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## 2012 Chapter Election—Make OCSTC Your Chapter

By Suzanne Madison, OCSTC Senior Member and Nominating Committee Member

You can make a difference at OCSTC! Why not give it a try. Both OCSTC and STC society-wide elections for the 2012–2013 term will be held online, March 2nd through March 23rd. Only those who’ve renewed their STC membership for 2012 prior to February 29 and have included OCSTC as their chapter will be eligible to vote. If you haven’t already renewed your membership for this year, be sure to do so before then. You’ll then receive an email with links to the voting pages.

The nominating committee is pleased to present the following slate of volunteers to hold chapter leadership positions during the 2012–2013 year, which begins in May. Candidate statements follow and are also available on our web site at <http://www.ocstc.org/election>. These chapter members realize the value STC can bring to their lives and careers, want to help you gain that understanding, and have stepped forward to run for council office. Won’t you consider joining them? We still need a treasurer, a managing editor for the *TechniScribe*, and assistants to both treasurer and vice-president of program. If you’re willing to help, contact the committee at [nominating@ocstc.org](mailto:nominating@ocstc.org).

You can make both STC and OCSTC your organizations by participating in the elections. Please vote.

### President—Betsy Malone



Betsy’s a senior OCSTC member, and has served on the OCSTC council for the past several years. She’s the communications and training director for an SAS software company, and holds a Master’s degree in technical and professional communication from Northeastern University in Boston.

As technical communicators, we see change every day. We author these changes whether they’re procedures, web content, white papers, online help, or user guides. Thank goodness for software and hardware updates, social media, and entrepreneurial geeks developing new gadgets because they drive the need for technical communicators.

So, how do you keep up with these and other changes? Do you subscribe to user forums, blogs, or help sites? Would you like OCSTC to keep its members up-to-date about industry trends and pertinent career issues? Would you like to share your experiences by mentoring newbies in the field?

If elected, Betsy would like to drive the changes that appeal to all technical communicators, regardless of their knowledge and experience, to achieve the benefits that meet expectations and opportunities.



Society for  
Technical  
Communication

## Chapter Contacts

OCSTC  
P.O. Box 28751  
Santa Ana, CA 92799-8751

Web site: <http://www.ocstc.org>

### Administrative Council

President, **Michael Opsteegh**,  
[president@ocstc.org](mailto:president@ocstc.org)

Past President, **Betsy Malone**,  
[pastpresident@ocstc.org](mailto:pastpresident@ocstc.org)

1st Vice Presidents, Programs,  
**Jolynn Atkins and Roger Hunnicutt**,  
[programs@ocstc.org](mailto:programs@ocstc.org)

2nd Vice President, Membership,  
**Len Poché**,  
[membership@ocstc.org](mailto:membership@ocstc.org)

Treasurer, **Jim Marchant**,  
[treasurer@ocstc.org](mailto:treasurer@ocstc.org)

Assistant Treasurer, **Miriam Whitman**,  
[miriam@ocstc.org](mailto:miriam@ocstc.org)

Secretary, **Judy Jones**,  
[secretary@ocstc.org](mailto:secretary@ocstc.org)

### Appointees

TechniScribe Managing Editor, **Jennifer Gardelle**,  
[techniscribe@ocstc.org](mailto:techniscribe@ocstc.org)

Public Relations Chair, **Betsy Malone**,  
[pastpresident@ocstc.org](mailto:pastpresident@ocstc.org)

Scholarship Chair, **Carrie Chambers**,  
[scholarship@ocstc.org](mailto:scholarship@ocstc.org)

Employment Manager, **Betsy Malone**,  
[jobs@ocstc.org](mailto:jobs@ocstc.org)

### Committees

Nominating Committee:

**Suzanne Madison, Betsy Malone, Pat Olsen**,  
[nominating@ocstc.org](mailto:nominating@ocstc.org)



## President's Message

By *Michael Opsteegh, OCSTC President*



I spend a lot of time in this column extolling the virtues and benefits of attending OCSTC events—and for good reason. Nowhere else in Orange County can you find local events and gatherings for technical communicators where you can learn from illustrious experts in the field. At \$26 for members, OCSTC meetings are a bargain, and I

haven't even mentioned dinner.

While OCSTC meetings are a great place to network and learn new skills, gather new ideas, and pick up new tools, they are not the be-all and end-all by any means. As a technical communicator, you should also attend conferences now and then. Conferences allow you to do what you do at OCSTC meetings, but on a grander scale. Rather than networking with dozens of technical communicators, you can network with hundreds. Rather than learning one tool or skill in an evening, you can learn about half a dozen in a day.

For the more adventurous technical communicators out there, conferences also provide a great opportunity for you to speak and share your own knowledge, thereby expanding your sphere of influence and increasing your name recognition. Also, many conferences offer free or reduced registration for speakers, which is the only way some of us can afford to go. Here's the rundown on a few conferences.

### STC Summit

The STC Summit is the premier conference for technical communicators. Over 75 sessions and about 1,000 attendees from around the world make the Summit an attractive event for all writers, editors, and usability gurus. This year, the Summit is in Chicago, so if you play your cards right, you can make a nice, little vacation out of it. Between registration, hotel, and travel, many find the cost of the Summit beyond their reach. You can typically save some dough by staying at a hotel down the street. STC provides several materials on the Summit Web site to help you convince your employer to send you (or at least partially subsidize) your trip to the Summit. Go to [summit.stc.org](http://summit.stc.org) for more information.

### LavaCon

If you want to stay a little closer to home, LavaCon is being held in Portland this year. I haven't been to LavaCon yet, but those who have typically say that the experience is as good as or better than the STC Summit. LavaCon is organized by Jack Molisani, an OCSTC

*Continued on Page 9 >*

## Next Meeting

**Topic:** How Technical Communicators Can Apply User-Centered Design

**Speaker:** Carolann Kowalski

**When:** Tuesday, February 21, 6–9 P.M.

**Where:** DoubleTree Club Hotel  
7 Hutton Centre Drive  
Santa Ana, CA 92707  
714.751.2400

**Cost:**

Members with reservations . . . . .	\$26
Students with reservations . . . . .	\$20
STC member, speaker-only . . . . .	\$12
Nonmembers with reservations . . . . .	\$31
Nonmember, speaker-only . . . . .	\$15
Walk-ins, or those registering after the deadline . . . . .	\$35
Walk-ins, or those registering after the deadline, speaker only . . . . .	\$16
No-shows billed . . . . .	\$26

**Reservations:**

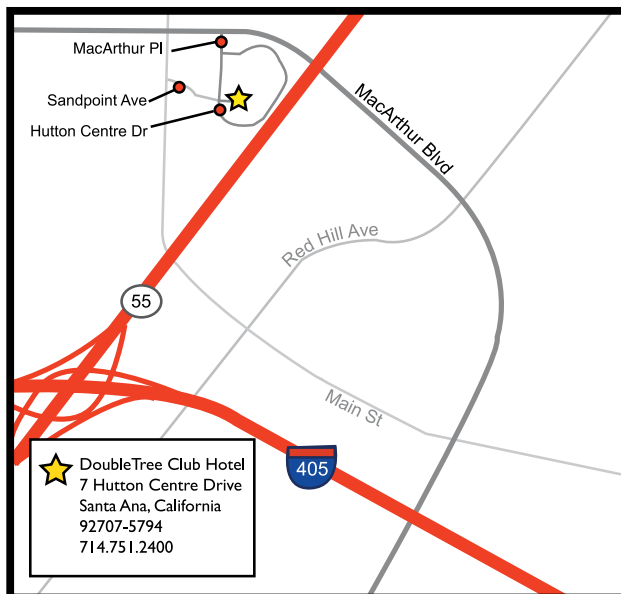
Due by 9 P.M., Sunday, February 19

**Registration:**

Online at <http://www.ocstc.org/events>

## Directions to the DoubleTree Club Hotel

Map of the I-405 and SR-55 area. The star below indicates the hotel location. Parking is FREE.



If you would like to receive email notifications about upcoming OCSTC meetings, visit [www.ocstc.org](http://www.ocstc.org) and sign up for our mailing list.

This list broadcasts only meeting notices and STC announcements

## February Meeting Information



### About the Presentation

If you were asked to lead a large project team, how would you do it? Carolann Kowalski had to do this at Edmunds.com. Don't miss her enlightening and practical presentation during which she'll share how she applied user-centered design (UCD) and knowledge management (KM) techniques to face this challenge. Carolann will describe how she led the adoption of these processes and concepts. Core principles include interviewing to understand the problem, ideating to create many solutions, iterating on that approach, and creating a lean implementation plan.

### About the Speaker

Carolann Kowalski is the director of knowledge management at Edmunds.com. Previously, Carolann worked for seven years in several technical communication roles, creating both online and print documentation in industries including nanotechnology, healthcare, and mortgage. Carolann graduated from UC Santa Barbara with a B.S. in biopsychology and a minor in professional writing, emphasis in technical communication. Carolann is also a certified Scrum master. She lives in Redondo Beach and spends her free time cooking, reading, and training her two rescue mutts Koda and Stella. Contact her at <http://www.linkedin.com/in/ckowalski>.

## Publication Policies

*TechniScribe* is published 11 to 12 times a year as a benefit to the members of the Orange County Chapter of the Society for Technical Communication. The goal of the publication is to reflect the interests, needs, and objectives of OCSTC members. *TechniScribe* strives to be an advocate for, and an inspiration to, technical communicators by keeping them connected to each other and to opportunities for professional growth.

Articles published in this newsletter may be reprinted in other STC publications if permission is obtained from the author, credit is properly given, and one copy of the reprint is sent to the *TechniScribe* managing editor.

### Submission Information

The editorial team retains and exercises the right to edit submitted and requested material for clarity, length, and appropriateness.

When submitting material, please remember to:

Include a 25-word biography about yourself.

Send articles in Word (doc, docx), Rich-Text Format (RTF), ASCII (txt), or in the body of an email message.

Send material to the managing editor ([techniscribe@ocstc.org](mailto:techniscribe@ocstc.org)) five weeks before the date it will be published.

### Editorial Staff

*Managing Editor* Jennifer Gardelle  
*Copyeditor* Anne Stratford  
*Copyeditor* Barbara Young  
*Proofreader* Michael Opsteegh  
*Proofreader* Suzanne Madison

### Monthly Advertising Rates

1/4 page \$40  
1/3 page \$45  
1/2 page \$60  
Full page \$80

TechniScribe

## Editor's Desk

By Jennifer Gardelle, *TechniScribe* Managing Editor



When was the moment you felt you had made it in your chosen career? Has that time happened yet? If so, did you feel this was a career or a calling?

I talk to a lot of writers, and most love what they do and feel they do it well. That's very admirable. It seems as though many have found

their calling. But there are some who are still looking for their niche. If you're such a person, read on.

With this tumultuous economy and lousy job market, it's hard enough to find something to pay the bills, much less finding your calling! As I've mentioned in the past, I took John Hall's Advanced Career Strategies class, and one of the first questions he asked the class was what we were looking for. Did we want to find a career or did we want to find a calling?

Wow! Did we want to find a calling? This question really struck a chord with me, and I often think of it because that's what I feel I'm looking for.

What's the formula for discovering your calling? How do we know when we've found what we were meant to do? For starters, I think it's crucial to research various careers and their associated required skill sets. Start with *Do What You Are* by Paul D. Tieger and Barbara Barron-Tieger. This is a very insightful book that should help you understand your personality type and what sorts of careers might work best for you. Then, go to <http://www.personalitytype.com>, and take an aptitude test.

I discovered another book called *The Career Guide for Creative and Unconventional People*, by Carol Eikleberry, which cautions readers not to stifle their creative impulses to pay the bills! This book also has self-evaluation tools and lists of potential careers.

Once you feel comfortable that you know what direction you should take, start networking with people in that field. Networking should help you to connect with people who could help you in your career (and maybe you can help them). Also, the more you talk to people who already have a similar dream job, the better you'll know whether or not that field is truly a good fit for you.

I wish you all the best of luck in your search for your calling. If you've already found it, congratulations! I'd love to hear your story; how did you find your way? Contact me at [techniscribe@ocstc](mailto:techniscribe@ocstc). TS

# Beginning Adobe Illustrator for Technical Communicators

By Len Poché

For this month's column, I want to focus on Illustrator's selection tools for this month's column. These are a very important part of the way the program works and, unfortunately, a source of most of the confusion for people learning Illustrator for the first time.

There are two selection tools, the regular selection tool (black arrow in Figure 1) and the direct selection tool (white arrow in Figure 1). You'll find them, importantly enough, at the very top of the Illustrator toolbox

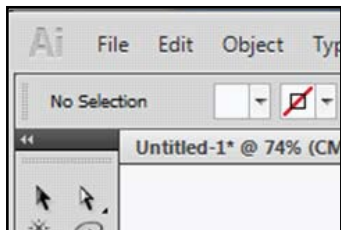


Figure 1. Adobe Illustrator's selection tools.

on the left side of your screen. Now, the names of these tools could lead to more questions: Direct selection? Is it possible to indirectly select something in Illustrator? What's the difference between selecting something and directly selecting it? Is the direct selection tool the good selection tool and the selection tool the evil one? Put quite simply, here's all you need to know regarding these two tools—the selection tool selects entire objects and the direct selection tool selects individual components of object.

For example, draw a square in Illustrator using the rectangle tool (press the hot key **M** or click on the icon in the toolbar). Click and drag a square on the art board. It doesn't matter how big you draw it or if it's a perfect square. Just make sure it's big enough so that you'll be able to see the details I'll be getting to very shortly.

A square's a basic shape that's easily created, but it could represent any shape drawn in Illustrator because it has paths (the sides of the square) and anchor points (the dots that appear at the corners). Every vector shape in Illustrator is made up of paths and anchor points, and that's how you're able to control precisely what you do.

Let's explore the selection tool first. Press the **V** key on your keyboard, or click on the black selection tool. Click on one of the paths (sides) of the square you've drawn, and you're able to move this shape anywhere you want on the art board. Not the fanciest of tricks, as most programs offer something similar (even Word does this). If you hover the cursor over any of the anchor points (the dots appearing at the corners), you'll see the cursor changes to either a double-headed arrow (which lets you scale your shape to a different size) or a curved double-headed arrow (with which you can rotate your shape). These are some very use-

ful tips, but let's take a look at what the direct selection tool does for us.

Press the **A** key now to bring up the direct selection tool. Go back to your square and click on one of the anchor points. If you look carefully, you'll notice that the anchor point you clicked on stays solid, and the three other anchor points turn white. You've successfully selected that point and can alter it any way you choose. Click and drag that selected point anywhere you want on the art board. Move it a little or move it a lot. My point here is that you can now edit anything you've drawn in Illustrator with precise control.

The key to this is using the direct selection tool to select a point or several points to change the artwork you've created. Select multiple points by holding down the shift key as you click on anchor points. You can even delete anchor points by clicking on them and hitting the delete key.

Using the direct selection tool gives you the ability to edit any shape, not just simple ones like squares or circles. This technique is extremely effective when using the tools I covered in my last couple of columns—the pathfinder and blob brush tools—in that they let you take crude shapes and tweak them into artwork that you can use. I hope this is a big revelation to those who are new to Illustrator and that it enables you to do amazing things.

My Illustrator resource for this month is an amazing web site. It never fails to surprise me just how much free information can be found on [design-newz.com](http://design-newz.com), a regularly updated list of all kinds of links to graphic and web design information. The site isn't limited to Illustrator instruction exclusively, but very frequently tutorials and other AI information (like brushes) do appear there. Design-newz even has a search feature if you want to focus solely on Illustrator tutorials. Check back constantly because whoever is in charge of this fantastic resource will update it with dozens of links every day. It's a sure bet that any Adobe Illustrator tutorial that exists on the Web will soon find a link to it on [design-newz.com](http://design-newz.com).

Best of luck using these selection tools. Feel free to drop me a line if you have questions or comments regarding any of Illustrator's features at [membership@ocstc.org](mailto:membership@ocstc.org). I'll do my best to clear up any issues you might have. In the meantime, have a lot of fun playing around with what you've learned here. It's the best way to get the full power of this great graphics program under your control. Select away! And if the worst happens, just remember, there's always the undo button! T5

# January Meeting Review

By Sima Staav

For those of us who've wanted to update our Adobe RoboHelp skills but never got around to it. Or, for those who've been wondering about the capabilities of RoboHelp and ways to use those to improve our job skills, the January RoboHelp 9 workshop was the right place to be on a Saturday morning. Beth Gerber and her associates at Lighttext delivered an intense overview of this useful application to a packed room of attendees sitting amidst a sea of laptops. Beth covered both beginning and intermediate material, walking us through the whole process—from the initial creation of a new project, to the final step of publishing the project to its intended users.



OCSTC January chapter meeting.

First, Beth showed us how to establish a new project and create content by building a new topic (book) with related subtopics (pages). Then, we learned how to create a master style sheet that sets up the look-and-feel of the entire project—from headers, body text, special notes, bullets, tables, links—to snippets, and other initial settings. By setting up the master style sheet, we define our settings only once, without having to repeat the entire process with every project we create. This way, as soon we create a new project, we simply import the master style sheet into it and our set-up process is done.

Beth also showed us the ease with which we can design the hierarchy structure of the table of contents (books and pages) by dragging-and-dropping those to any location within the hierarchy. Beth demonstrated the process to create hotspots and links that help navigation to web sites, web addresses, and email addresses along with bookmarks that use a hyperlink to navigate the reader directly to a different location within the topic without having to scroll to it.

Beth then introduced the snippets function. A snippet is a segment of text added to a hot spot for repeated use throughout the project. Editing the text once in the style sheet carries the change everywhere the snippet appears. Beth showed us how to insert images and movie clips into projects. Movies are typically added to a project, and used as a training tool to demonstrate a procedure by adding a link to the movie file library. Spell checking in RoboHelp 9 can be done on a single topic, or on the entire project quickly and easily. RoboHelp 9 helps us create an index and glossary by

suggesting a list of words that we can group together or define.

Finally, we added a skin to our project, which Beth compared to the cover on a cell phone. Skins provide the final touch that dictates the project's unique appearance, such as buttons and colors. When we're ready to distribute the project to all its readers, we publish it without the need of a browser. To store or deliver a hard copy of the project, we can either pick and choose the topics to print, or we can print the entire project.

Overall, those who spent their Saturday morning at this workshop all had a chance to preview highlights of Adobe RoboHelp 9 and experience, first hand, this simple yet powerful authoring tool that was designed with us, techni-

cal communicators, in mind.

At the conclusion of the meeting, our grand prize winner was Barbara Young, a long-time *TechniScribe* copyeditor. She won a copy of the full Adobe Technical Communication Suite 3.5, which includes RoboHelp 9. Congratulations to Barbara! T5



## OCSTC's Newest Sponsor

By TechniScribe staff

MadCap Software is a leading technical communication software firm specializing in integrated applications for end-to-end content development, delivery, and management. MadCap's software products provide state-of-the-art content workflow solutions for multichannel publishing, including the Web, print, desktop, and mobile. Through its strategic partner Microsoft, MadCap delivers solutions optimized for Microsoft Windows, Visual Studio, and the .NET environment. Headquartered in La Jolla, California, MadCap is home to some of the most experienced software architects and product experts in the documentation industry. Learn more at [www.madcapsoftware.com](http://www.madcapsoftware.com). T5

# Member Spotlight

By Len Poché, OCSTC 2nd VP, Membership

Membership turns its spotlight this month on Travis Wilson.

Travis started attending OCSTC meetings just a few months ago but has been a member of other chapters on and off over the past five years.

In quite an unusual career path, Travis came to technical communication from theater. He spent 16 years working in technical theater. From there, he put his degree in technical communication with an emphasis in electrical engineering to use.

“My first position in the technical communication field was as a student worker,” Travis explains. “I was an assistant engineer with a documentation specialization for the National Radio Astronomy Observatory (NRAO) on the Atacama Large Millimeter/Submillimeter Array (ALMA) Back End (BE) Integrated Product Team (IPT). My title was Att. Engineer—Documentation Specialization NRAO ALMA BE IPT, which I thought looked like a nice bit of alphabet soup.”

Currently, Travis is an associate at KC Wilson & Associates. That doesn’t exactly involve technical writing, but he’d like to get back to doing that. “I want a job as a technical writing cog. I want a job where I work in a department of technical writers, with a supervisor who can help me become a better technical writer. I want this kind of job because my first two jobs were as the solo writer on the project, [when I didn’t feel very confident].”

While Travis makes his home in Laguna Beach, he’s more of a native of the entire Southwest. He’s lived in New Mexico, Arizona, and California, where he was born. If he had a choice, however, he’d be living in San Marcos, Texas, where his girlfriend is completing her PhD.

In his spare time, Travis enjoys camping outside of Phoenix during a large medieval recreation event,

which he’s been doing for 18 years. Locally, he plays board games with a group of people in a coffee house in Irvine. His favorite movie is “Harold and Maude,” but he considers “Ghost Dog,” “Dune,” “Les Pactes Des Loupes,” and a Russian movie titled “Night Watch” as honorable mentions. As for music, Travis says, “I listen to electronica, techno, and industrial for the way the music can be made without traditional instruments and still sound like music. I listen to what is probably called alt rock, because it was the rock music that was new when I was younger.”

Oddly enough for a technical writer, Travis says that, “growing up, I really disliked writing papers. I found the work horribly boring. I enjoyed reading, but not writing. I actually had to test into my English classes every year of high school because my writing samples would not qualify my entrance.”

Travis has found his way, past the tedium, and is keeping alive his childhood ambition—originally as a scientist, but more specifically, “as someone who’s pushing the envelope of knowledge. I like the idea of someone making contributions to the ongoing body of knowledge.” T5

Did you know that shopping at Amazon.com is not only a great place to find books and other items, it’s also a great way to give back to the OCSTC! The next time you shop at Amazon, please access the site via OCSTC.org. Amazon donates a percentage of your purchase to the chapter.

Thank you!



## Orange Slice: Calendar of Events

Date	Event	Location	Time
February 7	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.–7 P.M.
February 21	OCSTC Chapter Meeting Carolann Kowalski, “How Technical Communicators Can Apply User-Centered Design”	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6 P.M.–9 P.M.
March 6	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.–7 P.M.
March 20	OCSTC Chapter Meeting Robin McNatt, “Lights, Camera, Communication”	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6 P.M.–9 P.M.

## First Vice-President, Programs—Roger Hunnicutt



Roger has been a member of OCSTC since 2008. His background is in software, but his primary interest has been in documentation. He was a software developer at Microsoft in the MSN division and currently has two new jobs: he works in Adobe's TCS marketing group, where his

duties include writing technical marketing documents, as well as working for a small nonprofit company named CBR, writing procedures and performing as IT staff.

Roger would like to continue to be the first vice-president of programs to provide members with high-quality presentation topics and continue to survey the members and community to find out which topics are of the most interest.

## Second Vice-President, Membership—Jennifer Lares



Jennifer earned her bachelor's degree at San Diego State University in comparative literature. After college, she returned to Orange County to work at Target as an executive team lead. Since leaving Target, she's worked for an online university as an academic advisor and was recently appointed to a position as academic evaluator. Jennifer will complete a certificate in technical

communication in fall 2012 and is working on a master's degree in education at CSULB, specializing in educational technology.

Jennifer has been attending OCSTC meetings for a year and looks forward to attending this year's conference in Chicago to gain a better understanding of the technical writing and communication field. Her interests include: higher education, social networking, instructional design, e-learning, writing, and the links between technology and writing in communities.

Jennifer would like to be a part of the OCSTC council to offer her leadership from a student perspective.

## Treasurer—Open

## Secretary—Rebecca Feinstein



Rebecca has a bachelor of arts degree in journalism from California State University, Long Beach, and a certificate in technical writing from the University of California, Riverside. She has written policies and procedures, operational guides, programming

guides and functional specifications for the health care, automotive, software development and utility industries. Rebecca is certified to teach Microsoft Office products. Technical writing satisfies her desire to learn new things and to inform other people about the things they should know. Rebecca has been a member of OCSTC since 1999.

## Nominating Committee (Four Positions)

### Carrie Chambers



Carrie has a master's degree in technical and scientific communication from Miami University in Ohio. She has been a technical writer for over nine years, is currently the director of documentation at Eyefinity in Irvine, and a lecturer at CSULB for an English 317, Technical Communication, class. Carrie is a senior STC member and has been a member of OCSTC for

nine years. In the past, Carrie has held the position of *TechniScribe* managing editor and nominating committee member. Carrie is currently the OCSTC scholarship chairperson and the public relations manager for the Spotlight Awards. Carrie has won two STC Awards of Excellence for her work on the *TechniScribe* and multiple awards in the Southern California Technical Documentation Competition.

If elected, Carrie will assist or lead the nominating committee in identifying and presenting candidates for yearly OCSTC elections. Carrie believes that because of her previous involvement in OCSTC, she will be able to network with members and actively recruit candidates to promote the mission of OCSTC while serving the needs of the chapter and its members.

### Bruce Giddens

Bruce is a technical writer, instructional designer, and help author with over 20 years' experience. Bruce's professional experience includes creating and delivering classroom training materials; and creating and maintaining software user manuals, online help, software requirements, design documents, testing plans and procedures, manufacturing instructions, operating instructions, policies, processes, and procedures.



Bruce is a senior STC member and served as chapter president in 2007–2008. Bruce likes STC, and since he has benefitted through being a member, he is glad to return the favor by to helping out with chapter func-

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## OCSTC Chapter Elections

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tions and responsibilities. A successful chapter needs a lot of help, so as a member of the nominating committee, Bruce may be asking you for yours! Please don't turn him down!

### Jim Marchant



Jim is a senior STC member with experience in introducing help-authoring and content management systems and using them to build help packages and ISO documentation at medical, engineering, software, and legal services companies.

Jim has been a member of OCSTC since 2005 and has been *TechniScribe's* managing editor, council secretary, and treasurer. Having a seat at the council lets you contribute to the organization in many ways above and beyond the duties of your position, and he hopes to help with OCSTC's growth and improvement by recruiting talented and engaged members to run the chapter.

### Jennifer Myers



Jennifer Myers believes it would be quite wonderful to be a small part of the process that keeps OCSTC going.

While her degree is in computer science, Jennifer has worked in the area of writing and training in one way or another since 1999. Last year, her interest was piqued when a friend recommended OCSTC. She was elated when she attended one of our meetings and found out how welcoming and friendly the members were, and by the high quality of presentations each month.

Jennifer's "free" time is filled working with teachers and parents of kids with autism and Asperger's Syndrome. She also has hopes that 2012 will be the year she finally gets to Donald E. Knuth's *The Art of Computer Programming*, a weighty work in more ways than one. More importantly, she intends to remain an active member of OCSTC and hopes that as a member of the new nominating committee she can make a small contribution to keeping our group amazing!

### TechniScribe Managing Editor—Open

The current nominating committee would like to thank those who have already volunteered to donate their time, effort, and ideas to lead our chapter during 2012–2013. Please consider giving just a little of your time to make OCSTC your chapter!

Whether you have leadership experience to share, want to gain such experience, or have ideas to move the chapter in a new direction, this is your opportunity to help and watch our chapter benefit as a result of your efforts. If you can help contribute to the success of our chapter and want more information, contact the nominating committee at [nominating@ocstc.org](mailto:nominating@ocstc.org).

Newly elected council members will be installed in April. Outgoing council members will be training new council members for their duties between the election and the month of May. Voting instructions will be emailed to all members. T5



### President's Message

< Continued from Page 2

member and STC Fellow, and focuses on a specific facet of technical communication like social media or content strategy. Jack lines up fantastic keynote speakers and presenters, and according to the copious tweets emitting from LavaCon, it is very educational and a lot of fun. Go to [www.lavacon.org](http://www.lavacon.org) for more information.

### WritersUA

WritersUA is in Memphis, Tennessee, this year. I have not been to WritersUA, but I look at the program listing the speakers and topics with envy every year. WritersUA emphasizes user assistance, focusing on user interface, user design, and visual communication. It's a fairly specialized conference, but with in-depth discussions on rapidly developing topics, and typically features leading-edge presentations. Joe Welinske, who has spoken to OCSTC on occasion, organizes WritersUA. For more information, go to [www.writersua.com/conference](http://www.writersua.com/conference).

To learn more about these conferences, including dates and locations, go to [www.ocstc.org/conferences](http://www.ocstc.org/conferences). If you'd also like to tell me about conference you think would be of interest, send me an email at [president@ocstc.org](mailto:president@ocstc.org). T5

## Sponsor Corner



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roundpeg offers consulting, web development, and training services to both individuals and corporations, focused primarily on Adobe products. Started in San Francisco 15 years ago, roundpeg now offers classes in Newport Beach, Los Angeles, San Francisco, and Santa Clara.

As Adobe's largest training partner on the west coast, roundpeg sees training as not only a separate service, but strives to support the client through the entire lifecycle of a project. The firm prides itself on its small class sizes—often no more than six participants—in order to provide the kind of one-on-one training often needed when students are learning high-tech or complex software applications. In addition to on-site classes, instruction is available via e-learning. All instructors are Adobe certified.

**Special thanks to Author-it, Lighttext, MadCap, and roundpeg, OCSTC's sponsors!**



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STC advances the theory and practice of technical communication across all user abilities and all media.

## Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

The Society for Technical Communication (STC) is the world's largest organization for technical communicators.

Its members include writers, editors, illustrators, printers, publishers, photographers, educators, and students.

Dues are \$75–395 per year. Membership is open to anyone engaged in some phase of technical communication, interested in the arts and sciences of technical communication, and in allied arts and sciences.

Society for Technical Communication  
9401 Lee Highway, Suite 300  
Fairfax, VA 22031-1803

703.522.4114 (voice); <http://www.stc.org>

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## OCSTC Employment Information

Go to <http://twitter.com/STCSoCal>, where you'll find employment and general information about the San Diego and Orange County chapters.

### Inquiries

If you have an inquiry, email our employment manager, Betsy Malone, at [betsybythebeach@gmail.com](mailto:betsybythebeach@gmail.com).

### Society-Level Job Listings

STC maintains job listings on the Internet. You can download the listings from the STC web site at <http://jobs.stc.org>.