

Tieline

The Society Leaders' Newsletter

Broadening Our Horizons: Organizing a Joint Program with a Sister Organization

By Holly Harkness, President, Atlanta Chapter

Because one of STC's strategic goals is "partnering with other organizations," I suggested that the Atlanta Chapter STC jointly sponsor a meeting with another professional organization in our area. Pulling off a joint event can be time consuming and even nerve wracking, but it's well worth the effort. It turns the chapter outward and exposes us to other organizational forms and practices that we might consider. It also promotes STC and offers a unique networking opportunity for our members.

After some consultation with our council members, we decided that the International Association of Business Communicators (IABC) was a logical partner for our joint event. The IABC has a large Atlanta chapter that meets monthly, as do we.

Inside

STC's Corporate Value Program Off to a Successful Start	2
Polling Your Members	3
Creating a Chapter Publicity Plan	4
STC Bylaws, Version 2.0	6
Recommend Candidates for Honorary Fellow	7
Membership Drives	9
Society Events	12
STC 2007 at a Glance	15

And much more!

I knew no one in the leadership of the local IABC chapter, but I e-mailed the local chapter president and made my pitch. I'd recently read *Naked Conversations*, a book about business blogging. The authors devoted a section to Toby Bloomberg, who writes the Diva Marketing blog (bloombergmarketing.blogs.com) here in Atlanta. I suggested we cosponsor a meeting and ask Toby to speak.

The IABC chapter responded promptly, saying our program series was well regarded and they would be happy to work together with us.

The topic was an attractive one to them. Last year, IABC held a program called "Blogging 101" with Josh Hallet, a social media consultant who writes the hyku.com blog. After some e-mailing back and forth, we agreed to hold a panel discussion and call it "Beyond Blogging 101." They lined up a panel with Toby; Dave Coustan, Earthlink's official blogger; and a blogger from CNN. Josh agreed to moderate.

I had envisioned that all the Atlanta IABCers would trot down to the Marriott where we hold our meetings on the third Tuesday of the month and join our people for this program. Their assumption, of course, was that we would join them. Epiphany: not all organizations are alike! The IABC holds monthly luncheon meetings at a popular Italian restaurant in a trendy part of town. Members pay \$30 and guests \$45. Our meetings are free to members and we don't serve a meal. Nonmembers get in for only \$5. After

some discussion in our council meeting, we agreed to attend their September luncheon and cancel our evening event that month.

To prepare for our joint work, I attended two IABC events in July and August. This was helpful in understanding their meeting format and typical audience, and in figuring out the details that can cause confusion at the last minute, like not knowing where to park. I met several people who began their careers as technical communicators and later moved into marketing communication. Some were former members of STC and asked how things were going in the profession. But the primary benefit of attending the meetings was getting to know Lou and Jo Ann, my main contacts and collaborators on the joint program.

In hindsight, it would have been better to involve a few other chapter members in planning the event. This kind of collaboration is a great learning experience and our chapter would have been stronger if several of us had worked on it together.

If you plan a joint meeting, be prepared for some pushback from your membership. New ideas are often met with skepticism and resistance. Some council members questioned the value of jointly sponsoring a meeting with IABC, especially since it meant foregoing our usual program for the month of September. They observed (correctly) that many technical communicators don't have the flexibility to take off for a meeting in the

Horizons, continued on page 10

Editor

Cecily Farrar

Tieline is published for STC leaders. The purpose of *Tieline* is to improve communication and serve as a link between STC communities, volunteer leaders, and the Society office. Distribution to other community leaders is encouraged. Reprints from *Tieline* are permitted if credit is given and a copy sent to the editor. Electronic copy is available at the Web site noted below.

STC Office Staff

Executive Director

Susan Burton, CAE

Director of Information Systems

Merrick I. Bechini

Membership Assistant

Ella Carlson

Staff Assistant

Elide Cabello

Director of Administration

Peg Cottrell

Bookkeeper

Eleanor Coyne

Publications Director

Anita M. Dosik

Assistant Editor

Cecily Farrar

**Membership Assistant
and Community Liaison**

Cara Gardner

Meeting Manager

Elaine Gilliam

**Director of Marketing
and Membership**

Mary Kabza

Education and Marketing Coordinator

Eileen Lopez

Communication Director

Maurice P. Martin

Assistant Communication Director

Ed Rutkowski

Webmaster

Shafqatullah Syed

Director of Education

Lloyd Tucker

Society for Technical Communication

901 N. Stuart Street, Suite 904

Arlington, VA 22203-1822

(703) 522-4114 • (703) 522-2075 fax

stc@stc.org • www.stc.org

Send *Tieline* feedback to:

tieline@stc.org



SOCIETY FOR TECHNICAL COMMUNICATION

STC's Corporate Value Program Off to a Successful Start

STC's Corporate Value Program (CVP) is an effective way for an organization to collaborate with STC to help define the field and practice, while at the same time giving the organization a new route to the technical communication marketplace. The CVP helps the member organization grow its business, while the member organization helps STC grow the profession—a win-win collaboration. Just a few months after its initial launch, STC's CVP has five participating organizations with over 300 individual members.

What Is It?

STC's CVP is a nontraditional membership program aimed at organizations with a varied number of technical communicators on staff. The program is designed to meet the needs of individual members and their employers.

The goals of the program (as outlined in 2005) include:

1. Raising the visibility of technical communicators and technical communication departments within corporations, thereby increasing the perceived and real value of technical communication to the corporate mission.
2. Growing STC's membership by offering compelling value for corporations to support their technical communication staff by paying for employee membership.
3. Expanding the core customer base for STC services such as live Web seminars, telephone seminars, etc.

What Does It Do?

The CVP brings value to STC and its members. It helps STC tell our powerful story, grow valuable relationships and partnerships, and make money. It gives the organization a new pool of resources for sponsorships, advertising, speakers, competitions, and potential volunteers.

The CVP offers a variety of benefits, tailored to meet an organization's individual corporate technical communication needs. Organizations can choose between offering memberships to all their staff, or just a select few.

Benefits for participating organizations include:

- ❖ E-memberships for company employees, which include access to STC's members-only knowledge base
- ❖ The ability to transfer memberships if employees leave the company
- ❖ Special CVP rates on STC training and educational offerings, including live Web seminars
- ❖ Special CVP rates on STC exhibits and sponsorship benefits at the Annual Conference
- ❖ Recognition on STC's homepage
- ❖ Special CVP rates on advertising in STC's online and printed publications
- ❖ Eligibility for inclusion in a new Corporate Value Program Spotlight column in *Intercom*

Corporate Value Program, continued on page 14

Polling Your Members: Keep It Short and Simple



By Brenda P. Huettner, Fellow, Southern Arizona Chapter

For each issue of Tieline, a representative of the twenty STC Special Interest Groups (SIGs) shares wisdom, hints, and lessons learned on different aspects of facilitating virtual STC communities, whether subject matter- or geographically-based. Currently, SIG leaders are rapidly exploring various collaborative tools and management styles to provide benefits for their SIG members—and to recruit SIG volunteers and leaders.

As Edwin Schlossberg says, “True interactivity is not about clicking on icons or downloading files, it’s about encouraging communication.” SIG leaders are working on just that. We hope that some of the information in this series will be applicable and helpful to other STC community leaders as well.

Judith M. Herr, STC SIG Advocate (herrj@comcast.net)

All communities, virtual and geographic, exist for the benefit of their members. As a virtual community, however, it is sometimes difficult to know what most of the members will see as beneficial. When you don’t have the opportunity to regularly meet face to face with all or most of your members, you need to find other ways to gather information. One way to collect information is to conduct a survey.

Web-based survey tools allow you to quickly and inexpensively poll your members for whatever type of information you need. Currently available online survey tools make it quick and easy to turn out the type of survey you need, whenever you need it.

A well-designed, effective survey takes significant planning, design, and execution. Two very good resources are the STC Usability SIG resource page on surveys (www.stcsig.org/usability/topics/surveys.html) and *Questionnaires in Usability Engineering: A List of Frequently Asked Questions* (3rd ed.), compiled by Jurek Kirakowski of the Human Factors Research Group at the University of Cork in Cork, Ireland (www.ucc.ie/hfrg/resources/qfaq1.html).

General Guidelines

Keep it short and simple! You’ll get better responses from shorter surveys than longer ones. People can get tired if a survey is too long or complex, and they might not bother to complete it. Worse, they might begin to randomly answer items just to get the survey over with, which will skew your results. As you build your questions, keep the following points in mind:

- ❖ *Why* are you conducting the survey? Before creating a survey, write down its goal. What is it you are trying to measure, and how will you use the information you gather from the respondents? As you formulate your questions, keep your goal in mind.

- ❖ *Who* will get the survey? Will you ask everyone in your community, or just a sample? Do you want responses from nonmembers? Do you want to allow people to respond more than once?
- ❖ *How* will the questions be phrased? For the most accurate results, make sure to keep the questions neutral. If your questions are biased, the answers will also be biased. Verify that all your questions directly address the goal of the particular survey. Unrelated questions will only distract respondents and clutter later analysis. Also, make sure to choose the appropriate question type. Most survey software packages allow you to create a variety of question types, such as true/false, fill in the blank, multiple choice, or “matrix” or “scale” questions.
- ❖ *When* will the survey be open, and when will it close? Most people who complete your survey will do so within a few days of receiving the announcement. Leaving the survey open for a longer time will not generate more responses unless you send out reminder messages.
- ❖ *What* will you do with the results? Make sure to include this information on the survey itself so that your members know what to expect. Will the results affect a specific decision (such as the topic of a workshop or timing of a meeting)? Will they be posted somewhere for your membership to see?

Before sending the survey to your whole team, run it past a small sample of respondents. A test run will help identify problem areas among the questions, validate possible answers, and check the general clarity and usability of the survey.

Survey Components

To get started, you need to decide what you want on each page. There’s typically some welcoming text at the start of a survey, and there may be specific instructions, a message from the community leaders, or other introductory information.

Then, of course, come the pages with your questions. While you want each page to be clear and easy to read, you don’t want to have so many pages that the respondents get tired or bored and cancel out in the middle. If you’ve remained focused on your original goal, you may have anywhere between three and ten total pages. You’ll also need to determine whether or not each question is required. Will the user be allowed to skip any of them?

Polling, continued on page 14

Creating a Chapter Publicity Plan

By Garret Romaine, Associate Fellow, Willamette Valley Chapter, and Member, Public Relations Committee

Editor's note: This is the first article in a two-part series on generating publicity for your community. An upcoming issue of Tieline will feature the second article in the series, which will contain links to helpful templates and documents that may help your community in its publicity efforts.

To be truly effective in generating publicity for the year, virtual and geographic community leaders need to roll up their sleeves and dig in early. What you need is a plan. Even if your leadership team takes the summer off, there are things you can do early in your tenure that will organize your publicity effort and make sure it works smoothly.

One way to get a head start (or a jump start) on your planning is to take advantage of the STC public relations competition. Designed to promote excellence in the way we communicate to the outside world, the PR competition is full of guidelines for best practices. At www.stc.org/comp/chapterCompetitions01_PR.asp, check out the “Rules for the STC Public Relations Competition” (available in PDF format) and get an idea of the questions you should be able to answer with a good plan. For example, can you state your goals, objectives, and timetable for a specific event or service?

Putting together a publicity plan can be very simple. If so, what are the priorities and who will be responsible for each one? Or, your plan may be quite complex as you weave together press releases, personality profiles, and interview schedules. Either way, the best advice is to start by making a plan. This article outlines how to draft a plan that will serve you well.

Premeeting Planning

The first thing to do is to start developing ideas for your publicity planning meeting. Decide on a central location and pick a date that is at least a couple of weeks away. It is important

to get attendance nailed down early. Creating a publicity plan is a great team-building exercise, so make sure you have the right team there. For example, you could just start with a lunch and pull together some of the top officers who will be involved. Or, you could sponsor a potluck dinner and meet at someone's house. If worse comes to worst, carve out a forty-five-minute block of time after the next chapter council or program meeting.

Depending on the size of your chapter, you might have your publicity chairperson, someone from the Web team, your vice president, and perhaps your competition manager at your first meeting. Add in the past president and you've got a powerful working group that can help line up the year.

To prepare for such a meeting, the organizer could start with a simple *Word* or *Excel* document that highlights known events. Compiling a list of dates that require publicity will start framing the scale of the task. But the calendar dates are only half the problem. Some tasks require an up-front effort that may not have been completed recently. That's why a face-to-face meeting is so helpful—the president can quickly assess the strength of the resources available and delegate tasks that help assess abilities.

In order to create a publicity plan, a chapter must be reasonably organized. Larger chapters should have a chapter handbook that describes in detail the responsibilities of each officeholder and manager. Smaller chapters may combine duties, leaving a smaller pool of talent to call on, but often the volunteers are more committed and wear multiple hats. Either way, if these roles aren't well understood, organizing a publicity plan may be difficult, so make sure participants know what is expected from their volunteer time *before* they attend your team-building session. That involves requir-

ing RSVPs and then calling each interested party.

A second premeeting activity to conduct before the planning session is a quick inventory of your publicity tools. Here's a starter list:

1. An updated list of publicity contacts, (and, for extra credit, a notation of when they were last contacted)
2. Templates for press releases and announcements
3. Photographs of all current chapter officers (or at least the chapter president) in both color and black-and-white

A “nice-to-have” item would be a summary from the most recent publicity committee chair, documenting the activities and results undertaken. Barring that, a quick e-mail exchange or phone conversation would at least let the chapter president know how good, or bad, the current situation is.

Team Building and Goal Setting

Your goal for the first team-building exercise is to set the big picture: who is doing what, by when. You should identify a series of initial tasks, set names beside those tasks, and schedule follow-up meetings to reconvene.

We all know how life can intrude on volunteer organizations; for example, the energetic new committee chair could get transferred to a distant city. Think about contingencies and backups, but don't get too bogged down in planning minutia. Set the general themes and then stay flexible.

For example, these steps might be a good start:

1. Update (or create) the PR contacts list by contacting each member of the

Publicity, continued on page 11

Want to Attend the Annual Conference? Make a Business Case to Your Supervisor

By Rachel Houghton, Senior Member, Willamette Valley Chapter

The STC conference is coming in May 2007, and it's time to convince your supervisor (if he or she isn't already convinced) to support your continuing education. You'll need to show why it's beneficial—not just for you, but for your company as well.

Apply Conference Elements to Your Company's Needs

First, you'll need to review the preliminary program (to be sent in February). Highlight sessions that could save your company money—for example, sessions on choosing an online technology or tool, or making sure your documentation is ready for translation. Are you getting ready to start using a new tool? Check for sessions or conference workshops on how to use that tool or similar tools.

The conference tracks have been created to address specific areas: designing and assessing user experiences; developing and delivering content; producing and publishing information; managing people, projects, and business; developing your skills and promoting your profession; and applying theory and research to practice.

Next, create a list of session and/or workshop topics and note their relevance to your job and company. Use specific phrases to describe how each session will

help you handle a project or task. Mention that you will be able to pass on the knowledge gained to your coworkers, and your notes and copy of the *Proceedings* will be available for reference. The *Proceedings* includes papers from many sessions and is provided free to all full conference registrants.

Certificate Programs Provide In-Depth Look

Does your supervisor want a more specialized, in-depth look at a subject? Consider the conference certificate program. You'll attend a two-day preconference seminar and attend four designated conference sessions during the three days of the conference. The price of the certificate program includes full registration for the conference. There are five certificate programs to choose from: Technical Communication 101, Master Writers, Usability, Content Management, and Team Management. More information will be available on the certificate program in future *Intercom* issues.

Arrange for Travel, Lodging, and Vacation Time

List the transportation costs, registration fee, meal costs, and the price per night of the hotel room. You can find the registration fee and preferred conference hotel rates on the travel section of the confer-

ence Web site (www.stc.org/54thConf/travel/index.asp), as well as discounts for travel and lodging available to conference attendees. Don't forget to negotiate vacation time. Some companies, if they are not able to fully (or even partially) fund your conference attendance, will allow you to attend the conference on company time, without taking precious vacation time.

Compare the cost of the conference to other conferences. Although conference rates increased this year, the rates are less than those for conferences held by various other organizations. In addition, the changes in store for this year's conference will enhance the educational value for attendees. Take advantage of the early bird rates to save your company money. If you register by February 28 as a member, you save \$250 over someone who doesn't register until he or she is on site, and \$150 over someone who registers before May 4.

Consult Sample Memos

If you need a helping hand writing a memo or e-mail to your supervisor, see the sample memo in the December issue of *Intercom* or at www.stc.org/54thConf/boss/index.asp.

Good luck, and I'll see you in Minneapolis! ♦

Scholarship Applications Due February 15

The deadline for receipt of applications for STC scholarships is February 15, 2007. Four scholarships of \$1,500 each will be awarded, two to graduate students and two to undergraduates. Application forms and additional information can be found on the STC Web site at www.stc.org/edu/scholarshipInfo.asp. Completed applications should be sent to the following address:

Scott DeLoach
834 C Dekalb Avenue NE
Atlanta, GA 30307

STC scholarships benefit students enrolled in technical communication programs at universities, colleges, junior colleges, and technical schools. Since the program's inception in 1971, the Society has awarded nearly \$465,000 to deserving students. ♦

STC Bylaws, Version 2.0

By Robert J. Dianetti, Chair, STC Bylaws Committee, and Director, Region 4

As many STC members know, a fresh breeze is blowing through the STC world. This is evident in a number of recent Society developments, including a new Executive Director, a forward-looking Board of Directors, a redesigned annual conference, new professional association partnerships, new and reinvigorated communities, new initiatives, and new investments in our future as technical communicators and as a Society.

In looking at the potential impact these developments might have on Society governance, the STC Bylaws Committee, our Executive Director, and our association counsel found that the current *STC Bylaws* are woefully inadequate. It would be bad enough if our bylaws were inadequate to support the future STC, but they do not even support STC's requirements today! This article will describe some basic legal issues with bylaws documents in general, and then highlight some of the issues that need to be dealt with right away.

Hierarchy of Requirements

All incorporated organizations must adhere to a hierarchy of requirements. STC is incorporated in New York State as a 501(c)(3) not-for-profit corporation. In order of importance, STC must comply with each of the following:

1. New York State law
2. *STC's Articles of Incorporation*
3. *STC Bylaws*
4. Society Policies and Procedures
5. Office Policies and Procedures

The bylaws exist within a framework of documents and legal requirements. To take the bylaws out of the context of the other four requirements is to invite problems.

Problems with the Current STC Bylaws

Our association counsel noted that the current *STC Bylaws* are written almost entirely using outdated 1950s' language. Researching STC's old records revealed that our current bylaws are almost identical to the 1957 bylaws of the Society for Technical Writers and Publishers (one of STC's parent organizations). Approximately 80 percent of the document is virtually identical to the old STWP document—surely, association best practice has changed over the past fifty years!

In addition, we found several instances of inconsistencies throughout the document, missing sections, and other areas that were unclear, imprecise, and confusing. There were even areas where the bylaws clearly do not reflect the intent or customary practice of the Society. Because of these issues, STC has been

incurring high attorney's fees to interpret the document when questions arise.

The most distressing observation, however, is that a number of articles in the current bylaws are not in compliance with New York State law. Obviously, this led to our conclusion that we need do something about the bylaws sooner rather than later.

Challenges to Be Addressed

We have five goals for the new *STC Bylaws*:

- ❖ Compliance with New York law
- ❖ Clarity and flexibility
- ❖ Sparseness in procedures
- ❖ Consistency
- ❖ Maintainability

It is clear that the bylaws must be rewritten from scratch. We explored revising the document, but the high cost of attorney review makes this option impractical. Our bylaws document contains both policy information and procedural information. This might have been acceptable in 1957, but current association best practice dictates that, as much as practicable, the document contain only policy information. The procedural information should be contained in a separate Society document, which is more adaptable and more descriptive of our standard operating procedures than the bylaws ever could be.

The new bylaws must be designed around legal statutes and must be legal in New York State. Our association attorney is working to provide us with appropriate verbiage and content. The bylaws must be able to support new initiatives and technologies as they evolve—again, with an eye toward legal compliance. Finally, the Society membership must approve the new bylaws document.

Where Do We Go from Here?

Although we have done considerable work, we still have quite a distance to go and an ambitious time frame in which to do it. The Bylaws Committee, Executive Director, and association attorney are working to have a preliminary document before the Board of Directors in February 2007. Members will vote to approve the new proposed bylaws later this year.

Articles in the February and March issues of *Intercom* and *Tieline* will highlight the proposed changes.

As always, I invite your comments and questions. You can contact me at rdianetti@radcomservices.com. ♦

Recommend Candidates for Honorary Fellow

The Society for Technical Communication established the rank of Honorary Fellow to recognize persons who are not members of the Society but who have achieved eminence in the field of technical communication. The Honorary Fellow for 2007 is Simon Singh—author, journalist, and television producer. (For more information on Singh, please see the November 2006 issues of *Tieline* and *Intercom*.)

The Honorary Fellows Nominating Committee asks for your help in identifying candidates for Honorary Fellow. Please read the criteria and procedures below and send your recommendation to the postal or e-mail addresses at the end of this article.

Criteria

The committee assesses each candidate based on the following criteria:

1. Public and professional reputation. The candidate should have wide recognition among STC membership and the educated public.
2. Level of contribution to the advancement of technical communication.
3. Professional activity in other fields, such as natural, social, or physical sciences; journalism; engineering; or information technology.
4. Number of years of experience in the field (at least ten years).
5. Professional qualifications: technical, scientific, managerial, academic, or other.
6. Caliber of publications.
7. Exceptional activities that have benefited the field of technical communication.

Procedures

Only the STC Honorary Fellows Nominating Committee can nominate an individual for the rank of Honorary Fellow. While

application for this rank is not permitted, the committee welcomes recommendations from any member of the Society. To recommend a candidate, send the committee a letter or e-mail, accompanied by verifiable biographic data, including achievements in and contributions to the field of technical communication. Please address as many of the qualifying criteria as you can. The information you provide to support your candidate will help the committee consider all candidates fairly and responsibly.

It is important to remember that the nomination of an Honorary Fellow is a confidential matter between the Board of Directors and the nominee. Do not approach proposed candidates to assess their willingness to be nominated or to collect biographic information. Normally, only one nominee is elected; therefore, discretion must be exercised for the sake of both the candidates and the Society.

Contacts

The current committee members are as follows:

Sheila C. Jones (committee manager), Fellow, Canada West Coast chapter
Andrea Ames, Associate Fellow, Silicon Valley chapter
JoAnn Hackos, Fellow, Rocky Mountain chapter
Brian McCaleb, Fellow, Orange County chapter
Frederick O'Hara, Fellow, East Tennessee chapter
Stephanie Rosenbaum, Fellow, Eastern Michigan chapter

To recommend a candidate, please send a letter or e-mail, posted no later than **March 30, 2007**, to one of these addresses:

*Sheila C. Jones, Manager
Honorary Fellows Nominating Committee
4263 West 14th Avenue
Vancouver, BC
Canada V6R 2X7
sheilacjones@shaw.ca
sheila@wordsmithss.com* ♦

STC Election Closes April 12

Community leaders are urged to remind their members that the 2007 STC election closes April 12. This closing date allows winning candidates more time to plan for the conference and prepare for their first Board meeting.

Only members who have paid their dues by February 28, 2007, will be eligible to vote. All eligible members will receive voting instructions in mid-March. ♦

Amenities Abound at STC Conference Hotels

Attendees at the Technical Communication Summit can choose among four official conference hotels: Marriott Minneapolis City Center, Millennium Hotel, Hyatt Regency Minneapolis, and Hilton Minneapolis & Towers. Offering the height of service, these hotels boast many excellent amenities and easy access to downtown Minneapolis at competitive rates. Per-night rates for single rooms are \$163 at the Marriott, \$164 at the Millennium, \$183 at the Hyatt, and \$194 at the Hilton.

A partial list of hotel amenities appears in the table below. For more information, visit the STC conference Web site (www.stc.org/54thConf). Information about how to make reservations will appear in the conference *Preliminary Program*, which will be mailed in February.

	Marriott Minneapolis City Center	Millennium Hotel	Hyatt Regency Minneapolis	Hilton Minneapolis & Towers
Air conditioning	✓	✓	✓	✓
Alarm clock	✓	✓	✓	✓
ATM bank service		✓		✓
Bathtub with spray jets	✓			
Business center	✓	✓	✓	✓
Cable/satellite TV channels	✓	✓	✓	✓
Car rental agency on site		✓		
Coffee maker/tea service	✓	✓	✓	✓
Complimentary newspaper	✓	✓	✓	✓
Currency exchange			✓	✓
Fitness center	✓	✓	✓	✓
Gift shop			✓	✓
Hair dryer	✓	✓	✓	✓
High-speed Internet access	✓	✓	✓	✓
Individual climate control	✓		✓	✓
Iron and ironing board	✓	✓	✓	✓
Laundry service		✓	✓	✓
Massage (available in room)				✓
On-demand video			✓	
Pool		✓	✓	✓
Refrigerator	✓			
Restaurant/lounge on site	✓	✓	✓	✓
Pull-out sofa bed	✓			
Rollaway beds	✓		✓	
Safety deposit boxes (at front desk)	✓	✓	✓	✓
Salon			✓	
Sauna	✓	✓		✓
Smoke-free guest rooms		✓		✓
Spa			✓	
Tennis	✓			
Two-line phone	✓		✓	✓
Voicemail	✓	✓	✓	✓
Wheelchair access	✓	✓	✓	✓ ◆

Adobe Supports STC as Conference Platinum Sponsor

STC is excited to announce that Adobe Systems Incorporated will be the Platinum Sponsor for STC's 54th Annual Conference, the world's largest annual gathering of technical communicators.

Susan Burton, CAE, Executive Director of STC, praised Adobe for its support of STC: "Adobe has shown a consistent dedication to quality professional training. STC members will be able to gain new knowledge of Adobe products by attending the sponsored sessions in the 'Adobe in Technical Communications Seminar and Training' offerings."

"For more than two decades, the company's award-winning technologies and software have redefined business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people anywhere at any time," said Don Walker, Senior Director of Product Marketing and Business Development at Adobe. "Adobe recognizes STC as a key professional association for technical communicators, and we personally invite STC members to come and meet the team behind Adobe® RoboHelp®, Adobe® FrameMaker®, Adobe® Captivate®, and Adobe Acrobat 3D."

STC's annual conference is breaking new ground with the "Adobe in Technical Communications Seminar and Training Track" delivered by Adobe staff, Adobe Community Experts, and Adobe certified trainers. Attendees at these sessions will learn how to maximize their use of the latest advances in Adobe products. In addition, there will be Adobe-sponsored sessions on trends shaping technical communications. Attendees can also find out about Adobe product training resources and product certification programs. These interactive and informative sessions will provide information on the long-awaited next release of Adobe RoboHelp 6 and Adobe RoboHelp Server® 6 as well as useful product training, tips, and tricks for the following products:

- ◆ Adobe RoboHelp
- ◆ Adobe FrameMaker
- ◆ Adobe Captivate
- ◆ Adobe Acrobat 3D

Editor's note: STC's Platinum Sponsorship is offered to only one company. As part of its sponsorship, Adobe will be recognized in all conference promotions and brochures, on the conference Web site, and in selected on-site signage, and the company logo will be on all conference marketing and on-site materials. Adobe will also make a short presentation at the Opening General Session. Other sponsorships are available. Please contact Lloyd Tucker, Director of Education, at lloyd@stc.org or +1 703 522-4114, x226 for more information. ◆

Community Membership Drives

To attract new members during their membership drives, chapters can use the promotional items mailed to all membership managers and student chapter advisors in early November. These items include membership applications, flyers promoting STC's 54th Annual Conference, and copies of the *Discover the Benefits* brochure. *Discover the Benefits* contains information about STC and its services, publications, and special interest groups. Applications and brochures can also be downloaded from the Society Web site.

Below is a list of STC membership drive achievers. The communities listed are leading their respective categories in growth percentages from June 30 through December 31, 2006. Chapters are ranked in the size category they attained on June 30, 2006; the list also includes a category for SIGs. The numbers in parentheses denote the number of communities in each category as of June 30, 2006. As an inspiration to all STC communities, *Tieline* will publish an updated version of this list in every issue through March 2007.

Professional Chapters, Size Category 1

More than 600 members (2 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Silicon Valley	11.84
Boston	10.08

Professional Chapters, Size Category 2

301 to 600 members (9 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Toronto	16.62
Washington, D.C.	13.79
Houston	13.40

Professional Chapters, Size Category 3

151 to 300 members (18 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Wisconsin	20.37
Eastern Ontario	17.95
Carolina	17.00

Professional Chapters, Size Category 4

76 to 150 members (24 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
India	38.10
Indiana	19.77
Southwestern Ontario	17.16

Professional Chapters, Size Category 5

41 to 75 members (21 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
James River	26.23
Four Lakes	21.43
West Michigan Shores	17.74

Professional Chapters, Size Category 6

Fewer than 41 members (30 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Susquehanna Valley	66.67
Metrolina	32.50
Alaska	28.57

Student Chapters, Size Category 1

20 or more members (7 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
James Madison U.	118.75
North Carolina St. U.	20.69
U. of Minnesota	20.00

Student Chapters, Size Category 2

Fewer than 20 members (23 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
London Ontario	175.00
Miami U.	100.00
College Station	60.00

Special Interest Groups

(20 communities)

<i>SIG</i>	<i>Percentage of growth since June 30, 2006</i>
Quality and Process Improvement	100.98
Environmental, Safety, and Health	77.57
Lone Writer	71.23 ◆

middle of the day. Questions were also raised about the cost; \$30 is a bit steep for lunch on a technical writer's salary.

But in the end we agreed to try it as an experiment. We had some extra money in the budget and agreed to subsidize half of each STC member's registration fee as an incentive to boost attendance. We also suggested that the program be digitally recorded so that others could view it later. The IABCers readily agreed and graciously made all the technical arrangements.

When it came to publicizing the event, I deferred to IABC, recognizing that this would be an opportunity to learn from people who practice public relations for a living. Others in the chapter preferred to stick with our own routines rather than try a new approach. Don't assume that everyone will be open to the changes that joint work presents.

The program itself came off without a hitch. I took the podium at the beginning of the meeting to say a few words about STC and how pleased we were to cosponsor the meeting with IABC. I also asked all the STCers in the room to stand and be recognized. The panelists spoke enthusiastically about the benefits of business blogging, and fielded questions from the audience. It was the largest IABC meeting in recent memory, with almost 100 people attending. Sixteen of our STC chapter members attended. This is less than our usual turnout at an evening program, but a good showing just the same. Several made a point of telling me how excited they were about the chapter "doing something new."

After the event, it was important to tie up the loose ends, particularly those involving reimbursement of funds. Fortunately, all the math worked out and everyone was pleased with the bottom line. In the

course of our final e-mail exchange, Jo Ann wrote, "I think the luncheon was a great success, and we did hear a lot of good comments. . . . I'd like to do something like this again. Lou and I may have some ideas on that soon."

If others in our chapter agree, it's possible that a yearly joint meeting with IABC could become a regular feature on our calendar. ♦

Holly Harkness is President of the Atlanta STC chapter. To facilitate communication with the over four hundred chapter members in the Atlanta area, she began a President's blog (atl-stc-prez.livejournal.com) at the start of her term. For the last seven years, she has worked for Mirant, an independent power company, where she is manager of technical communications. Holly is a frequent presenter at local, regional, and international STC events.

Marian Norby Scholarship Applications Due February 15

In 2003, the STC Board of Directors resolved to create a scholarship fund in the name of longtime member Marian O. Norby, who passed away in 2002 at age eighty-five. In her will, Norby left around \$200,000 of her estate to STC. The Marian Norby Scholarship benefits female U. S. federal government employees who are interested in obtaining training in technical communication to improve their employment opportunities.

About Marian Norby

Norby was a feminist activist, a founding member of the Washington, D.C., chapter of the National Organization for Women, and a member of various service and advocacy organizations. During World

War II, she worked for the Library of Congress and the Foreign Economic Administration (FEA). In response to the gender discrimination she witnessed in government agencies, Norby developed a training program for FEA secretaries. She later accepted a secretarial position in the White House and traveled with President Harry Truman during his 1948 election campaign. After the election, Norby served as a writer and technical editor for the United States Air Force.

Norby served as a competitions judge for the Washington, D.C., Chapter STC and contributed to the chapter newsletter. She also managed the STC Tellers Committee, which tallies the results of Society elections, for sixteen years.

Norby was named an Associate Fellow in 1992.

About the Scholarship

The deadline for receipt of applications for the Marian Norby Scholarship is **February 15, 2007**. One scholarship of \$2,500 will be awarded. Application forms and additional information can be found on the STC Web site at www.stc.org/edu/scholarshipInfo01_norby.asp.

Completed applications should be sent to:

*Scott DeLoach
834 C Dekalb Avenue NE
Atlanta, GA 30307* ♦

- list personally and introducing the chapter and the chapter schedule; also, mention that the chapter president is available for interviews (PR committee chair)
2. Collect sample press releases and make sure your template is up to date (PR committee member)
3. Organize a photo shoot of the chapter officers; digital is fine, but make sure you get both color and black-and-white images if possible (first vice president)
4. Develop a generic publicity plan for a chapter meeting, emphasizing the subject, the speaker, his or her qualifications, the venue, etc. Identify how to circulate the information, who needs it, and how soon it is needed (PR committee chair)

5. Identify a priority list of chapter activities that require publicity, including competitions, nationally known speakers, workshops, new officers, etc. (chapter president)

Armed with these five tasks and job descriptions for the meeting participants, and energized by good leadership, your publicity team should be able to draft a publicity plan that will build a solid foundation for the year ahead. Circulate the draft electronically, gather feedback, contact an interested STC director or other national officer, and you should be able to start getting some buzz going.

Organization Helps in the Long Run

If just reading this has made your head swim with ideas for things you should

have already accomplished, don't despair. Getting your planning activities going will start to pay off as soon as you begin. Getting organized with templates, names, and dates will help you in the long run, and help those who come after you.

If you want to really jump-start your planning activities, consider making the public relations competition traveling exhibit a part of your annual schedule. Show it off at the same time you exhibit the winners of the international or newsletter competition, but, either way, try to institutionalize the event so that every year your chapter sees "best practices" in the field of public relations planning. When you toss in a little long-term planning with all the short-term work you do, you can really make a difference. ♦

Forty Years of STC in Israel

By Paul Bernstein, International Liaison and Past President, Israel Chapter

The Israel chapter, which joined the Society of Technical Writers and Publishers (STWP, one of STC's parent organizations) in 1967, is the Society's oldest community outside North America. Highlights of the chapter's fortieth anniversary celebration in 2007 include the presentation of results from the first professional survey of technical communicators in Israel and the chapter's semiannual convention, which will be held June 4 in Herzliya.

Since March 1967, when Gunther Marx, who was then a Director-Sponsor of STWP, informed Israel that its petition to join STWP had been accepted, much has

changed in technical communication in Israel. The 1980s saw a rush of Israeli technical communication talent moving from military-industrial hardware into commercial software. Despite this growth, STC activity remained low, and in the early 1990s the chapter was faced with disbandment. However, STC Israel demonstrated its viability with a new philosophy, addressed to members and nonmembers, of more frequent, smaller meetings around the country and regular publication of a newsletter.

The Israel chapter has thrived despite the turbulent times of Israel's history, with local and overseas participants in

professional events, annual general meetings, dinners, and conferences. On behalf of the Israel chapter, I invite you to attend our convention in June. The theme of the convention, "The Proactive Technical Communicator: Multiple Disciplines, Multiple Approaches," addresses the changing world of technical communication, where new concepts, skills, and technologies must be learned to meet future challenges in our profession. For more information, please visit the Israel chapter Web site (www.stc-israel.org.il/). ♦

Society Events

January 17, 2007 LIVE WEB SEMINAR

Neil Perlin will host an STC live Web seminar, “The X Factor—From HTML to XHTML,” from 1 to 2:30 PM Eastern Time. The seminar will address how and why XHTML is used and how it works at the code level. Participants will learn how XHTML differs from HTML and XML, what its codes look like, how to convert files from other formats to XHTML, and what tools can be used to do so. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

January 31, 2007 LIVE WEB SEMINAR

Elaine Wisniewski and Steven Hall will present an STC live Web seminar, “ANSI Z535.6—A New Standard for Safety Information in Product-accompanying Literature,” from 1 to 2:30 PM Eastern Time. Participants will learn about a new national standard for presenting safety messages in owners’ manuals. The standard ANSI Z535.6, *Product Safety Information in Product Manuals, Instructions, and Other Collateral Materials*, was published in the fall of 2006. It focuses on the design and placement of product safety messages (or warnings) in product-accompanying documents. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

February 2–3, 2007 CONFERENCE

The **France Chapter STC** will host its annual conference at FIAP Jean Monnet in Paris. The theme is “Raising Our Profile.” Learn how you can become better known within your company and within the profession, find out how you can broaden your horizons and job prospects, and discover ways to promote yourself and your profession. For more information, please e-mail conference@stcfrance.org, or visit www.stcfrance.org.

February 7, 2007 LIVE WEB SEMINAR

Heather Hedden will host an STC live Web seminar, “Creating Indexes on Web

Sites and Intranets,” from 1 to 2:30 PM Eastern Time. The seminar will focus on manually created A-Z site indexes as a solution for managers of Web or HTML content. The structure of HTML indexes and a review of how such indexes compare with site maps, taxonomies, and search engines—as well as an overview of Web indexing tools—will be presented. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

February 10, 2007 CONFERENCE

The deadline for submitting presentations for the fourth annual technical communication conference of the **Manitoba Chapter STC** and Red River College is **February 10**. The conference will be held April 12–13, 2007, at Red River College in Winnipeg, Manitoba. More information and a call for presentations can be found on the chapter Web site, stc-manitoba.org.

February 21, 2007 LIVE WEB SEMINAR

Makarand Pandit will present an STC live Web seminar, “Working in Global Teams,” from 1 to 2:30 PM Eastern Time. The seminar is designed for both those just getting started in a virtual team environment and those who want to optimize their virtual relationships. It is especially beneficial for participants working with teams in India. Pandit will discuss the state of technical communication in India and share the experiences of Indian technical writers working in virtual teams. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

March 9–10, 2007 CONFERENCE

The **Atlanta Chapter STC** will host its annual conference, Currents 2007, at the Mercer University Atlanta campus. Conference session topics include management, online content, tools and technology, writing and editing, usability, consulting and independent contracting, and marketing. Susan Burton, STC’s

Executive Director, will deliver the conference keynote address. For more information, please contact Dirk Bender at dirkbender@gmail.com, or visit www.stcatlanta.org.

March 14, 2007 LIVE WEB SEMINAR

Rahel Bailie will present an STC live Web seminar, “Everything You Always Wanted to Know about Content Management, But Were Afraid to Ask,” from 1 to 2:30 PM Eastern Time. This seminar provides the groundwork for understanding what a content management system (CMS) is and what it does, the differences between various types of CMSs, circumstances in which content management can be beneficial, and techniques for determining system suitability. The seminar will also demystify the industry vocabulary, thereby eliminating some of the barriers that can slow down the investigative process. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

March 16–17, 2007 CONFERENCE

The **Philadelphia Metro Chapter STC** will host its annual conference in the conference center at Penn State Great Valley, located in the Philadelphia suburbs near Valley Forge, Pennsylvania. Featured speakers include Cheryl Lockett Zuback, Neil Perlin, Ed Marshall, Stephanie Morgan, and keynoter Robert Glushko.

For more information, please e-mail conference@stcpmc.org, or visit www.stcpmc.org.

March 28, 2007 LIVE WEB SEMINAR

Austin Skaggs and Christine Granger will present an STC live Web seminar, “Visible: The New Valuable,” from 1 to 2:30 PM Eastern Time. The seminar will focus on how documentation departments can show their value by becoming more visible within their organizations. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

Events, continued on page 13

April 11, 2007

LIVE WEB SEMINAR

Kevin A. Siegel will present an STC live Web seminar, "Creating Interactive CBTs with *Captivate*®—in Half the Time," from 1 to 2:30 PM Eastern Time.

Participants will learn how to maximize the potential of Macromedia *Captivate*®, a powerful tool for creating software simulations, and how to create hybrid computer-based training systems (CBTs) that will cut development time by 50 percent. For more information or to register for the seminar, please visit www.stc.org/edu/seminarsList01.asp.

April 12–13, 2007

CONFERENCE

The **Manitoba Chapter STC** and Red River College will hold their fourth annual technical communication conference, "Technology and Teamwork," at the Red River College Princess Street

campus. For more information, please contact Leslie McKendry-Smith at lmckendry@skyweb.ca, or visit stc-manitoba.org.

April 18–20, 2007

CONFERENCE

The **Trans-Alpine Chapter STC** will host its spring 2007 conference at the corporate center of Zurich Financial Services in Zurich, Switzerland. For more information, please visit www.stc-transalpine.org.

May 13–16, 2007

CONFERENCE

The **Technical Communication Summit**—STC's 54th Annual Conference will be held at the Minneapolis Convention Center in Minneapolis, Minnesota. Preconference workshops will begin on May 12. For more information, please visit www.stc.org/54thconf.

June 4, 2007

CONFERENCE

The **Israel Chapter STC**, which will celebrate forty years as a chapter and is the oldest STC chapter outside of North America, will hold its semi-annual convention, "The Proactive Technical Communicator: Multiple Disciplines, Multiple Perspectives," at the Daniel Hotel, Herzliya, Israel. For more information, please e-mail convention@stc-israel.org.il, or visit www.stc-israel.org.il.

Send announcements of your community or regional events to tieline@stc.org. ♦

Warning: Technical Communicator(s) Asked for Personal Information

Chapter leaders should be aware that a male who identified himself as "Brian" and indicated that he was with STC called at least one technical communicator (a former STC member) in the San Jose, California, area around the end of December. The caller asked the technical communicator he contacted for personal information.

The caller's phone number was blocked, and the caller hung up upon the technical communicator's refusal to give this personal information. We wanted to make chapter leaders cognizant of this occurrence.

If you are contacted by this caller, STC recommends that you do not share your personal information. ♦

Nonmembers Active on Your List or Web Site? Recruit Them as Members!

Are some of the responses to the discussion posts on your chapter or SIG e-mail list coming from nonmembers? Are nonmembers registering or posting on your chapter or SIG Web site? Consider taking a little time to recruit them to join STC.

For example, we've recently seen nonmembers registering on the SIG Web sites Hyperviews Online, Global Talk, and DocQment (see stc-on.org). The sites' administrator, Ann Wiley, e-mails those registrants (except for the obvious spammers!) to let them know we'd like them to join STC. She cc's her e-mail to Mary Kabza, STC's Director of Marketing and Membership, who follows up with additional information from the STC office about the benefits of membership.

Why not try this yourself if you're noticing a similar trend? If nonmembers are active on your list or Web site, why not e-mail them to encourage them to join? If you copy Mary (mary@stc.org), Cara Gardner (cara@stc.org), or Ella Carlson (ella@stc.org) on your message, the membership department will follow up with information relevant to potential new members. ♦

Corporate Value Program, continued from page 2

- ❖ Special CVP concierge service for company employees registering for STC training and educational offerings, including live Web seminars
- ❖ Opportunities to participate in sponsored panels at the STC Annual Conference
- ❖ Eligibility to introduce the organization's products, services, and events to STC members

One of the biggest benefits is the transferable membership. This allows the organization to reap the continued benefit of STC membership—the benefit is not lost when an employee leaves. The CVP helps both large and small teams. It is a tailored program that emphasizes STC membership, a valuable position that helps one shape the field and profession and provides access to the technical communication marketplace.

How Can You Help?

You can spread the word to possible CVP members—like the Houston Chapter STC did. Yvonne Wade Sanchez, Houston Membership Manager, sent an announcement to the Houston mailing list, asking members if their companies sponsor the membership of multiple employees in STC. The announcement was brief yet effective, asking members to please consider the STC Corporate Value Program. As a result, STC signed on another CVP member!

If you have any questions about the CVP or want to apply for membership in the program, please contact Mary Kabza, Director of Marketing and Membership, at mary@stc.org or by calling +1 703 522-4114, x206. ♦

Polling, continued from page 3

The last part of your survey should be some sort of thank-you page. This may be hosted on the survey site—at the bottom of the last question page, perhaps—or it may be a page on your community site.

Once your pages are set up, define the other parameters of your survey. While this may vary a bit depending on the survey tool you use, basic components include:

- ❖ *Open date.* When can people begin to use the survey?
- ❖ *Close date.* When will you stop accepting responses?
- ❖ *Security.* Will you require a password? Will it be one password for everyone in your community, or will you require a unique password for each participant? Will you allow multiple responses from the same computer?
- ❖ *Limits.* How many responses will you accept?

The final step is to create the announcement and tell your members about the survey. Some tools allow you to enter e-mail lists and automatically generate the messages; others provide a link that you can send to your own e-mail list. It's good practice to supplement the e-mail announcements in as many ways as possible. For the best response, talk about your survey at meetings, during phone calls, on your Web site, and

in your newsletter. Once you know what your membership wants, you'll be better able to provide it.

Software Packages

The following companies allow you to try out their survey packages for free.

Software

Survey Monkey
(www.surveymonkey.com)

Features

Basic (free): Limited to ten questions and 100 responses per survey.

Professional: Unlimited number of surveys with unlimited number of pages and questions; additional charge for more than 1,000 responses per month.

Zoomerang
(info.zoomerang.com)

Basic (free): Unlimited number of surveys with up to thirty questions limited to 100 responses per survey, results available for ten days.

zPro (any): Unlimited number of surveys, questions, and responses; ability to download responses to Microsoft *Excel*. Offers different packages for different types of businesses. ♦

Latest Web Column Posted

In his monthly online column accessible to members only, "The Business of Technical Communication," Doug Davis offers the latest scoop on industry trends in employment, salaries, and job search techniques. The third installment, "Industrial-strength Technical Communication," has just been posted to www.stc.org/pubs/onlinePubs01.asp. ♦

STC 2007 at a Glance: Calendar for Chapter Leaders



January 2007

- 1 Deadline for payment of 2007 membership dues.
- 10 To continue your submission process for the STC newsletter competition, submit second and third issues of your newsletter to the STC office (January 10 is the postmark date).
- 16 Entries for the international technical publications, technical art, and online communication competitions must be received by the STC office.
- ✓ Remind members that they must pay dues renewals by February 28 to be eligible to vote in STC's annual election.
- ✓ Remind members to register for STC's 54th Annual Conference, to be held May 13–16, 2007, in Minneapolis, Minnesota.

February 2007

- 28 Deadline for payment of 2007 membership dues to be eligible to vote in STC's annual election.
- 28 Last day of Early Bird registration for STC's 54th Annual Conference.

March 2007

- 5 Entries for STC public relations competition must be received by the STC office.
- 15 Entries for the international student technical communication competition must be received by the STC office.
- ✓ STC election in progress.
- ✓ Review chapter bylaws for possible updating.
- ✓ Prepare chapter nominating slate.
- ✓ Submit chapter achievement award report.
- ✓ Submit chapter activities materials to regional director (include a list of those who will attend the Leadership Day at the annual conference).
- ✓ Remind members to register for STC's 54th Annual Conference.

April 2007

- 12 STC election ends.
- 30 STC fiscal year ends for student chapters.
- ✓ Hold chapter elections for officers and announce chapter election results.
- ✓ Remind members to register for STC's 54th Annual Conference.

May 2007

- 4 Last day of advanced registration for STC's 54th Annual Conference.
- 12 Preconference workshops and tutorials at STC's 54th Annual Conference.
- 13 Leadership Day at STC's 54th Annual Conference.
- 13-16 STC's 54th Annual Conference.
- 31 Student chapter financial reports for the period May 1, 2006, to April 30, 2007, are due at the STC office.
- ✓ Install new officers.
- ✓ Send list of names, addresses, and telephone numbers of incoming officers and committee managers (including newsletter editor, employment manager, membership manager, and webmaster) to the STC office and second vice president.
- ✓ Begin planning chapter competitions; send the name of your competition contact to the STC office for posting on the STC Web site.

June 2007

- 30 STC fiscal year ends for professional chapters.
- ✓ Turn over chapter committee files to new committee managers.
- ✓ Contact the STC office to reserve traveling exhibits of competition winners for upcoming chapter events.

July 2007

- ✓ Send chapter's end-of-year financial report to the STC office.
- ✓ Hold organizational meeting with new chapter council.
- ✓ Check past president files and request missing information from the STC office.
- ✓ Begin chapter planning for the new fiscal year.
- ✓ Transfer treasurer's records to the incoming treasurer and change signature cards for the chapter's bank accounts.
- ✓ Return completed international competition forms to the STC office if your chapter plans to hold one or more competitions.

August 2007

- ✓ Submit proposals to STC's 55th Annual Conference, to be held June 1–4, 2008, in Philadelphia, Pennsylvania.
- ✓ Submit chapter activities reports.
- ✓ Work with chapter treasurer to prepare budget for coming year.
- ✓ Plan chapter programs for the year.
- ✓ Submit nominations for Society-level officers to nominating committee.
- ✓ Hold chapter planning meeting (leadership workshop).

September 2007

- 1 Deadline for Associate Fellows interested in applying for nomination as Fellows to send their résumé updates to the STC office.
- 30 Deadline to file chapter financial reports for the period July 1, 2006, to June 30, 2007, with the STC office.
- ✓ Approve chapter budget.
- ✓ Publish the year's schedule of chapter events.
- ✓ Update chapter mailing lists.
- ✓ Seek Fellow and Associate Fellow candidate(s).
- ✓ Notify the STC office if you intend to hold a chapter-level student technical communication competition.

October 2007

- 15 To enter the STC newsletter competition, submit the first of three issues of your chapter newsletter to the STC office (postmark date).
- ✓ Submit recommendations to the Associate Fellows Nominating Committee.
- ✓ Promote membership.

November 2007

- 1 Submit Sigma Tau Chi and Alpha Sigma nomination forms, recommendation letters, résumés, and transcripts.
- ✓ Submit recommendations for the Distinguished Chapter Service Award to regional director.
- ✓ Watch for dues renewal notices from the STC office.

December 2007

- ✓ Submit chapter activities report to regional director. ◆

Mailings from the STC Office

- Speaker registration information for STC's 54th Annual Conference will be e-mailed in mid-January.
- Remind members to look for STC's 54th Annual Conference *Preliminary Program*, which will be mailed in February. The program will contain information on all education sessions—pre-conference workshops, certificate sessions, Institutes, and technical sessions—as well as information on the EXPO, keynote speakers, lodging, and optional events.

Membership at a Glance

As of January 2, 2007:

Total members:	15,978
Members residing in the U.S.:	13,517
Members residing in Canada:	1,455
Members residing elsewhere:	1,006
Total communities*:	154

*Includes 104 professional chapters, 30 student chapters, and 20 SIGs

Community Leaders' Monthly Reminders

January

- STC membership renewals for 2007 were due on **January 1, 2007**. Please remind your community membership to pay dues by **February 28, 2007** in order to be eligible to vote in the STC election.
- If your chapter is participating in the newsletter competition and has already sent in the completed entry form and the first issue (due October 15, 2006), subsequent issues are due **January 10, 2007**.
- The deadline for your chapter to send entries to the international technical publications, technical art, and online communication competitions is **January 16, 2007**.
- The STC Board of Directors will meet **February 2–3, 2007** in Arlington, Virginia.
- Students must submit completed applications for STC scholarships offered in the 2006–2007 academic year by **February 15, 2007**.
- Applicants must submit completed applications for the Marian Norby scholarship by **February 15, 2007**.
- The deadline for your chapter to send entries to STC's public relations competition is **March 5, 2007**.
- The deadline for your chapter to send entries to STC's international student technical communication competition is **March 15, 2007**.
- Activate your nominating committee. Elections should be held in time for the new officers to attend Leadership Day on **May 13, 2007**, immediately preceding STC's 54th Annual Conference in Minneapolis, Minnesota.
- The annual STC election will take place in **March** and **April 2007**. Ballots will be mailed in mid-March.



Leadership Links

Leaders' Reference Guide: www.stc.org/PDF_Files/ChapterLeadersGuide_0607.pdf

Chapter Handbook: www.stc.org/stcmembers/chResources01.asp

Tieline Knowledge Base: www.stc.org/stcmembers/tielineKb01.asp

Chapter finances: www.stc.org/stcmembers/chFinances01.asp

Tieline archives: www.stc.org/stcmembers/tielineArchive01.asp