

# Newsbrief

The newsletter of the Mid-South Chapter of the Society for Technical Communication

June 2010

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

## From Our Chapter President

*By: Kim Knauss*



I am truly excited to become a member and also actively involved with such a wonderful organization. After many years of moving around the country and spending a very short five years in Italy, my husband has retired from the military. With this life change, my family and I have settled into the Arlington community. I am excited about the opportunity now before me to begin growing my career and eventually establishing a business in this area. I greatly enjoy the exchanges and interactions with clients that allow me to successfully identify with my clients and anticipate their needs ending in the final printed project. There is a certain sense of accomplishment in capturing and clearly explaining a detailed concept that accurately and efficiently accomplishes my clients' goals. I love technical writing!

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Having worked as a technical writer for over fifteen years, I've had the good fortune of working with many professionals and being a part of a number of exciting projects. As a contract technical writer, my experience (and love) lies primarily in technical writing with a focus on developing training manuals, standard operating procedures, and quick reference guides for clients including Procter & Gamble; Moral, Welfare & Recreation (Department of Navy); and currently Medtronic. In addition to developing training packages I've prepared marketing materials including brochures, presentations, and video scripts for clients including Domino's, AT&T, and Post House Productions. In addition to writing, I've also had the great opportunity of working as Special Education Instructor for 8<sup>th</sup> Grade Language Arts (focus on grammar & writing skills) and as a 7<sup>th</sup> Grade Language Arts Instructor. The skills I developed as a technical writer (simplifying difficult concepts, editing and writing engaging texts) greatly enhanced my ability to work with and help my students grow as writers.

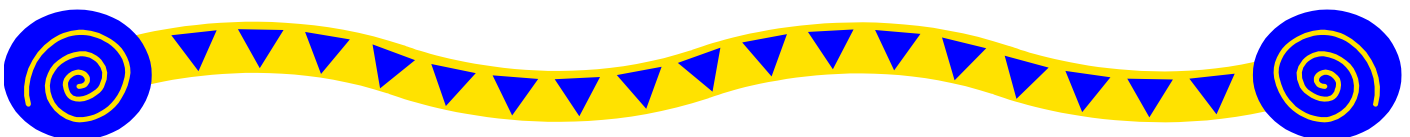
My writing experiences would not be as successful without training and interaction with other professionals. I received my degree in English from Auburn University and have continued my education and training in such areas as grant writing and project management. Through the coming year I hope to continue the excellent job Kelly has done in providing an environment that encourages professional development. The Programs Committee will be meeting in July to layout our organization's calendar for the year. Please share your ideas for meetings or suggest training topics for our organization. We all have unique professional skills that have enabled us to succeed. By combining our knowledge, experience, and contacts, we have the ability to grow professionally.

While I am a writer, I am also a mother and wife. I enjoy my professional work as a technical writer, and I love my role as a "home engineer" a.k.a. Mom. My sons, Simon (11) and Carson (10) keep me very busy with their sports, scouts, and music; my husband, a business analyst at the Naval Support Activity in Millington, also seems to find lots of things to occupy my time. Just as with many of you, I have other interests, including reading, running, and gardening.

As we move forward, I eagerly anticipate working with and meeting you all. This organization is alive with energy and excitement for our profession. Get ready to grow!

Have a great day!

[president@stc-midsouth.org](mailto:president@stc-midsouth.org)



## From the Editor

By: *Caitlin Kalmon*

Hello members and friends of the Mid-South Chapter of the Society for Technical Communication! My name is Caitlin Kalmon and I am your newest Newsletter Editor. I am excited about my first and upcoming issues. I hope you all enjoy them! As we begin the summer, many of May's graduates are out and about searching for employment. Throughout the next few newsletters, my goal is to investigate different fields within the technical communications world. My feature articles will begin in the next issue of *Newsbrief*.

Please, enjoy the latest newsletter! I look forward to your feedback at future meetings and via email at [newsletter@stc-midsouth.com](mailto:newsletter@stc-midsouth.com).

## Wanted:

### Presenters and Speakers!

Do you love public speaking? Do you have innovative ideas or techniques that you want to share with your peers?

We are currently looking for technical communicators to present ideas, techniques, and software at one of our future chapter meetings!

If you are interested in becoming a speaker, please contact our Kim Knauss at [president@stc-midsouth.org](mailto:president@stc-midsouth.org).



*Newsbrief* is the newsletter of the Mid-South Chapter of the Society for Technical Communication, a nonprofit organization. We create the newsletter to do the following:

- 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 to *Newsbrief*, please contact the newsletter editor with your ideas at [newsletter@stc-midsouth.org](mailto:newsletter@stc-midsouth.org)

#### **Copyright**

Writers are invited to submit articles for publication consideration. 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. Please let the editor know if your article has run elsewhere or been submitted to another publication.

#### **Subscription**

To receive email notification when *Newsbrief* has been posted online, send your email address to the newsletter editor.

#### **Advertising**

Advertisements relevant to technical communicators are accepted. Base prices are listed below, and discounts will be given for ads that run in at least two consecutive issues. For more information, contact the newsletter editor.

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

#### **Contact Information**

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## Future Mid-South Chapter Meetings

### July 2010

*Please note: In July 2010, we will be taking a summer break from our monthly chapter meetings. Please watch your email and future editions of Newsbrief for more information on monthly meetings*

### August 2010

Date: TBA  
Time: TBA  
Place: TBA



## May Meeting Notes

By: Caitlin Kalmon

May's monthly meeting was a lecture and PowerPoint presentation by Dr. Dmitri Stanchevici, professor at the University of Memphis. After a wonderful introduction by his colleague Dr. Susan Popham, Dr. Stanchevici began his lecture entitled "Lysenkoism: Abnormal or Post-normal Science." The lecture provided the audience with material to devour and contemplate.

According to Dr. Stanchevici's lecture, Lysenkoism is a doctrine that dominated Soviet biology and agriculture from the 1930's through the 1960's. Lysenkoism is mainly remembered for its oppressive campaign against Soviet genetics. In Lysenkoism, heredity is the property of the whole body and not just the genes. Any modifications the body experiences during a lifetime are passed onto the next generation. Dr. Stanchevici discussed Joseph Stalin's role in relation to the doctrine of Lysenkoism, the differences between Lysenkoism and the popular Mendelian genetics, and the struggles raging in biology between the new and the old ways of thinking.

Dr. Stanchevici's lecture was followed by a short question and answer session in which he handled all the questions from the audience with the well-formed answers of a great scholar.



## Local Events for Technical Communicators

### **July 2010**

Topic: People Issues of Project Management

Speakers: Jana Markowitz

Organization: Project Management Institute

Date: July 13, 2010

Time: 5:30pm – 7:30pm

Location: First Tennessee Auditorium

*For more information, please visit*

[www.pmimemphis.org](http://www.pmimemphis.org)

### **July 2010**

Topic: Happiness 101

Speakers: Dr. Bevalee Pray & Michael Vitali

Organization: American Society for Training &  
Development

Date: July 13, 2010

Time: 11:30am – 1:00pm

Location: Doubletree Hotel

*For more information, please visit*

[www.astdmemphis.org](http://www.astdmemphis.org)

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## Live Webinars

### **June 23, 2010**

Topic: Promoting Your Career through Social Media

Time: 1:00pm – 2:00pm

Presented by: Rich Maggiani

Costs: Members - \$79

Nonmembers - \$149

Students - \$29

### **July 14, 2010**

Topic: Personality and Writing Style: Playing to Your  
Strengths

Time: 1:00pm – 2:00pm

Presented by: Andrea Wegner

Costs: Members - \$79

Nonmembers - \$149

Students - \$29

### **June 30, 2010**

Topic: Building Visual Explanations: Practical  
Advice for Writers

Time: 1:00pm – 2:00pm

Presented by: Don Moyer

Costs: Members - \$79

Nonmembers - \$149

Students - \$29

### **July 21, 2010**

Topic: Sailing Solo: A Lone Writer's Journey  
Continued

Time: 1:00pm – 2:00pm

Presented by: Darice Lang

Costs: Members - \$79

Nonmembers - \$149

Students - \$29

*For more information on Live Webinars or to register, please visit [www.stc.org](http://www.stc.org).*