

# Tieline

The Society Leaders' Newsletter

## STC Announces Fellows, Associate Fellows for 2007

The highest rank that the Society for Technical Communication can confer upon a member is that of fellow. The select few who become fellows are associate fellows who have attained eminence in the arts and sciences of technical communication through service that has distinguished both the Society and the profession.

### Fellows

**Andrea L. Ames**, Silicon Valley Chapter; Academic, Consulting & Independent Contracting, Information Design & Architecture, Quality & Process Improvement, and Usability & User Experience SIGs

**Elizabeth Bailey**, Lone Star Chapter; Academic, Instructional Design & Learning, and Management SIGs

**Dana E. Chisnell**, San Francisco Chapter; AccessAbility, Information Design & Architecture, and Usability & User Experience SIGs

**Geoffrey J. S. Hart**, Montreal Chapter; Scientific Communication SIG

**Thomas Edward Pinelli**, Washington, D.C. Chapter

**Whitney Quesenbery**, AccessAbility and Usability & User Experience SIGs

**Karen A. Schriver**, Pittsburgh Chapter; Information Design & Architecture and Usability & User Experience SIGs

**Marian Grace Stone**, Phoenix Chapter; Academic, Information Design & Architecture, Online, and Usability & User Experience SIGs

STC recognizes and honors deserving senior members by conferring upon them the rank of associate fellow. Those selected as associate fellows are exceptional individuals who have consistently demonstrated meaningful contributions to the Society and to the profession over a period of years.

### Associate Fellows

**Jonathan W. Baker**, Boston, India, Israel, Silicon Valley, and TransAlpine Chapters; Consulting & Independent Contracting, International Technical Communication, and Management SIGs

**Phylise Banner Klein**, Montreal and Tech Valley Chapters; Environmental, Safety & Health Communication, Information Design & Architecture, Instructional Design & Learning, and Scientific Communication SIGs

**Daniel L. Brantley**, Chicago Chapter; Lone Writer SIG

**David J. Dick**, Washington, D.C. Chapter; Lone Writer and Usability & User Experience SIGs

**Douglas G. Dow**, India and Lone Star Chapters; Information Design & Architecture, Lone Writer, and Single Sourcing SIGs

**Barbara A. Giammona**, Orange County and San Francisco Chapters; Management SIG

**Lori Gillen**, Boston Chapter; AccessAbility SIG

**(Susan) Kristine Haugseth**, Puget Sound Chapter; Management SIG

**Peter C. Heikes**, Twin Cities Chapter; Instructional Design & Learning and Management SIGs

**Russell L. Kahn**, Central New York Chapter; Information Design & Architecture SIG

**Mary Ryba Knepper**, Chicago and East Tennessee Chapters

**Victoria Koster-Lenhardt**, TransAlpine Chapter; Management, Marketing Communication, and Usability & User Experience SIGs

**Carolyn Luttrell**, Boston and Philadelphia Metro Chapters; Instructional Design & Learning and International Technical Communication SIGs

**Mike Markley**, India and Snake River Chapters; Illustrators & Visual Designers, International Technical Communication, Management, and

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**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.

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SOCIETY FOR TECHNICAL COMMUNICATION



# The Wiki Dialogues, Or How the Tide of E-mail Became the Fountain of Collaboration

**By Karen Mardahl, Comanager, AccessAbility Special Interest Group**

*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 based on subject matter or geographic location. 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)*

(Scene 1: A discussion about wikis develops between You and Me.)

*You:* Why are you so passionate about wikis?

*Me:* I'm not. I'm passionate about collaboration. And wikis suit our collaboration needs.

*You:* Remind me what a wiki is.

*Me:* A wiki is really just a Web site. Anyone with minimal training can create and maintain information on a wiki. The learning curve is almost flat, but the potential for learning is gigantic.

*Wiki, continued on page 10*

## SIG Leaders Use Wiki to Communicate Virtually

**S**IG leaders are now using a wiki as a new way to communicate virtually. The wiki gives members of the group access to information such as telephone conference details whether they are at home or at work. Guidelines for such tasks as preparing virtual elections and running a live Web seminar as well as other important details related to SIG leaders' work are maintained more easily on the wiki than through an e-mail exchange, where all members might not have the latest updates.

The SIG leaders' wiki is currently password-protected because it contains personal contact information. As the leaders' knowledge and experience grows, this may change, but for now, the wiki can only be viewed by SIG leaders. ♦

# Now Open: Online Conference Registration

Online registration for STC's 54th Annual Conference is now open at [www.stc.org/54thConf](http://www.stc.org/54thConf). To register at the member rate, STC members must enter their membership number, which appears on the address labels of *Intercom*, *Technical Communication*, and all other correspondence from the Society office. Members who want to be reminded of their membership number should call the STC office at +1 (703) 522-4114.

The conference Web site also provides comprehensive, up-to-date information on educational and professional opportunities at the conference. As the conference draws near, this information will be updated frequently. Members are encouraged to visit the site often for the latest information.

As with STC's main Web site, all conference Web site pages are printer-friendly for the convenience of attendees planning their schedules. ♦

## Conference Hotels: Reserve Rooms by April 13

STC has arranged for special rates for this year's conference attendees at the following hotels. All prices are in U.S. dollars.

- ❖ Marriott Minneapolis City Center (\$163 for a single, double, triple, or quadruple room)
- ❖ Millennium Hotel (\$164 for a single or double room, \$174 for a triple room, and \$184 for a quadruple)
- ❖ Hyatt Regency Minneapolis (\$183 for a single or double room, \$193 for a triple room, and \$203 for a quadruple)
- ❖ Hilton Minneapolis and Towers (\$194 for a single room, \$204 for a double room, \$224 for a triple or quadruple room, and \$239 for rooms located in the Towers and suites)

To take advantage of these rates, attendees must make their reservations by **April 13**. For reservations, call the Meet

Minneapolis housing bureau at +1 (888) 947-2233 (toll free within the U.S. and Canada) or +1 (612) 767-8000 outside North America. You can also make reservations through the housing bureau at [www.stc.org/54thConf/lodging/index.asp](http://www.stc.org/54thConf/lodging/index.asp). The conference code is 3121.

STC works hard to negotiate with hotels to provide you with the best possible accommodations during the annual conference. When you book your reservations through the housing bureau, you will have the support of STC and the bureau to resolve any issues that might arise with your reservation. If, after you have made your reservations through the housing bureau, you need to make changes, call the Meet Minneapolis housing bureau directly.

Preconference sessions will be at the Hilton Hotel. The Minneapolis Convention Center will host all other conference events and technical sessions. ♦

## Selling STC to the Boss

Having trouble selling the idea of STC membership to your boss? Get it paid through your corporate training budget. *Dictionary.com* defines *training* as follows: "to make proficient with specialized instruction and practice." Training happens when . . .

- ❖ a chapter workshop on XML helps you develop superior company documents—faster and more efficiently.
- ❖ an STC live Web seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company's production processes.
- ❖ a technical session at an STC annual conference shows you how to develop a usability plan that returns valuable feedback on your company's product—resulting in a better product and more satisfied customers.
- ❖ an article in *Intercom* or *Technical Communication* shows you how to translate a company Web site to reach an international audience.

If an STC- or chapter-sponsored event or activity shows you how to improve your company's products or processes, that's *training*. Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community that offers numerous opportunities for networking.

STC helps you make career opportunities happen. For information about joining STC or renewing a membership, visit [www.stc.org](http://www.stc.org). ♦

# PR in the Lone Star: Some Tips and Advice for Fellow Leaders

By Lauren Womack, Public Relations Manager, Lone Star Community

Hi, Lauren Womack coming to you live from the Lone Star Community STC with some tips and observations that I hope you can use to add to your own public relations (PR) efforts. As you know, getting the word out—loud and proud—benefits you, your member community, and STC at large.

## Finding Focus

For me, the key to getting really excited about our PR efforts was finding my focus, and I came to that focus gradually and organically. As a result of my total greenness when first stepping into a STC leadership role, I initially had a very local focus instead of a national one. As I've become slightly more adept, I still think locally and act . . . *locally*. It's the right approach for me—and, I think, our council—to serve our community first.

Additionally, when I was invited (and gratefully accepted) to take over as PR manager three years ago, the Dallas Fort-Worth (DFW) area was *just* beginning to recover from the telecom bust. In fact, I had just gotten my first job back in our field after being outside it for about a year, so I knew exactly what it was like to need a job and keenly remembered the aimless anxiety and low-level desperation accompanying my sometimes seemingly fruitless search.

Those two factors led me to the focus of my PR role: getting our members jobs and promoting the Lone Star community as a way to do this. Furthermore, because not every job is a dream job—or even a good job—I wanted our members to have *choices*. Having a job is a necessity; being able to choose a great job is truly a bonus.

## Lone Star's Job Bank

Happily, not only does the Lone Star community have a job bank (in existence since 1982!), it is also available to every Internet browser and provides free

posting. *Free* is an easy sell. So, by increasing recruiter awareness of it (and STC in the process), I strive to increase the number of jobs in our job bank, and, as a result, the number of jobs technical communicators can choose from. Because all technical communicators can access the job bank, I hope any nonmembers using it will start to consider the value that networking through STC might offer them.

The approach I developed is three pronged. First, as recruiters contact me about jobs, I always respond with a polite “no thank you” e-mail and an invitation to post the job to our bank. I've come up with a generic e-mail that lets recruiters know:

. . . if you are seeking a large pool of qualified applicants, please consider posting your relevant jobs on the Society for Technical Communication Lone Star Community's job page. You will reach technical communication professionals (writers, editors, trainers, information specialists and architects, and business analysts) in the entire DFW area and it's *free*.

I've shared my generic e-mail with the council and asked that we all start using this approach. The benefit of this e-mail is two fold. We have seen postings to our job bank in direct response to the information shared, and I have developed friendly relationships with several area recruiters. They're grateful for the tip and tend to remember me for having given it. (Volunteering for your council, as you know, really *is* a great way to network.)

Second, with the help of Paul Holland from the Web site committee, I have expanded on this with an e-postcard project. What started out as an idea to mail physical postcards to all members, asking them to help their community by

referring recruiters to STC, eventually grew into a virtual postcard mailed out quarterly to a database of over 140 recruiters (and growing!).

Third, I use the time-honored networking method. At every community meeting I attend, I introduce myself to at least one new face and ask, “Where do you work? Are you looking for a job?” As is probably the case in other STC communities, many new people come to the meetings specifically to network, and it is our privilege and duty as council members to welcome and help them. If I find a member or visitor looking for work, I copy that person on any new jobs that come my way until he or she finds employment. Of course, I still invite recruiters to post to the job bank.

Please note that, in order to be sure I continue to get requests from recruiters, I keep my résumé updated on several job boards. Again, this helps me get to know area recruiters, should I need them; it keeps me cognizant of the number and types of jobs available, and from which companies; and it allows me to continue personally promoting the job bank. And, who knows—maybe a job will come along that is so all-out perfect for me, I will be tempted!

## Press Releases

As you might have guessed, getting our members jobs has become not just the focus of my PR effort, but its passionate pursuit. However, there are a couple other things we do of which I am also proud. With the help of this year's excellently organized first vice president Susie Lynn Fox, I now schedule our press releases so other committees can recycle them—whether for e-mail announcements, meeting announcements, meeting programs, Web sites, or our award-winning newsletter *Technically Write*, to name a few.

*Lone Star*, continued on page 13

# Community Achievement Awards Deadline: April 5

April 5 is the deadline for submitting entries for the community achievement awards (CAA). This annual competition is open to STC geographic communities, student communities, and Society-level special interest groups (SIGs). All applications must be submitted electronically; hardcopy notebooks will not be accepted. Submit applications and all supporting materials by either sending an e-mail with files as attachments to Peg Cottrell at [peg@stc.org](mailto:peg@stc.org) or recording the files on a CD and shipping it to the following address:

*Society for Technical Communication*  
Attn: Peg Cottrell—Community Achievement Awards  
901 North Stuart Street, Suite 904  
Arlington, VA 22203

STC will distribute all entries to members of the Community Achievement Award Evaluation Committee via e-mail.

Community leaders can download the *Guidelines for Community Achievement Awards* (AD-116-2007) and entry form templates from [www.stc.org/recog/awards01\\_comAchievement.asp](http://www.stc.org/recog/awards01_comAchievement.asp). For an entry to qualify for the Distinction award, all Fundamental activities and all activities listed for the Merit and Excellence awards must be checked off or replaced with alternate activities.

If you have any questions about the CAA, please contact Dale Erickson, Manager of the Community Achievement Award Evaluation Committee, at [stc\\_caaec@hotmail.com](mailto:stc_caaec@hotmail.com). ♦

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## Connecting with Inactive and Lapsed Members

In April, the STC office will purge from its records the names of all members who did not renew their memberships by the March 31 deadline. As usual, community leaders will receive a list of inactive members from their community in early April. Some of these members may simply have forgotten to pay their dues; some may have lost funding from their employer for professional societies; others may be deciding whether the benefits of membership justify its costs. Regardless of the reasons for not renewing, communities shouldn't let inactive members simply drift away.

### Contacting Inactive Members

One effective way to convince inactive members to remain with STC is to send each of them a letter on community stationery explaining the benefits of membership and inviting them to renew. A letter from a local community leader often has much greater impact than e-mail. Letters (even form letters) lend a personal touch to communication that is difficult to achieve through e-mail. Consider offering nonrenewing members a coupon for one meeting or live Web seminar at the

member rate; such a gesture lets recipients know that they're an important part of the STC community.

### Contacting Lapsed Members

Leaders are also encouraged to reach out to those whose memberships expired several years back. These lapsed members may have lost touch with their communities and may not know about recent changes in STC, including new benefits such as the online STC member forum. When contacting former community members, outline the new benefits of STC membership—and the specific benefits of membership in your community—and invite them to attend a meeting, peruse your community Web site, or read your community's most recent newsletter. A personal, courteous invitation is often hard to turn down.

STC keeps contact information on lapsed STC members for five years, so you may have a rich field to mine. To receive contact information for former members of your community, send your request to Cara Gardner ([cara@stc.org](mailto:cara@stc.org)) or Ella Carlson ([ella@stc.org](mailto:ella@stc.org)), Membership Assistants. ♦

## Moving? File Your Change of Address with STC

Please remind members who are changing residences to send their new address to the STC office to avoid interrupted delivery of *Intercom* and *Technical Communication*. Some members assume that informing the post office of their new address is enough to ensure that all of their mail is forwarded. However, the United States Postal Service forwards only first-class mail; mailings such as *Intercom* and *Technical Communication* are not forwarded.

To file a change of address with STC and ensure continuous delivery of Society publications, members can use the online form at [www.stc.org/formAddressChange.asp](http://www.stc.org/formAddressChange.asp). ♦

# Religious Holidays and Events Planning: Some Thoughts for Communities

As part of STC's efforts to acknowledge the diversity of its members, the office staff and members of the Board would like to remind STC leaders to be aware of religious holidays that members of their communities may celebrate. Whenever possible, STC events should be scheduled to avoid conflicts.

STC's recent adoption of a diversity policy reflects this desire to be conscious of our members and their various cultures and backgrounds. See [www.stc.org/about/diversityPolicy01.asp](http://www.stc.org/about/diversityPolicy01.asp) for the text of the policy.

The following list of religious holidays was compiled from various online sources. We are also grateful to Leah Guren of the Israel Chapter STC for her assistance in identifying Jewish holidays.

This list is not intended to be exhaustive, and does not include government holidays. To learn more about holidays that may be relevant for members of your particular community, be sure to ask your members for more details and additional information to consider when planning events.

You may also find this list of resources helpful:

- ❖ Buddhist holidays, [www.buddhist-temple.com/buddhism-facts/buddhist-holidays.html](http://www.buddhist-temple.com/buddhism-facts/buddhist-holidays.html)
- ❖ Earth calendar, [www.earthcalendar.net/\\_php/ReligionSearch.php](http://www.earthcalendar.net/_php/ReligionSearch.php)
- ❖ *Iafrica.com*, 2007 religious holidays, [www.iafrica.com/pls/cms/iac.page?p\\_t1=22&p\\_t2=190&p\\_t3=1754&p\\_t4=0&p\\_dynamic=YP&p\\_content\\_id=577468&p\\_site\\_id=2](http://www.iafrica.com/pls/cms/iac.page?p_t1=22&p_t2=190&p_t3=1754&p_t4=0&p_dynamic=YP&p_content_id=577468&p_site_id=2)
- ❖ Worldwide public holidays, 2007, [www.netogram.com/holi.htm](http://www.netogram.com/holi.htm)

## March 2007

- 1 Ta' Anit Esther (Fast of Esther) (Jewish)
- 4 Purim (Jewish)
- 19 Ramayana week begins (Hindu)
- 27 Rama Navami (Hindu)
- 31 Mawlid al-nabi (Birth of Prophet Muhammad) (Islamic)

## April 2007

- 1 Palm Sunday (Christian)
- 1 Rabi al-Awwal (Islamic)
- 3-4 Pesach (Passover) (Jewish)
- 6 Good Friday (Christian)
- 8 Easter Sunday (Christian)
- 9-10 Pesach (Passover) (Jewish)

## May 2007

- 6 Lag B'Omer (Jewish)

- 7 Vesaka Puja (Buddhist)
- 17 Ascension Day (Christian)
- 23-24 Shavuot (Pentecost) (Jewish)
- 27 Whit Sunday (Christian)

## June 2007

- 3 Trinity Sunday (Christian)

## July 2007

- 3 Shiva Asar B'Tammuz (Jewish)
- 24 Tisha B'Av (Jewish)
- 30 Asalha Puja (Buddhist)

## August 2007

- 10 Rajab (Islamic)
- 28 Gita week begins (Hindu)
- 28 Shaban (Islamic)

## September 2007

- 4 Janmashtami (Hindu)
- 12-15 Rosh Hashanah and Tzom Gedalya (Jewish)
- 13 Ramadan (Islamic)
- 21-22 Yom Kippur (Jewish)
- 26-Oct 5 Sukkot, Shmini Atzeret, and Simchat Torah (Jewish)

## October 2007

- 13 Eid al-Fitr (end of Ramadan) (Islamic)
- 26 Pavarana Day (Buddhist)

## November 2007

- 1 All Saints' Day (Christian)
- 9 Deepavali/Diwali (Hindu)

## December 2007

- 2 Advent Sunday (Christian)
- 5-12 Hanukkah (Jewish)
- 11 Hajj begins (Islamic)
- 19 Assarah B'Tevet (Jewish)
- 20 Eid al-Adha (Festival of Sacrifice) (Islamic)
- 25 Christmas Day (Christian)

## January 2008

- 6 Epiphany (Christian)
- 10 Muharram (or al-Hijra, Islamic New Year) (Islamic)
- 14 Pongal/Makar Sankranti (Hindu)
- 19 Ashura (Shiite Islamic)

## February 2008

- 2 Candlemas (Christian)
- 6 Ash Wednesday (Christian)
- 11 Vasanta Panchami/Saraswati Puja (Hindu)
- 15 Parinirvana (Mahayana Buddhist) ♦

# 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 March 12, 2007. 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. This is the final membership drive list for this fiscal year.

## Professional Chapters, Size Category 1

More than 600 members (2 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Boston	14.96
Silicon Valley	14.90

## Professional Chapters, Size Category 2

301 to 600 members (9 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Houston	24.30
Toronto	22.69
Rocky Mountain	20.11

## Professional Chapters, Size Category 3

151 to 300 members (18 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Wisconsin	31.48
Northern New England	30.91
Eastern Ontario	25.64

## Professional Chapters, Size Category 4

76 to 150 members (24 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
India	47.62
Southwestern Ontario	27.61
Pittsburgh	26.19

## Professional Chapters, Size Category 5

41 to 75 members (21 communities)

<i>Chapter</i>	<i>Percentage of growth since June 30, 2006</i>
Four Lakes	33.93
James River	29.51
Oklahoma	24.56

## 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
Arkansas	39.39
Birmingham	35.29

## 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.	112.50
U. of Washington	19.44
U. of Minnesota	16.00

## 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	250.00
Miami U.	150.00
Northern Illinois U.	120.00

## Special Interest Groups

(20 communities)

<i>SIG</i>	<i>Percentage of growth since June 30, 2006</i>
Quality and Process Improvement	101.76
Environmental, Safety, and Health	77.95
Instructional Design and Learning	65.59 ◆

# Society Events

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](mailto:dirkbender@gmail.com) or visit [www.stcatlanta.org](http://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](http://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](mailto:conference@stcpmc.org) or visit [www.stcpmc.org](http://www.stcpmc.org).

March 23, 2007

CONFERENCE

The **Rochester Chapter STC** will hold “Spectrum 2007” at the RIT Inn and Conference Center in Rochester, New York. Featured speakers include Cindy Currie, Dorothy Hoskins, Lori Marra, Ruth Thaler-Carter, and keynoter Peter Bowerman, author of *The Well-Fed Writer*. For more information, please contact Amy Castronova at [amy@novatek.com](mailto:amy@novatek.com) or visit [www.stcrochester.org](http://www.stcrochester.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](http://www.stc.org/edu/seminarsList01.asp).

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](http://www.stc.org/edu/seminarsList01.asp).

April 11, 2007

LIVE WEB SEMINAR

Dr. Sivasailam Thiagarajan will present a live Web seminar, “Learning with Thiagi,” from 1 to 2:30 PM Eastern Time. The seminar, produced by the **Instructional Design and Learning (IDL) SIG**, will address a set of proven principles and procedures that increase and improve interactive training—easily and affordably. For more information or to register, please visit [www.stcsig.org/idl/webinar](http://www.stcsig.org/idl/webinar).

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](mailto:lmckendry@skyweb.ca) or visit [stcmanitoba.org](http://stcmanitoba.org).

April 18–20, 2007

CONFERENCE

The **TransAlpine Chapter STC** will host its spring 2007 conference at the corporate center of Zurich Financial Services in Zurich, Switzerland. For more information, please contact Nancy Gelman at [nancy.gelman@roche.com](mailto:nancy.gelman@roche.com) or visit [www.stc-transalpine.org](http://www.stc-transalpine.org).

April 24–26, 2007

CONFERENCE

The **Southwestern Ontario Chapter STC** will host its spring 2007 workshop at the Hilton Garden Inn in Cambridge, Ontario, Canada. Sarah O’Keefe will guide those new to XML as well as those already using it in their authoring environment through the XML challenge. For more information, please e-mail [education@stc-soc.org](mailto:education@stc-soc.org) or visit [www.stc-soc.org](http://www.stc-soc.org).

May 2, 2007

LIVE WEB SEMINAR

Whitney Quesenberg will host an STC live Web seminar, “Choosing the Right Usability Technique (To Answer the Right Question),” from 1 to 2:30 PM Eastern Time. This seminar will review options for usability evaluations and examine how they can be used most effectively. For more information or to register for the seminar, please visit [www.stc.org/edu/seminarsList01.asp](http://www.stc.org/edu/seminarsList01.asp).

May 12–16, 2007

CONFERENCE

The **Technical Communication Summit—STC’s 54th Annual Conference** will be held at the Minneapolis Convention Center in Minneapolis, Minnesota.

*Events, continued on page 11*

# Ask the Office: Can My Chapter Hold a Senior Member-only Event?

*Editor's note: The following information is intended to be helpful and should not serve as a substitute for legal or tax counsel.*

**Q:** My chapter would like to hold an event to recognize our senior members, associate fellows, and fellows. Does STC allow us to hold an event only for members at these levels?

**A:** The following information is provided by Susan Burton, CAE, STC Executive Director.

The *STC Bylaws* prohibit chapters from holding meetings that are not open to members of all levels. According to Article III,

Section 3A of the bylaws, "Individual members, regardless of grade, may at the membership rate, attend any meeting, convention, conference, or workshop sponsored by the Society or its communities."

Your chapter should instead invite all members to the event honoring senior members, associate fellows, and fellows. Doing so adds value to these designations and is a good way to encourage regular members to advance to higher designations.

Please note that this requirement regarding opening events to members of all levels will no longer be the case once the new *STC Bylaws* are adopted in fall 2007. ♦

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## IDL SIG Announces Scholarship Offering

By Sylvia Miller, Instructional Design and Learning (IDL) SIG Member Services Manager

The Instructional Design and Learning (IDL) SIG proudly announces a \$500 scholarship to assist students who are pursuing an undergraduate degree, graduate degree, or certificate in the area of instructional design.

The IDL Scholarship Selection Committee evaluates applicants' academic records and potential for contributing to the instructional design profession. To be eligible for a scholarship, you must:

- ❖ Be enrolled in a graduate degree, undergraduate degree, or certification program in the instructional design field
- ❖ Plan to pursue a career as an instructional designer

In addition to submitting the application, applicants should submit two letters of recommendation and a certified transcript

from the school or university they are currently attending to Ginnifer Mastarone, cochair of the IDL Scholarship Selection Committee. Details and all necessary forms are at [www.stcidlsig.org/cms](http://www.stcidlsig.org/cms) under "Scholarships."

Wholly funded by the IDL SIG, this is a one-time award of \$500. The award may be used for registration fees, books, or attendance at the upcoming STC annual conference in Minneapolis. Applicants need not be a member of STC or the IDL SIG, so feel free to share this information with colleagues, friends, family members, and associates.

All winners and honorable mentions will be published in the IDL SIG quarterly newsletter. **The deadline for submission is March 15, 2007.** Winners will be notified by April 15, 2007. ♦

## Online Leadership Training Coming Soon

The LCR Training Planning and Development team is nearing the finish line on creating STC-specific community leadership training materials for anyone currently in or considering serving in a community leadership role.

Modules include introducing leadership, leading your community to success, knowing your direction and destination, working as a team toward goals, growing volunteers, reaching out to your community, establishing local and global Society relations, and planning for the future.

For more information, e-mail Jackie Damrau at [jdamrau3@airmail.net](mailto:jdamrau3@airmail.net). ♦

*Wiki, continued from page 2*

For more information about the origins of the wiki and the word itself, see [en.wikipedia.org/wiki/WIKI](http://en.wikipedia.org/wiki/WIKI).

*You:* We already have a Web site and a great webmaster. We don't need this wiki.

*Me:* Even though you can use a wiki for just about anything, I'm proposing the use of it for collaboration among the leaders of a chapter or SIG. What do members of the leadership group do? They share, exchange, and develop information relevant to their job functions. They collaborate. This is usually done by e-mail.

Let's say you use your home e-mail for all this collaboration. One day, you arrange to have a conference call from your workplace with your leadership team. You realize you left all your printed copies at home, and all the electronic copies are on your home computer. What now? Instead of being unavailable and inaccessible, all that information could be online and available no matter where you are and no matter when you need it. That is when an online application like a wiki becomes very useful. Posting information can be done by anyone, at any time, from anywhere. You do not have to depend on one experienced person to do all the work.

*You:* We have a few novices on our team who are just starting out as technical communicators. They aren't used to this type of work.

*Me:* No problem. The wiki I recommend for beginners (or busy experts) is the

Peanut Butter Wiki ([www.pbwiki.com](http://www.pbwiki.com)). I set up such a wiki in five minutes. You have a tool and a Web site at your fingertips for free. Yes, I have previously worked with Web sites, but the directions are so easy that I believe anyone can do it.

After the Web site is up and running, experts and novices alike can immediately start to add content. As they work on it, they can apply their technical skills of structuring and communicating information. This is also the perfect opportunity to mentor beginners. They won't run shrieking into the night, vowing never to volunteer again. They can add another skill to their résumés—and so can their mentors. As the group's knowledge grows, the wiki grows. Your efforts build a history to benefit future leaders.

The Peanut Butter Wiki site provides templates to help you start your wiki, and explains all the practical things like backups and so on. Its ease of use should ensure that no one is excluded from participating in the management team and making contributions. It's like peanut butter sandwiches. How much effort would it take you to teach other people how to make peanut butter sandwiches, even if they have never before seen peanut butter in their life? And if peanut butter is foreign to you, I am sure you'll find someone who can teach you!

*You:* Before I get hungry. . . in what way is this better than e-mail?

*Me:* You can stop being overwhelmed by e-mails. So many people complain about the quantity and the size of e-mail messages. Many a mailbox has come to

a grinding halt with massive documents being transmitted back and forth. Just post them on the wiki, and your mailbox will breathe a sigh of relief. Users with the old 56k modems will also breathe a sigh of relief and stop worrying about their phone bills. Newsletter groups can really benefit just for this reason.

*You:* Ah, but if people have low-capacity modems, they won't want to go online. What do they do?

*Me:* You only have to go online when adding information or retrieving files. Peanut Butter Wiki uses notifications for all updates. It sends you an e-mail notification any time someone makes a change. The changes and the author are listed in that e-mail.

Don't worry. There is security. You use passwords to sign in, and you can even make the site "invisible" to anyone who does not have a password. You need to visit [www.pbwiki.com](http://www.pbwiki.com) to sign up. Check off the option for notifications while you are there. Then you can sit back and enjoy the e-mails.

Don't sit back too far, however. You'll want to participate and contribute, of course! The notifications benefit those who do have a speedy Internet connection, but do not have the time—or do not remember—to visit the Web site.

*You:* Editing the wiki means I still have to be online for a while, right?

*Me:* Yes, but not a long time. You can compose your thoughts in *Word* or

*Wiki, continued on page 11*

## Ever Thought about Virtual Council Meetings?

If your community has members who are geographically dispersed, virtual council meetings might be the solution for you. The Leadership Community Resource (LCR) can connect you with a SIG manager to coach you through the process. Contact Mary Kabza, Director of Marketing and Membership, at [mary@stc.org](mailto:mary@stc.org) or +1 (571) 366-1912 for more information.

The LCR will officially launch on May 13—the day that Leadership Day will be held at STC's 54th Annual Conference. ♦

*Wiki, continued from page 10*

*Notepad* at your convenience without being connected to the Internet. (You can even use paper for brainstorming at the beach or on the train!) When you are ready, you just go online, log on to the wiki, paste in your work, and log off again. The interface of this particular wiki and others I have seen is “light,” meaning that it displays quickly on your screen with no expensive delays while the site downloads unnecessary graphics.

*You:* Does this take more time than working with my familiar e-mail program?

*Me:* Think about it. Composing an e-mail or composing an article on the wiki takes the same amount of time, more or less. There is no real time loss. It may take you a bit longer to make your contribution to the wiki as opposed to just sending an e-mail. This may be due to the material already on the wiki. You may want to move some information or do other tasks that take a bit of time.

This is where added value comes in. All your efforts will be shared. You do not risk just sending one bit of information in an e-mail to one person. Everyone’s information is shared equally. Remember, we’re talking about collaboration here. You have the potential to keep track of all the loose ends that could otherwise go missing under different circumstances. Suddenly, it no longer feels as though you are spread across different time zones. It is as though you are all sitting in the same room, exchanging ideas.

*You:* The times, they are a-changin’.

*Me:* People are talking about wikis as well as other collaboration tools. Even though wikis may not be a part of your day job, it is definitely worth your while to know them and similar online collaboration tools. Another wiki to investigate is MediaWiki ([www.mediawiki.org/wiki/MediaWiki](http://www.mediawiki.org/wiki/MediaWiki)). *Google Docs* has also been used for collaboration ([docs.google.com](http://docs.google.com)). These are just a few examples.

Wikis are not going away. They may appear at your workplace, at your child’s school, or in your other community activities. What would it be like if the family came to its favorite technical communicator for help and you didn’t have the answer? Why not give it a try and see what can develop from this new way of collaborating with your STC colleagues?

What do *You* say? ♦

*Karen Mardahl (karen@mardahl.dk), a technical writer based in Denmark, works for Vitesse Semiconductors. She and Lisa Pappas, comanagers of the AccessAbility SIG, use wikis for their leadership team and for the SIG newsletter Achieve!, thanks to the initiative of Terry Smith, past Achieve! editor. The format of this article was inspired by Jean-Luc Dumont’s article, “Asking Questions,” in the January 2004 Intercom.*

*Events, continued from page 8*

Preconference workshops will begin on May 12. For more information, please visit [www.stc.org/54thconf](http://www.stc.org/54thconf).

**June 4, 2007**

**CONFERENCE**

The **Israel Chapter STC**, which will celebrate forty years as a chapter—and as the oldest STC chapter outside of North America—will hold its semiannual 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](mailto:convention@stc-israel.org.il) or visit [www.stc-israel.org.il](http://www.stc-israel.org.il).

Send announcements of your community or regional events to [tieline@stc.org](mailto:tieline@stc.org). ♦

## Send Contact Info to STC Office

If the STC office does not have an updated list of your community leaders, please send these names to the membership department at +1 (703) 522-2075 (fax) or [membership@stc.org](mailto:membership@stc.org).

The office must have current information on the following chapter positions: president (or student chapter advisor), first vice president, secretary, membership manager, treasurer, newsletter editor, employment manager, and webmaster. The office also tracks the following SIG positions: manager, newsletter editor, secretary, webmaster, and membership manager.

Thank you for your cooperation! ♦

## Feedback Welcome!

Help *Tieline* serve you by sending comments and suggestions for improvement to the *Tieline* editor at [tieline@stc.org](mailto:tieline@stc.org). ♦

# IDL SIG Presents Live Web Seminar on Interactive Training

By William Huscher, Instructional Design and Learning (IDL) SIG Public Relations Manager

You may be the best trainer on the planet, but you'll never interact with your audience the way Dr. Sivasailam Thiagarajan (Thiagi) and his associates can. How you teach a course says so much about your credibility, your experience, and your professionalism—all rolled into one. Some trainers reiterate information straight out of a workbook, point to diagrams, rewrite old examples to teach, and call it interactive training. In April, an Instructional Design and Learning (IDL) SIG live Web seminar will teach participants how to provide games and activities to best engage their audience.

Some tools promise to boost classroom participation, but the lesson that trainers most often learn themselves is that such tools are expensive, cumbersome, and not practical in all situations. An alternative that many trainers are beginning to take seriously is Thiagi's approach to engaging audiences.

Everyone agrees that an interactive training environment is important—and expensive tools fall short of their technological promises all too often. In contrast, Thiagi shares a set of proven principles and procedures that increase and improve interactive training—easily and affordably! Firmly based on his conviction that the essence of interactivity can be unleashed in the trainer's mind and not the keyboard, Thiagi's techniques are directly related to instructional outcomes rather than DSL modem speed.

Techniques shared in his live Web seminar include:

- ❖ Pair work
- ❖ Polling and predicting
- ❖ Interactive fiction
- ❖ Facilitated follow-up
- ❖ Jolts

Thiagi's professional experience spans decades. He has worked with over fifty top-tier organizations in the high-tech, financial services, and management industries. He's consulted and provided training in such areas as right-sizing, diversity, creativity, teamwork, customer satisfaction, human-performance technology, and organizational learning. He's published forty books, created 120 games and simulations, authored more than 200 articles, made hundreds of presentations and keynote speeches at professional conferences (in fact, he holds the International Society for Performance Improvement, ISPI, record for making the most presentations), and is a regular presenter at Lakewood's training conferences and the annual conferences of the American Society for Training and Development (ASTD) and the North American Simulation and Gaming Association (NASAGA). Thiagi has served as the president of NASAGA and the Association for Special Education Technology (ASET), and has received seventeen different awards and presidential citations from ISPI, including the society's highest honor—being named an honorary life member. He has also been named an honorary life member of NASAGA, and has received its highest honor, the Ifill-Raynolds award.

Thiagi is charismatic, knowledgeable, and funny. Your expectations should stay high long after his presentation.

If you don't know what "jolts" are, then it's in your best interest to attend, learn, and play!

*IDL SIG, continued on page 14*

## STC Election Opens

Online voting has opened for STC's 2007 election.

Members may vote at [eballot3.votenet.com/stc/login.cfm](http://eballot3.votenet.com/stc/login.cfm).  
The election closes at noon ET on April 12, 2007. ♦

## "From Writer to Communicator": A Must-Read

The February 2007 issue of *News & Notes* features the article "From Writer to Communicator," which details STC's efforts to change how the U.S. government defines the technical communication profession in the *Standard Occupational Classifications* (SOC). Why is the SOC important? It's used by the Bureau of Labor Statistics (BLS), a U.S. government agency that collects information on and categorizes the profession.

STC's efforts to update the definition created by BLS reflect our strategic objective of telling our powerful story. To learn more about STC's work with this project, read the *News & Notes* article at [www.stc-cdx.org/newsnotes/2007/02/a2](http://www.stc-cdx.org/newsnotes/2007/02/a2). ♦

# Adobe Courts Technical Communicators

**A**dobe Systems Incorporated wants to reinforce the company's relationship with technical communicators, and has demonstrated this by becoming the Platinum Sponsor at this year's Technical Communication Summit—STC's 54th Annual Conference—May 12–16. (Read more about the sponsorship in the February 2007 issue of *Intercom*, page 29.)

But what does this mean? What does Adobe want technical communicators to know about the company and its products? *Intercom* asked Michael Hu, senior product marketing manager at Adobe.

**Intercom:** Adobe has made a huge commitment to the Technical Communication Summit. Why?

**Hu:** We want technical communicators to know that Adobe has more to offer them than just *FrameMaker*. We've pulled together standard-setting tools that technical communicators use in their work, and we're evolving these into a more integrated user experience. The individual pieces are *RoboHelp*, *FrameMaker*, *Captivate*, and *Acrobat 3D*.

**Intercom:** This is similar to what Adobe did with *Creative Suite* for graphic designers?

**Hu:** Along similar lines, yes. A core audience for the *Creative Suite* is creative professionals—people whose primary job is to produce high-quality print and Web output, typically for commercial publishing. Adobe started off by offering many of the individual tools those creative professionals use, and over time we brought the individual tools together to produce an integrated suite. This time around, our focus is on technical communicators—many of whom already use *FrameMaker*, *RoboHelp*, *Captivate*, and, of course, *Acrobat*.

**Intercom:** So, how do the technical communication pieces fit together?

**Hu:** Obviously, the programs and technologies we acquired from Macromedia are key. *Flash* and Adobe PDF play important, complementary roles in the publishing process. The individual products each have their own integration points, which are based around how people use them in their day-to-day workflow. For example, *RoboHelp* is used by the majority of professionals who produce help systems for desktop and Web-based applications and corporate intranets.

**Intercom:** And it's just been updated . . .

**Hu:** Yes—the first major *RoboHelp* update in three years. An example of cross-product integration is how *RoboHelp* and *Captivate* fit together. Adobe *Captivate 2* (formerly *RoboDemo*) allows technical communicators to create software simulations that illustrate how the real software works. It's something every help developer should have in his or her toolkit.

**Intercom:** What do you do with these simulations?

**Hu:** You can deploy simulations created with *Captivate* as standalone e-learning deliverables, or you can integrate them into your *RoboHelp* help system.

**Intercom:** Everybody's talking about it, so I have to ask: Do you support DITA?

**Hu:** Oh, yes! *FrameMaker* has some DITA support right out of the box, and you can get more by downloading one of our free application packs at [www.adobe.com/go/dita](http://www.adobe.com/go/dita). *FrameMaker* was a pioneer in bringing XML support to technical documentation, and we'll continue to support that into the future. ♦

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## Lone Star, continued from page 4

I also always think about the distribution list. Of course we have e-mail addresses for various departments at the area newspapers, but this year's scholarship PR effort led me to add area schools' technical writing departments and newspapers to the list. Thinking of smaller newspapers led me to include smaller, local area magazines. Of course, I always personally copy friends and colleagues on releases regarding upcoming meetings. You'd be surprised how many of your friends would like to

attend a meeting and catch up with you at the same time!

### Putting Ideas on the Back Burner

One last thing—what do you do when you have a great idea and can't get necessary committees on your council to help out? Put it on the back burner. I've found you really can't make anyone do anything. Chances are it will still be a good idea when the next council is in place with some new faces and fresh

blood. Try floating it again and see what happens!

Don't be discouraged if you can't get a great idea implemented the first time you try, and don't waste too much time on it the first time. Keep thinking about it and refining your pitch! That's not a bad plan for all your PR efforts.

*Please feel free to contact me at [Publicrelations@stc-dfw.org](mailto:Publicrelations@stc-dfw.org) for a copy of the generic e-mail or to see what the recruiter e-card looks like.* ♦

# Sponsorship Opportunities for Communities at Annual Conference

**W**ould you like to increase your membership numbers? What about increasing the number of volunteers and leaders in your chapter or SIG? Would you like to promote technical communication to your clients or employers?

Increase your presence and make a statement to technical communicators: become a sponsor or promote sponsorship at STC's Technical Communication Summit.

Sponsorship is a great way for your chapter or SIG to recruit new members and retain existing ones. It also gives your chapter or SIG the opportunity to be more visible, and partner more closely with the Society to promote the technical communication profession.

For more information about special discounted sponsorship opportunities, including a list of options, go to [www.stc.org/54thConf/sponsorship](http://www.stc.org/54thConf/sponsorship). You may also contact Lloyd Tucker, STC's Director of Education, at [lloyd@stc.org](mailto:lloyd@stc.org) or by calling +1 (571) 366-1904.

However, if sponsorship isn't ideal for your chapter or SIG, consider promoting sponsorship opportunities for your clients, employers, or member businesses. This gives you the opportunity to point out to your employers and clients that your profession holds a successful annual international conference that is supported by major corporations who recognize the value of technical communication.

Be seen. Be heard. Make a difference. Be a sponsor. ♦

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## *Fellows, continued from page 1*

Marketing Communication SIGs

**Lori A. Marra**, Rochester Chapter; Emerging Technologies SIG

**Dick Miller**, Willamette Valley Chapter; Usability & User Experience SIG

**Sylvia Miller**, Southwestern Ohio Chapter; Consulting & Independent Contracting and Instructional Design & Learning SIGs

**Jack Molisani**, Aloha, Los Angeles, and Orange County Chapters; Consulting & Independent Contracting, Lone Writer, and Management SIGs

**Beth Najberg**, Chicago Chapter; Illustrators & Visual Designers, Information Design & Architecture, Instructional Design & Learning, and Online SIGs

**Lisa R. Pappas**, Carolina Chapter; AccessAbility SIG

**Barbara J. Philbrick**, Northeast Ohio Chapter; Consulting & Independent Contracting SIG

**Kathryn Poe**, Lone Star Chapter; Instructional Design & Learning SIG

**Lynda R. Shindley**, Twin Cities Chapter; Instructional Design & Learning SIG

**Frank E. Tagader**, Aloha and Rocky Mountain Chapters; Information Design & Architecture, Instructional Design & Learning, International Technical Communication, Online, Single Sourcing, and Usability & User Experience SIGs

**Douglas C. Woestendiek**, Connecticut Chapter; Emerging Technologies SIG

## Honors Reception

The new fellows and associate fellows will be honored at STC's 54th Annual Conference, May 12–16, 2007, in Minneapolis, Minnesota. An honors banquet will be held on Tuesday, May 15. (A reception will precede the banquet at 6 PM.) Tickets for the banquet and reception are \$45 and can be purchased using the conference registration form online at [www.stc.org/54thConf/register/index.asp](http://www.stc.org/54thConf/register/index.asp). ♦

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## *IDL SIG, continued from page 12*

### Event Information

Title: Learning with Thiagi  
Date: Wednesday, April 11, 2007  
Time: 1 PM Eastern Time (10 AM Pacific Time)  
Cost: Members \$50; nonmembers \$65  
Presenter: Dr. Sivasailam Thiagarajan  
Duration: 1.5 hours

To register, please visit [www.stcsig.org/idl/webinar](http://www.stcsig.org/idl/webinar). For more information, please contact Jane Smith, IDL SIG manager, at [manager@stcidlsig.org](mailto:manager@stcidlsig.org) or +1 (928) 284-0455.

For more information about Thiagi and the Thiagi Group, please visit [www.thiagi.com](http://www.thiagi.com). ♦

## Mailings from the STC Office

- STC members who did not pay their dues by mid-February received reminder notices from the STC office.
- In early March, all eligible members will receive ballots and voting instructions for the upcoming election for Society office. Information on candidates is included in the March 2007 issue of *Intercom*.

## Community Leaders' Monthly Reminders

### March

- Membership fees are past due as of **April 1, 2007**. Chapter presidents will receive a complete chapter roster in the first week of April. It will be divided into two sections: paid and unpaid memberships. Please remember to thank your paid members for renewing or joining, and encourage unpaid members to rejoin.
- Start thinking about 2008 international competitions. To receive competition mailings, designate an individual to serve as interim competition manager pending final appointment of next year's manager.
- Report community election results to the STC office at [membership@stc.org](mailto:membership@stc.org).
- Community leaders should remind members that those who have not renewed their dues will receive their last copy of *Intercom* in March.
- Forward the names of those community leaders who will attend Leadership Day to the Society office. Please e-mail this information to Elaine Gilliam at [elaine.gilliam@stc.org](mailto:elaine.gilliam@stc.org), or fax it to +1 (703) 522-2075. Leadership Day will take place during the annual conference.
- Send a current version of your chapter's bylaws to Peg Cottrell at [peg@stc.org](mailto:peg@stc.org) for the STC office files.

## Membership at a Glance

As of March 12, 2007:

Total members:	16,801
Members residing in the U.S.:	14,200
Members residing in Canada:	1,532
Members residing elsewhere:	1,069
Total communities*:	154

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



## Leadership Links

Leaders' Reference Guide: [www.stc.org/PDF\\_Files/ChapterLeadersGuide\\_0607.pdf](http://www.stc.org/PDF_Files/ChapterLeadersGuide_0607.pdf)

Chapter Handbook: [www.stc.org/stcmembers/chResources01.asp](http://www.stc.org/stcmembers/chResources01.asp)

Tieline Knowledge Base: [www.stc.org/stcmembers/tielineKb01.asp](http://www.stc.org/stcmembers/tielineKb01.asp)

Chapter finances: [www.stc.org/stcmembers/chFinances01.asp](http://www.stc.org/stcmembers/chFinances01.asp)

Tieline archives: [www.stc.org/stcmembers/tielineArchive01.asp](http://www.stc.org/stcmembers/tielineArchive01.asp) and

[www.stc-cdx.org/tieline](http://www.stc-cdx.org/tieline)