

This Issue:

2009 Spotlight Awards Banquet	1
President's Message	2
Next Meeting	3
Editor's Desk	4
November Meeting Review	5
Society Pages	6
OCSTC Employment Information	6
Free Webinars	7
Orange Slice—Calendar of Events	8
January Meeting Topic	8

2009 Spotlight Awards Banquet

STC Southern California Technical Communication Competition

By Carrie Damschroder, Public Relations Manager

The documents, art, and help files have all been received. The judges have reviewed and critiqued all of the entries. Now it's time to celebrate the STC Southern California Technical Communication Competition participants and winners at the 2009 Spotlight Awards Banquet!

If you entered the competition, or if you'd like to see who entered and what they entered, you're invited to attend the banquet on Saturday, January 24, in San Juan Capistrano. The evening will feature a presentation of all of the award-winning entries while we

honor the technical communicators who created them. STC immediate past president, Linda Oestreich, will be officiating and presenting the awards.

Event details are listed below.

- What:** 2009 Spotlight Awards Banquet
- When:** Saturday, January 24, 6 P.M.–9 P.M.
- Cuisine:** Your choice of a meat, chicken, seafood, or vegetarian entrée, which includes a salad, coffee, tea, iced tea, and your choice of one of two desserts.
- Where:** Sarducci's Capistrano Depot
26701 Verdugo Street
San Juan Capistrano, CA 92675
949.493.9593
<http://www.capistranodepot.com/index.html>
- Cost:**
 - Person with reservations\$50
 - Person without reservations\$60
 - Competition volunteers and judges with reservations....\$40



SOCIETY FOR TECHNICAL COMMUNICATION

Chapter Contacts

OCSTC
P.O. Box 28751
Santa Ana, CA 92799-8751

Chapter Fax: 949.830.7585

Web site: <http://www.ocstc.org>

Administrative Council

President, **Betsy Malone**,
pres@ocstc.org

Past President, **Bruce Giddens**,
ipp@ocstc.org

1st Vice Presidents, Programs,
Suzanne Madison and Sima Staav,
1vp@ocstc.org

2nd Vice Presidents, Membership,
Jane Baker and Pat Olsen
2vp@ocstc.org

Treasurer, **Linda Phillips**,
trea@ocstc.org

Secretary, **Jim Marchant**,
sec@ocstc.org

Appointees

TechniScribe Managing Editor, **Michael Opsteegh**,
techniscribe@ocstc.org

Public Relations, **Open**

Education, **Bill Darnall**,
edu.bd@ocstc.org

Education, **Brian McCaleb**,
edu.bm@ocstc.org

Webmaster, **Jeff Randolph**,
erandolp@ix.netcom.com

Employment Manager, **Betsy Malone**,
betsybythebeach@adelphia.net

Committees

Nominating Committee :

Bill Darnall, edu.bd@ocstc.org

Adrienne Escoe, aescoe@escoebliss.com

Larry Lockie, larry@write-connection.com

Valerie Mitchell, vpetmitch@sbcglobal.net



President's Message

By Betsy Malone, OCSTC Chapter President



Oh boy, it's that time of year again. You know what that means—people all around you will be making resolutions and pushing you to do the same. I say let's start anew—no more resolutions! Why not make a resolution to not have any resolutions? We could save time and energy by not thinking about it. We could

save money by not buying a gym membership or a personal trainer. We could be happy and content not having another commitment on our plate. Now, I'm sure some of you are saying, "what a Bah Humbug," but I urge you to give it a try and see how good you feel!

However, if you're one that likes to ponder about what you achieved and accomplished last year and then start plotting the course for the New Year—by all means do it! Some of us need a jump start, and committing to a resolution may be all that it takes to start your year off right.

Are you having trouble finding a resolution? Check out these popular resolutions (provided by www.gov.org) to see if you fall into the majority:

- Lose weight
- Manage debt
- Save money
- Get a better job
- Get fit
- Eat right
- Get a better education
- Drink less alcohol
- Quit smoking
- Reduce stress
- Take a trip
- Volunteer

But whether you decide to make a resolution or not, why not jump-start your year by attending an OCSTC meeting? Since last July, the chapter has been undergoing gradual changes. We have taken your input and put it to use. We have focused on networking activities by implementing "table talk" (prearranged technical communication topics to engage conversation) during dinner. We have focused on changing

Continued on Page 7 >

Next Meeting

Topic: You Can't Fix What You Can't Measure: Toward More Comprehensive Content Metrics

Speaker: Hans Fenstermacher

When: Tuesday, January 20, 6–9 P.M.

Where: DoubleTree Club Hotel
7 Hutton Centre Drive
Santa Ana, CA 92707
714.751.2400

Cost: Members with reservations \$24
Students with reservations \$18
Nonmembers with reservations \$29
Walk-ins, or those registering after the deadline \$33
No-shows billed \$24

Reservations:

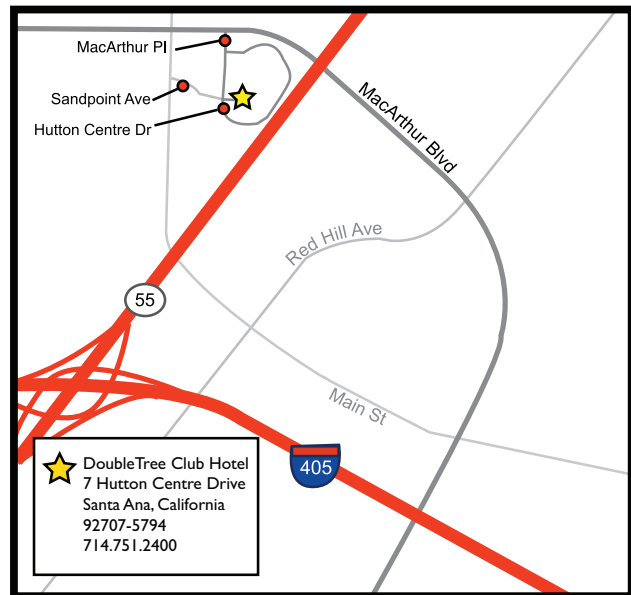
Due by midnight, Friday, January 16

Registration:

Online at <http://www.ocstc.org/dinres.asp>

Directions to the DoubleTree Club Hotel

Map of the I-405 and SR-55 area. The star below indicates the hotel location. Parking is FREE.



2009 Spotlight Awards Banquet

< Continued from Page 1

Please plan to pay by cash, check (made payable to STC Spotlight Awards), or PayPal; no credit cards will be accepted at the door. If you'd like to pay by credit card, prepay using PayPal when you register online.

Dress: Business or semiformal attire

RSVP: By Sunday, January 18, 2009, at http://www.ocstc.org/competition_register1.asp. Winners and contributors may invite guests.

Driving Directions:

1. From Interstate 5, exit Ortega Hwy. (exit 82), and turn west.
2. Follow Ortega Hwy. about ½ mile to Camino Capistrano (last light) and turn left (south).
3. At Verdugo St. (the first light), turn right (west).

4. At the first alley way, turn right (north) into the free parking lot.
5. Park in the plaza or along the area by the railway tracks. Sarducci's is the brick building to the left of the railway cars.

Train schedules from the north (Los Angeles, Orange County):

Amtrak 582 arrives in San Juan Capistrano at 5:23 P.M.

Amtrak 595 departs San Juan Capistrano at 9:41 P.M.

Train schedules from the south (San Diego):

Amtrak 785 arrives in San Juan Capistrano at 5:26 P.M.

Amtrak 592 departs San Juan Capistrano at 9:48 P.M.

For more information and to RSVP, go to <http://www.ocstc.org/competition.asp>.

We'll see you in the Spotlight! T5

Publication Policies

TechniScribe is published 12 times a year as a benefit to the members of the Orange County Chapter of the Society for Technical Communication. The goal of the publication is to reflect the interests, needs, and objectives of OCSTC members. *TechniScribe* strives to be an advocate for, and an inspiration to, technical communicators by keeping them connected to each other and to opportunities for professional growth.

Articles published in this newsletter may be reprinted in other STC publications if permission is obtained from the author, credit is properly given, and one copy of the reprint is sent to the *TechniScribe* managing editor.

Submission Information

The editorial team retains and exercises the right to edit submitted and requested material for clarity, length, and appropriateness.

When submitting material, please remember to:

- Include a 25-word biography about yourself.
- Send articles in Word (doc, docx), Rich-Text Format (RTF), ASCII (txt), or in the body of an e-mail message.
- Send material to the managing editor (techniscribe@ocstc.org) five weeks before the date it will be published.

Editorial Staff

<i>Managing Editor</i>	Michael Opsteegh
<i>Copyeditor</i>	Teresita del Sol
<i>Copyeditor</i>	Anne Stratford
<i>Copyeditor</i>	Barbara Young
<i>Proofreader</i>	Jennifer Gardelle
<i>Proofreader</i>	Suzanne Madison
<i>Proofreader</i>	Sima Staav
<i>Web Version</i>	Jeff Randolph

Monthly Advertising Rates

1/4 page	\$40
1/3 page	\$45
1/2 page	\$60
Full page	\$80

Subscriptions

\$10 a year to members of other STC chapters.

Printer

PrintWorks, Irvine, CA

TechniScribe

Editor's Desk

By Michael Opsteegh, *TechniScribe* Managing Editor



Last month, I had lunch with a couple of technical writer friends. One of them asked “what tools would you recommend that a junior technical writer or a technical communication student learn?” Between the three of us, we came up with at least a dozen tools within a minute.

When I was enrolled in the certificate program at Cal State Long Beach a few years ago, this was a common discussion among the students enrolled in the advanced writing and editing courses. The students were very concerned about how they were going to learn the tools that they believed employers prized above writing skills. The students expressed disappointment that tools were not thoroughly covered at the university and how this added to the anxiety of entering the workforce.

Even after having worked as a technical communicator for the past several years, I can see that keeping up with the latest and greatest technology is a daunting task indeed, and not one in which the universities can logistically handle. There are several factors that prohibit many of us from keeping up-to-date with technical communication technologies:

- **Time.** It takes a lot of time out of our schedules to learn new or updated tools. Features are hidden or don't perform in an intuitive fashion. You typically have to spend a lot of time developing templates, customizing settings, and creating your own files in order to learn the true capabilities of a tool.
- **Money.** Since many of the tools we use are not available for demonstration, it can be an expensive endeavor to learn a new or updated tool on your own. Those tools that do allow you an evaluation period usually only allow a 30-day trial. That means you'd better plan your schedule to devote as much time during that trial period to learn that tool, which relates back to the issue of time.
- **Experience.** Often, it can be difficult to imagine all of the ways in which a complex tool can be used within a technical communication project, especially if you are learning the tool on your own.
- **Volume.** The sheer number of tools that are available to technical communicators is daunting. Tools also fade in an out of popu-

Continued on Page 7 >

November Meeting Review

By Len Poche, OCSTC Member

The November meeting had a Thanksgiving theme with a SoCal twist. Attendees were seated at three tables that each featured a holiday centerpiece: a pineapple dressed up as a turkey!

Following dinner, the presentation consisted of a progression of five OCSTC members on the subject of technical communication tools. Speaking at tables scattered around the room were Bruce Giddens lecturing about styles, templates and macros in Microsoft Word 2003; Jim Marchant speaking on single-sourcing and multipurposing in Author-It; Michael Opsteegh demonstrating how to create long documents in Adobe InDesign; Jeff Randolph explaining how to make web sites Google-friendly; and Sima Staav discussing how to write for online readers.

Using Styles, Templates, Macros, and More in MS Word 2003

Bruce Giddens explained that as he moves around from company to company, he finds whole writing departments that do not know how to use styles and some that even actively refuse to consider learning about them. Bruce showed us not only how important styles are, but also how easy they are to use. He also showed us how easy it is to create productivity-enhancing macros and custom templates. Having these skills in your toolkit may help make you more competitive as you move from company to company or position to position.

Single-Sourcing and Multipurposing with Author-it

In this presentation, Jim Marchant demonstrated the Author-it content-management system to build a document by borrowing from a source that keeps identical information in exact sync. He used text variables and other techniques for customization and then produced a Word document, a PDF, and a CHM file from the same source.

Using Adobe InDesign to Create Long Documents

Michael Opsteegh was bullish about Adobe InDesign's capabilities as a technical communication tool.

InDesign is a powerful application that has become the standard for magazine and brochure layout, but, as Michael described, InDesign is also great for creating long documents. Your content can come from Word documents, databases, or be entered directly into InDesign. Michael covered the essential features for creating long documents in InDesign and how InDesign's advanced features make your long documents look more professional.

Making your Web Site Google Friendly—The Sequel

In 2006, Jeff Randolph showed us a set of best practices and procedures to make your site Google-friendly. In this session, Jeff elaborated further about new techniques and revisited other best practices. Jeff's presentation explored one of the new rages, "Tag Clouds." He also talked about how to create Flash that is supported by Google and additional site management best practices.

Writing for Online Readers

Sima Staav's presentation provided tips and techniques to use before you begin constructing your documentation for the online reader. She discussed online writing and the benefits and drawbacks of online versus manual writing. Sima also explained the differences in the reading methods online versus off the paper, sketched a profile of an online reader, and outlined the most effective writing styles to use for online documentation.

After the presentations, there were more raffles. The lucky winner of a pineapple turkey centerpiece was Jolynn Atkins from Escoe Bliss Professional Staffing. Jim Marchant made off with a basket of DoubleTree cookies. Judy Jones was handed a gift basket from Escoe Bliss. And the grand prize winner of a turkey from Albertson's were Elaine Randolph and Mary Ann Howell. TS



Jim Marchant (top) and Jeff Randolph (bottom) present technical communication tools to the participants at their tables.



STC Mission Statement

STC advances the theory and practice of technical communication across all user abilities and all media.

Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

The Society for Technical Communication (STC) is the world's largest organization for technical communicators.

Its more than 14,000 members include writers, editors, illustrators, printers, publishers, photographers, educators, and students.

Dues are \$60–175 per year. Membership is open to anyone engaged in some phase of technical communication, interested in the arts and sciences of technical communication, and in allied arts and sciences.

Society for Technical Communication
901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822

703.522.4114 (voice); <http://www.stc.org>

TechniScribe Copyright and Trademark Statement

OCSTC invites writers to submit articles that they wish to be considered for publication. Authors retain copyright to their work and implicitly grant a license to this newsletter to publish the work once in print and to publish it once online for an indefinite period of time. In your cover letter, please let the editor know if this article has appeared elsewhere, and if it has been submitted for consideration to other publications.

The design and layout of this newsletter are copyrighted as © STC, 2009.

Some articles might refer to companies or products whose names are covered by a trademark or registered trademark. All trademarks are the property of their respective owners. Reference to a specific product does not constitute an endorsement of the product by OCSTC or by STC.

Colophon

TechniScribe is written using Microsoft Word, and laid out using Adobe InDesign CS3 for Macintosh. Gill Sans and Palatino Linotype are used for heading and text fonts. PDFs are produced using Adobe Acrobat Professional 8.

TechniScribe relies on the following editorial references for style: *American Heritage Dictionary*, *Chicago Manual of Style*, and *Words into Type*.

OCSTC Employment Information

Our job listing is entirely online at the OCSTC web site. Pages are updated as jobs are submitted.

Staff Jobs

<http://www.ocstc.org/employe.asp>

Contract Jobs

<http://www.ocstc.org/contractme.asp>

Free Job Posting

<http://www.ocstc.org/jobsubmit.asp>

Inquiries

If you have an inquiry, e-mail our employment manager, Betsy Malone, at betsybythebeach@adelphia.net.

Society-Level Job Listings

STC maintains job listings on the Internet. You can download the listings from the STC web site at <http://jobs.stc.org>. T5

Free Webinars

By Sharon Burton, STC Member

Almost all of these free webinars are tools independent. You're not going to get a sales pitch about MadCap products. You'll get good information about topics that will further your knowledge or show you best practices, regardless of what tools you're currently using. The one tools-specific webinar is clearly identified in the title. When you visit one of the URLs listed below, you will see more information about that specific topic and a sign-up form.

Topic-Based Authoring: Doing More with Less
January 15, 9 A.M. PT
https://www1.gotomeeting.com/register/961665594
In this tool-independent webinar, you will learn about topic-based authoring and how it can help you.
Advanced Publishing Techniques in Flare or Blaze
January 29, 9 A.M. PT
https://www1.gotomeeting.com/register/812049597
This webinar focuses on producing high-quality, high-value documents for your customers using Flare version 4 or Blaze version 1. Learn ways to efficiently assemble and deliver your content.
DITA 101: Why the Buzz?
February 5, 9 A.M. PT
https://www1.gotomeeting.com/register/598015341
In this tool-independent webinar, Sarah O'Keefe discusses DITA concepts, the business case, and typical scenarios where DITA is used so you can evaluate for yourself whether DITA makes sense for you.

President's Message

< Continued from Page 2

the meeting format by introducing progression topics such as tools and job search techniques and by having multiple speakers. Meeting agendas are prepared in advance, which enable us to adhere to the schedule so that the meetings don't run overtime. This has even allowed many folks to network after the meeting has concluded. We have offered meetings in North Orange County and on the weekend, as well. The OCSTC council has listened to what you have to say, and we are dedicated to you and to the profession. We hope to continue refining these changes, and we encourage you to continue to assist us. Happy New Year! TS

Moving to Topic-Based Authoring: Making the Business Case

February 12, 9 A.M. PT

<https://www1.gotomeeting.com/register/706899386>

In this tool-independent webinar, Bonni Graham explains how to make the business case for topic-based authoring to your management.

Planning for Content Reuse: Best Practices for Legacy and New Content

February 24, 9 A.M. PT

<https://www1.gotomeeting.com/register/647207434>

In this tool-independent webinar, Eddie VanArsdall discusses best practices when planning to make the move to topic-based authoring.

Can Your HAT Be a Content-Management System?

March 12, 9 A.M. PT

<https://www1.gotomeeting.com/register/187845873>

This tool-independent webinar discusses how you might use the hidden features in your existing help-authoring tool (HAT) as a content-management system.

These free webinars are being offered as a public service to the technical communication community. Check them out! TS

Editor's Desk

< Continued from Page 4

larity. I have seen just as many job postings where an employer is looking for experience with the latest tools as I have employers looking for experience with the old standbys.

How does one go about keeping up with the latest tools of the trade? OCSTC is here to help! OCSTC offers meetings that often cover how to leverage tools to perform a specific task (the November meeting, reviewed in this issue, covered four tools!) Additionally, *TechniScribe* continually prints articles by local experts and reprints articles by international experts on the latest trends and technologies. Finally, STC's *Intercom* brings you information about and reviews of the latest tools.

Technology changes at a frightening pace. OCSTC and STC are here to keep you aware of the latest tools used in the industry and remain current. TS

Orange Slice: Calendar of Events

Date	Event	Location	Time
January 6	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.-7 P.M.
January 20	OCSTC Chapter Meeting Hans Fenstermacher, "You Can't Fix What You Can't Measure: Toward More Comprehensive Content Metrics."	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6:30 P.M.-9 P.M.
January 24	Spotlight Awards Banquet	Sarducci's Capistrano Depot, 26701 Verdugo St., San Juan Capistrano, CA 92675, 949.493.9593	6 P.M.-9 P.M.
February 3	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.-7 P.M.
February 17	OCSTC Chapter Meeting Matt Sullivan, "Single-Sourcing Using Adobe Technical Communication Suite."	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6:30 P.M.-9 P.M.

January Meeting Topic

You Can't Fix What You Can't Measure: Toward More Comprehensive Content Metrics

Everybody talks about metrics, but very few are ever actually collected. Those that are, like Translation Memory (TM) leveragability, tend to dominate every discussion, often overshadowing data that is equally, if not more important. This presentation reviews how certain content metrics, including TM, interact and affect each other. Hans Fenstermacher will present real case studies to show how a more comprehensive model of content metrics provides a truer, more mature tool for assessing content deployment.

About the Speaker

Hans Fenstermacher is Vice President of Translations.com (part of the TransPerfect Global Group). Born in Germany, Hans speaks six languages and holds degrees from Princeton University and the Fletcher School of Law and Diplomacy. His 25-year career in languages and writing led him to create the Translations.com's ABREVE process, a proprietary English content globalization system designed to reduce content volume, enhance content usability, and maximize content efficiency. Hans is an STC associate fellow and former president of the STC Boston Chapter. In 2002, he cofounded the Globalization and Localization Association (GALA) and served as its first Chairman. T5

OCSTC Mailing Address
P.O. Box 28751
Santa Ana, CA 92799-8751

Address Service Requested

<p>NONPROFIT ORG. U.S. POSTAGE PAID SANTA ANA, CA PERMIT NO. 1767</p>
