



Newsbrief

Monthly Publication of the Mid-South Chapter

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OCTOBER MEETING ANNOUNCEMENT

by Margaret Carbaugh

Our October meeting will feature two senior editors, who will talk about their different perspectives on mentoring in the editing profession.



David Armbruster, Ph.D., currently head of scientific publications at the University of Tennessee Health Science Center, has been an author's editor for almost 30 years. His presentations and publications focus on ethical issues in scientific communication and internships. His teaching experience includes scientific writing workshops for faculty and other professionals, a course on oral presentation skills for graduate students, lectures on ethical issues, and the graduate-level technical/scientific editing course at The University of Memphis as adjunct faculty. A Fellow and past president of the Society for Technical Communication, Armbruster has been involved with both the East Tennessee and Mid-South chapters and has served on numerous Society committees including conference, strategic planning, the journal's editorial board, and recognition programs.

Julia Cay Jones, Ph.D., has been an editor at St. Jude since 1998, and has served as interim director of the Scientific Editing Department since March 2001. Before coming to St. Jude, she received her Ph.D. in microbiology from the University of Mississippi Medical Center, where she subsequently completed a postdoctoral fellowship in the Department of Psychiatry and Human Behavior.

Please join us on Monday, October 7, for a lively and informative program meeting at the Pig-N-Whistle Restaurant

on Winchester. Networking begins at 6:00 p.m., followed by the program at 6:30. For more information, see the last page of this newsletter.

OCTOBER WEB WORKSHOP

Help us spread the news about our web workshop for beginners coming up Saturday, October 19, from 9:00 a.m.–1:00 p.m. at the Hampton Inn Southwind on Hacks Cross Road. The 4-hour workshop will be open to the public and limited to 20 students.

The half-day session will include:

- Continental breakfast
- Workbook
- Information about the Mid-South Chapter of STC
- Fundamentals of HTML
- Design/Usability Basics
- Writing E-Bay Ads That Sell
- Practical Session - Writing and Testing Basic Code
- Q & A Session

Proceeds from the seminar will go toward funding STC Mid-South officers' attendance at the annual conference. The cost of the seminar will be \$79. For additional information, contact Jackie Walters at 901.434.7489.

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ARE YOU STILL INVESTING?

by Rob Houser,
Region 3 Director-
Sponsor



With the economy still uncertain, many of us have become leery of investing. Some people are pulling up stakes and retreating. Others are sitting on what they have while they wait to see what happens. And others are still investing for long-term rewards.

Do you think I'm talking about money? I'm not. I'm talking about investing in your career.

Even though times are tough this is not the time to stop investing in your career. Do you know the tools and technology that are in demand? Are you improving your skills and abilities? Did you get at least two weeks of training this year? Are you renewing your STC and other professional society memberships? Have you created a personal training plan?

I hear a lot of people saying that they didn't get any training this year because their companies cut back on the training budget. Your companies should be investing in on-going professional training, but if they don't it's your responsibility to pick up the slack.

If you identify a need for a particular class or conference and you can't get

your company to pay for it try the following:

- Offer to pay half
- Ask for paid time off and offer to pay your own way
- Agree to pay for your own expenses and reduce them by sharing a room and eating sandwiches instead of fancier meals
- Find a distance-learning outlet offering similar training
- Look for local trainers or mentors to give you the information you need
- Buy a self-paced book and commit to spending X number of hours per day completing the tutorials

My point is not just that you can find alternatives for your training but that you bear the ultimate burden of ensuring that you receive training, even if you have to pay for it yourself.

Contractors fall into a similar trap. They say: "I don't get paid to go to training." Many contractors make the mistake of living off their weekly check instead of putting some of that money aside for other expenses such as vacation/sick time, retirement, and training. Contractors get paid because they're supposed to have the latest skills and abilities. If you've been contracting for 3-5 years and haven't been getting

Continued on page 3



Designing the future of technical communication

Society PresidentEdward J. See
Region 3
Director-Sponsor.....Rob Houser

Mid-South Chapter

A sharing community creating opportunity

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The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. The Society's 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, Web and Intranet page information designers, translators, and others whose work involves making technical information available to those who need it.

Membership in STC offers opportunities to learn new job skills, network with other technical communicators, and broaden your professional horizons.

To learn more about what the STC has to offer, visit:

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

additional training, you may be setting yourself up for some unexpected time off because you're not keeping up.

Here's a little bonus: Paying for your own training expenses counts as nonreimbursed business expenses if you itemize on your taxes, so you'll get some of that money back.

Here's a big bonus: In a tight job market, the people with the most up-to-date and in-demand skills are the ones most likely to find re-employment quickly.

Investing in your career is the best job security you can have. It won't stop layoffs from happening, but it will give you a competitive edge in the job market.



interest groups. For more information on these and other benefits, visit the STC Web site at www.stc.org.

Please pass this article to a prospective member. To join STC, prospective members can fill out an electronic form or download a membership application at www.stc.org. Those who prefer to have a membership application mailed to them can request one from the STC office at the following address:

Society for Technical
Communication
901 North Stuart Street,
Suite 904 Arlington, VA
22203-1822
703.522.4114

PUBLICITY NEEDS VOLUNTEER

by *Teresa Roberts Johnson*

The Mid-South Chapter is looking for a publicity manager. The Chapter publicity manager gathers meeting information from the vice president or program manager to write concise but complete press releases to announce monthly meetings and other important events in the life of the chapter. The coordinator should have easy access to both email and fax for distributing press releases. Training will be provided.

This duty takes about an hour each month, plus the time spent at the monthly Board meetings at which chapter events are planned. Being the publicity manager is an excellent way to ease into chapter responsibilities and have a voice in the decision-making process of the Mid-South Chapter. If you would like to take advantage of this opportunity for chapter service and professional growth, please contact Teresa Johnson at 901.216.3600 or trjohnsn@midsouth.rr.com.

NEW MEMBERS SAVE ON STC DUES

Reprinted from Tieline, September 2002

As part of its annual fall membership drive, STC offers a special discount to new members who join the Society on or after October 1, 2002. For the regular member rate of \$140 (\$125 for dues plus a one-time \$15 enrollment fee), new members will be credited with dues paid for the remainder of 2002 and for calendar year 2003. That's fifteen months of Society membership for the price of twelve.

Among the benefits of Society membership are subscriptions to *Intercom*, the Society's monthly magazine, published ten times a year, and to *Technical Communication*, the Society's quarterly journal. These periodicals contain essential articles on the theory and practice of technical communication. Other membership benefits include discounts on STC's annual conference, the largest gathering of technical communicators in the world; eligibility for association group rate insurance; and access to STC's special

Newsbrief

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

Newsbrief is the monthly publication of the Mid-South chapter of the Society for Technical Communication, a nonprofit organization. Twelve issues of Newsbrief are published each year. We create the publication 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) or Microsoft Word (DOC) file, or as text incorporated within the body of an e-mail.
- Photos as JPG or TIFF.

If you choose to use a TIFF, please set the file resolution to 150 dots per inch (dpi) or higher.

To ensure that we publish articles within a timely fashion, we ask that you submit your articles by the tenth of each month for the coming month's issue. Send all submissions to the editor of Newsbrief.

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.

Editor

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ACCLAIMED COMMUNICATOR JOINS OUR BOARD

by Nell Johnson

Leanne Logan, a transfer from the Southwestern Ontario Chapter has taken over the much-needed responsibility of coordinating our speakers and programs. We are very proud and happy to have her working with our board.

Logan holds an M.A. in language and professional writing from the University of Waterloo in Waterloo, Ontario, and has eighteen years experience in technical communication. She has worked in four countries as a usability specialist and customer advocate, international project leader, technical communicator, and teacher.

While president of the Southwestern Ontario chapter, Logan established ties with other chapters and helped initiate



Leanne Logan is the Mid-South Chapter's new Program Manager.

chapter-school liaisons. She served as the Canadian issues committee manager and is a founding member of the Canadian Issues SIG.

At the STC conference this past May, many members of the Mid-South Chapter were present to see Logan become an Associate Fellow. She has been a stem manager at these conferences, and received many other

awards and honors, including an outstanding service award and technical publications competition

awards at both the chapter and international levels.

Logan is senior advisor in interaction design with Quarry Integrated Communications, headquartered in Waterloo. She has recently bought a home in Midtown, which she shares with her 15-year-old British Blue cat, Mensa.

Thanks for joining us, Leanne.

WELCOME TO A NEW MEMBER

by Nell Johnson

Donald Richie from Bolivar, TN is our newest member. Welcome!

SEPTEMBER MEETING?

To those who did not receive the cancellation e-mail for the last Mid-South Chapter meeting and who showed up at the Pig-N-



Whistle, the board offers a sincere apology. We had a series of events, including illness, that occurred at the last minute on Monday, September 9, that left us with no officer to run the meeting. The board addressed the problem at the last administrative council meeting, and a protocol was established to deal with the situation should it happen again.



GATEWAY TO YOUR FUTURE

Region 6 Conference Information - reprinted with permission

Discover that there's more than meets the eye in St. Louis. Step through the "Gateway to Your Future" at the 12th Annual STC Region 6 Conference, Sunday, October 13, 2002, through Tuesday, October 15, 2002, hosted this year by the St. Louis chapter.

The Society for Technical Communication offers the opportunity for discussion of issues relating to communication. The Region 6 Conference further promotes reflection on where we've been and where we're

going, as well as offering a chance to interact with colleagues and have fun!

Attendees can enjoy the beauty of America's heartland in autumn as we gather at the recently renovated Millennium Hotel in St. Louis. The Millennium Hotel is located in downtown St. Louis, across from the Gateway Arch and Busch Stadium, overlooking the Mississippi River, historic LaCledde's Landing and the shops of St. Louis Centre.

Mark your calendar now (note that we're meeting from Sunday through Tuesday, with presentations on Monday and Tuesday!) and plan on once again getting together with friends old and new to share your experiences and expertise.

Contact: Sally Spahn, General Manager
P.O. Box 187
Moline, IL 61266
SJS08@aol.com
309.797.9604 (Phone)
309.797.9371 (Fax)

MEETING REMINDER

What: October (dinner) meeting

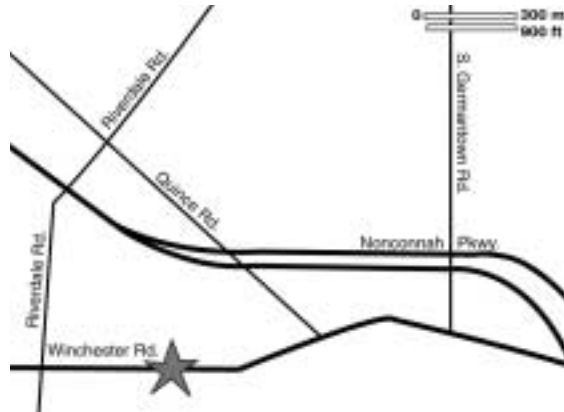
When: Monday, October 7, 6:00 p.m.

Program: Editing Panel

Where: Pig-N-Whistle Restaurant
7144 Winchester Road
901.754.4400

Menu: Barbecue buffet with all the trimmings

Cost: \$10, includes tax and gratuity



Newsbrief

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