Bob Mohr

Templates are one of the more powerful weapons in Word's arsenal. Many sample templates are installed with Word. Some of these can be used as is, but most are intended to be customized and saved as new templates. Whenever possible, base new documents on existing templates. Doing so will make you more productive, since you won't be starting from scratch all the time, and it will make your documents more consistent.

Templates as Containers

Templates can also be used, in part, as containers for styles, macros, toolbars, and AutoText entries. Suppose you're working on a document, and you want to use the same Note Heading style that you painstakingly created in a template I'll call Utilities. Rather than repeat all of the formatting steps to recreate the style, just copy it from the Utilities template.

Here's how:

1. Choose Tools > Templates and Add-ins.
2. Click the Organizer button. The Organizer dialog box is displayed.

Notice the document elements, represented by tabs, that are available for copying. Also notice the current document is listed on the left side and Normal.dot is listed on the right side. This is the default condition for the Organizer box. Since the document containing the Note Heading style is not Normal.dot, it must be replaced here with the Utilities template.

3. Click the Close File button under Normal.dot. The Close File button toggles to an Open File button.
4. Click the Open File button.
5. Navigate to the appropriate directory, and select the Utilities template. When finished, you're returned to the Organizer box. This time, Normal.dot has been replaced with Utilities.dot.

6. Scroll down the list of styles, and select Note Heading.
7. Click the <<Copy button. The style is now part of the current document. You can copy as many styles as necessary. (Use Ctrl+click to select and copy multiple styles at once.)
8. Click Close to return to the active document.



You can also "borrow" styles from a template without actually copying them into your document.

It's done by attaching a template of your choice to the currently open document. Here's how:

1. Choose Tools > Templates and Add-ins.
2. Click Attach and select the appropriate template file.
3. Click Open.
4. Click the check box to have Word automatically update document styles. This option causes the styles in the document to be replaced with styles of the same name from the attached template.
5. Click OK.

This method is convenient, but it has a disadvantage: In order for the styles to work properly, the assigned template must be available each time the document is opened. Consequently, if you send a document that relies on an attached template to a friend, you must also send the applicable template.

Sharing Templates

Templates are powerful allies in the war against inconsistency. If you share Word documents, sooner or later you'll run into situations where documents that are supposed to have the same "look and feel" are not the same. Sharing a single template for particular types of documents will help alleviate the inconsistencies.

For example, suppose you're involved with several contributing authors on a proposal effort. Each contributor is responsible for drafting a section. Your job is to pull the sections together into a single document. Imagine if the Body style is Times Roman 12pt in one document, Arial 10pt in another document, and in another document, all text is a collection of the Normal style reformatting manually to distinguish between body text and headings. This is a recipe for a time-consuming formatting effort.

A scenario like that can be prevented by instructing each contributor to start from the same template. This is especially easy if all of the contributors have access to a shared drive on a network. Word refers to templates accessed this way as Workgroup templates. There is some preparation involved, but it's simple and only takes a few minutes:

1. Create a directory on the network for the shared template(s). Figure 1 on page 4 shows a directory called MS Word Templates, and under it is another directory called Workgroup.
2. Copy the template(s) to the Workgroup directory.
3. Change the Workgroup template file location in Word. This is a one-time operation that each template user will need to do:
 - a. Choose Tools > Options from the main menu.
 - b. Click the File Locations tab.
 - c. Select Workgroup templates.

(Continued on page 4)

Word Smith: Tooling Around with Templates

(Continued from page 3)

- d. Click Modify.
- e. Navigate to the Workgroup directory.
- f. Click OK until the dialog boxes are closed.

Once Word has been configured, the contributing authors can choose File > New, click the Workgroup Templates tab, and select the appropriate template.

Another way to tell Word where to look for shared templates is with the following shortcut.

1. Start Word.

2. Choose Tools > Options from the main menu.
3. Click the File Locations tab, and note the Location shown for User Templates. You will need this path for step 5. (You may have to click the Modify button in order to see the full path.)
4. Close the dialog box, and close Word.
5. Start Windows Explorer—or other file management program—and navigate to the Workgroup directory.

6. Right-click on the Workgroup directory icon and choose Create Shortcut from the pop-up menu. A link file is created called “Shortcut to Workgroup.lnk.” See Figure 1.
7. Copy (not move!) the “Shortcut to Workgroup.lnk” file to the User Templates directory you noted in step 3. See Figure 1.
8. Restart Word.
9. Choose File > New. If all is well, you will see a “Shortcut to Workgroup” tab among the other tabs in the dialog box.

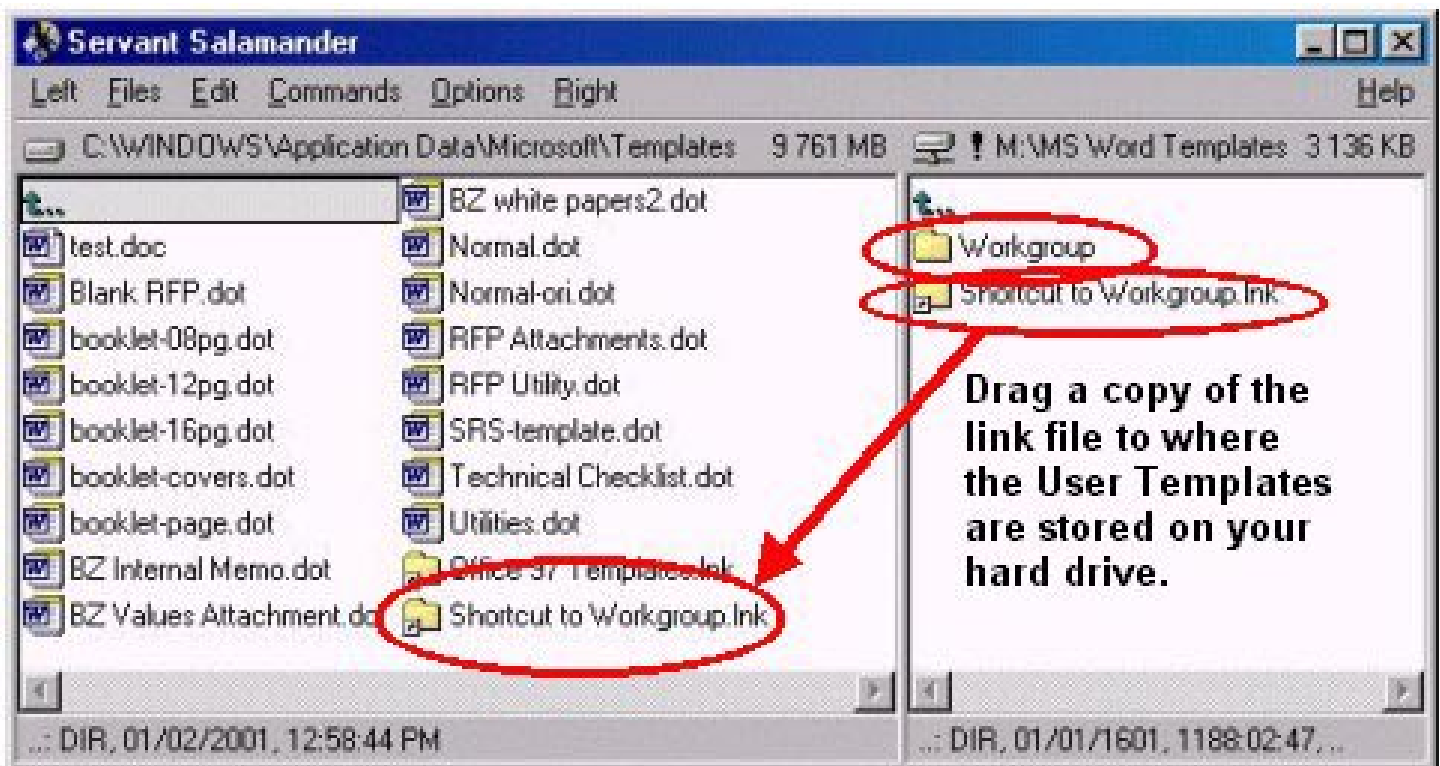



Figure 1: Location of User Templates (left); Workgroup Templates (right) on a network drive

NOTE: You should change the properties on the template files to “read-only” and make sure you are the owner of the files,

so that they aren’t accidentally changed or deleted.

Bob Mohr is a senior member of STC and a technical writer at BillingZone, LLC. He can be reached via e-mail at bob.mohr@billingzone.com. 



NEW MEMBERS:

Hideki Kamita
Lorelei D. Laird
Jessica Jean Mailki
Lisa A. Over
Natasha A. Shertzer

CHAPTER MEMBERSHIP:
219

TOTAL STC MEMBERSHIP:
24,468

Society for Technical Communication

Pittsburgh Chapter

P.O. Box 133
Pittsburgh, PA 15230
Contact: Heather Lum
Phone: 412-243-3151
hlum@pobox.com

National Office

901 North Stuart Street
Suite 904
Arlington, VA 22203-1822
Phone: 703-522-4114
Fax: 703-522-2075

Managing Documentation with Humor and Grace: An STC Telephone Seminar

Managing the people and projects associated with technical documentation gets more difficult every day. Coping with changes in technology, blending teams after mergers and acquisitions, facing layoffs, finding qualified candidates, meeting ever-changing deadlines and requirements—these are just some of the challenges technical communication managers and team leaders face. This telephone seminar will give you practical tips and techniques that you can use to help keep your sanity while those around you seem to be losing theirs—as well as a greater appreciation for all the good things about technical documentation that led you to the field in the first place. Doreen A. Mannion, an award-winning author, frequent STC conference speaker, and project manager at McDonald Bradley Inc., will conduct the seminar.

The objectives of this seminar include the following:

- To develop methods to promote your department
- To discover your professional passion
- To understand the real reason subject matter experts are not more cooperative
- To appreciate the role of humor in ensuring your success
- To learn a sure-fire way of helping co-workers appreciate the challenges of being a technical communicator
- To understand how respect and credibility are earned, not awarded

You will also take away two complete Powerpoint presentations supporting the objectives of this seminar that you can tailor and offer to your colleagues at the office.

What is a Telephone Seminar?

A telephone seminar is much like a large conference call—but in a more controlled, radio-like environment. You simply dial the 800 number from your phone, enter your

personal identification number, and you're connected! You then sit back and listen to the presentations and join in the lively Q&A sessions.

(Continued on page 8)

STC groups warming up in the 'Burgh

Frame Users SIG to meet in March...

Two special interest groups are planning March meetings. The Pittsburgh Frame Users Network (FUN) is meeting on March 13, 2001 from 1:00 – 4:00 at the Sheraton Station Square Hotel.

The meeting will feature *XML: Publishing Redefined*, a presentation of the capabilities of XML publishing and how FrameMaker can support your organization's XML publishing needs. The meeting is sponsored by Kay Ethier of Bright Path Solutions.

There is no fee to attend the meeting, but registration is required. To register, or to get more information, visit <http://www.travelthepath.com/HTML/xmlevent.shtml>, or call Bright Path Solutions at 919-547-0129.

...And so will the Consultants SIG

After a brief hiatus, the Pittsburgh STC Consultants and Independent Contractors (CICS) Special Interest Group is resuming regular meetings.

All freelancers, independent contractors, and consultants (and those who are considering the independent lifestyle) are invited to attend. The CICS SIG will meet at 6:00 p.m. on Thursday, March 15 at the Church Brew Works, 3525 Liberty Avenue, in Pittsburgh's Lawrenceville neighborhood.

The Pittsburgh STC Chapter will provide light refreshments. If you plan to attend, please RSVP to CICS SIG coordinator Alan Houser, arh@groupwellesley.com, 412-363-3481. ✍

Ames wants your vote

(Continued from page 1)

(manuals, help, etc.) we deliver—nor the tools we use to develop them. Instead, our employers will recognize the value we bring to the products and information we design and develop. Think about it: The real value we bring is not the documents we develop but the user’s increased success! My goal is to work to help the organizations in and with which we work understand this and help enable them to get the most value from us.

As I’ve traveled around the country speaking with members, I’ve met many of you who share this vision. From my 17 years of experience in the industry, my vast network of associates, and the strategic work I’ve done with various kinds of organizations, I’m convinced that this is the right vision. The question remains: How will it happen?

The implementation

The move toward this vision has already begun—primarily via STC. As our new mission statement proclaims, we are certainly “designing the future of technical communication.” STC is one of the most valuable and powerful tools we have, and our work in STC is one of the most important contributions we can make to our own careers. The power of many, the visibility of a large and well-respected professional organization, and vision and leadership are the ingredients that will change the face of our industry.

To do this, I want to work with the Society as I have during my 14-year STC career to enable members of our industry to become leaders and to be recognized for that leadership—particularly within our organizations and among our employers’ and clients’ industries. Working with the Board of Directors, committee managers, and chapter leaders, I can support and maintain important programs—like branding and governance—that are already working to move us in this direction. I can also work with

other leaders to devise new initiatives to raise the visibility of STC and our industry, as well as help our employers and clients further recognize our value.

Not one to sit around and wait for someone else to take the lead, I’ve spent most of the past four to five years changing our industry to fit my vision. In my own career, I have focused on learning and developing skills, technologies, and tools to design and develop information for products and user experiences, rather than documentation deliverables. I am a technical communicator specializing in audience analysis, information and interaction design for product user interfaces and online assistance, usability, and user-centered product and information design and development process.

To assist others in the effort to move toward the future, I’ve acted as a mentor, teacher, and educational certificate coordinator to:

- * Design programs and courses around these skills and technologies
- * Impart to my students strategies and problem-solving skills so that they can participate in this new world
- * Guide those asking for assistance to develop their careers in similar directions

The larger perspective

I’ve spoken at many STC chapter meetings, regional conferences, and annual conferences, and met many of you—the members of our industry. My presentations are aimed toward helping you make career development choices that increase your value to the industry and to your employers and clients. I’ve encouraged you to:

- * Think outside the traditional documentation box
- * Evangelize usability and user-centered design and development techniques within your organization

(Continued on page 7)

Carnegie Mellon

M.A. Professional Writing

- Technical Writing
- Professional Writing
- Document Design
- Online Information Design

15 month program
Financial aid available

For more information, or to attend a free, one-day information design workshop, contact

Dr. Karen Schnakenberg
Director, MAPW Program
krs@andrew.cmu.edu
412.268.2659

TechComm
Technical Writing

Experienced Technical Writer
Experienced Researcher

- Research Proposals
- Grant Proposals
- Contract Proposals
- Research Reports
- Articles
- Monographs
- Training Materials

Telephone: 412-343-2508
Telefax: 412-531-4796
blieberman2@compuserve.com

Ames wants your vote

(Continued from page 6)

* Participate in your organization's design and development process at a strategic level

I've used my term as Director-Sponsor, and my year as Society Bylaws Committee Manager, to learn as much about you and the Society as possible. Understanding how our organization works enables me to influence STC's direction and effect change. I've also participated very actively in two very important Society initiatives: Integrated branding and Governance.

The results of these programs are already permeating the Society and changing the way we do business. From the Board of Directors to the Society Office to Society-level committees to chapters to members, everyone will feel the impact of these very positive changes.

I've also served the Society extensively in other international-level positions and at

the regional, local, and chapter levels. Details follow in "ANDREA'S STC AWARDS AND SERVICE" and are posted at www.verbal-imagery.com/PositionStatement.pdf.

And although I've spent a lot of time talking to members of the profession, I draw from extensive experience of my own in the corporate world, academia, and government—both as a direct employee and as a consultant.

Biographical information

ANDREA L. AMES, M.S., is a technical communicator specializing in audience analysis, information and interaction design for product user interfaces and online help systems, usability, and user-centered product and information design and development process.

She has 17 years' experience designing, developing, and producing usable technical and scientific information for products,

software user interfaces, multimedia and online-help systems, and print documentation. Ms. Ames is the owner of Ucentrics, a user-centered information and interaction design and usability consulting company. She is also a principal technical writer at Vertical Networks, where she designs information and interaction for product user interfaces, as well as embedded user assistance and custom help systems.

She is a member of the Society for Technical Communication (STC) international board of directors in her position as director-sponsor of STC's Region 8; a junior fellow of the San Diego Supercomputer Center (SDSC); and a published author and freelance writer.

She teaches at the university level, speaks internationally at professional conferences, and presents seminars and workshops on audience analysis, information and interaction design, usability, and user-centered process topics. ✍

RAMEY

TECHNICAL WRITING

Complete technical writing service from planning to publication

- Manuals
- Users Guides
- Reports
- Articles
- Brochures
- Technical Sales Support
- Catalogs
- Proposals
- Training Materials
- Newsletters
- Periodicals
- Procedures
- Presentations
- Courses & Seminars
- Publications Planning
- Online Documentation

412.833.5548

ramey@technical-writing.net (e-mail)
<http://www.technical-writing.net> (website)

Teich wants your vote, too

(Continued from page 1)

for the Carnegie Museum of Natural History in Pittsburgh. There I developed cooperative programs mainly for adults, trying to make complicated environmental subjects understandable and interesting so that people would be willing to take action. I didn't call it technical communication at the time, but that's what was going on.

In 1980, I moved back to Ohio, to Cincinnati, and have worked here for government agencies, private industry, and as an independent, in technical communications concerning everything from water pollution control to plastic processing methods, from pharmaceutical market research to ERP software.

I also teach technical marketing communications in a local technical college program. My decision to "go independent" was a long time in the making, but my being

downsized in late 1995 was a significant shove in that direction.

I've been a member of STC since 1988. I've been director-sponsor of Region 4, public relations manager for the 1999 annual conference, and a member of the academe-industry committee.

I've presented at many annual and regional conferences on starting your own business, professional development, and marketing communications.

For the Southwestern Ohio chapter (SWO), I was president, vice president, and competitions manager (for three years). I also served on the 1997 Region 4 conference committee and the SWO professional development committee.

I regularly judge local STC competitions, have judged international competitions, and

(Continued on page 8)

Teich wants your vote, too

(Continued from page 7)

have won publications awards. I'm also a member and past officer of some other local communications organizations.

What do I bring to the table?

First, I bring a "can-do," implementation-focused orientation. Moving ideas and plans from "ought" to "action" is one of my strengths. Determining the optimal way, which may not necessarily be the fastest or the cheapest way, to transform projects from plans to production—and then doing it—is how I've earned my living for many years.

Second, I believe that to make good decisions, input from people who don't think exactly as I do or who have different priorities is necessary. I listen. I believe consensus leads to decisions that respond best to the issues.

Third, I bring a breadth of experience to the office. Technical communicators work in varied situations—and I've been through most of them. Independent, corporate, non-profit, educational, downsized, upsized, overwhelmed—I've been there. As a result, I think I have more than an inkling of what many STC members face every day.

Fourth, and perhaps most important, my aim is to use the talent and capabilities we have as an organization to foresee the trends in our profession so we can plan for them and better help STC members meet the needs and opportunities presented by those trends.

Our profession's value to the world at large is being increasingly recognized. Part of the reason for that is the times we live in.

But another part of the reason is that we have a professional organization that represents us as a body; we are no longer an amorphous conglomeration of easily replaced "support services." Over much of the past almost 50 years of STC's existence,

the focus has been on promoting our professionalism, supporting educational programs and research, improving, and—let's face it—helping to stabilize—our places and value in corporate and other entities.

Designing—and drawing, painting and, framing—our futures

Now that we've determined "to design the future of technical communications" (our new mission statement), my goals involve focusing our efforts on the professional development of our members so they can answer the classic job interview question, "where do you want to be in five years?"

By exploring trends and possibilities now and helping members prepare for them, we can work toward—instead of merely respond to—what will happen five years from now. We can truly "design the future of technical communication."

In other words, we can design, draw, paint, and frame *our own futures*.

I also want to promote both the profession and the organization so that technical communicators view STC the way medical doctors view their associations and engineers view their societies—as essential elements of their professions. Our branding effort was a springboard: Let's put what we learned about ourselves to work.

In the meantime, please remember to vote in the upcoming STC elections. You can do so either on the traditional paper ballot or electronically at the STC Web site this year.

I hope you'll vote for me for 2nd vice president. But the important thing is to vote. You're a member of this group. Here's your chance to help design STC—as well as the future of technical communication.

For more information about me, please visit my Web site, www.TeichTMC.com. You may also contact me at Thea@TeichTMC.com. Thank you for your time and attention.

Editor's Note: Teich gave a presentation on starting your own business at the February meeting of the Pittsburgh STC. A summary of her presentation appears on Page 9. ✍

Phone Seminar

(Continued from page 5)

When?

Wednesday, April 18, 2001

1:00–2:30 PM Eastern Standard Time

Benefits

- No travel time
- Pay per site and not per person
- Opportunity to train all your people without anyone leaving the office

Cost

With a telephone seminar, the cost is per site, not per person.

U.S. sites: \$125.00

Canadian sites: \$140.00

Overseas sites: Please contact the STC office

An additional \$8.00 will be charged for registrations received less than five days before the seminar.

The cost of the telephone seminar is per participating site, not per person.

Train as many people as your conference room can hold — for one flat rate!

About the Speaker

Doreen A. Mannion, a senior member of STC, has been a professional communicator for over fifteen years. She is also an award-winning author, a frequent speaker at STC's annual conferences, and the Management and Professional Development stem manager for STC's 48th Annual Conference, May 13–16, 2001, in Chicago, Illinois.

Doreen has worked as a stand-up comedienne, advertising salesperson, trade show coordinator, technical editor, technical writer, indexer, insurance agent, sports talk show host, and football official. She is currently a project manager at McDonald Bradley, Inc., in McLean, Virginia. McDonald Bradley consultants provide complete life cycle information technology to federal government and commercial clients. ✍

Going Independent: A presentation by Thea Teich

Presented by Thea Teich at the Feb. 21 meeting of the Pittsburgh STC chapter.

In a fast-paced talk, Thea outlined an excellent approach to going independent.

Before you take the plunge, please answer the following questions:

1. What profession do you want to follow? There are many variations on the theme of technical communication.
2. Do you have a network? It is extraordinarily difficult to go into consulting without the help of others.
3. Can you deal effectively with people, face-to-face? Direct contact is the norm.
4. Do you have a good accountant? It's time consuming to find and do the work.
5. Do you have the hardware/software you need? Buy it as you need it, rather than stock up.

Important Issues

Of the following issues, many consultants find No. 1, 3, and 7 to be the biggest.

1. Charge rates. Don't be afraid to ask other writers in the region what they recommend. And do not undervalue yourself. Thea found that a flat rate was best for all types of work, since the client was hiring her services, no matter what the project. Some clients will set a rate. Half of your earnings go toward taxes, so set a rate that can support you. If you want to provide a discount, reduce your hours, not your rate.
2. Network. Establish a network of consultants who can provide special services such as graphics, printing, accounting, legal services, proofreading, and subcontracting of an entire job.
3. Clients. Most of your work will come from referrals. Ask everyone you know if they need writing services or know anyone who needs writing services. Take your busi-

ness cards everywhere. Make periodic casual contact with past clients. Perhaps place targeted ads.

4. Finances. You should have 6 to 12 months of "life support" capital in the bank before you start. It often takes 30 to 60 days to get a check. Remember that half of your earnings go toward taxes. Set up a separate business account. Be sure to estimate and pay quarterly taxes. Know what deductions you can take and what forms you must file. You can set up an IRA and an SEP (pension for self employed). Send invoices, and keep records of all invoices and payments; do not rely on getting a 1099 from a client.
5. Contracts. Contracts can be various levels of formality from verbal to letters of agreement to formal signed documents. Legally, unless the contract states otherwise, you own the work you write. However, you usually cannot "take it to the bank."
6. Managing Time. A consultant's day is 24 hours, not 8. This provides a lot of contradictions. You must have a routine, but be flexible. Deadlines rule you, but they must be reasonable. Know your limits.
7. Isolation. Prevent isolation. Join STC! Take advantage of support services and outlets. Don't tie up the telephone.
8. Personality. You must be comfortable with people, with juggling work, with switching gears to new topics, with learning, with the unknown. And you must be disciplined.
9. Development. Budget for learning. However, you will not be able to deduct the entire cost of courses and seminars. The client does not expect expertise. They will explain things to you. But the more you know about your tools, and your major areas of work, the better.

— Compiled by Chapter Secretary Nancy Carpenter ✍



XML is our
only business...

Conversion
Training
Consulting

1.724.942.1912
clearlyonline.com
info@clearlyonline.com



**Documentation services
for technology industries™**

Authoring: User manuals, online help, setup/
administration guides, marketing collateral

Technical: Electronic document delivery,
desktop publishing, source format conversion,
single-source publishing, SGML/XML support,
usability testing, documentation process
consulting

Training: FrameMaker+SGML, XML

933 Wellesley Road
Pittsburgh, PA 15206
Tel: 412.363.3481
Fax: 412.363.3482
www.groupwellesley.com
info@groupwellesley.com

March Meeting: Region 2 Director-Sponsor to Speak at Chapter Awards Banquet

"Getting in the Loop: How Information Developers Can Support the Entire Product Development Cycle"

Presented by Chris Benz, STC Region 2 Director-Sponsor.

Get ready for the STC Pittsburgh chapter's 2001 Awards Banquet, featuring STC Region 2 Director-Sponsor Chris Benz as our guest speaker! Chris is Operations Director of e-Publishing in Research Triangle Park, NC, which is a national information design and development company. The topic of his presentation should be of interest to any technical writer who could use some advice and suggestions on how to make more of a difference in the projects they support.

This meeting/dinner is your chance to honor chapter members who have received recognition for the quality of their work. The awards event will be hosted by our favorite banquet emcee, John Clark. Entries will be on display, providing an excellent opportu-

nity to see what your colleagues have been doing with their time! Each award winner from our chapter competition will be invited to describe their work and what went into creating an award-winning product.

Menu:

Choose 1 of the following entrees when you RSVP to Darlene:

Italian Chicken Breast with Ricotta and Spinach

Grilled Filet Mignon Brushed with Steak Butter

Eggplant Parmigiana with Marinara and Cheese

Dinner also includes: Wedding Soup, Tossed Green Salad, Oven Browned Potatoes, Rolls and Butter, and Choice of 1 Dessert (Ice cream, Sherbert, Chocolate pudding, or Peach cobbler).

Dinner is \$17, and you must pay ahead of time. There is NO meeting-only option. You must attend both dinner and the meeting. ✍

WHEN: Thursday, March 22, 2001, 5:30-7:00pm dinner; 7:00-9:00pm program

WHERE: Duranti's Restaurant, 128 North Craig Street. Free parking is located behind the restaurant, off of North Neville Street.

COST: \$17

NOTE: There is no option to attend the meeting WITHOUT paying for dinner, and you MUST pay Darlene in advance.

RSVP: March 20, 2001, Noon, to Darlene Mullenix, Meeting Coordinator, (412) 288-8676, dmullenix@federatedinv.com.

Make checks payable to STC-Pittsburgh and mail to: STC-Pittsburgh, P.O. Box 33, Pittsburgh, PA 15219, ATTN: Darlene

STC society for technical communication

P.O. Box 133
Pittsburgh, PA 15230

March, 2001



Coming Up: STC Awards Banquet