

# STC Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication

November 2007  
Volume 7, Issue 3



## Career Development Workshop

*By Trina Grieshaber, Program Committee Chair*

### Mark your calendars!

On Saturday, Nov. 17, your STC Wisconsin Chapter partners with the STC Chicago Chapter to sponsor a Career Development Workshop at the College of Lake County.

The featured speakers are Dr. Klaus Hofer of Communications and Training International (CAT-i); Jack Molisani, founder of ProSpring Staffing; and Rebecca Hall of Rebecca C. Hall Consulting.

To accommodate the differing needs of members' careers and lifestyles, this program offers you some choices.

You can attend either Dr. Hofer's full-day workshop, Applied Psychology for Technical Communicators, which runs from 9 am to 4 pm, or break up the day with Mr. Molisani's Career Makeover workshop in the morning, 9 am to noon, and Ms. Hall's Proposal Writing workshop in the afternoon, 1 pm to 4 pm.

Dr. Hofer will present an additional workshop at Metavante on Thursday morning, Nov. 15.

Dr. Hofer will also present a one-hour, high-impact presentation at our Nov. 14 Chapter meeting.

### Workshop Details

Cost for Dr. Hofer's 1 day workshop

- \$89 STC members
- \$99 non-STC members
- \$45 Students

Cost for each ½ day workshop:

- \$29 STC members
- \$39 non-STC members
- \$15 Students

Cost for combining the two ½ day workshops

- \$58 STC members
- \$78 non-STC members
- \$30 Students

NOTE: Students must have evidence they carry 9 credits or more.

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## Letter from the President

*By Linda Verwey, President, Wisconsin Chapter*

Greetings!

The season moves at an interesting pace. In the fall we can slow down after a busy summer, reflect on things past, and assess what we have done. At the same time, we can be energized with thoughts of what we have to do now to move forward with vitality.

As we begin this 2008 STC year, we have the opportunity to increase our membership, bringing knowledgeable and engaging new people together. We can exchange stories of past experiences, ideas about current thinking and trends, and possibilities for the future for technical communicators.

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## November Chapter Meeting: Argumentation Catalogues

*How do I convince people to implement complex changes I feel are necessary?*

**How do I persuade another party that we need more money in the budget to implement the required changes? How do I get buy-in from a group for a new idea?**

Join us on Wednesday, November 14 at Klemmer's Williamsburg Inn, where Dr. Klaus Hofer will discuss how to communicate using the argumentation catalog for effective negotiating.

Networking begins at 5:30 pm, dinner is served at 6, and the presentation starts at 7.

Klemmer's Williamsburg Inn is located at 10401 W. Oklahoma Ave, Milwaukee 53227.

Plan to also attend Dr. Hofer's workshops on November 15 at Metavante and on November 17 at the College of Lake County in Grayslake, IL 60030.

All these events promise to be unique, energy-packed opportunities for learning new strategies and methods for enabling effective communication.

To RSVP for the chapter meeting, please visit [www.stc-wi.org](http://www.stc-wi.org).

More information on the other workshops is listed on pages 1 & 3 ♦

*What skills must I have to advance my career?*

## Mentoring: Not Just for Students

As technical communicators we're always learning or teaching.

**How can we meet the increasing challenge to constantly sharpen our skills? What do you need to advance your career? How can the Wisconsin STC Chapter mentoring program help you meet new career challenges?**

This season, the Wisconsin STC Chapter mentoring program will provide several intensive workshops to help members learn or teach while developing their careers. These events are in addition to the regular monthly chapter meetings and the one-to-one relationship opportunities for mentors and protégés.

Be sure to take advantage of the special speakers and workshops to update your skills and build your career.

Planned workshops:

- A career makeover with Jack Molisani, Lavacon
- Networking with Scott Abel, The Content Wrangler
- Darwin Information Type Architecture (DITA) 2-day, hands-on sessions with Brian Buehling from Dakota Systems

Workshops in the planning stages include XML, Dreamweaver, and Flash.

Please contact Mollye Barrett ([mollye@clearpath.cc](mailto:mollye@clearpath.cc)) with topics of interest and workshop recommendations. And be sure to let Mollye know if you'd be willing to lead a workshop or serve as a mentor. ♦

## November 17 Workshop, continued

Date: November 17, 2007  
Time: 9 am-4 pm CST  
Venue: College of Lake County  
Address: Anderson Building [View Map](#)  
Rooms 225A and 226A  
19351 W. Washington  
Grayslake, Illinois 60030

Car-pooling can be organized for the approximately 1 hr drive to Grayslake. Please notify [Mike McCallister](#) if you would like to participate.

### Registration

**You must pre-register to guarantee your spot!** Registration at the door begins at 8 am, and space is not guaranteed.

To register for the workshops and prepay with PayPal, go to <http://www.stc-chicago.org/portal/index.php>.

Lunch is not included in the registration fee, but will be available either through the cafeteria or by ordering take-out or delivery.

### About the Speakers:

**Dr. Klaus Hofer** has a PhD in Organizational Psychology and has taught at universities in North America and Europe. He is a researcher, consultant, and trainer, working through CAT-i (Vienna/Ottawa) and Aracane Ltd. of Geneva and PECON Company Communications of Zurich (<http://www.klaushofer.ca>).

**Jack Molisani** is an Associate Fellow of the STC, president of the Aloha STC chapter, and was the chair of the STC Year 2000 Region 7/Region 8 Pan-Pacific conference in Hawaii. After years of hands-on technical writing, Jack went on to start ProSpring Technical Staffing ([www.ProSpringStaffing.com](http://www.ProSpringStaffing.com)), a staffing agency that specializes in placing permanent and contract technical writers. He also produces *LavaCon: The Conference on Advanced Technical Communication and Project Management*. Bring your business card! At the end of the workshop Jack will raffle off a free admission to the next LavaCon.

**Rebecca Hall** is the owner of Rebecca C. Hall Consulting, a consulting firm specializing in documentation design services, user documentation, online help, and programmer documentation. Becky has over 19 years of technical communication experience. An Associate Fellow of the Society for Technical Communication (STC), she has presented at conferences, including STC's annual conference, and the Help Online 2000 symposium ♦

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[Description of workshop topics, page 5](#)

### Wisconsin Chapter Contacts



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## 2007-2008 Meeting Schedule

### 2007

December 11 MSOE

### 2008

January 9 West

February 12 MSOE

March 12 West

April 8 MSOE

May 14 West

June 10 MSOE

### Save these dates!

More details will be published soon.

("West" is Klemmer's Inn)

The next newsletter deadline is December 20

## Upcoming Chapter Events

### November 14

**Topic:** Argumentation Strategies for Technical Communicators presented by Dr. Klaus Hofer

**Time:** 5:30 networking, 6 dinner, 7-8 presentation

**Location:** Klemmer's Williamsburg Inn, 10401 W. Oklahoma Avenue

**Cost:** \$15 members, \$20 non-members, \$10 students, \$5 no dinner

**RSVP:** by noon on Friday, November 9 at [www.stc-wi.org](http://www.stc-wi.org)

### November 15

**Topic:** Mind Mapping (for areas such as product development, SWOT analysis, audience analysis, or note taking)

**Time:** 8:30 am to noon

**Location:** Metavante Corporation, BDOC CAPE location, 11000 W Lake Park Drive, Milwaukee, WI 53224

**Cost:** More information to come

**RSVP:** by noon on Friday, November 9 at [www.stc-wi.org](http://www.stc-wi.org)

### November 17

#### Career Development Workshop

Applied Psychology for Technical Writers presented by Dr. Klaus Hofer; Career Makeover presented by Jack Molisani (morning only); Proposal Writing presented by Rebecca Hall (afternoon only)

**Time:** 9 am – 4 pm

**Location:** College of Lake County, Anderson Building, Rooms 225A and 226A, 19351 W. Washington, Grayslake, IL 60030

**Cost:** Dr. Hofer full day \$89 members, \$99 non-members, \$45 students  
Each half day \$29 members, \$39 non-members, \$15 students  
Combine half days \$58 members, \$78 non-members, \$30 students

**RSVP:** by noon on Friday, November 9 and prepay at <http://www.stc-chicago.org/portal/index.php>

## Membership Update

I'm happy to return to active membership in the chapter and serve as your Membership Chair. I welcome your ideas and suggestions for reaching out to attract new members and for welcoming them once they've joined our chapter. See the list of new members on page 6.

The entire membership listing is available on STC-wi.org. Please update your profile, if necessary, and include your job functions and interests.

*Verla Gatchell, Membership Manager, 2007-2008*

[membership@stc-wi.org](mailto:membership@stc-wi.org) ♦

## Career Development Workshop Topics

### Workshop 1 from 9:00 am - 4:00 pm

#### Applied Psychology for Technical Communicators, by Klaus Hofer

How can we resolve misunderstandings in communication? Right/left brain information processing and how it relates to technical communication. A discussion of eye-tracking, repeated reading, and difficulties readers encounter. More on Gestalt, memory, learning.

NOTE: This workshop is limited to the first 21 registrants.

### Workshop 2 from 9:00 am - 12:00 pm

#### Career Makeover, by Jack Molisani

Have you ever applied for a job that sounded interesting but didn't get called for an interview? Or interviewed for a job but didn't get the offer you wanted? If so, drop in to participate in a Career Makeover Workshop.

Topics to be addressed include:

- Breaking Into the Technical Writing field
- The Top 10 Mistakes Writers Make When Looking for Work
- How to Use a Portfolio to Ace a Job Interview

### Workshop 3 from 1:00 pm - 4:00 pm

#### Proposal Writing, by Becky Hall

To land business as an independent contractor or consultant, you must craft a business proposal that's persuasive and accurate. Learn about different types of proposals and explore the process of persuading the client that you offer the best solution to their needs.

Topics to be addressed include:

- What are we "proposing?"
- What is an RFP, anyway?
- What to include in a proposal.
- How to use a proposal throughout the life of the project. ♦

## STC Changes Dues Structure to Benefit Chapters

In prior years, the Society has distributed \$24 per member to chapters of under 100 members, \$16 per member to chapters of 101 to 200 members, and \$8 per member for chapters over 200 members. At its August 2007 meeting, the STC Board of Directors voted to change the

dues structure. As a result, the Society can now allocate \$25 per member to every chapter, without regard to chapter size.

What a growth incentive for us!

Your dues are based on the membership category you select. Most (about 75%) of the

current STC members will see an increase of \$25. See the chart below for a description of the membership categories, their components, and rates.

For more information, go to <http://www.stc.org/membership/duesStructure02.asp> ♦

Category	Components Included	Rate
Classic Membership	Printed & online publications plus choice of one of the following: <ul style="list-style-type: none"> <li>• One chapter + one SIG</li> <li>• Up to three SIGs</li> </ul>	\$175
E-Membership	Online publications, plus choice of one of the following: <ul style="list-style-type: none"> <li>• One chapter + one SIG</li> <li>• Up to three SIGs</li> </ul>	\$165
Student or Retired Membership	Online publications, one student chapter, one regular chapter + up to three SIGs	\$75

## Member News



Join our membership manager Verla Gatchell in welcoming the new 2007 members:

Mary Alyce Appleby  
Patricia Blair  
Janice Bushe  
Barbara Arndt  
Linda Caruso  
Sherry Crossley  
Bill Duncan  
Paul Gundrum  
Susan Hale  
Rene Hardtke  
Cathy Helmlle  
Jessica Hodorowski  
Jacqueline Kelnhofer  
Sari Kimmel  
Patricia Leone-Thiel  
Cynthia Mackin  
Garson Marks  
Mike Marks  
Katharine Perella  
Tyler Sachse  
Diane Spear  
Kristin Thulin  
Barb Thurston  
Jeffrey Ward

**Welcome!!**

## October Chapter Meeting

*By Verla Gatchell*

The October 9th meeting featured a progression of four speakers who attended the STC National Conference, held May 13-16 in Minneapolis.

Mollye Barrett shared highlights of three sessions she attended: "Why We Should Teach XML" by Becky McShane, "Data vs. Information" by Patricia Houser, and "Effective Repetition on the Cohesiveness of Single Sourcing" by Sheila Kennison.

Trina Grieshaber spoke about "Myths and Trends in the Changing English Language," led by Karen O'Keefe and Thea Teich.

Pamela Hansen Ruben and Linda Verwey described their individual experiences as participants in the Content Management certificate program. To attain certification requires attending a two-day workshop held prior to the conference and four designated conference sessions.

Linda also spoke about the STC business meeting she attended, giving us additional information about various Society concerns. ♦

### Call for Articles

Members, this is your newsletter! Use it to learn something and, perhaps, to teach something.

Please submit the articles, opinions, announcements, book reviews, upcoming events, job changes, and promotions that you want to share with your fellow chapter members.

*Judith Blackbourn, Newsletter Editor*  
[newsletter@stc-wi.org](mailto:newsletter@stc-wi.org) ♦

## Letter from the President continued

I invite you to make connections and look for opportunities to bring new members into our chapter. Do you know someone who would add vitality and enrichment to our association through membership? I also invite you to fully participate in developing your own career by mentoring or being mentored. Get to know people who are already doing what you want to do. Reach out to someone who is eager to learn from your expertise.

So let's focus on growth for 2008. Let's grow our membership, grow our relationships, and grow our careers!

Warm regards,

*Linda Verwey, President, STC Wisconsin Chapter* ♦

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*STC Lakeshore Connection* is published six times a year for members of the Wisconsin Chapter, Society for Technical Communication. Permission is not needed to reprint articles from *Lakeshore Connection*; you can simply credit the author and the newsletter. As a courtesy, please send a copy of the publication to our editor.

We welcome articles from all members. The next deadline is December 20. Feature articles and articles of general interest should be about 300-400 words. Articles should be submitted as an MS Word file attached to an e-mail. Please include your name, title, and company.

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