



## STC Mission Statement

Creating and supporting a forum for communities of practice in the profession of technical communication.

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## President's Message

Dear STC Members and Colleagues,

What do you want the Willamette Valley Chapter to be when it grows up? I would like to hear your thoughts on that topic.

Ideally, I would invite you all to share a drink or a meal at some trendy place. We would sit down and have a brilliant discussion on what is right and what should be improved with the chapter—and, while we are at it, with the world.

Instead, in the interest of efficiency, I plan to send out a survey. This will go to our email announcement list. For those who have not received the survey by the time this newsletter goes out, here are the questions I intend to ask:

1. What do you like the most about the Willamette Valley Chapter?
2. What would you like the chapter to do differently, and why?
3. Other advice for the chapter?
4. Anything else?

Actually, you need not wait for the survey. If you have constructive ideas to share, email them to me now at: [m\\_barnett2004@yahoo.com](mailto:m_barnett2004@yahoo.com).

The answers will help focus the future direction of the chapter for this year. They will help mold the strategic plan for the chapter. The strategic plan gives us direction. It helps us focus our limited resources. Also, FYI, this strategic planning is being done throughout STC. The international STC organization requires all STC chapters to go through a process called rechartering. You can read about it at: [www.stc.org/transformation](http://www.stc.org/transformation).

My goal is to keep you all informed as we move through the planning process. So let loose with your great insights and ideas. Thanks.

Regards,

Mark Barnett

WVC-STC President, 2005–2006

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## Letter From the Co-Editors

In this “catch-all” issue, we offer three reprinted articles: two on networking and one on machine translation.

In “From Not Working—To Networking,” Christine Keefer discusses the three “Ps” of networking as well as proper “netiquette.” Caroline Drakeley’s “Viral Networking” tells us about strategies for viral networking and includes suggestions for networking places and events. In a sidebar, Linda Gallagher offers networking opportunities for women.

In “Babel Not,” Sandra Balogna presents arguments for the use of machine translation and writing techniques for translation information. Will automatic machine translation be a part of our future as professionals and individuals?

Other noteworthy items: Valerie Ball discusses *The Galley* foci for 2005–2006 in the Op-Ed while also extending an invitation for contributions from *Galley* readers; Garret Romaine responds to a question about medical writing and kindly omits those medical terms that cause conniptions in spell checkers.

Finally, you can admire the photos from June’s Volunteer Appreciation dinner. Some folk seem more reluctant than others to have their photos taken... Enjoy!

Valerie and Carol



# Professional, Educate Thyself

By Valerie M. Ball

As I contemplated my topic for this issue's Op-Ed—*The Galley's* foci for the next 5 issues—I recalled my first Op-Ed of a year ago.

## August 2004 Op-Ed

My column for that time focused upon the alarming shortfall of U.S. high-school students in the international setting of the Intel Science and Engineering Fair (ISEF). The WVC played a role in that fair by evaluating student teams for their abilities to communicate the data, methodology, results, and ramifications of their science and engineering projects. U.S. students did not sweep any one area of the competition or the special awards, an observation shared among industry and academic leaders.

In my Op-Ed of August 2004, I advocated more rigorous curricula and more mentoring. I urged readers to motivate U.S. youth, or our nation will no longer lead high tech or any other creativity. I also asked for readers' suggestions.

## Professional Education

Well, we didn't get any answers for the state of education for youth, but this year I've re-directed my aim: urging education for **us**—for technical communicators—as we continue to practice and to develop our profession. Technology and industry evolve at an increasingly rapid and uneven pace; as practitioners, we must continually adapt and evolve ourselves to remain viable. Thus, it's our turn to continue our education.

## The Galley Foci

Our interest in continuing professional education evolved throughout the last year of developing and refining *The Galley* as a newsletter to serve WVC members. Through our two three-part series, we built upon and explored our understanding of job hunting and giving STC Conference presentations. We received thanks for and positive comments about enhancing the practical knowledge of readers.

We noticed a similarly positive attitude toward education and training in STC publications at national, regional, and chapter levels. Many popular sessions at the 52nd Annual STC Conference addressed professional improvement and diversity of skills for individuals. In addition, many practitioners wanted to refresh their basic skills.

Our idea to analyze and provide resources to improve basic skills for writing/editing and illustrating/designing addresses many of the concerns that we've observed on many levels. With *The Galley* foci for 2005–06, some technical communicators may learn new skills or knowledge while other communicators may regard the information as a refresher. But the cross-over of words and images should enhance personal diversity for all readers.

## The Foci Schedule

We'll showcase the basic skills for words and text to enhance the general knowledge of illustrators and designers; we'll do the same with images and design to enhance the general knowledge of writers and editors. Thus, our

October issue will help writers to understand more about the design and readability of fonts and typography as a delivery system. Illustrators will

become better informed about changes in grammar, punctuation, and diction. English is a living language that seems to change slowly, at least when compared to versions of software, but some standards are revised even within one's lifetime. In addition, a review of basic skills can invigorate practitioners' views of their professional foundations.

In December, *The Galley* will focus upon resources and articles that assist writers in the quality and the appropriate use of illustrations, charts, tables, and photos, including the value of each to enhance text and overall



communication. We'll move to composing and arranging better sentences and paragraphs for designers and illustrators. Again,

any of these articles and resources should be valuable refreshers for more experienced communicators.

In February, we'll focus on layout and design for writers, the literal "big picture." Illustrators and designers will learn about the figurative "big picture" of document planning and organization.

Finally, in April, words and images re-unite as we explore delivery

methods, such as online, print, translation, and multimedia. This united exploration continues through the June issue, in which we suggest applying new and/or

refreshed skills and knowledge to new positions, promotions, or even new careers.

## We Want YOU!

As always, we're looking for our own readers to share their valuable experiences. We'd love to have your articles, your illustrations, your inspirations. Please contact one or both of the co-editors with your ideas or queries for contributing.

*(The views in this article are those of co-editor V.M. Ball and do not represent her employer or the WVC STC and its members and affiliates.)*



# From Not Working—To Networking

By Christine A. Keefer

Senior Member, Pittsburgh Chapter

(Originally printed in the March 2004

Intercom, pp 4–7).

This morning, I had breakfast with a real estate agent, a business coach, an HR consultant, a legal services representative, a telecommunications sales rep, a business card dealer, and two virtual assistants. This diverse group of businesspeople meets twice a month for one common purpose—networking to build our businesses!

Networking—whether done formally or informally, alone or as part of a group—can give you a competitive edge in getting (and keeping!) business coming to you as

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“...networking allows you to establish and maintain personal business relationships...”

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a contractor or independent technical communicator. Far less expensive than advertising and far more enjoyable than cold calling, networking allows you to establish and maintain personal business relationships with people who could potentially become your customers and collaborators. And because networking generates “warm” prospects rather than the “cold” leads generated by ads, cold calls, and other marketing techniques, you can improve your sales and productivity—and never have to make a dreaded cold call again!

In my four years as an independent technical communicator, I have never made a cold call to generate business. That’s something I attribute directly to my professional network of clients, collaborators, and colleagues—many of whom I consider friends. These relationships were developed over time and built on trust. People in my network can count on me, and I can count on them—for help, for a referral, or just for some friendly conversation.

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“People in my network can count on me, and I can count on them...”

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## Three Ps of Networking: Pitch, People, Process

“Networking is simply a matter of meeting people and developing business with them,” explain self-employment experts Paul and Sarah Edwards in their book, *Getting Business to Come to You*. “We call networking word-of-mouth marketing because it is a means of building contacts by talking with people about what you do and listening carefully to find out how you might assist each other in doing business.”

Based on this definition and those from many other resources on the subject, the concept of networking involves three basic components:

1. Pitch—who you are, what you do, why people should work with you.
2. People—who should know about you and your product.
3. Process—how to get people to know enough about you and your product so that they can refer potential customers to you.

In terms of defining your product, experts advise that you develop a “sixteen-second sizzler,” “elevator speech,” or pitch. Basically, you want to develop—and commit to memory—a short, positive description of who you are, what you do, and how people can benefit from what you do. Keep your pitch simple, and practice it over and over until you feel comfortable delivering it. Try it out on friends and family—they’ll be gentle with you and they can help in word-of-mouth marketing.

Once you have perfected your pitch, think about the people you want to hear it.

Determine whom you would like to include in your network and where you can meet them, advises Dee Helfgott, a business coach and author of *Network*

Smart. These people should include those who would use your services (clients) and those who could help you deliver services (collaborators). Because these audiences differ (though a person in your network could be both your client and a collaborator), you will have to alter your pitch to their interests and needs.

Successful networking also requires a process approach in which you take certain actions to achieve a desired result:

more business. “Networking is establishing and maintaining habits that build our relationship with those around us,” says Tom Reda, a self-proclaimed “networking guy” and founder of a multichapter business networking group in the metropolitan Pittsburgh area. “True networking builds synergistic alliances between companies and individuals. Whether it is a formal effort or not, we all have our own personal network. Nurturing that network is up to us.”

To nurture your network, business coach and author Helfgott recommends using a “networking action plan” in which you devote time in your weekly schedule for meetings, industry trade shows, and conferences where you can meet people in your target market face-to-face. And while you survey the business landscape for new contacts, don’t forget to nurture the relationships you already have. In

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Getting Started in Consulting and Independent Contracting, an online

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publication by the STC Consulting and Independent Contracting special interest group (SIG), independent consultant Betsy Frick recommends applying the Pareto Principle, or 80/20 Rule, to marketing or networking efforts: Spend 80 percent of your marketing time exploring possibilities with your existing business contacts and 20 percent of your marketing time finding new contacts.

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## Configuring Your Network

So where should you look for those new contacts? A good place to start is with all those business cards you have tucked away in your address book or card file. Pull them out and sort them into two categories: potential clients and potential collaborators.

And while you’re digging through your address book for business cards, don’t forget about people you have worked with in the past—either on the job or in a volunteer capacity. These people already know you and your work, so they can be extremely valuable members of your network.

Another excellent source for networking is your STC membership. Get active with your local chapter. Join

one of STC’s SIGs: Members share a common interest, which makes it easier to network with one another. And take advantage of STC’s annual conference not only as a learning opportunity, but also as a venue for networking. There is probably no better opportunity to meet your professional colleagues.

Other good resources for building your networking pool of potential customers (and your networking skills) are related professional organizations, Chambers of commerce, Rotary clubs, Toastmasters International, and other groups that typically attract businesspeople from various fields.

## Launching Your Networking Efforts

Whether you are new or experienced in contract or independent work, you can maximize your networking efforts by focusing on a few basics and practicing them with some regularity—even when you’re busy with more work than you can handle!

Set networking objectives. Doing so will help you meet your business goals and schedule time to work on those objectives. For example, let’s say your business goal might be to expand into writing employee handbooks. Corresponding networking objectives might include attending meetings

of the local chapter of the Society for Human Resources Management (SHRM) to gather business cards and make contacts, calling the

human resources managers of a few local companies to gather information to develop your pitch, and attending job

fairs to find out which companies are staffing up and might need an employee handbook. The next week, you might start by contacting the local SHRM chapter and getting information about their next meeting. You could also make a list of the HR

managers you know and call a few of them. And you could check the employment section of your newspaper to see if any job fairs are scheduled and which employers might be hiring.

Equip yourself and always be prepared to give your pitch—to anyone, anywhere.

Always carry a few business cards in your wallet to hand out to your new contacts. Listen for opportunities to tell people what you do and how you can help them. Explain your business succinctly, then listen as people tell you about theirs.

Look for opportunities to network everywhere you go. Networking doesn’t happen only at business meetings or over lunch—it can happen during the course of ordinary conversation at your kids’ soccer practice, while waiting for a table at a restaurant, or while getting a haircut. Another alternative is joining a networking group that might cater specifically to businesses in your geographic area or to your specific industry or profession. Check the business calendar of your local paper for networking group meetings or ask your local Chamber of Commerce or Rotary club about networking groups or opportunities.

If you don’t find a networking venue that meets your needs, consider starting one of your own. That’s just what a few people in STC’s Pittsburgh

chapter did two years ago when technical communicators in the city were finding it difficult to find work. Although WorkQuest is a support

group for technical communicators who are seeking employment, people from other fields are welcome to

participate—making it a great venue for networking.

## Practicing Proper Netiquette

Because networking is about relationships between people, practicing a little “netiquette” is a must:

- If someone in your network gives you a referral, follow up with that lead immediately. Thank your network contact (your referrer) for the lead and check in occasionally to provide an update. If the lead doesn’t pan out, be sure to let the referrer know and explain why. This helps your referrer better qualify future leads for you.
- Immediately after a networking event, write notes on the back of the business cards you collected. For example, if Joe Smith of Acme Widgets mentioned that he needed some help updating his company’s Web site, jot down a note on the back of Joe’s card. Then, when you get back to the office, send a quick follow-up note to Joe, explaining how you can help and asking him to meet with you on the matter.
- Know when to stop talking and start listening. Give your quick pitch, then ask people about their business. “This not only keeps you from always talking about yourself, but provides you with information about their business situation,” explains independent consultant, author, and senior STC member Doug Florzak in his book, *Successful Independent Consulting*. Watch people’s eye and body movements, too. If you notice someone’s eyes glazing over

“...always be prepared to give your pitch—to anyone, anywhere.”

“Another excellent source for networking is your STC membership.”

## “From Not” cont’d from page 5

or looking past you to another person in the room, that’s your cue to back off and let them talk.

- Remember the golden rule about treating people the way you would like to be treated—with respect, dignity, and tact. If you mess up or get lazy in your networking relationships, admit your error, apologize, and make it right. For example, I apologized to my networking group for slacking off over the summer and promised to really focus on them this year. To that, one of group lamented, “Chris, what about your [work] pipeline!?” Fortunately, the well didn’t run dry—because members of my networking group gave me three referrals in just one week.

### Is Your Network Working?

How will you know if your networking efforts are paying off? First, you need to measure the number, sources, and quality of your leads. At first, most of your leads and business will come from your network contacts. Once they have a sense of who you are and how you work, they will feel comfortable telling people in their networks about you. Then those people will call you to do business. If those leads turn into real work, there’s great potential for growing your business through your ever-expanding network.

This pattern of multiplying contacts has phenomenal results. “Networking guy” Tom Reda points to Stanley Milgram’s research study called “Small World Problem,” which found that the average adult has accumulated 500 to 1,000 contacts. Assuming that there are no duplicates, two individuals who combine contact resources can extend their immediate network to at least 1,000 people. If each of those contacts in turn knows 500 people.... Think of the potential network you will be

exposed to by cultivating relationships with just a few people in your group of contacts.

Another way of measuring your networking success is to take inventory of your network. For example, if your new clients expect you to handle the printing as well as the writing of their employee handbook, do you know some reputable printing firms? If not, you might want to add some print brokers or production specialists to your professional network.

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“Remember the golden rule about treating people the way you would like to be treated—with respect, dignity, and tact.”

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“Remember, networking is a give-and-take interaction: Make sure you do your fair share of the giving.”

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A third way of measuring your network is to look at your bottom line. Keep track of the dollar value of each referral you have received through your network. As time goes on, the percentage of your business gained through networking should grow.

Remember, networking is a give-and-take interaction: Make sure you do your fair share of the giving. And don’t be

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## Networking Opportunities for Women

By Linda G. Gallagher, Associate Fellow, Rocky Mountain Chapter

These days, women can find an abundance of networking opportunities targeted specifically to them. Many organizations have sprouted up locally, nationally, and internationally to support women in the working world. Here are a few that you might look for in your area:

- WorldWIT (Women, Insights, Technology) at [www.worldwit.org](http://www.worldwit.org). This worldwide, virtual organization has an extensive Web site and more than fifty e-mail discussion lists. It focuses on issues of interest to women in the technical sector, including entrepreneurs, venture capitalists, sales and marketing professionals, consultants, educators, journalists, freelancers, and attorneys.
- National Association of Women Business Owners (NAWBO) at [www.nawbo.org](http://www.nawbo.org). This organization represents the interests of women entrepreneurs in all industries, has eighty chapters in the United States, and is affiliated with Les Femmes Chefs d’Entreprises Mondiales (World Association of Women Entrepreneurs) in thirty-five countries.
- Women’s Chambers of Commerce. Many states have a chamber of commerce specifically for women. Search for one for your state online. Women working outside the United States can look into the International Virtual Women’s Chamber of Commerce ([www.ivwcc.com](http://www.ivwcc.com)).

In addition, read your local newspaper’s calendar section and ask other women you know for leads. You will likely find many other women’s networking groups. In Colorado, I receive e-mail from at least four local women’s groups. Some interact only over the Internet, while others have regular meetings. Many women business owners like to work with other women-owned businesses. We women should take advantage of these networking opportunities!

*Linda G. Gallagher is an STC Associate Fellow, Manager of the Consulting and Independent Contracting (CIC) Special Interest Group (SIG), and founder of TechCom Plus. LLC, a technical writing and consulting firm. She specializes in creating software and hardware user guides, both printed and online. She also helps her clients create more usable software interfaces and always focuses on creating information that users can understand and use. You can reach her at [lindag@techcomplus.com](mailto:lindag@techcomplus.com) or [www.techcomplus.com](http://www.techcomplus.com).*

## “From Not” cont’d from page 6

discouraged if at first you find yourself giving more than what you get in return. Eventually, the networking relationship will achieve some equilibrium, and you will receive an abundance of work and referrals. At the very least, your pipeline will have a constant flow of work.

Chris Keefer operates her own technical and marketing communication business, K2 Communications. She is a past president of STC’s Pittsburgh chapter, and a recipient of an STC distinguished chapter service award. Chris is also a charter member of a small business networking group in southwestern Pennsylvania. She can be reached at keefercj@adelphia.net.

### Suggested Readings

Barker, Thomas, and Karen Steele, editors. *Getting Started in Consulting and Independent Contracting*: english.ttu.edu/gscic

Edwards, Paul, Sarah Edwards, and Laura Clampitt Douglass. *Getting Business to Come to You*. New York: G. P. Putnam’s Sons, 1991.

STC Pittsburgh’s WorkQuest Web site: <http://home.earthlink.net/~workquest>

*It’s more than a meal—it’s networking!*



Photo by Rachel Houghton, Volunteer Appreciation Dinner, June 23, 2005

## WVC Networking

Come meet other technical communicators and make professional contacts.

Before chapter program meetings, WVC members can network from 6:00–6:45 p.m. Chapter meetings are held the third Thursday of each month, excluding July and August when there are no chapter meetings.

Other professional networking possibilities for WVC members include CHIFOO, Software Association of Oregon, and Internet Professionals Northwest. For links to these and other communication-related organizations, go to [http://www.stcwvc.org/resources\\_local\\_national\\_links.html](http://www.stcwvc.org/resources_local_national_links.html).

The Portland State University Center for Excellence in Writing Web site has a links page to writing organizations, publishers, and internships. Check it out at <http://www.english.pdx.edu/cew/links.html>.

## Employment News or WVC JOBS-L

Barbara Bryant, the WVC employment manager, posts job openings weekly to the WVC jobs list, WVCJOBS-L. Email Barbara at [employment@stcwvc.org](mailto:employment@stcwvc.org) with questions. If you wish to submit a job opening, go to the WVC Web site ([www.stcwvc.org](http://www.stcwvc.org)) and follow the links to the “Submit a Job” page (Employment> Submit for Posting>Submit a Job).

The jobs list is a subscription-only list. WVC members subscribe for free, while non-members subscribe for a \$50 annual fee. To subscribe, go to the WVC Web site and follow the links to the “Signup for Updates” page (Employment>Signup for Updates).

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“The all-encompassing viral networking gives you an edge over your counterparts...”

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## Viral Networking: Tactics in Today’s Job Market

By Caroline A. Drakeley

Senior Member, Sacramento Chapter

(Originally printed in the September/October 2003 Intercom, pp 4–7.)

With so many talented candidates looking for jobs, and so few openings, how does a qualified candidate find a job in a down market? Two words—viral networking. Most jobs are found through contacts, because 80 percent of the jobs never get advertised. But networking is more than handing out a few business cards at an STC chapter meeting. The most successful networking tactics permeate your life and spread to others, like a virus. Socializing and making contacts is your first, most important step, but you can also spread the word about your abilities through staffing agencies, the Web, and volunteer opportunities. The more people you touch, the more your name proliferates throughout the job community—and the greater your odds for success.

### Making Contacts

According to the 1999 Career Transition Study done by Drake Beam Morin, 64 percent of the almost 7,500 people surveyed said they found their jobs through socializing and meeting people. Making contacts is the key to finding your dream job. It’s who you know.

Making contacts takes on a different twist in a down economy because you are out there with so many other unemployed people. To succeed at viral networking, you need to be resourceful when evaluating your job market, working the system, planning your strategy, and avoiding novice mistakes. And, in the technology

industry, the all-encompassing viral networking gives you an edge over your counterparts, who may use the Internet as their

only job-hunting strategy. You can develop a number of different, yet

“Viral” cont’d on page 8

## “Viral” cont’d from page 7

complementary, strategies for making contacts.

### *Make Time for Face Time*

Meeting people, whether at professional or social events, is a vital component of a successful job search and an important way to cultivate a network of relationships; however, socializing can be painful for shy folks. You can make socializing easier by approaching other people at an event who are standing alone. It’s harder to join a group of people talking than it is to approach someone alone, who will most likely welcome your conversation. Be approachable and friendly—a smile and a

good attitude attract others. Stay knowledgeable about current events, so that you have something to talk about. Don’t forget to carry business cards to hand out when asked. And, when you receive a business card, write a short note on the back with the date to jog your memory later. Always say hello or goodbye—simple courtesies leave a positive lasting impression. Remember: The more hands you shake, the more people who can spread the word about you.

### *Know the Job Market*

To help yourself make contacts, keep up on industry and community news. For example, read the newspaper and trade magazines to stay on top of events, trends, and other vital news in your industry. Business columns hold a wealth of valuable information on company happenings, such as who’s leaving a company, joining a company, or starting a business—all information that gives you an advantage in the marketplace. In addition, you see information on companies receiving grants or venture capital investments, which means they’ll most likely be hiring resources next. Association newsletters highlight new members, along with who’s retiring, being promoted, or switching jobs. Finally, you find out about companies winning awards, gaining new business, and opening

new service/product lines—again, all opportunities for you!

This is also the time to check out company Web sites. Web sites contain press releases on company happenings

and new employees. Archived press releases include names of company executives you can contact. Finally, company Web sites have their own job listings, which may not be advertised elsewhere.

When you know the job market, you know the arena, the players, and who to contact. You also know which associations have the best job boards and the best meetings for networking opportunities. Industry news also helps you know which companies are (or aren’t) hiring or which ones are in financial trouble. And being up on the news and trends, you know what new industries are entering your job market. All of this information gives you additional ammunition for your job hunt.

### *Get Involved*

In addition to knowing the job market and planning your strategy, look at every event, not just professional association meetings, as an opportunity to meet people. Church, piano recitals, and your child’s baseball game are all potential opportunities to make contacts.

Along with joining professional associations, you may want to join religious affiliations and clubs (health, golf, and tennis clubs), attend college alumni get-togethers, fund-raising events, holiday socials, and cultural events, and take continuing education classes (Toastmasters, community college, extension classes, conferences). In fact, training is a great way to land a job. For example, you could learn HTML or Flash to add to your skill set. Your resume will

show that you’ve got the initiative to upgrade your skills, but, most important, you’ll also be out there meeting other students (who could be managers or employees at companies in the area) and teachers

who are evaluating your skills and abilities in the classroom. When a job comes open, you’ll be on their radar screen as the person to refer or hire.

Volunteering to be on a committee or the board is the fastest way to develop your network of relationships. It gives you the opportunity to show others your skills and abilities, and when you’re visible, people think to refer you much more quickly.

### *Plan Your Strategy*

After you’ve completed your business environment analysis and know the job market, it’s time to plan your strategy. Begin by thinking about your goals, what you have to offer, and who you know. For example, your goal may be to target a specific company to get your résumé to the right hiring manager. After you’ve established your goals, create your “infomercial.” This is a 20- to 30-second verbal business card. Make it memorable, in 25 words or less. Include any professional or educational credentials you have. Describe the skills and personal characteristics that make you unique, and state what you want from a job. Finally, think of a list of family, friends, professors, advisors, peers, former co-workers, club members, association members, and others you can contact.

Whether you contact them via e-mail, letter, or phone, focus on information gathering; do not ask outright for a job.

For example, you can ask for contacts in the Human Resources department or other managers you can contact in the company. You can ask for information about the company or the department to see if it’s an area where you’d like to work. You can

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“After you’ve established your goals, create your ‘infomercial.’”

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“Viral” cont’d on page 9

## “Viral” cont’d from page 8

ask about the person’s background and how they got into the profession or their job. Most people like to talk about themselves, if they have time. Be polite and considerate of their time. Follow up with a thank-you card.

### How Not to Network

Although you may have been meticulous in planning and setting up your strategy, your implementation may be hampered if you make these common mistakes: asking your contacts to circulate your résumé; asking for a job; interrupting; pushing your business card on contacts unless asked for it; using the name of someone you don’t know or from whom you haven’t received permission as a referral; conducting an email or letter campaign; complaining about your lack of work; and pestering or pressuring someone for advice or referrals. Most important, when you’re in an informational interview, don’t turn it into a job interview. You’re just gathering information about the company, the industry, and the marketplace. The job offer will come—if there’s one available, if your skills match the job requirements, and if you make a favorable impression. Finally, be patient with managers you’re contacting in a down economy, since budgets are tight and resources are scarce. Send frequent e-mails or voice mails as reminders. Don’t bug them, but if they aren’t returning your call, it’s probably because they’re swamped with other calls. Don’t take it personally, and always keep a positive attitude. If using email, keep the text short and to the point. Use the subject line to state your point because most managers triage their e-mail and delete what doesn’t pertain to them. Spam is rampant these days, and your messages need to be able to survive the e-mail in-box.

### Staffing Agencies

People don’t often think of staffing agencies as a networking avenue, but they provide another pool of jobs and contacts. If you don’t want to be a temporary employee, staffing agencies

also provide temp-to-perm job opportunities, as well as permanent positions. Most staffing agencies offer health benefits and 401(k) plans, and some also offer free training. Most important, do not pay an agency to find you a job. If they’re asking for payment, go elsewhere. Even in a recession, agencies should not be asking you to pay them.

Be sure to sign up with more than one agency, so that you have access to as many opportunities as possible.

In addition, be sure to contact the agencies frequently, so that they know you’re interested and you’re still looking.

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“...when you’re in an informational interview, don’t turn it into a job interview.”

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When agencies have more than 12,000 candidates in their databases, they often go with the “squeaky” communicator who’s available immediately. Just be careful not to pester or pressure your contacts. The agency wants to place you just as badly as you want to be placed, but jobs are scarce in a down market. Employers

are picky, and it may take longer than usual to place a candidate in an open job position. Remember,

though, that networking does not mean that you throw your name out there indiscriminately. When working with staffing agencies, make sure they ask your permission before submitting your résumé. A lot of agencies grab résumés off job boards and submit them to employers without ever asking the candidates. The problem, besides the ethical issue of using your résumé without your permission, is that your résumé may be submitted twice by two different agencies. Some employers drop such “double submittals.” In the end, you lose.

Another mistake is not treating the staffing agency like an employer. The recruiters are representing you and selling you to employers. If you don’t make a good impression to the recruiters, they will think twice before representing you, since their reputation is on the line.

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“...the Web allows you to post your résumé so employers and staffing agencies look for YOU...”

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## Internet Job Sites: Work the Web

Besides making contacts and using staffing agencies, Internet job sites are a useful way to spread the word about your availability and your skills throughout the technology industry. More than 17 million Web surfers look for jobs in any month, according to the Internet audience measurement company Nielsen/NetRatings of Milpitas. Out of those, 26 percent are professionals. The most popular job sites include Monster.com, Yahoo HotJobs ([www.hotjobs.yahoo.com](http://www.hotjobs.yahoo.com)), and CareerBuilder ([www.careerbuilder.com](http://www.careerbuilder.com)). For technical communicators, Dice ([www.dice.com](http://www.dice.com)) is also a very popular spot to find technical positions. General job sites include [www.CareerJournal.com](http://www.CareerJournal.com), [www.CIO.com](http://www.CIO.com), [www.Computerworld.com](http://www.Computerworld.com), [www.InfoWorld.com](http://www.InfoWorld.com), and [www.ITCareers.com](http://www.ITCareers.com).

### Post Your Résumé

Unlike newspaper job classifieds where you look for the job, the Web allows you to post your résumé so employers and staffing agencies look for YOU—based on a match of skills, education, and experience. In addition, Internet job sites are very intelligent nowadays. For example, the *Wall Street Journal’s* résumé database, [CareerJournal.com](http://CareerJournal.com), can display your résumé to employers and recruiters with or without your contact information. You can customize your confidentiality preferences and alter them at any time. You can even create different versions of your résumé, and designate which version, if any, recruiters are allowed to see.

Because most employers and recruiters are using automated search functionality to find résumés sporting skills that match company needs, you need to ensure your résumé will show up in the results. List skills that are likely to be entered in keyword searches, as well as those that are not. For example, list all of the programming skills you know, such as

“Viral” cont’d on page 10

## “Viral” cont’d from page 9

HTML, JavaScript, or ASP, along with software applications you use, such as *FrameMaker*, *Flash*, *DreamWeaver*, and *WebWorks Publisher*. Spell them correctly, avoiding acronyms, and list even the easy-to-use applications. When the market is down, employers look for the candidate who can do more and knows more for less money.

### Network Online

All of the leading job boards have chat rooms or message boards where you can interact anonymously. From Interview Tips to Career Planning, the message boards offer a chance to ask experts questions, share your stories, or exchange ideas with your peers. Thousands of groups have millions of members chatting in almost every industry or topic.

### Internships

Internships are an excellent way to gain entry into a company and spread the word about your job skills. Even if you’re changing careers, you can ask a company to consider an internship; you don’t have to be affiliated with a

university. Although most internships are unpaid, some are paid positions. In either case, treat an internship like a job and behave professionally. Most companies look for team players, and an internship allows them to evaluate the potential employee’s grasp of difficult technical concepts and performance under extreme deadline pressures. The internship gives you the opportunity to show your skills, work ethic, positive attitude, and passion for your work, in addition to the chance to prove that you should be the next employee the company hires. If the internship doesn’t yield a job offer, you don’t lose out, because you have job-related experience to add to your résumé and a new job reference. And you’ve also made networking contacts through your colleagues.

### A Two-Way Street

Making contacts is a two-way street, so be ready to give back. Once you’ve landed your job, keep up your viral networking strategy. Not only are you in a position to help your colleagues, you never know when you’ll be laid off, reorganized, downsized, or simply

want to change jobs. Having contacts and a networking process in place means you don’t have to get back into the game of spreading your name around.

*Caroline Drakeley is one of the founders and CEO of InfoPros (www.infopros.com), an information solutions and staffing company in California. InfoPros specializes in documentation, Web site development, training, and needs assessment, and places staffing resources in the industry. Caroline is also the author of Superbase Revealed! (Prima Publishing, 1993), writes a monthly column for California Computer News, and presents seminars on online information, information architecture, and marketing. Caroline is a past president of the Sacramento Chapter STC. You can contact her at caroline@infopros.com.*



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## Babel Not: Machine Translation for the Technical Communicator

By Sandra Bologna

(This copyrighted guest article from WTB Language Group, Inc., a Canadian-based translation company, is also available on the company Web site at <http://wintranslation.com>.)

Long ago the world had one language and few words. One day, a group of architects decided to write a manual containing sensitive information on the design of a tower they were building in their city. The tower was to reach the sky and would ultimately determine their greatness. Their pride and confidence took over and they soon ignored their boss. As punishment, their boss scattered the architects across the entire earth and made them all speak different languages. This created much confusion, and so the city was named Babel. Many years passed and no-one

could unlock the secrets of the tower, at least until the birth of the great Babel Fish.

What is Babel Fish and why is it so great? Babel Fish belongs to a larger category of translation called Machine Translation.

Machine Translation will give you a rough

translation of that German document that’s been sitting on your desk baffling you, in less than one minute. How’s that for great?

As amazing as that sounds, Machine Translation is not perfect, and it does have its drawbacks. So how do you know if Machine Translation is right for you? Researching MT software and reading feedback from actual users will help you get the full picture. For starters, I’ve outlined the major points below.

For those of you new to this term, Machine Translation (MT) is the automatic translation of text from one language (source language) into another language (target language) without human intervention. In general, MT use is grouped into two categories. Figuring out which of these two categories best suits your needs is a first step in determining if MT is right for you:

- **MT-enabled (Unassisted MT):** the automatic translation of text with no human post-editing. This can produce a translation that is unpolished, but is extremely useful for material that would be impossible or inconvenient for human translation due to overwhelming volume, time-consuming nature, immediate turn-around requirements, and/or the expense of human translators.

“Babel” cont’d on page 11

## “Babel” cont’d from page 10

- MT-enhanced (Assisted MT): automatically translating text with the intent of using a human translator for post-editing. Used in the form of Computer-Aided Translation, Assisted MT is useful for creating a base translation for proofreaders, which drastically decreases the amount of time they have to spend translating.

### When is MT useful?

#### Controlled Environment

MT works well for translations where source documents are controlled, such as technical documents. Controlled authoring avoids ambiguity; clear and concise source text produces clear and concise machine translation. Documents to be machine translated should feature both of these traits. Please see Basic Controlled Authoring Methods: Getting Ready for Machine Translation.

Weather reports and stock market data use controlled authoring. According to Steve Silberman, “The classic example of MT that works is the Météo system, developed in Montreal, which has been

translating Canada’s weather bulletins between English and French on a daily basis since 1977. In the world of Météo discourse, ‘front’ always means a weather system.”

#### Large Repetitious Documents

Large volumes of documents, particularly those with much repetition, are ideal for MT use. Machine Translations usually contain terminology dictionaries that can be tailored to fit the subject material and updated and modified as needed. This is a good thing, because constantly updating highly repetitious documents leads to translator attrition. According to Steve Silberman, “The translation of forecasts was so boring that before Météo took over, the Canadian government had a hard time keeping translators on the job for more than a couple of months.”

### When Human Translation is Impossible

Extremely large volumes of material with impractical turn-around times where translations must be updated frequently make human translation impossible. As one member of webmasterworld.com wrote “I run a site full time for a company and we use the machine translation service ...90% of our content is dynamically generated each week from a database of about 12,000 new products each week so it would be a huge translation job where we’d need full time staff on doing it. The machine translation works quite well for us and gets customers who have no clue of English. We also use the machine translation type text in box for a translation for all email contact with them – even though the translation is vague!” What is MT used for?

#### Gisting

To use MT for obtaining a rough idea of the source text content is called ‘gisting’ (from the phrase ‘get the gist of it’). Individuals or corporations who must obtain information from documents in a foreign language

use MT for gisting purposes when they don’t need an official translation or to determine if an official translation is necessary. Gisting is the most popular use of MT in use today.

#### Real-Time Translation

Depending on the language, a translator can translate approximately 250 words per hour. Let’s say that you outsource your weather report indicating a sunny forecast to a French translator. Two hours later you receive the translation, but now it’s raining. You outsource again. Let’s face it – data is constantly changing. MT provides translation of real-time data, such as weather reports and stock prices quickly. For real-time information, delays are not acceptable, and the cost of human translation

would again be enormous due to the high volume of data.

#### Communication

Think about the dozens of emails you receive and send in one day. Now think about a US company who receives hundreds of emails weekly from their international client in Italy who doesn’t know English. This demonstrates only one aspect where human translation would be out of the question.

Emails, instant messaging, and chat all require extremely fast turnaround. Translation needs to be immediate and needs to be available 24/7. Since translators cannot produce immediate

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“Translation needs to be immediate and needs to be available 24/7.”

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translation, are not free, and live in different time zones, it is impossible to have these forms of

communication translated by human translators. MT is available 24 hours a day regardless of multiple time zones and can produce the high-volume automatic translations necessary for real-time communication. MT for communication purposes also increases privacy of confidential information by eliminating third-parties such as translators and editors. It is ideal for companies working with international vendors who receive emails and data in foreign languages.

#### Assimilation

Assimilation refers to translating material from a variety of languages into one target language. Translating foreign text into your language is necessary for intelligence gathering. MT allows you to identify what information is relevant in documents written in a foreign language with little to no delay. MT can automatically translate large volume of material that would be impossible, time-consuming, or prohibitively expensive for human translators.

#### Dissemination

Dissemination is the need to transform material in one language into several other languages. The

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“Gisting is the most popular use of MT...”

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“MT will not replace human translators.”

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“Babel” cont’d on page 12

traditional process of localization is a prime example. MT for this purpose is used as human-assisted MT. It can speed up the localization process by providing a draft translation for human translators to edit instead of requiring them to start from scratch. Since MT automatically maintains consistency of terminology, it also saves translators time in having to research and check terminology.

Right now you’re probably wondering why you should still bother using human translators; MT easily replaces them, right?

**No.** MT will not replace human translators. As I mentioned before, MT works well for technical documents because they use controlled authoring, and the MT dictionary can be tailored to their specific terminology. MT does not work as well for literary works. The machine translation of Romeo and Juliet would produce a trainwreck of text, leaving Shakespeare that much more difficult to understand. It is difficult for MT to properly translate such documents because literary texts are not structured and often use word play, metaphors or other non-literal phrases. Human translators, on the other hand, have the ability to grasp the message of the text, and can properly translate the material even if it is conveyed imprecisely.

This is not to say that human translators always create perfect translations, for even the best-qualified translator will not know the source text better than the author. Still, using highly qualified, professional translators will produce better translations than MT software. MT systems have a more limited knowledge of grammar and vocabulary than human translators and MT dictionaries are limited to what developers were able to implement, which is generally much less than what is necessary. It is important to determine what your needs are and what you plan to accomplish with a MT system.

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“...MT systems cannot handle every language combination.”

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### *What are the costs of MT?*

When you purchase your MT system, the initial costs will be in the license, customization, annual fees, and maintenance fees. Initially, the cost is high, but using MT regularly for repetitious, large volume documents pays off quickly.

For five languages, the initial cost and maintenance could be close to \$154,000, but let’s look at the long-term cost. Let’s say that in one year you translated 1,000,000 words. After only the second year of using MT, the total cost for 1,000,000 words would be \$116,450 (\$100,000 for revision, \$7,000 for maintenance, \$9,450 for the annual fee) and would take about 250 days to complete. The cost to have the same 1,000,000 words translated by human translators into five languages at a rate of \$0.10 per word would be \$500,000 and would take about 400 days to complete.

MT runs at a fixed cost independent of volume; this means you can end up saving money over time due to reduced translation cost, reduced delivery time, around the clock availability, and consistency in terminology.

Most commercial MT systems are Transfer-based MT systems. This type of MT lets linguists build grammar rules for the system. The system can then analyze the source language text, map grammatical structures to the target language, and then generate the translation.

However, Transfer-based systems are time-consuming and expensive to develop. When the rules have not yet been developed, poor analysis of sentences will result. Also, this approach can take up to two years to develop since it is knowledge-intensive.

Another type of MT system is Data-driven MT. Only a few commercial MT systems use this method. This method uses statistical methods to calculate which parts of the source and target languages match by gathering

## *August Birthdays*

- 1 Herman Melville
- 2 James A. Baldwin  
Bei Dao
- 3 P. D. James  
Leon Uris
- 4 Percy Bysshe Shelley
- 5 Conrad Aiken
- 6 Piers Anthony  
Alfred Lord Tennyson
- 8 Marjorie Kinnan Rawlings  
Sara Teasdale
- 9 John Dryden  
Jonathan Kellerman  
Jeanne Larsen
- 11 Alex Haley
- 12 Katharine Lee Bates  
Zerna Sharp
- 14 Russell Baker  
William Kittredge
- 15 Edna Ferber  
T. E. Lawrence  
Sir Walter Scott
- 17 V. S. Naipaul
- 19 Ogden Nash
- 20 H. P. Lovecraft
- 22 Ray Bradbury  
Dorothy Parker
- 23 Robert Irwin
- 24 Mason Williams
- 27 Confucius  
Theodore Dreiser  
C. S. Forester
- 28 Johann W. von Goethe  
Leo Tolstoy
- 29 Oliver Wendall Holmes
- 30 Mary W. Shelley
- 31 William Saroyan  
William Shawn



## “Babel” cont’d from page 13

never be the one-size-fits-all solution for translation needs. Any translation used for commercial or professional purposes must be at the very least checked and double-checked by human translators, if not translated by human translators altogether. For those other cases where the benefits of using an MT far outweigh the drawbacks, MT may be that key that unlocks the mystery of languages. And so, as the story goes, with a little help from the Fish, architects all across the globe were able to read and understand the secrets of the tower and climb to the top.

Sandra Bologna is a translation project manager with WTB Language Group, a Canadian based translation company that provides technical translationservices (<http://wintranslation.com>) in over 140 languages. Sandra can be reached by phone at 519 256 8897 ext. 101, or by email [sandra@intranslation.com](mailto:sandra@intranslation.com).



## Ask the Chancellor

By Garret Romaine  
WVC Chancellor of Education  
Dear Chancellor:

I have a background in medicine, and I'm interested in steering my technical writing expertise into the medical field. Do you know of any programs that could help me out?  
Signed,

Caregiver in Condon

Dear Caregiver:

You're probably making a solid career choice. Technical writing opportunities in the medical field are sure to expand as our population ages and more technology is incorporated.

### University of Chicago

I recently learned about an interesting program at the University of Chicago. The Graham School of General Studies offers a certificate program in medical writing and editing. Originally developed in 1997, the program's goal is to “raise the standard of writing and editing” in the medical field “and to make the medical writer a full partner in the publication of research.”

The basic certificate consists of four courses, and an advanced certificate is

“Chancellor” cont’d on page 15

## We Need YOU!

By Marianne Stebbins

*The Galley's* new foci will be on how to improve basic skills, find resources, and help us stay marketable. If you have ideas, hints and tips, stories or art, please contact Valerie M. Ball ([vmball@rockwellcollins.com](mailto:vmball@rockwellcollins.com)) or Carol L. Larson ([carol@larson-tech.com](mailto:carol@larson-tech.com)). Submissions are due by September 15, 2005.

Here are a few guidelines:

- 250–1000 words
- Topic related to education, improving basic skills, great resources
- Graphics or photos welcome

See Op-Ed on [page 3](#) for more details on the Foci.



Garret Romaine displays his STC mug #666, *The Galley's* award to the WVC member who claimed the oldest portfolio document.

## Get Involved in the WVC 2005–2006 Chapter Competitions

By Toni Mantych, WVC Competition Manager

Have you recently completed some outstanding or innovative deliverables? Are you looking for a way to get more involved in our chapter? Do you want to beef up your résumé with some awards and/or community service?

Now is the time to start planning for this year's chapter-level competitions. As in past years, the Willamette Valley Chapter is holding competitions for Online Communication, Technical Art, and Technical Publications. The deadline for submitting entries and/or volunteering to judge is October 15, 2005.

“The deadline for submitting entries and/or volunteering to judge is October 15, 2005.”

### Why You Should Submit

Whether or not your entry receives an award, you will receive feedback from the judges that may give you new ideas and a wider perspective on your work. Having your entry receive a Merit, Excellence, or Distinguished designation is just icing on the cake.

For advice on why submitting is a good idea—as well as useful tips on how to prepare your entry and keep the competition in perspective—see John Hedtke's “Entering Your Work in the STC Competition” in the February 2005 issue of *The Galley* (<http://www.stcwc.org/galley/2005FebruaryGalley2.pdf>).

### Why You Should Judge

In addition to building up the community/professional service section of your résumé, serving as a judge exposes you to a variety of ideas and examples that may influence your own work. Volunteering as a judge is also a good way to get more involved in the chapter without taking on a year-long position. The bulk of the judging activities will happen between October 22 and December 3.

### More Information

Full details about the 2005 competitions (including the 2005 entry forms and judging applications) will be available on the chapter Web site soon (an announcement will be sent to WVCANNOUNCE when the new information is posted). If you have questions in the meantime, please contact Toni Mantych at [wvcomp@professionalquill.com](mailto:wvcomp@professionalquill.com).



## “Chancellor” cont’d from page 14

available after completing eight courses. Each course is offered as an intensive three-day seminar, scheduled from 9 a.m. to 4:30 p.m. each day. Students attend the three-day course and then complete assignments following the last lecture. These assignments are handed in via fax or email.

Here’s a partial list of courses offered:

- Introduction to Medical Editing
- Scientific and Medical Bibliographic resources
- Interpreting and Reporting Biostatistics
- Writing in the Medical Sciences
- Designing and Editing tables and graphs
- The Internal Logic of Medical Articles
- Pharmaceutical Writing
- Understanding the Growing Field of Medical Ethics
- Reporting about Health Care and Science
- Transferring Medical Data to the Web

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“Technical writing opportunities in the medical field are sure to expand...”

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Unfortunately, this curriculum is not offered online at the present time.

The program’s Web site is <http://grahamschool.uchicago.edu/business/subprogram.cfm?subprogramid=141&forcredit=2>.


### Web Links

After checking out the University of Chicago, I wondered what Web resources were available for medical writers or wannabes. I found the following:

- <http://www.writerswrite.com/medical/>  
The Medical Writing Web site offers a listing of current jobs, containing 54 openings when this article was prepared. There’s a quiet message board, a set of links, lists of books, and updated news stories.
- <http://healthcare.monster.com/articles/writestuff/>  
monster.com offers an article on medical and health writing careers, and

contains links for freelance writers who cover medicine-related topics.

- <http://www.amwa.org>  
The American Medical Writers Association is probably the premier spot for aspiring and veteran medical writers. You’ll find a job market page, plus information about products and services. The site also advertises an upcoming conference in Pittsburgh, Pennsylvania, scheduled for September 29, and contains links to certificate and self-study programs.

All in all, there’s a good start for information about getting involved in the medical writing field. There are many opportunities, and the future looks bright. Good luck! 

### Educational Opportunities

Fall quarter classes at PSU and PCC and STC Webinars (Web and telephone remote seminars) include, but are not limited to:

Date	What	Title	Time
Aug. 24	STC Webinar	Know Your Audience Like Never Before Through User Profiles and Personas	1:00–2:30 EDT
Sept. 14	STC Webinar	Dreamweaver MX 2004: Part 1	1:00–2:30 EDT
Sept. 21	STC Webinar	Dreamweaver MX 2004: Part 2	1:00–2:30 EDT
Sept. 21	PCC Online	The Keys to Effective Editing	6 weeks
Sept. 21	PCC Online	Writing Effective Grant Proposals	6 weeks
Sept. 26	PSU Class	Document Design	11 weeks
Sept. 27	PSU Class	Technical Report Writing	11 weeks
Sept. 27	PSU Class	Trends in Technical Communication	11 weeks
Sept. 27	PCC Class	Write It Right: Editing Skills for Everyone	5 weeks
Sept. 28	PCC Class	Medical Writing Workshop	5 weeks
Oct. 4	PCC Class	PR Writing and Media Relations	6 weeks
Oct. 5	PCC Class	<a href="http://www.whydoineedawebsite.com">www.whydoineedawebsite.com</a>	4 weeks

For PSU classes, go to [www.pdx.edu](http://www.pdx.edu).

For PCC classes, go to [www.ed2go.com/portlandcc](http://www.ed2go.com/portlandcc).

Complete information about the STC Webinars can be found at <http://stc.webex.com>. For STC members, the base fee is \$99; for non-members, \$149. One site is allowed one telephone connection and one computer connection. Additional telephone and computer connections are \$150 each.

# Volunteer Appreciation Photos

Photos by Rachel Houghton, June 23, 2005

*Not waving, not saluting, but swearing—  
swearing the revered oath of office for 2005–2006*



Maralee Sautter, Mark Barnett, Joanne Wakeland



Garret Romaine

*Gift in a plain brown wrapper*



Carl Foleen

*Gift in a glitzy wrapper*



Maralee Sautter

## Volunteering is... Fun!

*And away we go...*



John Corbett, Maralee Sautter



Garret Romaine

*Another plain brown wrapper*



Tysa Fennem

*Hey, who took photographer  
Rachel's photo?*



Rachel Houghton,  
Maralee Sautter



Dick Miller



Skip Martin, Maralee Sautter



Rolf Vellek, Maralee Sautter



# Community Resources

By Carol L. Larson

(Disclaimer: As with the WVC, we “do not endorse, guarantee, or attest to the quality of information presented by any service, product, information, individual, or organization mentioned in the following linked resources.”)

“It’s who you know” is a phrase we’ve all heard when looking for a job. About 60 percent of jobs are filled through networking (Stacey L. Bradford. “Experts Offer Their Tips For Fruitful Networking.” CareerJournal.com). Networking has become an integral part in the search for a new job or a career change.

Networking may be as simple as a conversation in a checkout line, in a doctor’s office, in an airport, on the job, at a social event, or with friends and family members. You never know when such a conversation will spark a connection about a possible job contact.

## Educational Workshops and Network Groups

Educational workshops and more formal networking groups offer opportunities for networking throughout the Willamette Valley. You can find a list of resources on [page 19](#), but browsing the Web for additional data often returns new sites. Be sure to check any Web sites for current schedules.

### Oregon

- The Capital Career Center in Beaverton offers a “Marketing Yourself Parts I and II” workshop. Part I helps you “design your own sales pitch,” so you can learn how to sell yourself. Part II gives you time to practice and receive critiques about your presentation.
- The One Stop Resource Center in Oregon City offers a job search support group.
- Workforce Connections at Mt. Hood Community College offers networking groups: the Manufacturing/Production Job Club and the Mature Worker’s Group.

### Washington

- WorkSource Washington in Vancouver Town Plaza offers three opportunities to network: the Job Seeker’s Network, the Leads and Needs Networking Group, and the Mature Worker’s Network.

### Books

Libraries and bookstores offer many books about networking techniques and include:

- Diane Darling. 2003. *The Networking Survival Guide: Get the Success You Want by Tapping into the People You Know*. New York: McGraw-Hill. This book contains information about conversations, networking accessories, and places to network.
- Andrea R. Nierenberg. 2002. *Nonstop Networking: How to Improve Your Life, Luck, and Career*. Herndon, VA: Capital Books, Inc. *Nonstop Networking* offers techniques for success, characteristics of a great networker, and a chapter for [those of us who are] introverts.

### Online Resources

“Abundant” doesn’t come close to describing the number of online resources for networking, which include numerous employment Web sites and networking groups.

### Employment Web Sites

Besides the usual employment Web sites—CareerInfoNet, monster.com, Oregon Employment Department, and Yahoo! hotjobs—other employment Web sites include:

- CareerJournal contains great job-hunting advice. Networking articles include: “Why Networking Is Still The Best Way to Job Hunt,” “Finding Time: Blending Networking Into Your Life,” and “Networking Strategies for Shy Professionals.”
- The Riley Guide offers free advice for job hunters. The networking section has a plethora of networking articles.
- about.com is a general information Web site, but it contains an informative section

about jobs and careers, including networking techniques.

## Networking Groups

Business networking groups bring people together from all professions to help each other. Examples include women business owners, executives and managers, home-based business owners, and professional organizations, such as the STC.

Two business networking groups with chapters in the Willamette Valley/Vancouver area are:

- Business Network International (BNI) is an international organization that focuses on building business through referrals. Each chapter allows only one business type (chiropractor, writer, Web designer, plumber) in the chapter.
- LeTip International is similar to BNI. The primary purpose of the group is to give and receive tips and leads for members. LeTip International representatives visit prospective members in their business location to see if the business qualifies for LeTip membership.

## Online Networking Groups

Check out the many online employment services with online networking groups. One may suit your needs. When you’ve found appropriate Web sites, registering for automatic email notices can be very helpful.

## Networking Opportunities

Opportunities to network abound in the area. Suggestions include but are not limited to:


- Social events—Museum exhibit openings, zoo events, First Thursday Artwalks, Oregon Symphony concerts, company holiday parties, jazz festivals.
- Sports events—High school sports events, Timbers’ soccer games, Saturday morning golfing, swim meets, intramural baseball.
- Family events—Weddings, family reunions, birthdays, graduation parties.

“Resources” cont’d on page 19

## “Resources” cont’d from page 18

- Alumni events—Class reunions, football parties.

Another great way to network is to volunteer. Volunteer in the schools, at the zoo, for fundraising runs/walks, in museums, for the parks system. Help the Willamette Valley Chapter as a competition judge, officer, manager, or contributor to *The Willamette Galley*.

Networking is far-reaching. You never know where a conversation at a soccer game, a neighborhood barbeque, or a volunteer event will lead. Who knows...the person next to you may know Phil Knight or Paul Otellini or your next employer. 

## Oops!

On page 17 in the June issue of *The Galley*, we misspelled Rahel Bailie’s name. We apologize for this error.

## Mid-Valley Chapter News

The Mid-Valley Chapter, WVC’s southern STC chapter neighbor, includes 50 members from Salem to Oregon’s southern border. Members work in “a wide range of environments from lumber mills to ECAD R&D facilities.”

Generally, the Chapter’s program meetings rotate between Eugene and Corvallis. For more information about the Mid-Valley Chapter and news, visit [www.mid-valleystc.org](http://www.mid-valleystc.org).

## Community Resources Web Sites

### Educational Workshops and Network Groups

#### Oregon

- Capital Career Center: [www.workforceallianceonline.org/capcenter](http://www.workforceallianceonline.org/capcenter)
- One Stop Resource Center: <http://depts.clackamas.edu/workforce>
- Workforce Connections: [www.workforce-connections.org](http://www.workforce-connections.org)

#### Washington

- WorkSource Washington: [www.wa.gov/esd/vancouver.htm](http://www.wa.gov/esd/vancouver.htm)

### Online Resources

#### Employment Web Sites

- CareerInfoNet Resource Library: [www.acinet.org/acinet/default.asp](http://www.acinet.org/acinet/default.asp)
- monster.com: <http://discussion.monster.com/articles/letters/>
- Oregon Employment Department: [www.qualityinfo.org/olmisj/FindIt?p\\_search=networking](http://www.qualityinfo.org/olmisj/FindIt?p_search=networking)
- Yahoo! hotjobs: <http://hotjobs.yahoo.com/>
- CareerJournal: [www.careerjournal.com/](http://www.careerjournal.com/)
- Riley Guide: [www.rileyguide.com/](http://www.rileyguide.com/)
- about.com: [www.about.com/](http://www.about.com/)

#### Networking Groups

- Business Network International: [www.bni.com/](http://www.bni.com/)
- LeTip International: [www.letip.com/](http://www.letip.com/)

## Puget Sound Chapter News

The Puget Sound Chapter, our neighbor to the north, serves the entire Puget Sound region and is one of STC’s largest chapters with over 900 members. To learn more about the Puget Sound Chapter, go to [www.stc-psc.org](http://www.stc-psc.org).

Monthly chapter/program meetings are the third Tuesday of the month at the Coast Bellevue Hotel (625 116th Avenue NE, Bellevue, WA 98004), beginning at 6:00 p.m. with the program beginning at 7:00. Register by calling Association Services at 206-623-8632. Upcoming programs include:

- **August:** No Meeting
- **September:** “Search Engine Optimization” presented by Lorelle Smith
- **October:** “The ‘Plain Talk’ initiative at the State of Washington” presented by Sandi Stewart, Department of Personnel

## Contact STC/WVC

### STC

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### Region 7 Director-Sponsor

John Hedtke represents Region 7 to the international STC Board of Directors and is from the Mid-Valley Chapter.

Send questions or comments to John at [dir7@stc.org](mailto:dir7@stc.org).

### WVC

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