



SOCIETY FOR  
TECHNICAL  
COMMUNICATION

# Newsbrief

Monthly Publication of the Mid-South Chapter

VOLUME 23, NUMBER 10, OCTOBER 2004

## October Meeting Program

### STC Transformation: What It Means to the Society, the Mid-South Chapter, and You

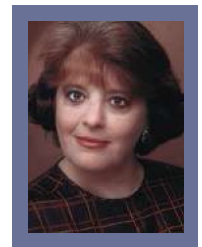
by Alison Masilak

If you've read recent issues of *Newsbrief* or *Intercom*, you've probably seen the word "transformation" quite a lot. But what does STC transformation mean? Why does the Society need to transform? Why should you care?

These questions and more will be addressed during our October meeting on Monday, October 11, at the Central branch of the Memphis/Shelby County Public Library. Region 3 Director-Sponsor Beth Tanner and STC Immediate Past President Thea Teich will give a brief presentation on transformation, followed by a Q&A session.

This meeting is a "member appreciation night," and admission will be free. All members are strongly encouraged to attend—you will have the opportunity to learn about new options available to you, from e-memberships to "communities." You will also be able to give feedback to the administrative council. We are looking for ways to provide more value for your membership, and your input will help us set a meaningful course for the future.

Please join us in welcoming two members of the Society's executive board and in moving forward as a strong chapter by attending on October 11. We'll start networking at 5:30 p.m. and start the program at 6:30 p.m. For directions and more details, see page 8. See you there! ♦



Region 3 Director-Sponsor Beth Tanner and STC Immediate Past President Thea Teich will speak on the Society's transformation at the October meeting.

## Mid-South Chapter to Host STC Web-Telephone Seminar on November 10

Do you want an opportunity to get out of the office during the day, network with a variety of local technical communicators, and learn tips from an expert in the field?

Join us at the Conference Center at Lenox Corporate Park (3175 Lenox Park Blvd.) on Wednesday, November 10, as the Mid-South chapter hosts the STC web-telephone seminar "Introducing Windows 'Longhorn' Help" by Char James-Tanny.

Check-in, networking, and lunch will begin at 11:30 a.m. From noon to 1:30 p.m., we'll listen and watch as Char James-Tanny gives us a preview of developing online help with the upcoming Windows operating system code-named "Longhorn." (For more information on the topic, go to <http://stc.webex.com>.) After the seminar, you can chat with other attendees until 2:00 p.m.

To help celebrate our first time hosting an STC web-telephone seminar, registration cost starts at \$10. To register, see the [form](#) enclosed with this issue of *Newsbrief*.

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## From the Editor

by Apryl Cox

I'm excited about the upcoming events that the Mid-South chapter is hosting! We're lucky to get a thorough explanation of the STC transformation from two Society board members at our October 11 meeting, which will be free and at the amazing Central branch of the Memphis/Shelby County Public Library. Members should take advantage of this meeting.

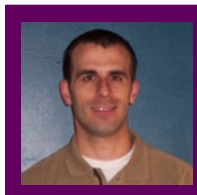
And as you might have seen on page 1, for the first time in a long time, the Mid-South chapter will be hosting a daytime meeting on November 10. I hope to see all of you who responded to our survey about meeting times, locations, and topics with a request for lunch meetings.

Speaking of the survey, the deadline has been extended to October 16. Thanks to all of you who have already responded. For those of you who haven't, see page 7 or fill out a copy at the October chapter meeting.

I hope to see you at the Central Library on Monday, October 11! ♦

## Looking for a Job?

Check out the listings of local jobs in technical communication at <http://www.stc-midsouth.org/jobs.html>, or contact the Mid-South chapter employment manager, Paige Marshall, at 901.263.2557 or [paige.marshall@fedex.com](mailto:paige.marshall@fedex.com). And if you hear of a job, let Paige know so that we can share the information with other local technical communicators.



## A Chapter on a Mission

by Glenn Sanders

As the president of the Mid-South chapter, I've been impressed this summer by the drive and creativity of our officers and managers. In addition to attending and running monthly chapter meetings, creating newsletters, generating publicity, keeping detailed records, greeting and following up with guests, maintaining information on local jobs, liaising with various departments at the University of Memphis, and managing our finances, website, and cell-phone drive, these officers and managers also continue to meet once a month to address regular chapter business and look for creative ways to add value for our members.

Smaller committees also meet to address issues such as upcoming meeting programs, a daytime web-telephone seminar, and a chapter brochure. Already we've all benefited from the work of the program committee, thus far responsible for four innovative programs over the summer: a panel discussion on the annual STC conference, a tour of the FedEx Institute of Technology, a progression on current technical communication topics featured in recent *Intercom* articles, and Bob Morris's presentation on emerging technology in the Mid-South.

This group has an impressive program lined up for the rest of the year, including a special chapter meeting in October (a free, member appreciation night on the 11th

*Mission continued on p. 3*



*Creating and supporting a forum for communities of practice in the profession of technical communication*

<http://www.stc.org>

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*A sharing community creating opportunity*

<http://www.stc-midsouth.org>

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# Newsbrief

*Newsbrief* is the monthly newsletter of the Mid-South chapter of the Society for Technical Communication, a nonprofit organization. We create the newsletter to

- Involve members and visitors more fully in professional development and service.
- Foster a sense of community among chapter members and visitors.
- Provide a link between professors and students at local universities.
- Promote the benefits of chapter membership to attract new members.

## Submissions

If you would like to contribute an article to *Newsbrief*, submit

- The text portion of the article as a text (TXT), rich text (RTF), or Microsoft Word (DOC) file.
- Photos as JPG or TIFF (for TIFF, file resolution  $\geq$  150 dots per inch (dpi)).

Please send all submissions to the editor of *Newsbrief* by the 10th of the month to be considered for the next month's issue.

## Copyright

*Newsbrief* invites writers to submit articles that they wish to be considered for publication. Please note, however, that by submitting an article, you implicitly grant a license to *Newsbrief* to run your article and for other STC publications to reprint it without permission. You as the writer nonetheless hold the copyright. When you submit an article, please let the editor know if this article has run elsewhere and if it has been submitted for consideration to other publications.

## Reprints

Articles published by *Newsbrief* may be reprinted in other STC publications if credit is given to the author as well as the Mid-South chapter and a copy of the reprint is sent to the *Newsbrief* editor.

## Subscription

To receive *Newsbrief* (for free) every month, give your email address to the editor.

## Advertising

*Newsbrief* accepts advertisements relevant to technical communicators. Base prices are listed below, and discounts will be given for ads that run in at least two consecutive issues. For more information on how you can reach the more than 100 readers of *Newsbrief*, contact the editor.

Full page.....	\$60
Half page.....	\$40
Quarter page.....	\$20
Business card.....	\$10

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*Mission* continued from p. 2

at the new Central branch of the Memphis/Shelby County Public Library, located on Poplar, when we'll discuss the Society's transformation initiative), a panel discussion about contracting in November, and a special technical communication tools and tips gift exchange in December.

Another outcome of this hard work is our new chapter mission statement. The Society has a broad mission statement: "Creating and supporting a forum for communities of practice in the profession of technical communication." This statement definitely captures the essence of STC; our chapter even references the statement in our own mission statement. However, the chapter's administrative council agreed that having our own, more detailed mission statement would be a vital tool as we worked to focus our efforts, identify chapter needs, set criteria for solutions, prioritize and make tough decisions, and, most importantly, convey to the community what we're about—doing so does our membership justice. Our chapter has always been about something—actually, many things. Now we just needed to put it to paper.

After months of discussion and many revisions, we're pleased to present the Mid-South chapter's mission statement to our members and others in the community:

"The Mid-South Chapter of the Society for Technical Communication works to:

- Promote technical communication in both the business and academic communities to attract professionals and students to the field.
- Provide continuing education and networking opportunities to local technical communication professionals and provide updates on changes in technology, the marketplace, and education.
- Support future technical communicators through educational programs, mentoring, and financial assistance.
- Grow our relationship with the academic community, with the business community, and with other non-profit organizations in the Mid-South by generously sharing ideas and resources.
- Contribute to the Mid-South community by providing outreach via educational and philanthropic initiatives.
- Sustain our efforts through chapter growth and providing value to chapter members.
- Support the mission and goals of the Society for Technical Communication."

We believe this mission statement addresses all the reasons we as officers and managers do what we do each month, giving of our time and resources, and why you do what you do—attending our monthly meetings, reading our newsletter, contributing your old cell phones, visiting our website, and continuing to support our chapter through your membership.

As we explore new territory during the year ahead, I am comforted with this new compass to guide our efforts as we work to add even more value to members through creative programs and other initiatives. Please let us know how we're doing so far, and what we can do to make the chapter even better. ♦

## Member News

Congratulations to Mid-South chapter member Michael Albers! Mike is the guest editor of the August 2005 issue of the Society's journal, *Technical Communication*. The theme of this special issue will be the future development of the profession. Topics suggested in the call for proposals focused on how new or expanded skill sets and technologies will impact the field of technical communication and what research agendas and practices individuals and the field as a whole will need to adopt to succeed. Although we'll have to wait until August for the issue to hit our mailboxes, in the spring, Mike plans to give the chapter a sneak peek into the future of technical communication beyond writing and editing. ♦

## Society Board Establishes New Membership Categories

*Adapted from the September 2004 issue of Tieline*

As part of its transformation initiative, STC will introduce four new membership categories this fall. The new categories vary in price and give members the option of joining multiple STC communities (chapters and SIGs).

The Society board of directors recently approved the cost of member dues for four of STC's new membership categories. Membership dues have not been increased. The board also decided how many STC communities members may select. The new categories will appear on dues renewal forms (to be mailed in November) and on new member applications for 2005.

Descriptions of the new membership categories, costs, and benefits are available below. You can also access this table and information on prorated dues for members who joined this year at <http://www.stc.org/transformation/article9.asp>. ♦

### New Individual Membership Categories: Costs and Benefits

Membership Category	Publications	Communities	Voting Privileges	Cost (in USD)
Classic Membership	Paper copies of <i>Intercom</i> and <i>Technical Communication</i> , and access to the online versions	Members choose between <ul style="list-style-type: none"> <li>• 1 chapter and 1 SIG, or</li> <li>• 3 SIGs</li> </ul> Additional SIGs available for \$5 each; additional chapters for \$10 each	Yes	U.S.: 145.00 Canadian: 145.00 + 15.00 postage Overseas: 145.00 + 35.00 postage Retired*: 72.50
Limited Membership	Paper copies of <i>Intercom</i> and <i>Technical Communication</i> , and access to the online versions	None	Yes	U.S.: 125.00 Canadian: 125.00 + 15.00 postage Overseas: 125.00 + 35.00 postage
E-Membership	Online access to <i>Intercom</i> and <i>Technical Communication</i> ; no paper copies	Members choose between <ul style="list-style-type: none"> <li>• 1 chapter and 1 SIG, or</li> <li>• 3 SIGs</li> </ul> Additional SIGs available for \$5 each; additional chapters for \$10 each	Yes	U.S.: 135.00 Canadian: 135.00 Overseas: 135.00
Student	Online access to <i>Intercom</i> and <i>Technical Communication</i> ; no paper copies	Members receive <ul style="list-style-type: none"> <li>• 1 student chapter and 1 professional chapter</li> <li>• SIGs available at no cost</li> </ul> Additional chapters available for \$10 each	No	U.S.: 50.00 Canadian: 50.00 Overseas: 50.00

\*To qualify, an individual must be retired and have been an STC member for at least 10 years. Retired members are not counted in the calculation of chapter rebate amounts.

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## Word Tips: Tweaking Settings to Reduce Eyestrain

by Glenn Sanders

This month marks the beginning (and possibly the end, depending on reader feedback) of a new column in *Newsbrief* called “Word Tips.” No, it will not help your Scrabble game. But you might learn a thing or two about troubleshooting Microsoft Word and bending it to your will. This month’s tip is on tweaking your Word settings to reduce eyestrain. Note that while the instructions are written for Word 2000 and Word 2002 users, I’ve added parenthetical comments to help those using Macs and/or earlier versions of Word.

As a writer and editor, I often catch myself staring for long periods of time at my computer screen, becoming so engrossed in my work that I subconsciously attempt to compensate for the blurring text by squinting, moving my face closer to the screen, and assuming a neck position that would make chiropractors foam at the mouth. We all know the result of these prolonged sessions: difficulty reading, eyestrain, neckache, headache, worsening vision.

And we all know the common remedies, many taken from the field of ergonomics: blink your eyes, look away, focus on another object, stand up and stretch, take a coffee break, go for a walk, take a two-hour lunch, hang out at a coworker’s cubicle, check the printer, unplug your monitor and claim your hard drive has crashed. While some of these solutions are worth trying from time to time, I thought I’d share two more practical workarounds—both of which involve tweaking your Word settings—that can help reduce your eyestrain and keep you productively plugging away at the keyboard for hours on end.

### Solution One: Adjust the Text Size on Your Screen

This seems a common sense approach, right? Well, we don’t always practice what we know. Case in point: I’ve been working on this article for about an hour (not linearly mind you) and just now caught myself leaning towards my screen, tilting my neck, and straining my eyes—all before I remembered to change my settings (and, like, I’m writing an article about this topic).

So, here’s what I just did and what you can do to get the most from your screen and text:

1. Make sure your screen is maximized.
2. Go to the View pull-down menu to determine whether you are in Normal or Print Layout view.
3. On the standard toolbar, click the arrow next to your current zoom level (expressed as a percentage, and generally set to 100%).
3. If you’re in Normal view, choose “Page Width.” But if you’re in Print Layout view, choose “Text Width.” (Note that if your version of Word is missing one of these options, you can choose a specific percentage from the Zoom dropdown menu or type in your own.)

This action will expand the size of your text to its maximum potential without cutting off any text and forcing you to scroll horizontally.

### Solution Two: Change Your Background and Text Color

Another way to help with eyestrain is to reverse your background and foreground colors. More and more websites (and presentations) follow this guideline about positive/negative space because of studies on the readability of and reduced eyestrain caused by white text against a dark background (as opposed to black text on a white background, which is still the next-best thing).

While this solution only works with Word (whereas solution one works with most Microsoft applica-

*Word Tips* continued on p. 6

### Share Your Gifts

The holidays are drawing closer, and the Mid-South chapter is planning to celebrate with a gift exchange at our December meeting! We’re not talking mugs, tote bags, books, and pens here—we’re talking tools and tips. Do you know a great timesaving tip for Microsoft Word? Do you have a killer piece of freeware you stumbled upon that helps you every day? Is there a reference book that you find absolutely indispensable? Are there any websites you frequent that help make you a better technical communicator? If so, we invite you to share this gift with the chapter at the December meeting.

From now until Wednesday, December 1, send your gifts to Apryl Cox at [ammcox@yahoo.com](mailto:ammcox@yahoo.com). Include the name of your gift, a brief statement about how you use it and why it’s so great, and information people will need to retrieve it, such as a URL or publisher and publication date. We’ll pool everyone’s responses to create a master list for meeting attendees. In addition, you’ll have a few minutes to present your gift to the chapter.

Other chapters have compiled similar lists and found them to be a gold mine of great information. We hope this gift exchange will prove just as fruitful for the Mid-South chapter, so send in your favorite tool or tip today!

tions), it's an easy process that can just as easily be reversed. (You can even skip these steps by placing macro icons on your formatting toolbar so that you can toggle between these display options with one click, but that'll be a different article.)

How to change your background and text color:

1. On the Tools menu, click "Options." (Note that if "Options" doesn't appear on the Tools menu, look for "Preferences" on the Tools menu or on the Word menu.)
2. Select the "General" tab.
3. Check the box next to "Blue background, white text."
4. Click OK.

That's it. Now, to reverse these settings, return to the General tab and uncheck the box. Until next time... good computing! ♦

*If you have a Word question or tip to share, send it to [newsletter@stc-midsouth.org](mailto:newsletter@stc-midsouth.org) so that we can feature it in a future "Word Tips" column.*

## STC SCHOLARSHIP APPLICATIONS AVAILABLE

Each year, STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication.

Four awards of \$1,000 each will be granted for academic year 2005–2006. The application deadline is February 15, 2005.

Application forms and instructions are available from the STC office:

901 N. Stuart Street, Suite 904  
Arlington, VA 22203–1822  
703.522.4114

<http://www.stc.org/scholarshipinfo.asp>

## September Meeting Notes

by Gail Spake

At the chapter program meeting on September 13, 2004, 30 attendees (16 chapter members and 14 nonmembers) met at the Cottage at the Four Seasons to hear Bob Morris of the Butler Snow law firm discuss emerging technologies in the Mid-South region. As chairman of the Technology Resources Foundation, Bob works to increase support for developing commercial technological enterprises. He emphasized the importance of incentives and infrastructure to attract and sustain pure and applied research from which commercial enterprises develop. Using examples of successful biotechnology firms in the Mid-South, Bob highlighted how successful enterprises can create good jobs and contribute to the well-being of the consumers who benefit from the products and services of these firms.

Bob noted that, compared with surrounding states, Tennessee lags behind in development of commercial ventures, impacted by such factors as our tax structure, infrastructure, and the budget priorities of our legislature. Therefore, private organizations such as the Technology Resources Foundation and Memphis Area Technology Council encourage collaboration between area universities, a model shown to work well in other states. Bob and others who advocate developing commercial enterprise also encourage local research institutions to migrate toward a climate that would enable researchers to spin off private businesses with their research findings. The ability to commercialize discoveries encourages good researchers to locate here and to stay.

Some excellent research is funded and supported in the Mid-South. For example, the FedEx Institute of Technology houses researchers in several technical areas, including artificial intelligence and logistics support. The University of Mississippi has made remarkable discoveries at their National Center for Physical Acoustics for applied use of sound waves, for instance, to cauterize arteries—an application that could be beneficial on battlefields. Other private enterprises in the Mid-South are developing innovative products and services, for example, services to expedite medical testing, more efficiently manage crop yield, and more effectively perform home inspections.

Currently, the strongest technology enterprises that exist in Memphis are logistics and medical device companies. Bob predicted that biotechnology is the emerging technology in our area and anticipates that for each biotechnology firm, the process of starting up and becoming strongly grounded here will take about 5 years. ♦

## You Can Help

by Mary Sue MacNealy

Do you have a cell phone you no longer use? That phone could help a battered individual, an invalid, or a house-bound senior citizen reach 911 when they need emergency help. Just bring the phone to the next chapter meeting.

Last year we sent 35 phones to Phones for Life, an organization that reprograms the phones to dial only 911 and then distributes them to persons in need. Our goal this year is to collect 50 phones. We have a good start with about 15 already turned in. Now it's up to you.

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## Letters

To the Editor:

The leadership of our Mid-South chapter should be highly commended for its guidance, vision, volunteerism, and significant professionalism. At the outset, I must state that leadership is rarely created ex nihilo, so many years of excellent chapter administration have helped to bring us to this point.

As a member of the administrative council (who rarely attends those meetings but who sees the minutes and on-line discussions), I can attest to the hours and hours that our council spends on behalf of our chapter, profession, and community.

When I was on the STC Board of Directors 15 years ago, I had the distinct privilege of visiting many chapters throughout the United States, speaking at regional leadership conferences, hearing about the woes and problems of chapters, and sitting at STC leadership workshop tables at the annual conference. I want to say that our current officers, managers, and other volunteers are among the best.

Yes, I have a conflict of interest: I have mentored or taught several members of our administrative council. But I write this letter with almost 30 years of STC experience.

I marvel at the dedication and commitment that our chapter leadership displays. I marvel at the consistently high calibre of programs we have had in the past several years. I marvel at the outreach to the Mid-South community that our leaders manifest. I marvel at the requests to members for input into chapter issues (e.g., meeting places, programs, time of meeting, cost).

If you have been to a meeting lately, if you have been participating as a professional in your chapter, if you have been responding to requests from the administrative council for input, then bully for you and keep the comments coming. If you haven't, then you should consider doing these things.

Again, I want to say to the current and past leaders of our chapter: Cheers to you, and may we continue to grow in our profession, leadership, and society. What we do as technical communicators—as diverse as we are in the Mid-South chapter—is needed more and more as we move into an increasingly information-intensive world.

*David L. Armbruster, Ph.D.*  
STC Fellow and STC Past President ◆

### Mid-South Chapter Meeting Survey

The Mid-South chapter would like to know what you think about our chapter meetings. Please respond to [ammcox@yahoo.com](mailto:ammcox@yahoo.com) with your answers to the following questions by Saturday, October 16, or better yet, fill out a survey at the October 11 chapter meeting. Thanks for helping us work toward making this a great program year!

1. What time would you prefer to have chapter meetings?
  - a. 5:30 p.m.
  - b. 6 p.m.
  - c. 7 p.m.
2. Would you like to continue to have food at meetings?
  - a. Yes
  - b. No
  - c. Doesn't matter
3. Where would you prefer to meet?
  - a. Restaurant (please suggest a restaurant)  
\_\_\_\_\_
  - b. Cottage at the Four Seasons
  - c. Other private meeting facility (please suggest a location)  
\_\_\_\_\_
  - d. Doesn't matter
4. If you do not regularly attend meetings, what is the primary reason?
  - a. Topics do not interest me
  - b. Can not make it to evening meetings
  - c. Meeting cost
  - d. Other (explain) \_\_\_\_\_  
\_\_\_\_\_
5. If you do not regularly attend meetings, what would entice you to come?
  - a. Better meeting topics (please suggest topics that would interest you) \_\_\_\_\_  
\_\_\_\_\_
  - b. Lunch meetings
  - c. Meetings at a different time of month (please suggest day and time) \_\_\_\_\_
  - d. Reduced cost of meetings
  - e. Other (explain) \_\_\_\_\_  
\_\_\_\_\_

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## Upcoming Chapter Meetings

Please plan to attend the following upcoming events of the Mid-South chapter.

Unless otherwise noted, meetings cost \$10 (\$5 for students with a valid ID), and cash is requested.

### Monday, October 11, 5:30–7:30

*Topic:* STC Transformation: What It Means to the Society, the Mid-South Chapter, and You

*Speakers:* STC Region 3 Director-Sponsor Beth Tanner and STC Immediate Past President Thea Teich

*Location:* The Central branch of the Memphis/Shelby County Public Library, 3030 Poplar Ave. Entrances are on Poplar Ave. and Walnut Grove Rd. between Tillman St. and N. Holmes St.

*Cost:* FREE, as part of member appreciation night

### Monday, November 1, 5:30–8:00

*Topic:* Panel Presentation on Contract Working

*Speakers:* To be determined

*Location:* To be determined

### Monday, December 6, 5:30–8:00

*Topic:* Tools and Tips Gift Exchange

*Speakers:* Alison Masilak and anyone who brings a tool and/or tip to share

*Location:* To be determined

If you would like additional details or have ideas for future meeting topics and speakers, contact Alison Masilak ([ajoyner@memphis.edu](mailto:ajoyner@memphis.edu) or 901.274.0215). ◆

## Technical Communications Competitions

Let your hard work be recognized! Enter your online communications, technical publications, and technical art in an STC chapter's technical communications competition. If you receive a Distinguished Technical Communication award in your category during the chapter competition, your work will qualify for automatic submission to the Society's international competition.

Check out <http://www.stc.org/internationalCompetitions.asp> for a list of chapters holding professional competitions. See <http://www.stc.org/studentCompetitions.asp> for a list of chapters holding student competitions.

## CALL FOR CLIPPINGS

If you see a notice about an activity of the Mid-South chapter in a local newspaper, please cut it out and bring it to our publicity manager, Diana Fedinec, at the next meeting. She needs 2 original copies of each notice for the chapter's entry in the STC chapter publicity competition.

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## Other Meetings of Interest to Technical Communicators

The Mid-South chapter has received notices about the following events.

### October 10–13, 2004

SIGDOC 2004, the 22nd annual meeting of the American Association for Computing Machinery's Special Interest Group for Design of Communication, will be held at the Fogelman Conference Center on the University of Memphis campus. For more information, visit <http://www.sigdoc.org/2004>.

### October 21–23, 2004

The 64th annual conference of the American Medical Writers Association, Gateway to Knowledge, will be held at the Adam's Mark Hotel in St. Louis, Missouri. For more information, see <http://www.amwa.org>.

### February 25–26, 2005

Currents 2005, the STC Atlanta chapter's annual conference, will be held at the Atlanta campus of Mercer University. For more information, contact conference manager Rachel Grimes at [rhgrimes@checkfree.com](mailto:rhgrimes@checkfree.com). Complete conference information is posted at <http://www.stcatlanta.org>.

### May 8–11, 2005

The 52nd annual conference of STC, Experiencing Technical Communication, will be held in Seattle, Washington. For more information, go to <http://www.stc.org/conference.asp>. ◆

Registration Form for STC Web-Telephone Seminar  
"Introducing Windows 'Longhorn' Help" by Char James-Tanny  
Hosted by the Mid-South Chapter  
November 10, 2004, Noon to 1:30 p.m.\*

Name \_\_\_\_\_ Profession \_\_\_\_\_

Phone number \_\_\_\_\_ Email address \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_

Lunch option\*\*

Drink (choose one):

- Unsweet tea    Sweet tea    Coke    Diet Coke    Sprite    Bottled water

Entrée (choose one):

- Traditional sandwich: choice of meat, choice of bread, lettuce, tomato with potato chips and pickle spear

Meat (choose one):

- Oven roasted turkey breast    Smoked turkey breast    Chicken salad    Tuna salad  
 Roast beef    Imported ham    Hard salami

Bread (choose one):

- White    Wheat    Rye

- Veggie sandwich: cucumbers, lettuce, tomato, guacamole, sprouts, Swiss cheese on wheat bread with fat-free ranch dressing on the side, potato chips, and pickle spear

- Spinach wrap: spinach, guacamole, pico de gallo, sprouts, sliced mushrooms, Asiago cheese, with picante sauce on the side, potato chips, and pickle spear

- Turkey wrap: 99% fat-free oven-roasted turkey breast, guacamole, diced tomatoes, sprouts, with ranch dressing on the side, potato chips, and pickle spear

- Chicken Caesar salad: chicken breast, romaine lettuce, Asiago cheese, trans-fat-free croutons, Caesar dressing

- Garden salad: assorted garden-fresh vegetables, cheese, trans-fat-free croutons and choice of dressing on the side

Dressing (choose one):

- Bleu cheese    Italian    Ranch    Thousand island

Dessert (choose one):

- Brownie

Cookie:

- Chocolate chip pecan    White chocolate macadamia    Oatmeal raisin    Peanut butter

Registration fee (choose one)\*\*:

Early registration rate:

- Member \$10    Nonmember \$20

Late registration rate:

- Member \$15    Nonmember \$25

Payment option:

Mail a completed registration form and a check payable to Mid-South Chapter STC to  
Mid-South Chapter STC  
c/o Tracy Burgess  
3175 Lenox Park Blvd, Suite 409  
Memphis, TN 38115

OR

Register and pay with a credit or debit card online at <http://www.stc-midsouth.org>, starting October 18, 2004.

\*Check-in and networking will begin at 11:30 a.m.; the seminar will last from noon to 1:30 p.m.; more networking time will be available from 1:30 p.m. until 2 p.m.

\*\*Lunch cannot be guaranteed for individuals whose registration form and payment are received after 10 a.m., Tuesday, November 9.

\*\*\*For you to qualify for the early registration rate, your registration form and payment must be **received** by the Chapter no later than 10 a.m., Tuesday, November 9. If you register as a member and your membership status cannot be verified, you will be billed for the difference between the member and nonmember registration rates plus a \$1 surcharge.