

# The Willamette Galley

Willamette Valley Chapter  
Society for Technical Communication

## Chapter Meeting

### June 16—Year-End Celebration

Networking, recognizing the value of volunteers and volunteering, sharing a meal (sharing multiple offerings of desserts!), and “catching up” with other members—all these activities characterized the gathering in a private room at Izzy’s Pizza in Beaverton during the evening of Thursday, June 16.

Networking and trips to the buffet with grill orders were the first priorities; President Sarah Leritz-Higgins called the meeting to order after the initial food forays. She explained that the June meeting traditionally recognizes volunteer contributions throughout the year, but she also remarked that the delayed elections postponed the induction of new officers. Until elections are finished, the 2010–2011 officers will continue to serve.

Sarah then awarded certificates to WVC officers and those in the numerous volunteer positions. Next, newsletter Co-Editor Valerie M. Ball awarded certificates to contributors to *The Willamette Galley*, paying all the same compliment of mispronounced names. Valerie also distributed Summit 2011 souvenirs of STC folders with notepads and neon-green grocery sacks, first to *Galley* volunteers and then to those who did not attend the Summit.

Karen O’Keefe provided a special tribute of a “pansy” orchid plant to Sarah for her leadership of the WVC and for her strong personal support of Karen throughout the past year. Karen added that the full flowers and buds depict what Sarah has offered and will offer to WVC.

WVC Senior Member John Hedtke, a Eugene resident, combined a Portland business trip with the meeting to donate two copies of *The Complete Idiot’s Guide to Disaster Preparedness*, a 2009 book written by Dr. Maurice A. Ramirez and himself. These door prizes cheered the recipients. (Technical communicators *love* technical manuals.)

To see WVC Senior Member Debbie Layton’s photos of this meeting, refer to [page 9](#) in this *Galley* issue and to the “End of Year Celebration Photo Gallery” on the [WVC website](#).

## Calendar of Events

WVC chapter meetings generally are on the third Thursday of the month. However, at times, dates change due to meeting location availability. Upcoming events include:

**Dec. 15 (Thurs.):** Holiday Social, Widmer Gasthaus Pub (West Wing Banquet Room, 929 N Russell St., Portland), 6:00 PM–8:30 PM

**Jan. 12 (2<sup>nd</sup> Thurs.):** Joe Welinske, “Development Techniques for User Interface Text and Web-based Content in SmartPhone Applications,” location TBD, 6:00 PM–8:30 PM **Note date change!**

The most up-to-date meeting details are found on the [WVC website homepage](#) or in “WVC Activities” on [page 12](#) in this issue.

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## STC Mission Statement

**S**TC 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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### *Willamette Galley Staff*

#### Co-Editors

[Valerie M. Ball](#)

[Carol L. Larson](#)

#### Layout Designer

[Shawn Mershon](#)

#### Web Manager/Social Media Columnist

[Maralee Sautter](#)

Email all *Galley* contributions to the co-editors or mail the contributions to:

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

## President's Message

Greetings,

**A**s the WVC enters the 2011–2012 program year, your Administrative Council and I are excited about upcoming events that relate directly to our profession. WVC Program Manager Mark Barnett is polishing substantial programs about the latest developments and findings in tools and concepts with excellent speakers, such as Chip Gettinger, vice president of XML Solutions at SDL TriSoft, and Joe Welinske, president of WritersUA. The Council is planning special get-togethers for networking and acknowledging your colleagues' skills and knowledge at the Holiday Social in December, the Awards Celebration in February, and the Volunteer Celebration in June. All program meetings will feature a networking portion. And, if you tweet, watch your smartphones and the [WVC website](#) for informal meetups at different locations in the Portland area.

Our biggest challenge is to find volunteers. You can help in several ways: as a mentor, hospitality coordinator/recruiter, website helper, competition judge, or contributor to *The Willamette Galley*. The chapter can't function without you—its members and volunteers.

My goal is to serve you, our technical communication community. Please share your ideas for improving the chapter events, program meetings, and services. How can the Administrative Council and I provide more value for you? Email me, [Carol L. Larson](#), with suggestions. (To avoid my junk mail, please use "WVC" in the subject line.)

With your input, we will have a thought-provoking, motivational, and fun year.

cheers,  
Carol



## Letter from the Co-Editors

For this issue, we focus on STC:

- ♦ Maralee Sautter shares her favorite happenings from the 2012 STC Summit.
- ♦ Carol L. Larson summarizes the benefits and costs of an STC membership.
- ♦ STC announces a smaller Board of Directors.

- ♦ STC provides photos for the "Scenes from the 2012 Summit."
- ♦ Debbie Layton photographs and Shawn Mershon lays out a "Celebration of WVC Volunteers."

Enjoy!  
Valerie and Carol

## Summit 2011—A Few of My Favorite Things

By Maralee Sautter, WVC Web Manager and STC IDL SIG Co-Manager

*© 2011 STC Instructional Design and Learning SIG. Reprinted with permission. Previously published in the STC Instructional Design and Learning (IDL) SIG newsletter, IDeal: Design for Learning. 2011: Q3, pp. 8–9. <http://www.stcidlsig.org/wp/wp-content/uploads/IDeal-2011-Q3.pdf>*

Out of the seven STC conferences I have attended, each one has inspired and motivated me to apply forward-thinking ideas to my technical communication skills. While the Summit currently has eight different tracks of educational opportunities for those who want to learn more about their profession, attendees also can learn about what STC has to offer its communities and members, engage in leadership training, share in the excitement of awards, network with old and new friends, and take home swag (free gifts) from the exhibition hall and the Communities Reception.

With such a myriad of opportunities it is not always easy to pick activities, but I have compiled a list of “A Few of My Favorite Things” from the 2011 Summit in Sacramento, California.

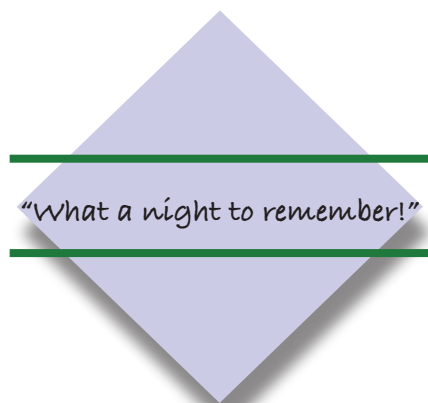
### Leadership Day

No matter how many Leadership Days I attend—six, so far—I always learn something new or am able to share something with other leaders. This year was no different, as I sampled Leadership Day with the best of them, and gained ideas on how we might make our SIG even more relevant. A few of my favorite progressions/presentations are summarized in this section.

Ben Woelk shared his findings on “How to Rocket Your Community to the Stars.” Ben demonstrated how he used students at the local university to create a social media-based community-marketing plan. Not only did the marketing plan

set goals, but it identified new markets for the Rochester Chapter to explore.

Judith Herr provided ideas about “Recognizing Volunteers” in person and virtually. She suggested that volunteers be acknowledged in person at a public ceremony, if at all possible. For virtual acknowledgement, volunteers can be notified with a letter of



appreciation on LinkedIn, online in a newsletter, or on a website.

Steve Skojec unveiled the new social media forum of MySTC, which he demonstrated in video format. In the video, he demonstrated how to log on to the new site and previewed some of the features that can be set for groups to make them private or public.

### IDL SIG Progression

While I have presented in the university classroom, online, and for my own chapter, this was the first time that I presented at the Summit. It was comfortable to sit down with a small group of people and talk about “Blending the Classroom Experience with Online Tools.”

My topic was a case study based on teaching in the classroom at Portland State University (PSU) in Portland, Oregon. My presentation examined how I engage students in

the classroom, and then use Blackboard and other online tools to enhance the learning experience and social

exchange outside the classroom for the technical writing classes I teach at PSU. Questions, ideas, and experiences were exchanged after my brief presentation. If you are interested in my proceedings presentation from the IDL SIG Progression, be sure to send an email to [maralee@pdx.edu](mailto:maralee@pdx.edu) and request a copy.

### Society Honors Banquet

What a night to remember! The food was good, the company was delightful, and the IDL SIG members who attended flooded the stage to accept the Community of Distinction award for our virtual community of less than 1,500 members. Not only did we take to the stage once, we returned a second time to pick up a Pacesetter Award for the innovative Online Training Evaluations, which was launched earlier in 2011. The online version is for those who might not be able to attend this session during the Summit, where it has been offered for the past several years.

It was also an honor to congratulate the IDL SIG members who were recognized at the Honors Banquet: Elizabeth Frick and Cheryl Landes as Society Fellows, and Maryann Bowen and Ed Marshall as Society Associate Fellows.

### Networking

Networking is probably my most favorite thing to do at the Summit, and that is why I have saved the best for last. Since virtual communities do not meet in person



[Summit, cont'd on page 4](#)

[Summit, cont'd from page 3](#)

during the course of the year, it is always exciting to reconnect with old friends and make new ones. This year it was especially nice to meet some of the new STC staff members to whom I had been sending copious email over the course of several months.

On Sunday after the keynote, IDL SIG members had an informal gathering at deVere's Irish Pub, with the Academic SIG included. The soft lighting, good food and drink, and great conversations were the perfect end to a busy Sunday.

At the Communities Reception it was fun to meet IDL SIG members and invite them to our business meeting on the following day. We gave away our famous smiley-face Post-it® notes (swag) to everyone who stopped by the table, and invited them to enter our drawing for free IDL SIG Webinars.

At the IDL SIG Business Meeting, we showcased our SIG benefits and introduced the leadership team. The attendees enjoyed boxed lunches that the SIG provided, and full tummies resulted in a lively interchange of ideas during the breakout session that followed.

If you have not attended an STC conference before, read about the fun and excitement in the IDL newsletter articles and live the conference vicariously. But you will never understand how exciting it is until you attend. Even if you have attended before, why not get an early start by circling May 20–23, 2012, on the calendar for next year's Summit in Chicago? After the Summit, you can draw up a list of your own "Favorite Things."

*Maralee Sautter has been a technical communicator for 11 years. She has worked as a contractor, consultant, and staff writer for many high-tech and Fortune 500 firms in the greater Portland Area. She also teaches technical writing classes at Portland State University as a part-time adjunct faculty member.*

## Benefits and Dues for 2012 Are the Same Price as 2011

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

The STC membership drive for 2012 ends on December 31, 2011. While STC made minor changes in the benefits, the dues structure remains much the same for 2012 as it was for 2011. [Online renewal](#) and [join forms](#) are available. [Paper membership forms](#) must be requested from STC. A downloadable [STC benefits brochure](#) is available as a PDF.

The STC Board of Directors and staff and community leaders changed the benefits and dues structure for the 2011 calendar year to create the "New STC" membership. STC Immediate Past President Cindy Currie clarified the need for the change in benefits and dues structure in her article, "The New Norm: STC's 2010 Dues Structure and Membership Benefits."

### Benefits

STC's "[The 'New STC' Membership Includes All of These Benefits](#)" web page provides a detailed list of member benefits, but a partial list includes:

- ◆ Electronic subscriptions to the *Intercom*, *Technical Communication*, *News & Notes*, and STC's Notebook
- ◆ Profession promotion and advocacy
- ◆ Network with peers
- ◆ Use of the STC member logo
- ◆ Access to the jobs database and the Technical Communication Body of Knowledge (TCBOK)
- ◆ Unlimited use of the Jobseeker Boot Camp
- ◆ Continuing education discounts for the Technical Communication Summit, webinars, and online certificate courses
- ◆ Product discounts

### Dues Structure

The STC Board of Directors determined that the cost of providing service and value to members was approximately \$250 per member. To meet that demand, Society leadership realigned the membership categories to correct the imbalance of previous membership dues and the actual cost of service.

The table below is a portion of the actual [2012 dues structure](#) table. Data for print publication subscriptions are available on the [STC website](#).

### Extra Fees

Although membership fees remain the same as those in 2011, new and renewing Society members also may pay additional fees for community and SIG memberships, print subscriptions to *Intercom* and *Technical Communication*, and other benefits. In addition, STC charges an enrollment-processing fee for new memberships or reinstated memberships.

### Community or SIG Memberships

Basic memberships do not include community or SIG memberships. Renewing members choosing the basic membership level must pay for their community memberships in addition to the basic member fee. The fees for each community are:

- ◆ Chapter—\$25
- ◆ SIG—\$10

### Print Subscriptions

Each membership includes the online subscriptions for *Intercom* and *Technical Communication*. However, members must pay an extra subscription fee if they prefer to receive the print versions of the publications:

[Dues, cont'd on page 5](#)

[Dues, cont'd from page 4](#)

- ♦ *Intercom* (10 issues)—Members, \$60; not yet members (print-only; electronic copies not available), \$195
- ♦ *Technical Communication* (4 issues)—Members, \$75; not yet members electronic-only, \$275; not yet members print and electronic, \$400

### Other Benefit Fees

Members can choose to purchase or subscribe to other benefits, which include:

- ♦ Salary Database—Members, \$10 (free if membership is renewed by January 3, 2012); not yet members, \$49 (The Salary Database is free if members renew by January 3, 2012. All

new members will receive a free copy of the database.)

- ♦ Live Web Seminars—Members, \$79; student members, \$29; not yet members, \$149
- ♦ Free archived 24/7 Seminars (Live Learning Center)—Member access only

[Dues, cont'd on page 6](#)

## STC 2012 Dues Structure

Membership Category	Included in Membership	Dues	Adjusted Dues* (See List of Eligible Countries)
Basic Membership	Online publications 2 Free archived seminars Basic listing in the <i>2010–2011 Online Buyers' Guide to Products and Services</i> <a href="#">Other member benefits</a>	\$215 + \$25 per chapter + \$10 per SIG	\$160 + \$25 per chapter + \$10 per SIG
Gold Membership (available only until February 28, 2012)	Online publications 1 Professional chapter 1 SIG 5 Web seminars 2 Free archived seminars 50 percent off 1 online certificate course Salary database Premium listing (50-word description) in the <i>2010–2011 Online Buyers' Guide to Products and Services</i>	\$395	\$395
New Technical Communication Professional	Online publications 1 Professional chapter 1 SIG Salary Database (during first year of membership)	\$160	\$160
SIG Value Package	Online publications All SIGs	\$295	\$295
Student Membership	Online publications 1 Student chapter 1 Professional chapter 1 SIG	\$75	\$60
Retired Membership (contact Membership Dept. for eligibility)	Online publications 1 Professional chapter 1 SIG	\$145	\$145

\* Countries with Developing Economies Eligible for Adjusted Dues

Afghanistan, Albania, Angola, Armenia, Azerbaijan, Bangladesh, Belize, Benin, Bhutan, Bolivia, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Central African Republic, Chad, China, Comoros, Democratic Republic of the Congo, Republic of Congo, Côte d'Ivoire, Djibouti, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, Gambia, Georgia, Ghana, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, India, Indonesia, Iran, Iraq, Jordan, Kenya, Kiribati, Democratic Republic of Korea, Kosovo, Kyrgyz Republic, Lao PDR, Lesotho, Liberia, Madagascar, Malawi, Maldives, Mali, Marshall Islands, Mauritania, Federated States of Micronesia, Moldova, Mongolia, Morocco, Mozambique, Myanmar, Nepal, Nicaragua, Niger, Nigeria, Pakistan, Papua New Guinea, Paraguay, Philippines, Rwanda, Samoa, São Tomé and Príncipe, Senegal, Sierra Leone, Solomon Islands, Somalia, Sri Lanka, Sudan, Swaziland, Syrian Arab Republic, Tajikistan, Tanzania, Thailand, Timor-Leste, Togo, Tonga, Tunisia, Turkmenistan, Uganda, Ukraine, Uzbekistan, Vanuatu, Vietnam, West Bank and Gaza, Republic of Yemen, Zambia, Zimbabwe

[Dues, cont'd from page 5](#)

- ♦ Online Certificate Courses—Members, \$595; student members, \$295; not yet members, \$995
- ♦ Summit@Click—Members, \$249; not yet members, \$499
- ♦ *2010–2011 Online Buyers' Guide to Products and Services*—Basic listing, \$25; premium listing, \$50 and up
- ♦ Associate Fellow and Fellow administrative processing fee—\$25

### Enrollment Processing Fee

New and reinstating members pay the membership enrollment-processing fee only once when they apply for an STC membership. The fees are:

- ♦ New members—\$30
- ♦ Reinstating members with dropped memberships *less* than one year—\$15
- ♦ Reinstating members with dropped memberships *greater* than one year—\$30 (may be prorated)

Because STC operates on the calendar year, STC membership dues and other benefit fees may be prorated depending upon when new and reinstating members apply for memberships. Additional details about the enrollment processing fee and the proration of fees are on the [dues proration policy web page](#).

### Dues Payments

Although most members pay fees in full at the time they join STC or

renew their current memberships, STC has an [installment payment policy](#) for members who join or renew online and desire to spread their dues payments over time. This plan consists of four equal payments that are deducted automatically from members' credit cards or debit cards backed by credit cards. After STC processes members' applications, four equal payments begin with the first payment on the next business day after processing with subsequent payments deducted approximately every 30 days for the next three consecutive months.

STC also has a [dues proration policy](#) for renewing members who have dropped their memberships for less or greater than one year.

### Balance the Benefits

Bad economics involve not only individuals, but also organizations. As impalpable as paying higher membership dues and extra fees is, the STC Board of Directors tries to balance the benefits of the organization with the cost of running STC—while continuing to give value to the Society's members.



*Carol L. Larson is a self-employed technical communicator. Email Carol at [carol@larson-tech.com](mailto:carol@larson-tech.com).*

## STC Puget Sound

The Puget Sound Chapter holds its monthly chapter/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 website "Upcoming Events" page lists information about the chapter meetings, roundtables, webinars, and other events.

If interested, WVC members can subscribe to Puget Sound's event mailings on the STC-Puget Sound website.

## WVC Membership

**W**VC's membership numbers are growing slowly. As of July 31, the WVC has 95 members with 1 new Society member joining the chapter.

*Editors' Note—Membership totals provided by STC International.*

### Follow the WVC

**F**or the latest chapter news and event information, follow the WVC on:



@stcwvc



WVC LinkedIn group



Photo by Carol L. Larson

Dahlia, Swan Island Dahlias, Canby, Oregon

# STC News—Board of Directors Votes to Reduce Number of Directors

By Kevin Cuddihy, STC Media Manager

*[Editors' Note—STC announced this change in STC's Notebook, August 5, 2011, <http://notebook.stc.org/board-of-directors-votes-to-reduce-number-of-directors>.]*

In the 21 July Board of Directors meeting, the Board voted to reduce the number of Directors from six to four, starting with the 2012 election. With this vote, there will be two Directors elected next year rather than four.

This vote continues a gradual change in the composition of the Board of Directors. A few years ago, the Board voted to eliminate the position of Second Vice President and two Director positions. The recent vote furthers the reduction in the size of the Board of Directors.

“A smaller Board allows for more streamlined and efficient discussion and decision-making,”

explained STC President Hillary Hart. “There’s also a cost involved for each Board member (periodic travel), so there is a savings benefit attached to this decision as well.” She continued, “This reduction in the number of Directors enables more focused strategic planning while still representing the entire Society. And with the increased use of online technologies and social media, we can streamline the Board without reducing the quality of the Board’s discussions.”


The STC Bylaws state that the Board of Directors must have “no fewer than seven and no more than twelve individuals: five officers... and no fewer than two and no more than seven directors-at-large.” 



Photo by Valerie M. Ball

Sunset over Dexter Reservoir, Lane County, Oregon

## 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: [Hillary Hart](#)

### WVC

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

[WVC Web site](#)

### WVC Officers

2011–2012

#### WVC President

[Carol L. Larson](#)

#### 1st Vice President

[Maralee Sautter](#)

#### 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

## Scenes from the 2011 Summit

Photos © 2011 Society for Technical Communication

The 2011 STC Summit in Sacramento offered opportunities for business, learning, and networking.



STC Board of Directors for 2011–2012



ITC SIG reception table



Vote during the business meeting



Light moment in an educational session



Thoughtful moment

## Celebration of WVC Volunteers

Photos by Debbie Layton

On June 16, the Willamette Valley Chapter thanked its volunteers, who generously gave their time and skills for the betterment of the chapter.



Valerie M. Ball and Maralee Sautter



Mabel Lee



Debbie Layton



Karen O'Keefe



Melissa Amos



Sharon Vail



Sarah Leritz-Higgins and Eddie Song

## Networking Opportunities

**L**ocal 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. Time and location details are on the [WVC website](#).

Currently, the WVC Independent 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 the American Society for Training and Development-Cascadia Chapter (ASTD-Cascadia), Computer-Human Interface Forum of Oregon (CHIFOO), Content Strategy PDX, Developers Group NW (DevGroup NW), International Association of Self-Employed Creative Professionals (IASECP), Oregon-Columbia chapter of the International Association for Business Communicators (OCIABC), PDX DITA User's Group, PDX-UX User Group, and Software Association of Oregon (SAO).

### ASTD-Cascadia

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

### CHIFOO

The 2011 [Computer-Human Interaction Forum of Oregon](#) program focus is "Emerging Perspectives in User Experience." Programs range from design topics to the latest research and testing techniques to animation.

CHIFOO program meetings are the first Wednesday of the month. The evening begins at 5:00 PM with CHIFOOd at various locations in 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 (70 NW Couch St., Portland) in Old Town.

### Content Strategy PDX

The [Content Strategy PDX group](#) began in mid-2010. Members have a wide range of interests including content management, information design, user experience, interactive strategy, digital and Internet marketing, web communications, and social media strategy. Content Strategy PDX sponsors events and lists them on the Content Strategy PDX website.

### DevGroup NW

[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 website.

### IASECP

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

### OCIABC

The Oregon-Columbia chapter of the [International Association of Business Communicators](#) provides their members with networking and learning opportunities. The OCIABC website also includes event information, a job bank, and a resource list for business communicators.

### PDX DITA

[PDX DITA User's Group](#) is a newly organized group begun by Marya DeVoto. The group meets at Jive Software (915 SW Stark St., Portland).

### PDX-UX

The [PDX-UX User Group](#) members "share their experiences and knowledge around designing and developing next generation user interfaces and user experience." Meetings are on the third Thursday of the month at the Thetus Corporation (34 NW 1<sup>st</sup> Ave., Suite 210, Portland).

### SAO

The [Software Association of Oregon](#) 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 website.

## Educational Opportunities

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

### STC Webinars

[STC live Web seminars](#) are for members and nonmembers.

Webinar times may vary, but most live webinars are presented on Wednesdays from 1:00 PM–2:00 PM EDT. Registration closes 24 hours before the webinar is presented. The cost for live webinars is:

- ◆ Members—\$79
- ◆ Nonmembers—\$149
- ◆ Student members—\$29

Complete information about future live webinars is on the “Live Web Seminars” web page.

### STC Free Archived Seminars

STC offers [free archived seminars](#) for members only. Members must login with their usernames and passwords. Complete information about the free seminars is on the “Free Archived Seminars” web page.

### STC Certification

[STC online certification courses](#) provide enrolled members and nonmembers 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 nonmembers—\$995

Additional information on 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, project management, and information technology.

Local colleges and universities include:

- ◆ [Portland State University](#)
- ◆ [Portland Community College](#)
- ◆ [Washington State University—Vancouver \(WA\) campus](#)
- ◆ [Clark College](#)
- ◆ [Chemeketa Community College](#)

### Other Local Training

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](#)
- ◆ [W3 Schools](#)

## Upcoming Classes

Dates	Class/Webinar	Title	Day/Time
Nov. 18–Dec. 9	PSU PDC	Search Engine Marketing	F/10:00 AM–4:00 PM
Nov. 30	STC Webinar	Technical Communicator in a BPM World	W/1:00 PM–2:00 PM EST
Dec. 1	STC Webinar	Organizing Help Content: Breaking Out of Topic-Based Hierarchies	Th/4:00 PM–5:00 PM EST
Dec. 7	STC Webinar	Establishing Document Standards for Technical Publications	W/1:00 PM–2:00 PM EST
Jan. 24–Feb. 9	STC Certification	Managing Virtual Teams	TuTh/9:00 PM–10:30 PM EST
Jan.27/Feb. 3	PSU PDC	Project Management Communications and Teamwork	F/8:00 AM–4:30 PM

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

## 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. Program meetings are from 6:00 PM to 8:30 PM on the third Thursday of each month, except July and August. Currently, the Administrative Council is planning the program for 2011–2012. The WVC website will have 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. Details will be published on the WVC website.

All WVC members are welcome to attend the WVC Administrative Council 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 [Carol L. Larson](#) if you'd like 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:

**Dec. 15:** Holiday Social, Widmer Gasthaus Pub (West Wing Banquet Room, 929 N Russell St., Portland), 6:00 PM–8:30 PM

**Jan. 12:** Joe Welinske, "Development Techniques for User Interface Text and Web-based Content in SmartPhone Applications," location TBD, 6:00 PM–8:30 PM **Note date change!**

**Feb. 16:** WVC Competition Awards Celebration, Stockpot Broiler (8200 SW Scholls Ferry Rd, Beaverton), 6:00 PM–8:30 PM

**Mar. 15:** John Hedtke, "Seeding the Clouds: How to Make It Rain on You Even during a Dry Spell," location TBD, 6:00 PM–8:30 PM

**Apr. 19:** Program meeting, topic and location TBD, 6:00 PM–8:30 PM

**May 17:** Program meeting, topic and location TBD, 6:00 PM–8:30 PM

**June 21:** Volunteer Celebration, location TBD, 6:00 PM–8:30 PM

## Upcoming Conferences

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

### 2011

**Dec. 11–12:** [Portland State University Professional Development Center](#) (PSU PDC); Digital Marketing Conference; Portland, OR

### 2012

**Jan. 23–26:** [Annual Reliability and Maintainability Symposium](#) (RAMS), "Securing America's Future with Reliability and Maintainability"; Reno, NV

**Feb. 16–20:** [American Association for the Advancement of Science](#) (AAAS); Annual Meeting, "Flattening the World: Building a Global Knowledge Society"; Vancouver, BC, Canada

**Mar. 11–14:** [WritersUA](#); Conference for Software User Assistance, "Better UX through Better UA"; Memphis, TN

**Mar. 21–25:** [American Society for Information Science and Technology](#) (ASIS&T); Information Architecture Summit; New Orleans, LA

**Apr. 19–21:** [American Society for Indexing](#) (ASI); 2012 ASI Annual Conference; San Diego, CA


**May 16–18:** [WebVisions Portland](#), "Explore the Future of the Web"; Portland, OR

**May 20–23:** [Society for Technical Communication \(STC\)](#); Technical Communicator Summit 2012; Rosemont, IL

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

## WVC Employment News

Rolf Vellek, the WVC employment information manager, posts job openings weekly to the WVC jobs list, WVCJOBS-L. Email Rolf at [employment@stcwvc.org](mailto:employment@stcwvc.org) with questions.

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

## 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 15<sup>th</sup> 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.

### Deadlines

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

- ♦ 10<sup>th</sup> day of the month that precedes the publishing month: Op-Ed articles (one *Galley* page); book/software reviews (500–750 words)
- ♦ 15<sup>th</sup> 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: 15<sup>th</sup> of month preceding publication (Jan., Mar., May, July, Sept., Nov.)

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

### Galley Foci for 2011–2012

The field of technical communication (TC) changes constantly with new innovations in methods and media, so the 2011–2012 *Galley* foci are “Innovations in Technical Communication.” Although we give a specific focus for every issue, we encourage our readers to become our writers at any time by contributing feature articles about these and writer-suggested TC topics:

Issue	Focus
October 2011	Permanent employee or contractor: Contractual employment (whether as a self-employed independent or an agency “contingency worker”) seem to mark the majority of openings today for technical communicators compared to the openings for permanent or “captive” employment that prevailed prior to the recession. Is this condition part of the general national and state economy, or is it likely to change within a year or so? What are the advantages/disadvantages of being an independent contractor, agency contractor, or permanent employee?
December 2011	Virtual vs. bricks-and-mortar workplace situations: What are the advantages/disadvantages of each type of workplace? What are situations where hands-on, in-person solutions at a bricks-and-mortar location work best? When face-to-face situations are not possible, how can difficulties be best resolved in the virtual workplace?
February 2012	Virtual teams and electronic delivery of documentation: What types of documentation and other information are transmitted? Do some types of information have restrictions about electronic transmissions, i.e., proprietary and military documents and personal and medical information? What security measures protect sensitive information and documents?
April 2012	Virtual conferencing applications: What are the different types of virtual conferencing? What are primary applications? What makes one application better than others in specific instances? What are the advantages/disadvantages of each? Does virtual conferencing save time and money, or does it create more work and/or misunderstandings?
June 2012	Cloud computing and its effect on technical communication: What is the cloud? How is it used? What types of businesses are most likely to use this method, or for what particular uses are commercial and government entities likely to rely on cloud computing? How does cloud computing affect individuals? How is this technology already in use?
August 2012	STC 2012 Summit: What are upcoming trends in and new tools for technical communication? What made some sessions helpful/unhelpful?