



# Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication Volume 4, Issue 5 October 2003

## September kick-off meeting introduces new officers for 2003-2004 season

Our September kick-off meeting for the 2003-2004 season was held aboard the *Edelweiss* cruise ship. Twenty members and guests enjoyed a cruise in the Milwaukee inner and outer harbors on Wednesday evening, September 17.

The weather was perfect, and the opportunities for mingling, networking, and meeting other members were perfect, too.

The cruise was also an opportunity to meet the new slate of chapter officers. As a result of the July 2003 General election, the new officers of the Wisconsin Chapter for the 2003-2004 season are:

- **President:**  
Kathie Gorski
- **1<sup>st</sup> Vice President and Programs Manager:**  
Mike Starr

- **2<sup>nd</sup> Vice President and Public Relations Manager:**  
Mollye Barrett
- **Treasurer:**  
Mike Witas
- **Secretary:**  
Jim Green
- **Membership Manager:**  
Diane Newbury

The cruise gave officers an opportunity to meet as many members as possible and find out the kind of programs that you want and need, as well as a chance to learn what STC means to you. ♦

## Chapter Tries Out a New Dodge



Yes, this is our chapter's effort to try out a new way to dodge into that ever-popular topic: the need for more members to take advantage of our volunteer opportunities.

We have opportunities for:

- someone to help with our website, or (possibly) to serve on a sub-committee to review our website
- a back-up person for our Job Exchange program

This is a chance for you:

- to learn a new skill
- to improve an existing skill
- to contribute to your chapter
- to make new friends and contacts
- to stop a newsletter editor from making bad puns

If you are interested in any of these opportunities, please contact one of our officers. ♦

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## October meeting topic: "Searching Smart(er) on the Internet"

Join us on Wednesday, October 8 to hear local consultant Jan Kamholtz discuss how to improve your searching skills on the Internet. Regardless of your own level of searching expertise, you're sure to walk away from Jan's talk with a few new tips under your belt.

### Talk Title:

"Searching Smart(er) on the Internet"

### Meeting Outline:

Jan will provide tips for finding information online, using both the traditional search engines that we know and love and also the invisible Web, to uncover information sources that search engines can't see. She will provide a handy list of resources for online research.

### About the Speaker:

Jan Kamholtz, MLS, is a full-time consultant at Kamholtz Associates LLC, serving the information needs of business people, technical workers, writers, and others. She has more than 20 years' experience in the corporate library field and is able to put a "virtual

library" at the service of her clients. She provides services to uncover general information, competitive intelligence, and marketing/sales support.

### Schedule:

5:30 p.m. -- 6:00 p.m.  
Networking

6:00 p.m. -- 7:00 p.m.  
Dinner and Brief  
Announcements

7:00 p.m. -- 8:00 p.m.  
Presentation & Questions

### Location:

Wisconsin Lutheran College,  
8800 W. Bluemound Rd.,  
Milwaukee WI 53226

Campus Center Building

Enter the college campus off Bluemound Rd. Park in the circle in front of the Administration/Campus Center Building. Additional parking is available in two lots off 89th Street, and also along both Bluemound Rd. and 89th St.

Enter the building through the main wooden door, walk straight ahead to the Campus Center portion of the building, and follow the signs to our registration table.

(You can obtain a campus map and directions at <http://www.wlc.edu/admissions/directions.html>, but note that the directions are for arriving at the Center for Arts & Performance, at the other end of the campus.)

### Dinner:

Our dinner will be a new experience. We will simply go through the cafeteria line, each paying \$6.00 for an "all you can eat" dinner that consists of the day's entrée plus soup and salad options, pizza, etc. We will eat in a semi-private portion of the dining room.

### Cost:

\$6 to go through the cafeteria line. The chapter will pay all dining/meeting room expenses, as this is an experiment.

### Reservations:

So that we can let our speaker and the people setting up the dining area and meeting room know how many to expect, please reserve your spot by emailing [mike@writestarr.com](mailto:mike@writestarr.com) or by phoning the STC telephone reservation line at 414-299-0048. We'd appreciate hearing from you by noon on Monday October 6. ♦

## New senior members

Two members of our chapter have recently achieved senior member status:

- Joann H. Berg
- Catherine L. Lukas-Ter Horst

**Congratulations!**

## Editor's column

by James Green

Your Newsletter Editor (abbreviated "Y.N.E." and pronounced "whiney") has a folder at home.

By "folder," I mean the old-fashioned manila paper folder – legal size.

This particular folder that I'm thinking about is where I keep the certificates etc. that I have received over the years for completing various training classes that I've taken.

Among the items in the folder are:

- a certificate of proficiency in macros and graphics for Word Perfect 5.1 (DOS)
- a certificate of proficiency in Ventura Publisher 1.0 (GEM interface)
- a diploma that authenticates my knowledge of DOS

By now, I'm sure that you're all envious of my vast store of knowledge.

But that's not really the purpose of this column. (Well, actually, it is.)

No – the real purpose of this column is to suggest that knowledge gets out-of-date very quickly. Especially in the area of computer software and hardware. In other words, the tools that we often use to do our jobs.

I'm old enough to remember having to do copy-fitting manually – you typed your copy on a typewriter with Courier typeface, then calculated the total number of characters. Then you had to consult a table and do some manual calculations to figure out how many lines of typeset copy your typewritten copy would turn out to be.

I also remember using a waxer – and I don't mean for my legs.

This kind of waxer was used in layout work. You took the typeset copy, and ran it through the waxer, which was a machine that put a thin layer of wax on the back of the copy.

Then you would place the copy on a sheet of stiff paper, with a layout grid on it. This of course was done on a light table.

I haven't used those skills for a number of years. But they used to be "cutting edge." You needed those skills in order to get a job in the technical communications field.

We're fortunate to live in an area where we have a lot of educational options. Marquette University, Continuing Education at the UW–Milwaukee, Milwaukee Area Technical College, Waukesha County Technical Institute, Cardinal Stritch, MSOE – offer computer skill courses for working adults.

And there's the new graduate certificate in professional writing and communication offered by UW–Milwaukee.

If nothing else, all of those old certificates show the importance keeping our skills up-to-date. ♦

### Wisconsin Chapter Officers and Contacts

**Web site:**

[www.stcmilwaukee.org](http://www.stcmilwaukee.org)

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## Letter from the President

by *Kathie Gorksi*

Greetings from your new STC chapter president. We have a great team this year (see list on page 1), full of energy and enthusiasm, and we look forward to bringing you seminars and workshops that will make a difference in your professional lives. We plan to keep one major question front and center as we move through the year: What can we do to help your career? Here are a few straightforward replies, and we'd love to hear more from you!

1. Provide programs that meet your needs for professional growth.
2. Make those programs as accessible as possible.
3. Provide plenty of opportunities for networking.

Lively, high-quality programs are indeed the lifeblood of the chapter, but we also hope to strengthen the lines of communication with our members, via this newsletter, the chapter website, and various surveys; to draw more technical communicators into the organization, including student members; and to revitalize the mentoring program.

Our chapter is in good financial health. We want

to keep it that way, but at the same time we want to use some of our accumulated funds for our members' benefit. I'll be addressing this topic in more detail in the next issue of this newsletter and/or via an upcoming survey.

As a final note, I'd like to thank Ron Kurtus, last term's chapter president, and his team for the great job they did. Over the summer, I thought about taking a few quick lessons in performing magic tricks so I could continue Ron's routine of opening chapter meetings with a clever trick, but I never quite got around to it.

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](mailto:kgorski@execpc.com) ♦

*Kathie Gorksi  
2003-2004 WI chapter  
president*

## Change is good, right?

by *Kathie Gorksi*

You'll be seeing a few changes this year as we attempt to make our chapter programs more accessible for more members. We'll be rotating

the day of the month we hold the meetings, with some of them being scheduled on the second Wednesday of the month and others remaining on the second Tuesday. We'll also be rotating locations so that roughly half of the meetings will be downtown and half further west.

We have been very happy with MSOE's Alumni Partnership Center as a facility for holding meetings. The room rental fee is reasonable, the food is good, parking is convenient, and we've been able to use MSOE's AV equipment at no charge. So when we went looking for a facility further west to serve as an alternate site, we were happy to find that Wisconsin Lutheran College provides many of the same benefits (we can't attest to the food being good, but we've heard it is, and very reasonably priced at \$6 for all you can eat).

So we're going to try an experiment. Our very next meeting (October 8) will be at Wisconsin Lutheran College, at 8800 W. Bluemound Rd. It's also going to be our first Wednesday meeting. We hope you can join us. See the article on page 2 for more details on the meeting. ♦

