



Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication Volume 6, Issue 3 June 2005

Wrapping up our 2004-2005 program year

Yes, our 2004-2005 program year is drawing to a close. We're having the final meeting of the season.

At this meeting, we will recognize and thank our current administrative board members, welcome the new board members, brainstorm for program and workshop ideas for the next program year, and have drawings for give-aways.

The meeting will be held Tuesday, June 14, at the Milwaukee School of Engineering Alumni Partnership Center, 1120 North Broadway (just south of the intersection of Juneau and Broadway).



The meal will be a delicious buffet, so bring your appetite. Parking is available in the lot next to the APC.

The meeting will start with networking at 5:30 P.M. to 6:00 P.M., and dinner from 6:00 P.M. to 7:00 P.M. Watch your e-mail for additional information about cost and reservations. ♦

Letter from the President

*By Kathie Gorski,
President, Wisconsin Chapter STC*

I returned just last week from the annual STC conference in Seattle. I spent a portion of my time there learning about the recently initiated transformation of the society and about how our chapter/community can engage in and benefit from the process.

One of the key points of the transformation is assessing and delivering value to our members. Looking back over the past term – and this is a good time to do so as the current administrative council steps down after the June meeting – I feel very good about the value we have provided to our membership. We have had an excellent mix of monthly programs, alternating venues to accommodate our members' demographics, an informative bi-monthly newsletter, a solid start to the redesign of our website, and chapter sponsorship of numerous STC webinars. We will be sending out a link to an online questionnaire soon to assess your ongoing needs, and I hope you'll take the time to provide feedback. Whether you want different types of programs, a continuing education series, opportunities for effective networking, or other opportunities for professional development, let us know.

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“Web Content Management Planning”

The topic for our May 18 meeting was “Web Content Management Planning: A Comparison of Open Source and De Novo Options.” The speaker was Monte Kendrick, president of Pixelogiq Data Systems, LLC, a technology and security consulting firm in Madison, Wisconsin.

Monte stated that “a content management system (CMS) is a system used to organize and facilitate collaborative content creation.” He noted that there are various types of content management systems, but that his presentation was focused on systems for managing the content of websites.

There are a number of options available for Web content management systems. These include:

- proprietary software products, available from commercial vendors (for a price).
- “open source” software products. Open source means that the project “is community-driven — the source code is available in un-compiled form, on the web,” he said. Experimenters, hackers, etc. develop the software for the joy of it, and to show their expertise. The software is free. You can use it as-is, modify it, etc.
- a “de novo” solution. This means that you develop and write your own content management software “from scratch.” You can also develop a hybrid solution — using some de novo software, and combining it with modules of open source code.

Each approach has its advantages and disadvantages.

In the end, Monte said, “The choice of a CMS is a business decision.” It will be based on the considerations (economic, etc.) of your department, business or organization. ♦

Letter from the President, continued from page 1

We have an excellent start for next term. The majority of administrative council and committee positions have been filled, but several remain open. Our most critical need is for a volunteer to take on the role of program manager. If you’d like to become involved in this or any other volunteer role, contact me at kgorski@execpc.com

It has been a pleasure to work with the other members of the outgoing administrative council and committees. My thanks to Mollye Barrett (VP), Amy Carlson and Susan Duncan (Programming), Jim Green (Secretary and Newsletter Editor), Diane Newbury (Membership), and Mike Witas (Treasurer) for being such fun and enthusiastic folk to interact with and for bringing many good ideas to the group.

Join us on Tuesday, June 14 for our final meeting of the term. The meeting will be part celebration, part brainstorming for the upcoming term. ♦

Member news



Diane Newbury, our Chapter membership manager, reports the following membership changes:

Members transferring in:

Robert Graw
Jeff Jensen
Shauna Lemieux
Stephen Madison

New members:

Shantele DeRocher
Sherry Dunn
Eric Ellerman
Stephanie Marris
Stacy Schutten
Stephanie Sprangers
Dana Turner

Congratulations! ♦

Editor's column

By James Green

I am fifty-two years old. To those of you who are older than that (is there anyone?), fifty-two probably doesn't seem "old." (Although I'm fifty-two, on a good day I can probably pass for, say, fifty-one.)

About a month ago, I was doing something that a fifty-two-year-old typically needs to do — I had gone to an eyeglass store and was ordering a new pair of glasses.

The young lady who was assisting me with my order (and she was *very* young — in her early twenties, I would say) knew her job. She helped me.

We eventually settled on a pair of frames, and I had brought along a prescription for the lenses. So that was that.

Then it came time to put some money down on my order. I got out my wallet, and started looking for my credit card.

I couldn't find it. I kept looking for it amidst my wallet stuff, *but I just couldn't find the credit card.*



At that point, I happened to have what a friend of mine refers to as a "Moment of Extreme Weirdness," or MEW.

I suddenly realized — and this was as clear as could be — that to the young lady who was waiting on me, *I probably look like an old man, fumbling with his wallet!*

Wow! "To see ourselves as others see us," as I think it was the poet Robert Burns who once wrote. (Actually, what Burns [who was Scottish] wrote was: "Oh wad some power the giftie gie us, to see oursels as others see us!")

The only thing is, is that I didn't know what to do with my sudden realization.

I guess there wasn't much that I *could* do. Except find that blasted credit card ... 😊 ♦

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Independent Contractor and Consultant SIG

By Ron Kurtus

Our chapter has an Independent Contractor and Consultant Special Interest Group (SIG) that meets bi-monthly to discuss writing issues, exchange ideas, network, and socialize with fellow independent writers.

Recently the group had sales motivator, Larry Cockerel, as a guest speaker.

Cockerel had been honored by then-Governor Bill Clinton as a top entrepreneur in Arkansas.

The admission to the meetings is free, although you will have to pay for your own meal.

If you are a freelance writer or independent contractor, or if you are interested in going out on your own, contact Ron Kurtus at ronk@ronkurtus.com for more information and to get on the group's mailing list. ♦



Iverson Selected for Two Awards

Iverson Language Associates, Inc., was selected by its clients and colleagues to receive two industry awards for its work in managing document translation. The company was honored with awards for "Small to Medium Enterprise" and "Service Provider of the Year" in the category of Full Service Localization Provider. Awards were presented at the *Client Side News* Expo on March 31, 2005 in New Orleans, Louisiana.

"We are honored by this recognition of our work, and thank the clients and colleagues who nominated and supported us, not only for this award, but also throughout the past 18 years. These awards recognize our ongoing commitment to quality and service," stated Steve Iverson, President/CEO.

Steve Iverson founded Iverson Language Associates, Inc. in 1986. The company works with companies and organizations nationwide that have an ongoing need to communicate business-critical information.

Steve Iverson is an active member of the business community; he has written and published numerous articles designed to educate clients about how to be more efficient in their translation efforts.

Headquartered in Milwaukee, Iverson Language Associates, Inc. provides strategic solutions for managing document translation. For more information please visit the Iverson website at www.iversonlang.com, or contact Kristen Crump at 414-271-1144, x16.

Client Side News, which hosted the industry exposition and presented the awards, is a magazine that focuses on the business issues facing the language and translation industry. ♦

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 e-mail. Please include your name, title, and company.

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