

The Willamette Galley

Willamette Valley Chapter
Society for Technical Communication

Chapter Meetings

April 22—**Loverink, Jennings, and Romaine: “Using Tech Comm Skills to Make a Career Move!”**

The Northwest Evaluation Association (NWEA) in Lake Oswego was the venue for this meeting of shared insights from a panel of local leaders in technical communication. The WVC is grateful to NWEA for the use of its excellent facilities.

The panelists—Patti Loverink, Margaret Jennings, and Garret Romaine—answered six questions posed by WVC 1st Vice President Sarah Leritz-Higgins. The questions ranged among: 1) panelists’ accomplishments; 2) career reflections; 3) personal futures; 4) the future of technical communication as domain and career; 5) advice for prospective students; 6) future developments in the profession. (For responses of the panelists and others, refer to “Illuminations from WVC Luminaries” on [page 5](#).)

Patti Loverink brought door prizes with the Mesh Communications logo. Winners of the drawing and prizes were: Carol Schafer, jacket; Kate Lonberg and Carol Larson, thermos glasses; Karen O’Keefe, coffee mug; and Maralee Sautter, cloth grocery bag.

The evening concluded with several members, giving testimonials about the benefits of networking and belonging to WVC. Hospitality Manager Mabel Lee led the way by recalling a program meeting at which she met and conversed with a WVC member who later hired her for the job she holds today.

May 20—**Scott Abel, “The Future of Technical Communications”**

The Galley staff regrets not providing a synopsis of this program meeting.

Calendar of Events

Nov. 18 (Thurs.): Bryan Schnabel, “DITA 101: An Introduction to Topic-Based Authoring,” Tektronix—Bldg. 38, Beaverton, 6:00 PM–8:15 PM

Dec. 9 (Thurs.): Holiday celebration, location and time TBD

Jan. 20 (Thurs.): Program meeting, location TBD, 6:00 PM–8:15 PM

Feb. 17 (Thurs.): Awards Celebration, Stockpot Restaurant, Beaverton, 6:00 PM–8:15 PM

See the [WVC Web site](#) for the latest event details and “WVC Activities” on [page 11](#) for additional WVC activities.

Inside This Issue

Welcome

Message From the WVC Admin Council 2

Features

Business Ventures for Technical Writers by Ron Kurtus 3
Illuminations from the Luminaries by Carol L. Larson 5
WVC’s Rachel Houghton Elected STC Secretary 7
Meet the STC International Officers for 2010–2011 8
Seen at the Dallas STC 2010 Summit photos by Rachel Houghton 9

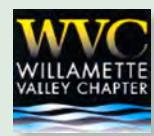
Chapter Interest

Chapter Meetings 1
Calendar of Events 1
Letter from the Co-Editors 2
Upcoming Conferences 6
STC Puget Sound News 7
STC Mid-Valley News 7
Networking Opportunities 10
WVC Employment News 10
Contact STC/WVC 11
WVC Activities 11
WVC Membership 11
WVC Mission Statement 11
Educational Opportunities 12
Galley Submissions 13

Copyright STC 2009–2010



STC Award-Winning Newsletter
Excellence: 2007–2010
Most Improved: 2007
Merit: 2006



STC Mission Statement

STC advances the theory and practice of technical communication across all user abilities and media so that both businesses and customers benefit from safe, appropriate, and effective use of products, information, and services.

The Willamette Galley

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Message from the WVC Admin Council

The Willamette Valley Chapter (WVC) rocks! But you already know that. In May, STC officially praised our chapter's achievements in three separate categories:

1. The WVC is a Community of Distinction.
2. Two WVC senior members, Maralee Sautter and Carol L. Larson, received the Distinguished Chapter Service Award (DCSA).
3. *The Willamette Galley* received an Award of Excellence in the 2009–2010 STC Newsletter Competition.

Our success is due to many factors:

- ◆ The capable leadership and vision of WVC President Toni Mantych
- ◆ Excellent speakers: JoAnn Hackos, Anne Gentle, Ann Rockley, Lisa Swallow, Mike Hamilton, Patti Loverink, Margaret Jennings, Garret Romaine, and Scott Abel
- ◆ Fantastic volunteers who share their skills, insights, and labor with the same meticulous attention they give to their professional endeavors



Photo by Rachel Houghton

Maralee Sautter proudly points to the WVC

- ◆ Great WVC members without whose dedication we would not exist

Yes, the year definitely has been a resounding success for all of us.

Congratulations to all!

Members of the WVC Administrative Council, who shamelessly plagiarized information from the Council minutes

Letter from the Co-Editors

Following through with the 2009–2010 foci of “Vital Careers: Diversity and Versatility,” this issue examines new business ventures for technical communicators.

- ◆ Ron Kurtus suggests alternate business ventures for technical writers.
- ◆ Carol L. Larson summarizes the six topic questions from the April program meeting with WVC luminaries.

- ◆ WVC’s Rachel Houghton is the newly elected STC Secretary.
- ◆ Carol L. Larson introduces the STC officers for 2010–2011.
- ◆ Rachel Houghton shares her photographs from the 2010 STC Summit in Dallas, Texas.

Enjoy!

Valerie and Carol

Business Ventures for Technical Writers

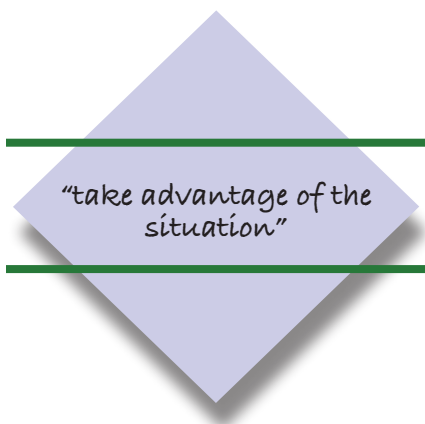
By Ron Kurtus, STC Senior Member

According to the U.S. Department of Labor's *Occupational Outlook Handbook for 2010–11*, the job outlook for technical writers is very good, despite outsourcing and cutbacks. This is great news for everyone. However, some writers and technical communicators may have an entrepreneurial bent and want to strike out on their own.

I've always had the desire to be in business for myself and have made numerous efforts at doing so. Perhaps several of my business ventures may give you ideas about starting your own business, such as contract writing, online commerce, and publishing.

Form a Writing Business

In 1992, after working for years as an engineer in Los Angeles, our family moved to Milwaukee, Wisconsin. When I couldn't find engineering opportunities in Milwaukee, I decided to start my own business doing technical writing, Web site programming, and development.



"take advantage of the situation"

If you're unemployed, take advantage of the situation and start your dream business. However, remember to plan ahead and have the resources and contacts to get contracts for your writing or other type of business. Also, if you move, being a stranger in town can make it difficult to start your business.

Fortunately, I taught physics and mathematics part-time at two local colleges to tide me over until I was able to start getting contracts. Also, I joined the local STC chapter and became a member of its Independent Contractor SIG, which gave me insight on the local market. I was able to get several contracts through friends in the SIG.

After 14 years in Milwaukee, we moved to the Portland area. Upon arriving here, I immediately got a writing contract through connections in Milwaukee. This helped me overcome the "stranger-in-town" syndrome for finding work.

In Portland, I continued my STC ties and generated interest in the WVC Contractor SIG. I recommend this SIG as a starting point if you are interested in technical writing contracting. It is a helpful group of entrepreneurial writers. Check with [Bill Harrison](#) for more information.

Have an Online Business

Another option for starting a new business venture is to make a living from a Web site or online business. Although you hear about people making a lot of money through their Web sites, there are many more people who don't make anything from their efforts.

Trying to go into business through a Web site has an advantage that you can do it in your spare time in the beginning. If you have an idea that catches on and brings in income or many visitors, you can then turn it into a full-time business.

At a meeting of the [International Association of Self-Employed Communication Professionals](#) (IASECP) in Portland, a presenter told how she wrote a 30-page e-book on getting out of credit card debt that she sells for \$27.95. She claimed that in five years, she made over \$500,000 selling her e-books. (Ironically, her customers used



their credit cards to purchase the e-book, adding to their debt.)

The woman apparently is a good writer, but more importantly,

she is a good marketer and really knows how to promote her e-book.

IASECP is a good organization to check into, if you are interested in being in business for yourself or want to start an online business.

My own efforts in an online business evolved from some e-learning material I set up for my college classes, when I was teaching in Milwaukee. I then turned that material into the [School for Champions](#) Web site. The site has slowly expanded and turned from a part-time venture to close to a full-time job. Right now, lessons are viewed about 1,000,000 times each month.

Self-publish

If you love to write and want to tell a story or have some area of interest or expertise about which you wish to write, you might want to write a book. Note that the chance of making a living from your royalty checks is extremely small. However, having a published book can increase your credibility in other areas, as well as being a great achievement.

My first book was a spin-off from a section in the [School for Champions](#) that concerns how students can get better grades in school. *Tricks for Good Grades: Strategies to Succeed in School* covers attitudes toward homework and test taking. It includes topics like cheating and dealing with mean teachers and has letters from students concerning various school issues.

Business, cont'd on page 4

I decided to self-publish the book. Since I have FrameMaker from my technical writing business, I used the application to format the book and make it ready for publication. Knowing and owning FrameMaker is a considerable advantage for technical writers who self-publish.

Some self-publishers pay publishing services to handle the details of formatting, editing, and publishing the book. However, many others form independent publishing businesses and handle or manage most of the tasks themselves. This is especially true for authors who plan to publish more than one book.




I established SFC Publishing Co. to publish my books. It is a division of School for Champions LLC. I am presently completing and publishing two more books. One is a physics textbook, *Gravity and Gravitation*, and the other is a business book, *Character Rules in Business*. I am using Adobe InDesign to format these books, which has some advantages over FrameMaker.

The most difficult part of self-publishing is marketing your books. I joined the [Northwest Association of Independent Book Publishers](#) (NWABP), which conveniently meets in Lake Oswego. Although the group provides support to publish a book, its main focus is marketing.

Technical communicators thinking of publishing their own book or e-book should check out NWABP to see what the independent publishing business is all about, either to start up their own business or to connect with a small local publisher.

Conclusion

If you would like to start up your own business, think of what you love to do and what you are good at. That is the place to start. If you want to be an independent contractor, be sure you have some good contacts before jumping in the water. Online businesses have an advantage of allowing you to start in your spare time. Of course, you need a good idea and must do plenty of research in the area. Self-publishing can allow you to express yourself and perhaps make some money at the same time.

Check into the various organizations around town to give you knowledge and ideas about starting a business. 

Ron Kurtus is an owner of the School for Champions educational Web site and SFC Publishing Co. He is a senior member of STC, past president of the STC-Wisconsin chapter, and former manager of the STC-WVC Contractor SIG. He is presently vice president of the Northwest Association of Independent Publishers. Ron lives in Lake Oswego with his wife, Eleanor, and golden retriever, Zoe.

June Birthdays

- 1 John Masefield
- 2 Thomas Hardy
- 3 Larry McMurry
- 5 Christy Brown
Richard Scarry
- 6 Aleksandr Pushkin
- 8 Sara Paretsky
- 9 Patricia Cornwell
- 10 Saul Bellow
Maurice Sendak
- 11 Athol Fugard
Ben Jonson
William Styron
- 12 Anne Frank
- 13 Dorothy L. Sayers
William Butler Yeats
- 16 Isabelle Holand
Joyce Carol Oates
- 18 Philip Barry
Sylvia Porter
- 19 Salman Rushdie
- 20 Lillian Hellman
Charlemae Hill Rollins
- 21 Jean-Paul Sartre
- 22 Anne Morrow Lindbergh
- 24 Amrose Bierce
Stephen Dunn
- 25 Eric Carle
George Orwell
- 26 Pearl S. Buck
- 27 Helen Keller
- 28 Jane Ransom

June Observances

Effective Communications
Month

Professional Wellness Month

- 14 Flag Day
- 20 Father's Day
- 21 Summer Solstice
- 23 Public Service Day

(Sources: Library Booklists and Bibliographies: Literary Birthdays and Brownielocks and The 3 Bears)

Illuminations from WVC Luminaries

By Carol L. Larson, Co-editor, *The Willamette Galley*

For the April 22, 2010, program meeting, Willamette Valley Chapter (WVC) 1st Vice President Sarah Leritz-Higgins moderated a panel of three WVC luminaries: Patti Loverink, Margaret Jennings, and Garret Romaine. The panelists and audience members responded to six questions about technical communication and their careers.

The Panelists



Patti Loverink (Patti) began her company, Loverink Documentation, as a freelance technical writer. Patti's

company grew as Patti gathered a small group of technical communicators to meet the needs of her clients. Today, Loverink Documentation is known as [Mesh Communications](#), a full-service communications agency specializing in technical writing, instructional design, and marketing communications.



Margaret Jennings (Margaret) is a senior instructional designer who has an in-depth knowledge of adult learning theory

and effective instructional design. As a Certified Professional in Learning and Performance, Margaret has developed training solutions from e-learning courses, classroom training, manuals, and job aides both as a contractor and captive employee.



Garret Romaine (Garret) has many professional titles: documentation manager, writer, editor, instructor, and

STC Fellow. Garret melded his technical communication skills with his love of geology into an alternate career writing articles and columns

about gem collecting, gold prospecting, and rockhounding. Since 2007, two publishing companies have released three of Garret's books about rockhounding in the Pacific Northwest; the latest is *Rockhounding Idaho*, hot off the presses in May 2010.

Questions and Answers

Panelists' responses and comments by audience members follow:

1. Describe your career accomplishments and tell how technical communication helped you.

Patti: "Building my agency. I didn't have a plan or a mentor. I listened to people when I was a captive employee."

Margaret: "Six months ago, I would have said the same thing as Patti. I've transitioned from contracting to captive employee. After 22 years, I've had a career that's grown and changed. I'm pleased with my skills, life, and relationships."

Garret: "Named STC Fellow. I've paid my membership dues every year. This [being named STC Fellow] is my lifetime achievement award and reward."


2. What do you wish you could have done differently? What technical communication skills might have helped?

Patti: "A master's degree would have helped."

Margaret: "Learning how to make sales calls. I might have been able to get a good sales job that would have provided possible education benefit so I could get a master's degree in training."

Garret: "I started in journalism, then tried technical communication. After 10 years,

I thought about going back to journalism...the Rajneeshees. I didn't have confidence at the time to do both tech comm and journalism. Looking back, I probably could have done both."



"Management would drive me crazy."

3. Looking forward...

Patti: "I want to be a barista, have fun, get to know the customers. Management would drive me crazy."

Margaret: "I'm working on a project on patient safety for Kaiser. [The project] engages me. All my communication skills help."

Garret: "When I wasn't working, I thought about being a greeter for Walmart. I enjoy making videos about rockhounding."

4. What is the future of technical communication as an aspect of every domain? What's the career path for new technical communicators?

Patti: "I still see a future for tech writers, but beginning technical communicators are having a difficult time finding basic jobs. Everyone should have a good tech writing course in high school."

Illuminations, cont'd on page 6

Margaret: “We have time to choose the field we want to work in and build relationships and skills. We can get a degree or certificate if we want.”

Garret: “There’s still time for technical communicators. Be a good technical communicator with a software background or some other field...okay for now...don’t need a special education degree. Now, just getting an interview is tough. Be passionate about technical communication.”

Dick Miller: “Domain knowledge is helpful; it gives a way of thinking when technical communicators question subject-matter experts.”

Toni Mantych: “The ability to learn and comprehend information quickly is a capability of technical communicators. It’s necessary to have enough domain knowledge to speak the language and ask the right questions.”

5. What advice would you give students considering a career in technical communication?

Patti: “If I were to go into technical communication, I’d take all kinds of classes...learn to think more broadly. There’s so much we can do with our careers.”

Margaret: “I would enthusiastically encourage young people to enter the field. A degree would help get a first job.”

Garret: “When you identify good writers, you may want to suggest that they consider a writing career either by earning a certificate or master’s degree. The ability to communicate well will take you anywhere you want to go. If passion comes through, opportunities happen.”

Toni Mantych: “It’s good that students think about technical communication as a career. They must be adaptable.”

Dick Miller: “Do what your heart tells you to do.”

Karen O’Keefe: “Soft skills—negotiation, how to ask questions, conflict resolution—are important and seem to be underrated.”

Toni Mantych: “Soft skills become more important as people move higher on the career ladder or sit at the table of leadership. Work on assertiveness. We have to work to sell our value.”

Garret: “Know what works and stick with it.”

Sarah Leritz-Higgins: “Establish credibility.”

Dick Miller: “Give back.”

Toni Mantych: “Be sensitive to relationships. Don’t be annoying.”

6. What’s the next big thing in technical communication?

Patti: “eBooks. Magazines and books are being redesigned from print to online [collateral].”

Margaret: “We need to demonstrate that we provide revenue with our projects.”

Garret: “I don’t know. Maybe a Web explosion.”

Dick Miller: “Stay up-to-date with technology. We must make a business case for what we do. Otherwise, employers and companies will go elsewhere, where people can provide what’s needed.”

Upcoming Conferences

This column lists conferences and events that may interest STC-WVC members.

Nov. 11–13: [American Medical Writers Association \(AMWA\)](#); Annual Conference; Milwaukee, WI

Nov. 15–16: [Center for Information-Development Management \(CIDM\)](#); DITA Europe 2010 Conference; Vienna, Austria


Mar. 13–16, 2011: [WritersUA: Conference for Software User Assistance](#); Long Beach, CA

May 15–18, 2011: [STC Technical Communication Summit '11](#); Sacramento, CA

May 25–27, 2011: [DevGroup NW: WebVisions 2011, “Explore the Future of the Web”](#); Portland, OR

Disclaimer: Please regard the preceding information only as a guide; the WVC and The Willamette Galley cannot guarantee accuracy.

In Conclusion

As often occurs during and following WVC’s panel discussions at program meetings, the evening reluctantly drew to a close as revitalized attendees experienced the solidarity and collegiality of their profession. 

Carol L. Larson is an STC senior member and a self-employed technical communicator.

WVC's Rachel Houghton Elected STC Secretary

Editors' Note—This reprinted article appeared in the Summer 2010 issue of Technically Write, the newsletter for STC Lone Star Chapter.

Rachel Houghton, the newest Senior Information Designer at the Sage Beaverton campus, recently won her election as Secretary and member of the Board of Directors for the Society for Technical Communication (STC).

Rachel first became involved with the STC in 1997, after attending her first program meeting. She became a member in 1998, and was encouraged to take on leadership roles within the local chapter. By 2003, she was chapter president and had received the Distinguished Chapter Service Award. It was at that time she decided to expand her horizons to the international Society level.


She started with the public relations competition committee, where she served as a judge and committee member. In time, she was also recruited as a judge for both the International Technical Publications Competition (ITPC) and the community newsletter competition. In 2005, she was asked to be on the Community Achievement Award Executive Committee, where she served as a judge for merit, excellence, and distinction awards.

In 2007, Rachel was elected to the STC Nominating Committee, and served a two-year term. The position requires both knowledge of the Society (and its needs) and the ability to communicate with people all over the world to secure the best candidates for the Society. She's also been a part of the Leadership Community Resource (LCR), and received the 2008 LCR Outstanding Volunteer of the Year Award for her monthly LCR articles in STC's former leadership newsletter, *Tieline*.



At the same time, Rachel was also involved with the conference program committee.

In 2007, she served as a proposal reviewer, which led to her becoming a track manager in Philadelphia in 2008. After her successful experience with being a track manager, she served as the Deputy Program Chair for the 2009 conference in Atlanta, and recently served as the Program Chair for the 2010 STC Technical Communication Summit held in Dallas, TX, from May 2–5, 2010.

It was on May 3rd in Dallas that she stepped up to the role of Secretary. The position of Secretary is a perfect fit for the skills that Rachel's developed as a technical writer for the last 14 years, as the position requires the ability to listen, ask questions, and communicate information in plain language. Rachel is looking forward to her new role, and the opportunities it will bring to expand her skills and horizons. She's already learning new software and coming up to speed on moderating Web and teleconference seminar technology. 

"ability to communicate with people all over the world"

STC Puget Sound

The Puget Sound Chapter holds its monthly program meetings from 6:00 PM–8:15 PM on the third Tuesday of the month. No events are scheduled for June, July, August, and December.

[STC-Puget Sound](#) also hosts informal roundtables to discuss a variety of topics and to network. Roundtables are held in a various locations in the Seattle area.

The STC Puget Sound Web site "Upcoming Events" page lists information about the chapter meetings, roundtables, and other events.

If interested, WVC members can subscribe to Puget Sound's event mailings on the Puget Sound Web site.

The special-date November chapter meeting is:

Nov. 9: Brad Keller, "How Microsoft SharePoint Gives You a Realistic Approach to Content Management," Digipen, Redmond, 6:00 PM–8:15 PM

Mid-Valley Chapter

The Mid-Valley Chapter currently is inactive. Former Mid-Valley Chapter members are considering their options for the future. Contact David Anderson at 541-758-7602 or email David at daamp1@msn.com for the latest information.

Meet the STC International Officers for 2010–2011

Compiled by Carol L. Larson, Co-Editor, *The Willamette Galley*

STC's Nominating Committee announced the results of the 2010–2011 election in April. STC members voted to change the bylaws by eliminating the second vice president position.

The 2010–2011 STC officers are:

Michael A. Hughes, President



Michael Hughes has a PhD in Instructional Technology from the University of Georgia and a Masters in

Technical and Professional Communication from Southern Polytechnic State University. He is an STC Fellow and a Certified Performance Technologist through the International Society for Performance Improvement.

Hughes works for IBM Security Systems as a user experience architect. He is coauthor of *A Research Primer for Technical Communication*.

Reach Michael at michaelhughesua@gmail.com.

Hillary Hart, Vice President



A Fellow of STC, Dr. Hillary Hart joined the faculty of the University of Texas at Austin in 1987, where she developed

a multi-level technical communication program in the Civil Engineering Department and is a senior lecturer. Hillary has published one book (two editions) and over 20 technical articles on environmental and risk communication, engineering ethics, and defining technical communication.

As a researcher, she has helped secure over \$3,000,000 in funding for the Cockrell School of Engineering.

Email Hillary at hart@mail.utexas.edu.

Rachel Houghton, Secretary



Rachel Houghton is a Willamette Valley Chapter (WVC) Senior Member, who's been active in STC since 1998. She

was the program chair for the 2010 STC Technical Communication Summit held in Dallas, TX. Rachel held several positions in the Willamette Valley Chapter, including chapter president. Rachel's received the Distinguished Chapter Service Award from the WVC in the 1999–2000 program year, Distinguished SIG Service Award from the Online SIG in the 2006–2007 program year, and Outstanding Service Award from STC for her work on the program committees for the 2008 and 2009 STC annual conferences.

Rachel is a senior information designer at Sage.

Contact Rachel at rjhoughton@gmail.com.

Aiessa M. Moyna, Treasurer



Aiessa is an STC Associate Fellow and a member of the New York Metro Chapter and the Emerging Technologies and Usability and User

Experience SIGs. She won the Distinguished Chapter Service Award and led teams that won Distinguished and Excellence awards in the STC PR Competition.

Aiessa works at American Express Company as a communications

director in the Technologies Division.

Reach Aiessa at amoyna@juno.com.

Cindy Currie, Immediate Past President



An STC Fellow, Cindy is also the chair of the Senior Advisory and Audit committees and is a member of the Northern New

England Chapter. She has been a frequent presenter at the STC Annual Conference and has published several articles in STC's *Intercom* magazine.

Cindy is a business planning program manager in the Hewlett-Packard (HP) Enterprise Services organization at HP.

Contact Cindy at stc_cindycurrie@yahoo.com. 

July Observances

Cell Phone Courtesy Month

International Zine Month

2 I Forgot Day

4 Independence Day

6 Take Your Webmaster to Lunch Day

30 National Talk in an Elevator Day

(Sources: [Library Booklists and Bibliographies: Literary Birthdays and Brownielocks and The 3 Bears](#))

Seen at the Dallas STC 2010 Summit

Photos by Rachel Houghton, STC Secretary

Several WVC members attended the 2010 STC Technical Communication Summit held in Dallas, Texas. STC honored the Willamette Valley Chapter as a Community of Distinction and WVC Senior Members Maralee Sautter and Carol Larson as recipients of the Distinguished Chapter Service Award.



Passing the gavel from Cindy Currie to Michael Hughes



(Above) Networking;
(At right) Smiling Nathaniel Lim



Toasting the evening with Deanne Levander and Preeti Mathur



Celebrating the WVC with John Hedtke and Toni Mantych



(Below) Chatting with long-standing and new friends;
(At right) Canceling the STC presidency but promoting Cindy Currie to advising as Immediate Past President



Networking Opportunities

Local opportunities for meeting and connecting with other technical communicators are numerous. Before and after WVC program meetings, members have the opportunity to network with other WVC members. Chapter program meetings are the third Thursday of most months. No program meetings are held in July and August.

Currently, the WVC Contractors' SIG is inactive while the WVC Admin Council searches for a new SIG manager. Until a new manager is found, [Bill Harrison](#) will add names to the SIG mailing list and accept volunteers for the SIG manager position.

Other professional networking possibilities for WVC members include American Society for Training and Development (ASTD), Developers Group NW (DevGroup NW), Computer-Human Interface Forum of Oregon (CHIFOO), International Association of Self-Employed Creative Professionals (IASECP), and Software Association of Oregon (SAO).

ASTD

The [Cascadia Chapter of the American Society for Training and Development](#) (ASTD) offers a variety of program, special interest group, and networking meetings. The ASTD-Cascadia Chapter Web site contains the latest information about programs, times, and location details.

Local and regional events include:

- Nov. 18:** Transitions SIG, "Information Interviewing," Beaverton City Library, Meeting Room A (12375 SW 5th St., Beaverton), 6:00 PM–8:00 PM
- Dec. 9:** Roger Courville, "Building Training-Based Webinars into Blended Learning," details TBD

CHIFOO

The 2010 [Computer-Human Interaction Forum of Oregon](#) (CHIFOO) program is "Interaction Leadership: Expand Your Sphere of Influence."

CHIFOO program meetings are generally the first Wednesday of the month. The evening begins at 5:00 PM with CHIFOOD at the McFadden's (107 NW Couch St., Portland), followed by registration and networking at 6:30 PM and the program at 7:00 PM at the University of Oregon White Stag Building in Old Town.

The next program meeting is:

- Nov. 3:** Dwayne King, "Design Thinking for a Better World," 7:00 PM

DevGroup NW

Previously known as the Multimedia/Internet Developers Group, [DevGroup NW](#) provides opportunities for members to network, share knowledge, and learn about new technologies in the Web, multimedia, and interactive world. DevGroup NW posts information about upcoming events and meetings on its Web site.

IASECP

The [International Association of Self-Employed Communication Professionals](#) (IASECP) offers webinars to provide more members access to meetings. IASECP also schedules other events; details are on the IASECP Web site.

SAO

The [Software Association of Oregon](#) (SAO) is the largest group of software and technical professionals in Oregon and SW Washington. SAO offers many opportunities for networking and learning.

Additional information about SAO events is on the SAO Web site and include:

- Nov. 10:** SIM and SAO Joint CIO/IT program, "Remember the Milk: Location-based Apps with Amber Case and Aaron Parecki," Kell's Irish Restaurant (112 SW 2nd Av.), Portland, 5:30 PM–7:30 PM
- Nov. 17:** Quality Assurance Forum and Developers Forum, "Blurring the Line between QA and Dev in an Agile Environment," location TBD, 9:00 AM–4:00 PM

WVC Employment News

Maralee Sautter, the WVC employment information manager, posts job openings weekly to the WVC jobs list, WVCJOBS-L. Email Maralee at employment@stcwvc.org with questions.

The jobs list is a subscription-only list. WVC members subscribe for free, while non-members subscribe for a \$75 annual fee. To subscribe, go to the [WVC Web site](#) and follow the link to the "Signup for Updates" page (Employment>Signup for Updates).

WVC Activities

The [Willamette Valley Chapter](#) (WVC) offers local opportunities for STC members and non-members to learn about new tools and technologies, network with other TCs, and receive recognition from colleagues. For 2009–2010, the WVC Administrative Council plans to schedule both onsite and webinar meetings in a variety of locations. Program meetings are the third Thursday of each month, except July and August. The WVC Web site has the latest information about program topics, times, and locations.

Other chapter activities include workshops, WVC competitions, competition-award and volunteer-recognition banquets, and networking events. Watch for details on the WVC Web site.

All WVC members are welcome to attend the WVC business meetings on the fourth Thursday of each month, except July, when there is no meeting. Meetings begin at

6:15 PM; locations vary monthly. Contact Sarah Leritz-Higgins at president@stcwvc.org to attend a meeting.

WVC needs a new Contractors' SIG manager. Bill Harrison, the current SIG manager, plans to resign soon, so the WVC Administrative Council is looking for a new manager for the group. Until a new manager is found, contact [Bill Harrison](#) to add your name to the SIG mailing list or volunteer for the SIG manager position.

Upcoming WVC activities include:

- Nov. 18:** Bryan Schnabel, "DITA 101: An Introduction to Topic-Based Authoring," Tektronix—Bldg. 38, Beaverton, 6:00 PM–8:15 PM
- Dec. 9:** Holiday celebration, location and time TBD
- Jan. 20:** Program meeting, location TBD, 6:00 PM–8:15 PM
- Feb. 17:** Awards Celebration, Stockpot Restaurant, Beaverton, 6:00 PM–8:15 PM

WVC Membership

The changes in STC renewal categories create new wording in *The Galley* membership report:

- ♦ New WVC: New STC and WVC members
- ♦ Returning—WVC: Renewing STC and WVC members
- ♦ Unaffiliated: STC members, but not WVC community members
- ♦ Transferred in: Members transferring to the WVC from other communities
- ♦ Transferred out: WVC members transferring to other communities
- ♦ Cancelled—WVC: Members cancelling WVC community membership, but not STC membership

- ♦ Cancelled—STC: Members cancelling both WVC and STC memberships

The latest membership report is for April 1–May 31, 2010. As of May 31, the WVC has 96 members.

	Apr.	May
New WVC	0	3
Returning—WVC	1	3
Unaffiliated	0	0
Transferred in	0	0
Transferred out	0	0
Cancelled—WVC	1	0
Cancelled—STC	1	0
Total Members	93	96

Editors' Note: STC International sends the membership totals to the WVC Membership and Mailing List Manager Jeff Jansen.

Contact STC/WVC STC

Society for Technical Communication
9401 Lee Highway, Suite 300
Fairfax, VA 22031-1803
703-522-4114 EST

[STC Web site](#)

[STC Email](#)

STC President: [Michael A. Hughes](#)

WVC

STC Willamette Valley Chapter
PO Box 765
Portland, OR 97207-0765

[WVC Web site](#)

WVC Officers 2010–2011

WVC President
[Sarah Leritz-Higgins](#)

1st Vice President
[Karen O'Keefe](#)

2nd Vice President
Position Open

Secretary
[Dave Thompson](#)

Treasurer
[Kate Lonborg](#)

WVC Mission Statement

Our local chapter will serve the interests of technical communicators in the Willamette Valley/Portland-Vancouver metro area by providing opportunities to:

- ♦ Network with other professionals in the community
- ♦ Promote best practices in technical communications
- ♦ Offer educational opportunities to encourage and support professional growth and career development

Educational Opportunities

Learning opportunities come in many forms: STC webinars, STC certification courses, and classes, both onsite and online.

STC Webinars

[STC live Web seminars](#) are for members and non-members. Generally, webinars are presented on Wednesdays from 1:00 PM–2:00 PM EST. The fee for STC members is \$79; for non-members, \$149. Registration closes 24 hours before the webinar is presented. For complete information and a list of future webinars, check the STC Web site.

STC offers members and nonmembers the ability to view previously given live webinars via the [STC Live Learning Center](#). This library of 24/7 Web seminars is available for people who were unable to attend the live webinar. The cost for an archived webinar is:

- ◆ Members—\$49
- ◆ Nonmembers—\$99

STC Certification

[STC online certification courses](#) provide enrolled class participants (members or non-members) the opportunity to earn STC certifications for an in-

depth study of areas in technical communication. Courses are five to eight sessions in duration, taught by STC experts, and cost:

- ◆ Members—\$595
- ◆ Non-members—\$995
- ◆ Student members—\$295
- ◆ Student non-members—\$995

For additional information, see the STC certification Web page.

Classes

Classes to refresh or learn skills are available either as onsite or online courses from local colleges and universities or private vendors.

Onsite Classes

Many local universities and colleges hold classes of interest to technical communicators (TCs). For example, TCs can choose to take courses from several Portland State University departments. The [Portland State University Department of English](#) offers courses in tools—RoboHelp, FrameMaker, Creative Suite, and trends in technical communication. The [Graduate School of Education Continuing Education](#) (CEED) provides classes in Training and Development. The [Professional Development Center](#) (PDC) offers programs in several areas including

human resource management, multimedia, and information technology.

Local colleges and universities include:

- ◆ [Portland State University](#)
- ◆ [Portland Community College](#)
- ◆ [Washington State University](#)
- ◆ [Clark College](#)
- ◆ [Chemeketa Community College](#)

Local vendors providing tools and training classes include:

- ◆ [New Horizons](#)
- ◆ [Kinetic Technology Solutions](#)

Online Training

Online-based vendors offer a wide variety of classes of interest to TCs. Some vendors to try are:

- ◆ [Lynda.com](#)
- ◆ [Online-Learning.com](#)
- ◆ [Writers Online Workshops](#)
- ◆ [W3 Schools](#)

Upcoming Classes

Dates	Class/Webinar	Title	Day/Time
Nov. 8	New Horizons (Bvtn)	Web Design with XHTML, HTML, and CSS (Level 2)	M/8:30 AM–4:30 PM
Nov. 9–Dec. 21	STC Certification	TechComm 101	T/10:30 AM–12:00 PM EST
Nov. 17	STC Webinar	Measuring Productivity	W/1:00 PM–2:00 PM EST
Nov. 30–Dec. 9	STC Certification	Instructional Design for e-Learning	T/10:30 AM–12:30 PM EST
Dec. 1	STC Webinar	Enhancing Your Writing Career with Improved Speaking Skills	W/1:00 PM–2:00 PM EST
Dec. 2–3	PSU CEED	Managing Learning and Development Projects	ThF/8:30 AM–4:30 PM
Dec. 8	STC Webinar	Creating visual Help and Training Using Adobe Captivate	W/1:00 PM–2:00 PM EST
Dec. 13	PSU PDC	Digital Marketing Conference	M/8:30 AM–6:00 PM

Disclaimer: The STC-WVC and The Willamette Galley staff are not responsible for the schedules, contents, or results of courses in this column. —Editors

Submissions to *The Galley*

Policies

The Willamette Galley co-editors, Valerie M. Ball and Carol L. Larson, read and review textual and visual submissions and publish those that, to the knowledge of *The Galley* staff, do not violate laws regarding libel, slander, pornography, or civil rights.

The Galley co-editors also obey copyright laws. Contributors must cite quotations according to the 15th edition of *The Chicago Manual of Style*; but contributors must apply for copyright permissions from the source for lengthy passages of text, illustrations, charts, photographs, or related materials. Please let the editors know if this article has run elsewhere and if it has been submitted for consideration to other publications.

Foci for 2010–2011

The field of technical communication (TC) and its media constantly change with each new technology and tool, so the 2010–2011 *Galley* foci are “Changes in Technical Communication.” We encourage our readers to become our writers by contributing feature articles about these and related, writer-suggested topics:

Issue	Focus
August 2010	WVC and STC International competitions: Changes in classification, organization, and evaluation format from 2009–2010 to 2010–2011.
October 2010	Metrics: How do technical communicators (TCs) quantify their value? How do tech-pubs managers and other decision-makers in organizations quantify the value of TCs?
December 2010	Electronic media, part 1: How have DITA and other content management systems (CMS) changed technical publications? Is XML dead? Consider how CMS affects the following: writing; delivery; staff quantity/quality; media (from print to interactive e-communications); standardization of styles, language, reading levels, graphics.
February 2011	Electronic media, part 2: How do e-communication and Web 2.0 affect the delivery of documentation and other types of technical communications? What is the future of print? What is the future of other media deliverables?
April 2011	Training: Do trainers in a live, bricks-and-mortar classroom continue to be viable? What are the substitutes? Is online training as effective as classroom training? Is online training generally more effective in technical topics and settings than live classroom settings? If not, when is a live classroom more effective?
June 2011	Perspective of technical publications managers: Review policies, procedures, and technologies of 1) the past, 2) in current use, and 3) future plans or changes. Will the future require more or fewer TCs? Will TCs need more general or specialized skills? How should TCs position themselves to evolve with the profession?

Deadlines

Contributors send submissions to *The Galley* co-editors, [Valerie](#) or [Carol](#). Deadlines are:

- ♦ 10th day of the month that precedes the publishing month: Op-Ed articles (one *Galley* page); book/software reviews (500–750 words)
- ♦ 15th day of the month that precedes the publishing month: Feature articles (750–1,000 words); letters to the editor (<150 words); bios (50–75 words)

Other Topics

Although we have a focus for each issue, we welcome contributions about technical topics that relate to our audience. Please share your ideas for articles with us as well as unsolicited pieces that meet our criteria.

Letters to *The Galley* Co-Editors

We welcome all letters to the co-editors that meet the following:

- ♦ Length: 150 words or less
- ♦ Deadline: 15th of month preceding publication (Jan., Mar., May, July, Sept., Nov.)

Publication depends upon adherence to *Galley* policies. Please email letters to [Valerie](#) or [Carol](#).