



Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication Volume 4, Issue 6 December 2003

Letter from the President

Now that we are several months into the new season, I decided it might be a good time to see where we've gone and where we're headed for the rest of the term. We have had three successful chapter events thus far – the September *Edelweiss* cruise at which Council members picked participants' brains for ideas for future events, the October meeting at which Jan Kamholtz provided tips for deep Internet researching, and the November seminar by

Amy Carlson described on page 2 in this issue. We've got most of the remaining meetings lined up, so check the list below, and be sure to mark the dates in your calendar.

The Administrative Council is in the midst of refining a long-term strategic plan. We're also looking at the possibility of offering scholarships, are getting the chapter's bylaws ready for posting on the website for your comment, and are tossing around ideas about how to both celebrate and capitalize on the Society's 50th birthday. As always, we are trying to keep front and center the goal of

providing you, our members, with high-quality seminars and workshops that will make a difference in your professional lives. What can we do to help your career? We'd love to hear some ideas from you!

I look forward to seeing you at a chapter meeting or two, or perhaps at one of the STC telephone conferences we'll be supporting. If you have any thoughts or suggestions on chapter matters, send me an email at kgorski@execpc.com ♦

*Kathie Gorski
2003-2004 WI chapter
president*

Date:	Location:	Speaker/Topic:
Tuesday December 9	Paddy's Pub	Holiday gathering
Tuesday January 13	MSOE	Speaker Dave Clark, Asst. Professor UWM, on information design
Wednesday February 11	MSOE	Speaker Whitney Quesenbery, on usability in documentation (joint meeting with WORDS and MilwauCHI)
Wednesday March 10	MSOE	STC past, present, and future – a birthday celebration and panel discussion
Tuesday April 13	Wisc. Lutheran College (WLC)	tentatively, graphic design (a joint meeting with WORDS)
Tuesday May 11	WLC	open
Wednesday June 9	MSOE	Summary of hot topics from the annual Society-level meeting; awards

“Tackling Trademarks”

Amy Carlson, Technical Documentation Specialist at Johnson Controls, presented “Tackling Trademarks: Using Copyrights and Trademarks Correctly and Easily in Your Technical Documentation” at our monthly meeting on November 13. The meeting was held at the MSOE Alumni Center in downtown Milwaukee.

A copyright protects “original works of authorship.” A work does not need to be artistic to qualify for copyright protections. In addition, a work does not need to be published in order to receive copyright protection. Before using someone else’s copyrighted material, you should always ask for their permission.

The material that you produce at work should contain a copyright notice, which has three elements: the symbol ©, the word **Copyright**, or the abbreviation **copr.**; the year of first publication, and the name of the copyright owner. “For company documentation, I highly recommend that you have copyright information on there,” Amy said.

A trademark is “any symbol, word, name, slogan, design, or other device used on goods to identify the source of the goods and distinguish them from those of competitors.” There are trademarks (™), registered trademarks (®) and service marks.

The website of The United States Patent Office (<http://www.uspto.gov/>) is the place to go for trademark and copyright information. TARR stands for “Trademark Application and Registration system” – the most up-to-date trademark information provided by the USPTO.

In your writing, do not use the trademark as a plural or possessive. After a trademark, “use an umbrella noun that incorporates the product,” Amy said. For example: don’t write, “Rely on Windows® performance for your computer needs.” Instead, write “Rely on Windows® operating systems for your computer needs.”

At a bare minimum, write the trademark with the proper symbol (™ or ®) the first time that it appears in document. If the trademark appears first in a title, write it with the proper symbol in the title, and then write it again with the symbol in the text. ♦

Updating your membership information online

We have set up an automated system to download and use current membership information from the STC headquarters. Only members can update their own information. The listings cannot be updated by the membership manager of our chapter, or any other of the Milwaukee chapter board members.

We are also using that same membership information for all of our e-mail and newsletter mailings. It is important that you keep this up to date so that we can continue to keep you informed of all of our chapter’s news.

You can make changes and updates to your membership listing at

http://www.stc.org/address_change.asp
You’ll need your membership number (the 5-digit number that appears on the mailing label of your *Intercom* magazine immediately above your name) and a password.

If you do not have a password or have forgotten your password, go to www.stc.org and select “Forgot your Password?” to get assistance.

Remember: only you can change your membership information.

You can search the membership directory for any current member at <http://www.stc.org/directory.asp> ♦

Meeting recap: The Searchers

Jan Kamholtz, president of Kamholtz Associates LLC, was the speaker at our October 8 meeting, held at Wisconsin Lutheran College. Her topic was "Searching Smart(er) on the Internet."

Jan's talk focused on how to use the internet more efficiently for research, and how to search for answers to questions.

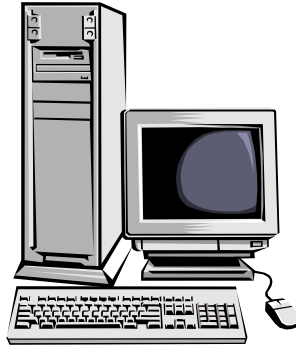
Before going on-line and using a search engine, Jan stated that it's important to first consider other sources of information, such as contacts at government agencies; libraries; or librarians. "The internet is really just a tool," she said.

And on the internet, there are available reference sites that you can use instead of searching. Using these sites is more efficient than conducting your own search. Among these sites are Librarians Index to the Internet (<http://lii.org>) and Internet Public Library (<http://www.ipl.org>).

Good searching skills and good internet/computer skills are not the same thing. "Giving someone the internet and saying 'You're a searcher' is the equivalent of giving someone a word processor and saying 'You're a writer,'" she said.

Before you begin to search, figure out what a good answer would look like.

Consider "stepping back" and looking at your question more broadly – what are you really looking for? You may need to re-think or re-phrase your question. "Writers make wonderful searchers," Jan said, "because they think, 'How else could I say it?'"



Key points to consider in order to conduct a successful search:

- People tend to think of a term only in the way that they use it. For example: networking (talking to people, etc.) vs. networking (hooking up computers to a network). Think of how other people might use the term.
- Just because a piece of information is on the internet, it's not necessarily true.
- Run your search on a couple of different search engines. You'll get different results.
- The internet is sometimes just a means to find the real source of information. For example: a website may lead you to a librarian who has the information.

- If you're searching on a common word or topic, try to search on common misspellings for the term. Also try British spellings (for example: labour vs. labor)
- And remember: search engines don't find everything. ♦

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STC Telephone Seminars

*From the STC website
http://www.stc.org/seminars.asp*

A telephone seminar is much like a large conference call in which the speaker makes a presentation over the phone. As a participant, you simply dial the 800 number from your phone, enter your personal identification number, and you're connected! You then sit back and listen to the presentations and join in the lively Q&A discussion that follows.

STC is expanding its telephone seminar series to include presentations with Web-based features. In a Web-and telephone seminar, participants listen to the presenter over the phone (much like a conference call) while viewing presentation materials over the Web. This format provides easier access to materials for reference during the presentation, as well as a more intimate, "classroom" setting than the typical telephone seminar.

Registrants will be provided with an 800 number, a secure URL, and passwords to access both the audio and online elements of the presentation. You then sit back, listen and view the presentations, and join in the lively Q&A discussion that follows.

Cost: U.S. sites: \$145 telephone/\$160 web-telephone

With all seminars, the cost is per site, not per person. An additional \$10 will be charged for registrations received less than five business days before the seminar. An asterisk (*) by an item means that more information will be available later.

December 10, 2003

1-2:30 PM EDT

Adding Panache to Your Procedures

Leah Guren

January 14, 2004 *

1-2:30 PM EDT

Effective Web Sites: Structure, Navigation, and Graphics

Jean-luc Doumont

Web and telephone-based seminar

January 28, 2004

1-2:30 PM EDT

Demonstrating the Value of Technical Communication Products and Services

Saul Carliner

February 11, 2004 *

1-2:30 PM EDT

Don't Make Me Do That! Making Learning Fun and Engaging

Lance Gelein

February 26, 2004 *

1-2:30 PM EDT

Designing Web Applications

Whitney Quesenbery ♦

The Young and the Restless?

No, you don't need to be either one in order to get some valuable experience in designing a website.

We need your ideas. We would like some people to look at the structure, navigation and design of our chapter website. And then to bring their ideas and plans into reality.

In addition, we would also like a webmaster — just think how impressed a potential employer will be, when you demonstrate that you have maintained and updated a live website!

If you would like to be part of the process, e-mail Kathie Gorski at kgorski@execpc.com ♦

Don't know much about history?

Well, here's your chance to learn more. This is a short-term commitment.

We need someone to go through the archives and historical material that our chapter has accumulated.

The material needs to be examined and organized.

Contact Katie Gorski (kgorski@execpc.com) or Jim Green (jim.green@fiserv.com) for details. ♦