



Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication Volume 6, Issue 4 August/September 2005

Introducing your 2005-2006 Chapter Officers

We have an outstanding group of Chapter officers this year and they're gearing up for a great season!

Ryan Lubben is planning programs and has arranged the meeting calendar for the year. Be sure to contact him with program or workshop suggestions.

Susan Duncan, Vice President, is working with Ryan on programs and workshops.

Christine White is leading our Membership effort.

Philomena Sucharda, Treasurer, is working with committee leaders to create zero-based budgets for the coming year.

Jesse Kieck is publishing the Lakeshore Connection. Be sure to send him announcements, articles, book reviews and items of interest.

Bob Graw is keeping our Chapter records in order and will be a regular contributor to the Lakeshore Connection.

Dave Clark is putting the final touches on our new Website.

Kathie Gorski, Immediate Past President, is leading the Rechartering Committee. This is in response to the Society Level Transformation Initiative. This committee will identify and communicate our Chapter mission, create new Chapter goals and strategies, and determine ways to keep the Chapter healthy and growing.

Letter from the President

*By Mollye Barrett
President,
Wisconsin Chapter, STC*

The 2005 program season of the STC Wisconsin Chapter is afoot! Our community is a gathering place for technical communicators to network, learn, exchange ideas and develop their careers. The 2005 season includes monthly meetings with speakers on a variety of topics, telephone seminars, mentoring opportunities, and workshops for members and visitors. Be sure to join our email list to receive updates of upcoming activities.

It's a great time to be the Wisconsin STC Chapter President and my goals are clear; offer members the programming, education and support they need to thrive in their careers, lead the Chapter in changes that will facilitate growth and renewal, and enjoy the opportunity to work with everyone!

I place great store in technical communicators, the work they perform and the value they add to society. You're important and so is your work. During the year, I'd like to meet

and talk with each of you to learn about your accomplishments and your challenges. So, don't hesitate to call me with questions, concerns, ideas, or just to say hello. I look forward to hearing from you!

In this issue:

Chapter Officers.....	1
President's Letter.....	1
Meeting Schedule.....	2
Kickoff Meeting.....	2
Member News.....	2
STC Training Program....	3
Editor's Column.....	3
Society News.....	4

2005-2006 Chapter Meeting Dates and Locations

DATE	LOCATION
Wednesday, October 12th, 2005	Midway Hotel, 1005 S. Moreland Rd., Brookfield
Wednesday, November 9th, 2005	Midway Hotel, 1005 S. Moreland Rd., Brookfield
Tuesday, December 13th, 2005	MSOE, 1120 N. Broadway, Milwaukee
Tuesday, January 10th, 2006	MSOE, 1120 N. Broadway, Milwaukee
Tuesday, February 14th, 2006	MSOE, 1120 N. Broadway, Milwaukee
Wednesday, March 15th, 2006	Midway Hotel, 1005 S. Moreland Rd., Brookfield
Tuesday, April 11th, 2006	MSOE, 1120 N. Broadway, Milwaukee
Tuesday, May 9th, 2006	MSOE, 1120 N. Broadway, Milwaukee
Wednesday, June 14th, 2006	Midway Hotel, 1005 S. Moreland Rd., Brookfield

Workshop Opportunities

Are you interested in improving your skills? A one-day, hands-on workshop may be the answer! Perhaps you'd like to lead a workshop! Suggestions from the June meeting include:

- Acrobat (Adobe/Print Production/Other Developers)
- Digital Photography
- Downsizing Documents: Minimalist Technical Writing
- InDesign
- Manual Evaluation Workshop
- Photoshop
- Proposal Writing
- STC Job Fair
- Technical Communication Jobs
- WebWorks Publisher
- XML

Contact Mollye Barrett or another Chapter Officer to let us know which workshop you'd prefer.

September Kickoff Gala Sails Despite Weather

Inclement weather may have kept the Milwaukee Maiden docked for the evening, but it did not stop Chapter members from chartering into a new program season. Kickoff cruise festivities were simply moved two blocks up the street to a local establishment, where members networked, enjoyed appetizers, and shared expectations for the upcoming year.



Member News



Kathie Gorski, our Chapter Immediate Past President, reports these new, promoted and transferred members in our Chapter:

Promoted to Senior Members:

- Lynn M. Armiger
- Michelle Christensen
- Jessamine Clemente
- Katherine M. Glaser-Brown
- Rosalie A. Peevy
- Stacy L. Schwarze

Congratulations!



STC's 2005 Training Program

What is the Training Program?

It's a two-day course covering the things you need to advance your career in technical communication—an in-depth, focused course taught by some of the most respected names in our field.

Choose from five courses, each covering a different subject within technical communication.

- The Architecture of Content.
Instructor: Jonathan Price, STC Fellow
- Creating and Using Personas to Improve Usability.
Instructor: Whitney Quesenbery, STC Associate Fellow

- Focusing on Content: Making Web Sites Work for Users.
Instructors: Janice (Ginny) Redish, STC Fellow, and Caroline Jarrett

- Leadership in Information Management: Developing the Business Framework and Implementation Roadmap for Single Sourcing, Content Management, and Knowledge Management.
Instructor: Benhong Rosaline (Roz) Tsai

- XML: From Hand-Coding to WYSIWYG Authoring.
Instructor: Neil Perlin, STC Associate Fellow

**October 20-21, 2005
Hyatt Regency Crystal City
Arlington, Virginia**

**Register by September 21
and save!**

For more information or to register, visit:
www.stc.org/training

Editor's Column

*By Jesse Kieck
Newsletter Editor*

Growing up I predominately played team sports- baseball, basketball and even football, against my mother's wishes, of course. The most successful teams that I played on had a few common traits:

- Great leadership
- A strong team concept - sum of the parts is not greater than the whole
- Player support for one another

These same traits are highly transferable to any business team.

As we move into a new Chapter season, let's keep these things in mind as we build our team. Sometimes our own success is not determined by us alone. Success is also determined by the value that we bring to one another. On that note, let's play ball!

Wisconsin Chapter Officers and Contacts



President:
Mollye Barrett
414-331-1378
mollye@clearpath.cc

Immediate Past President:
Kathie Gorski
262-628-1339
kgorski@execpc.com

Vice President:
Susan Duncan
414-961-7279
sduncan@catalystinternational.com

Membership Manager:
Christine White
920-893-9705
cmwhite823@yahoo.com

Newsletter Editor
Jesse Kieck
262-783-8575
jessejameskieck@att.net

Secretary:
Robert Graw
262-789-9900 X 227
rgraw@wi.rr.com

Treasurer:
Philomena Sucharda
262-681-9666
pmsucharda@ameritech.net

Program Manager:
Ryan Lubben
262-524-8429
lubbebsr@sbcglobal.net

Website & Mentoring:
Dave Clark
414-229-2643
dclark@uwm.edu

Upcoming Seminars

An STC telephone seminar is a chance for you to learn from some of the best professionals in North America from the comfort of a conference room with Chapter friends.

In a Web and telephone seminar, participants listen to the presenter over the phone while viewing presentation materials over the Web. This format provides easier access to materials for reference during the presentation. Mark your calendars for the following dates:

October 19, 2005

Project Planning and Quality Checks: Part 1
Presenter(s): John Wilson
Location: TBD

October 26, 2005

Project Planning and Quality Checks: Part 2
Presenter(s): John Wilson
Location: TBD

November 9, 2005

FlashHelp, WebHelp, Web Help... Help!
Presenter(s): Neil Perlin
Location: TBD

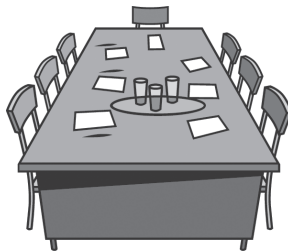
December 7, 2005

Mastering Metadata: Making the Most of Your Content Management System
Presenter(s): Bret Freeman
Location: TBD

Society Executive Director Changes

After 21 years of dedicated service to the Society, Peter Herbst's will leave his role as STC's Executive Director on September 16, 2005. Starting September 19th, Robert H. Moran will become Interim Executive Director and will serve until a permanent Executive Director is hired.

The STC Board of Directors continues an active search for a permanent Executive Director to provide excellence in managing the Society office and developing programs and services that will provide more value for more of our members in the future.



2005 Salary Survey Results

The results of STC's 2005 Technical Communicator Salary Survey are now available @ STC's Web site: www.stc.orgsalarySurvey.asp

The survey results feature information about salaries and benefits for STC members in the U.S. and Canada. The information is broken down by levels of experience, levels of education, gender, and ZIP code/postal code.

The salary survey form was sent to STC members all over the world. If enough members from a country outside of North America filled out the form, salary information about that country is included in the survey results. This year's results include information from Israel and the UK.

To access the survey results, log-on to the members-only section of the STC Web site using your member number and password. Your member number appears on your STC membership card and just above your address on the mailing label of Intercom. Password help is available on the log-on screen.

Lakeshore Connection is published six times per year (February, April, June, August, October and December) for members of the Wisconsin Chapter, Society for Technical Communication. Permission is not needed to reprint articles from *Lakeshore Connection* as long as the author and the newsletter are given credit. Please send a copy of the reprinted article to the editor.

We welcome articles from members. Feature articles and articles of general interest should be about 300-400 words. Articles should be submitted as a Word file attached to an email. Please include your name, title, and company.

Mailing address: Lakeshore Connection - STC Wisconsin, Attention: Jesse Kieck, c/o Milwaukee Electric Tool Corporation, 13135 W. Lisbon Road, Brookfield, WI 53005