

# Tieline

The Society Leaders' Newsletter

## LCR Poised to Assume Sponsorship in May

By Ed Rutkowski, Editor, *Tieline*

Created to provide support and sponsorship to STC's communities, the Leadership Community Resource (LCR) will debut its pilot program in May 2006, one year ahead of schedule. The LCR's assumption of the sponsorship role represents a significant change in the way STC supports its volunteer leaders. Judy Glick-Smith, the current LCR manager, and De Murr, the leader of the LCR's Processes Team, recently spoke with me about the origins and structure of the LCR and shared details about how the LCR will fulfill its sponsorship responsibilities.

### Origins and Structure

The roots of the LCR go back to 2003, when the board began its Transformation initiative. At that time, the consistency and effectiveness of the support provided to STC communities was an area of

concern. Officially, chapters relied on their regional directors for sponsorship. But not all directors were equally skilled as sponsors, and the time required to be an effective sponsor kept some directors from serving in roles more suited to their abilities. Also problematic was the lack of uniform expectations—each director filled the sponsorship role as he or she saw fit—and the absence of support for special interest groups. After much deliberation, the board agreed that all communities needed more consistent support and approved a change to the STC *Bylaws* that removed the sponsorship role from the directors. The LCR was created to take over that role.

The first priority for Judy Glick-Smith, a fellow, former director, and past Society president who agreed to become the LCR's manager, was to find capable assistants. She enlisted Doug Woestendiek, a senior member and former assistant to the president for technology; Mike Murray, a senior member with experience on community administrative councils; and Murr, an STC fellow who has served extensively at both the community and Society levels, to recruit volunteers and form the committees necessary for the LCR to provide effective support for all communities. The LCR leadership quickly recruited more than fifty volunteers.

During her year as manager of the LCR, Glick-Smith has relied on her closest assistants to lead the LCR's three teams. The People Team, headed by Murray, is responsible for identifying and training mentors. The first significant portion of that training will occur at Leadership Day on Sunday, May 7, the opening day

of STC's 53rd Annual Conference in Las Vegas. The People Team will roll out additional training throughout the year. Murr's Processes Team is writing the guidelines that will govern the LCR's operations, and is currently looking for volunteers to help revise STC's *Chapter Handbook* (contact Elizabeth Bailey at [ebaileyL@comcast.net](mailto:ebaileyL@comcast.net)). Among the projects undertaken by Woestendiek's Technology Team is the creation of an LCR Web page, which will feature a sign-up form for mentors and leadership resources for community leaders.

At its recent meeting in Atlanta, STC's board of directors approved a change to the STC *Bylaws* that grants standing committee status to the LCR. This action weaves the LCR into the fabric of Society governance. The LCR will report to the board through STC's executive director, a unique arrangement that will encourage cooperation between the LCR and the STC office. The communities affairs committee, comprising one third-year director, one second-year director, and one first-year director, will oversee the LCR.

### The Mechanics of Sponsorship

So how will sponsorship work under the LCR? Starting in May 2006, community leaders who need assistance in any and all matters related to governing a community will have two options for alerting the LCR: They can either contact the STC office (which will notify the LCR) or submit an online form. The LCR will assign a mentor based on the community's stated needs and the

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**Editor**

Ed Rutkowski

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## CAA Deadline Extended to April 3

The deadline for submitting entries for the community achievement awards (CAA) has been extended to April 3. This annual competition is open to STC geographic communities, student communities, and Society-level special interest groups (SIGs). Note that, beginning in 2006, all applications must be submitted electronically; hardcopy notebooks will no longer be accepted. Submit applications and all supporting materials by either sending an e-mail with files as attachments to Peg Cottrell at [peg@stc.org](mailto:peg@stc.org) or recording the files on a CD and shipping it to the following address:

*Society for Technical Communication*  
Attn: Community Achievement Awards  
901 North Stuart Street, Suite 904  
Arlington VA 22203

STC will distribute all entries to members of the community achievement award evaluation committee via e-mail.

Community leaders can download the *Guidelines for Community Achievement Awards* (AD-116-2005) and entry form templates from [www.stc.org/recog/awards01\\_comAchievement.asp](http://www.stc.org/recog/awards01_comAchievement.asp). Once the award application is complete, geographic and student community leaders may have their regional director, and SIG leaders may have the assistant to the president for virtual communities, review their applications before submitting them to the Society office. (E-mail addresses for directors and assistants to the president are listed at [www.stc.org/about/board01.asp](http://www.stc.org/about/board01.asp).) For an entry to qualify for the Distinction award, all activities listed for the Merit and Excellence awards must be checked off or a substituted activity must be listed. (The list of substituted activities must be accompanied by a written message of approval from the appropriate regional director or assistant to the president for virtual communities.)

If you have any questions about the community achievement awards, please contact your regional director or AP for virtual communities. ♦

## Now Open: Online Conference Registration

Online registration for STC's 53rd Annual Conference is now open at [www.stc.org/53rdConf](http://www.stc.org/53rdConf). To register at the member rate, members must enter their membership number, which appears on the address labels of *Intercom*, *Technical Communication*, and all other correspondence from the Society office. Members who want to be reminded of their membership number should call the STC office at 703-522-4114.

The conference Web site also provides comprehensive, up-to-date information on educational and professional opportunities at the conference. The database of technical sessions can be searched and sorted according to keyword, day/time, topic, and session stem. The session information includes brief descriptions of the sessions, locations and times, and the names of the moderators and speakers. As the conference draws near, this information will be updated frequently. Members are encouraged to visit the site often for the latest information. ♦

# STC Announces Fellows and Associate Fellows for 2006

The highest rank that the Society for Technical Communication can confer upon a member is that of fellow. The select few who become fellows are associate fellows who have attained eminence in the arts and sciences of technical communication through service that has distinguished both the Society and the profession.

## Fellows

**Thomas P. Barnett**, Phoenix, Arizona  
**Judith L. Glick-Smith**, Cumming, Georgia  
**Judith M. Herr**, Livermore, California  
**Doreen A. Mannion**, Bowie, Maryland  
**Raymond E. Urgo**, Los Angeles, California  
**Ann L. Wiley**, Auburn, New York

STC recognizes and honors deserving senior members by conferring upon them the rank of associate fellow. Those selected as associate fellows are exceptional individuals who have consistently demonstrated meaningful contributions to the Society and to the profession over a period of years.

## Associate Fellows

**Michael J. Albers**, Memphis, Tennessee  
**Rahel Anne Bailie**, Vancouver, British Columbia  
**Sandra J. Balkema**, Rockford, Michigan  
**Michelle Corbin**, Cary, North Carolina  
**Jackie A. Damrau**, Dallas, Texas

**Hans E. Fenstermacher**, Andover, Massachusetts  
**John P. Garison**, Chester, Vermont  
**JoCarol Gau**, Houston, Texas  
**Helen M. Grady**, Macon, Georgia  
**Rebecca C. Hall**, West Chicago, Illinois  
**Michael T. Harvey**, Raleigh, North Carolina  
**Alan R. Houser**, Pittsburgh, Pennsylvania  
**Robert Krull**, Troy, New York  
**Karen Lane**, Merritt Island, Florida  
**Chopeta C. Lyons**, Willington, Connecticut  
**Stephen W. Murphy**, Amherst, New Hampshire  
**Elaine F. Randolph**, Lake Forest, California  
**Ralph E. Robinson**, Barrie, Ontario  
**Martha K. Sippel**, Lone Tree, Colorado  
**Jane L. Smith**, Sedona, Arizona  
**Mary Jo Stark**, Highlands Ranch, Colorado  
**Thea Teich**, Cincinnati, Ohio  
**Hugh E. Templeton**, Loveland, Colorado

The new fellows and associate fellows will be honored at STC's 53rd Annual Conference, May 7–10, 2006, in Las Vegas, Nevada. An honors banquet will be held on Tuesday, May 9. (A reception will precede the banquet at 6 PM.) Tickets for the banquet and reception are \$40 and can be purchased using the conference registration form included in the *Preliminary Program*, which was mailed with the February issue of *Intercom*, or online at [www.stc.org/53rdConf](http://www.stc.org/53rdConf). ♦

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## Selling STC to the Boss

Having trouble selling the idea of STC membership to your boss? Get it paid through your corporate training budget.

Dictionary.com defines “training” as follows: “to make proficient with specialized instruction and practice.”

- ❖ “Training” happens when a community workshop on XML helps you develop superior company documents—faster and more efficiently.
- ❖ “Training” happens when an STC Web-telephone seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company’s production processes.
- ❖ “Training” happens when a technical session at an STC annual conference shows you how to develop a usability plan that returns valuable feedback on your company’s

product—resulting in a better product and more satisfied customers.

- ❖ “Training” happens when an article in *Intercom* or *Technical Communication* shows you how to translate a company Web site to reach an international audience.

If an STC- or community-sponsored event or activity shows you how to improve your company’s products or processes, that’s “training.” Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community that offers numerous opportunities for networking.

For information about joining STC or renewing a membership, visit [www.stc.org](http://www.stc.org). STC helps you make career opportunities happen. ♦

# 2005 Region 5 Conference: STC's Transformation in Action

By Aiessa Moyna, Associate Fellow, Phoenix Chapter, and Public Relations Committee Manager, Tech Comm 2005 Conference

When the Phoenix chapter agreed in 2003 to host the 2005 Region 5 Conference—known as Tech Comm 2005—chapter leaders and volunteers were enthusiastic, but cautious.

In the two years leading up to the conference, the chapter would overhaul its budgeting and planning process, launch a new professional education and development series, serve as a pilot for rechartering under the Society's Transformation initiative, and lead several communities in sponsoring the Southwest Regional Technical Publications, Art, and Online Competitions—all while continuing to deliver its award-winning program of meetings and services for members and other technical communicators across central and northern Arizona. There would be a lot to do in a relatively short time, and a relatively small group of dedicated volunteers to do it all.

Then, inspiration struck. Phoenix chapter member Jane Smith, who also serves as Instructional Design and Learning special interest group (IDL SIG) manager, and STC director Sherry Michaels, who was Phoenix chapter president at the time, wondered what might happen if the two communities joined forces. The Phoenix chapter needed to host a regional conference for technical communicators across the southwestern United States, and the IDL SIG had been looking for an opportunity to deliver more value to its members, apply its financial resources effectively, and help members grow as individuals and as a community. Meanwhile, the Society's Transformation initiative had motivated chapters and SIGs around the world to consider new models for developing community and delivering value to members. Tech Comm 2005 represented a perfect opportunity to put the principles into practice and to help both communities achieve their goals.

Along the way, both the IDL SIG and the Phoenix chapter learned some valuable

lessons that will benefit other communities that enter a virtual-geographic community partnership.

## Establish Joint Leadership

Conference co-managers Karen Zorn, representing the Phoenix chapter, and Jane Smith, representing both the IDL SIG and the Phoenix chapter, led the conference planning team. They ensured that the interests of both communities always were considered equally. In addition, the various conference committees included members from both communities, as well as members of other chapters in Region 5.

When the Phoenix chapter hosted the regional conference in 1999, the chapter provided virtually all the volunteer power, essentially delivering the meeting for the entire region. In contrast, Tech Comm 2005 was a true team effort in which the IDL SIG and Phoenix chapter managed the delivery of a meeting presented for the SIG and region by the SIG and region. Never before had a chapter and SIG collaborated on such an event. Planning team members hailed from Phoenix, Mesa, Gilbert, Scottsdale, Sedona, Tucson, and other locations in Arizona. But they also hailed from Austin, Dallas, and Houston, Texas; San Diego and Stanford, California; and New York City (part-time).

## Learn from Those Who Preceded You

Better still: Recruit them for your planning team.

The small core team that initially formed to begin planning the conference didn't have a lot of experience—a couple of members had never even attended an STC regional or international conference when they volunteered. They got the ball rolling by securing planning resources available from the Society. The team found a great deal of valuable information on the *Tieline Knowledge*

Base ([www.stc.org/stcmembers/tielineKb01.asp](http://www.stc.org/stcmembers/tielineKb01.asp)) and adapted or incorporated some of the annual conference supporting materials into their regional conference planning—the Call for Papers and guidelines on Preparing Your Conference Session (see [www.stc.org/53rdConf/sessions/presenter.info.asp](http://www.stc.org/53rdConf/sessions/presenter.info.asp)) provided useful models.

Next, the planning team reached out to members who helped plan the 2004 Region 5 Conference in Salt Lake City and the 1999 Region 5 Conference in Phoenix. They also contacted planning team members for STC conferences in other regions and for non-STC conferences and events. In this way, they learned through the experiences of others what to do...and what *not* to do.

The planning team got to work filling the committee manager roles and recruiting other team members. First, they asked volunteers who had served in those roles in the past. Many were pleased to receive the implied affirmation of a job well done, and they happily agreed to tackle those jobs again. Others were happy to share their experiences, notes, and samples from previous conferences, but preferred to volunteer for other roles this time around. And even the folks who declined with a polite “Been there; done that” still offered to share whatever materials and memories they had.

As the planning team continued to recruit volunteers, they considered which roles were location-dependent and which could be done virtually. With about 180 members concentrated mostly in a single metropolitan area, the Phoenix chapter was able to contribute volunteers “on the ground” to secure a venue, serve as points of contact for key vendors, and manage the event logistics.

With more than 1,800 members worldwide at the time, the IDL SIG was able

*Region 5, continued on page 5*

to contribute volunteers who could handle “back-office” tasks that didn’t require being within easy driving distance of the conference venue. And with years of experience working as a virtual team, the SIG introduced a number of best practices to the planning process, including the use of teleconferences, e-mail, and small-group meetings, rather than frequent face-to-face meetings of the entire planning team.

### Agree in Advance on Shared Investment and Return

As an established community with strong economics, the Phoenix chapter agreed to manage the conference expenses and income through its checking account, and was prepared to contribute any up-front investment that might be required to deliver the conference. The IDL SIG, with a smaller treasury, was prepared to contribute in-kind goods and services, such as printing of promotional materials, as well as fun items for the gift bags presented to conference attendees.

There was an assumption among planning team members that the Phoenix chapter would absorb the financial loss if the conference failed to break even. (Although for the conference co-managers, that was *never* a viable option!) However, the two communities never explicitly discussed whether they would share responsibility for a financial loss or would share the

proceeds if the conference produced a financial surplus.

When the final receipts were in, it was clear that the conference had been a financial success. It was then that the core planning team quickly proposed granting the SIG a generous share of the proceeds, reflecting the effort that its members had contributed. Because this sum would constitute a rather large disbursement from the Phoenix chapter treasury, however, it required a vote of the chapter’s elected council members. The vote had to be called hastily (and handled virtually!) at a time when the chapter and SIG leadership and general membership should have been celebrating their success and getting some much-deserved rest. Afterward the team agreed that, next time, they would decide in advance how to split the proceeds so that they could avoid a last-minute scramble!

### Benefits of Collaboration

So why collaborate? How might *your* community benefit from a SIG-chapter partnership? While similar results cannot be guaranteed for all such ventures, the Tech Comm 2005 collaboration was an impressive success on several fronts.

The conference generated a significant surplus that will allow both the Phoenix chapter and the IDL SIG to fund their

existing programs and services, plus new initiatives.

It provided the two communities a forum to demonstrate to their own members the value they can deliver. Attendees rated their overall experience 3.6 on a scale of 1 (poor) to 4 (excellent), and the consensus was that the conference delivered a premium educational and networking experience.

More important, the conference provided each community a forum to demonstrate to the other the value it can deliver. The conference represented a unique opportunity for them to market their programs and services to a receptive audience and possibly attract new members.

Our experience proved the maxim that there is strength in numbers. By joining forces, the communities attracted more than 100 conference attendees, both Society members and nonmembers, and presenters from across the United States, as well as from Canada and Belgium! Alone, either community likely would have had difficulty mounting a conference with such broad appeal.

For more information, or to obtain a copy of the post-conference summary, contact conference co-managers Karen Zorn ([k.zorn@zorntech.com](mailto:k.zorn@zorntech.com)) and Jane Smith ([jemcomm@sedona.net](mailto:jemcomm@sedona.net)). ♦

## Conference Hotels: Reserve Rooms by April 10

STC has arranged for special rates for this year’s conference attendees at the Bally’s Las Vegas Hotel (\$139 for a single/double room) and the Paris Las Vegas Hotel (\$169 for a single/double room). To take advantage of these rates, attendees must make their reservations by April 10. Bally’s and Paris will host all conference events and technical sessions. The hotels are conveniently located next to each other and are connected by a large shopping area. Members can access the online reservation forms for both hotels from [www.stc.org/53rdConf/travel/lodging.asp](http://www.stc.org/53rdConf/travel/lodging.asp). ♦

## Board Meeting Minutes Posted

The official minutes of the January 2006 meeting of STC’s board of directors have been posted to [www.stc.org/about/boardMinutes01.asp](http://www.stc.org/about/boardMinutes01.asp). ♦

# Community Membership Drives

The communities listed below are leading their respective categories in growth percentage from June 30, 2005, through February 28, 2006. Chapters are ranked in the size category they attained on June 30, 2005; the list also includes a category for SIGs. The numbers in parentheses denote the number of communities in each category as of June 30, 2005. This is the final membership drive list for this fiscal year.

## Professional Chapters, Size Category 1

More than 600 members (three communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
Silicon Valley	18.38
Boston	14.98
Puget Sound	11.99

## Professional Chapters, Size Category 2

301 to 600 members (nine communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
Atlanta	17.96
Houston	15.86
Twin Cities	15.32

## Professional Chapters, Size Category 3

151 to 300 members (seventeen communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
San Francisco	34.63
Alberta	27.27
Canada West Coast	22.27

## Professional Chapters, Size Category 4

76 to 150 members (twenty-seven communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
India	27.66
Intermountain	26.36
Sacramento	25.64

## Professional Chapters, Size Category 5

41 to 75 members (twenty-seven communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
Southern Arizona	31.48
Central New York	29.27
New Jersey	28.99

## Professional Chapters, Size Category 6

Fewer than 41 members (twenty-eight communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
Republic of China	160.00
San Luis Obispo	53.57
Aloha	50.00

## Student Chapters, Size Category 1

20 or more members (six communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
James Madison U.	96.43
Texas Tech. U.	71.88
New Jersey Institute of Technology	53.85

## Student Chapters, Size Category 2

Fewer than 20 members (twenty-three communities)

<i>chapter</i>	<i>percent growth since June 30, 2005</i>
Trinitite	133.33
Brigham Young U.	130.00
North Carolina St. U.	92.31

## Special Interest Groups

(twenty communities)

<i>SIG</i>	<i>percent growth since June 30, 2005</i>
Quality and Process Improvement	86.43
Policies and Procedures	46.43
Illustrators and Visual Designers	44.88 ♦

## Moving? File Change of Address with STC

Please remind members who are changing residences to send their new addresses to the STC office to avoid an interruption to deliveries of *Intercom* and *Technical Communication*. Some members assume that informing the post office of their new address is enough to ensure that all of their mail is forwarded. However, the United States Postal Service forwards only first class mail; magazines such as *Intercom* and *Technical Communication* are not forwarded.

To file a change of address with STC and ensure continuous delivery of Society publications, members can use the online form at [www.stc.org/formAddressChange.asp](http://www.stc.org/formAddressChange.asp). ♦

# Society Events

## March 8, 2006

Caroline Stern will present an STC Web-telephone seminar, **Instructions for Writing Instructions: Guidelines for Organization and Content**, from 1 to 2:30 PM Eastern Time. Stern will examine design to help participants write, edit, and teach effective process explanation. Register at [stc.webex.com](http://stc.webex.com).

## March 10–11, 2006

The Philadelphia Metro Chapter STC will hold its **2006 Conference and Workshop** on the Great Valley campus of Penn State University. The conference features keynote speaker Jon Warshawsky, one of the authors of *Why Business People Speak Like Idiots* and a member of the team that created the Clio Award-winning *Bullfighter* software. The workshop includes sessions on single-source authoring with *AuthorIT*, presented by John Hawkins, and XML information modeling, presented by Alan Houser. More information is available on the chapter Web site at [www.stcpmc.org](http://www.stcpmc.org).

## March 15, 2006

STC's Instructional Design and Learning SIG will hold its first one-hour webinar at 1 PM Eastern Time. Michael Tillmans will present on the topic of **Successful ID: Where Theory and Practice Meet**. This webinar will identify the key research findings in cognitive psychology that apply to most common types of learning situations—information, concepts, principles/problem solving, procedures and attitudes—and match them with teaching templates that can be used for instructors, print, or online learning. For more information or to register, go to [www.stcsig.org/idl/webinar/](http://www.stcsig.org/idl/webinar/).

## March 24–25, 2006

The Atlanta Chapter STC will hold **Currents 2006**, its annual technical communication conference, at the Atlanta campus of Mercer University. For more information, please contact:

*Leigh Richardson*  
[lrichardson@intellisync.com](mailto:lrichardson@intellisync.com)  
[www.stcatlanta.org](http://www.stcatlanta.org)

## March 25, 2006

The United Kingdom Chapter STC will host a half-day conference at Sheffield Hallam University in Sheffield, England. The conference will focus on ways that technical communicators can market themselves to employers or future clients. More information will appear on the chapter Web site at [www.stcuk.org](http://www.stcuk.org).

## March 27–29, 2006

The **STC Toronto Spring Conference** will be held at the Living Arts Centre in Mississauga, Ontario. The conference will feature advanced workshops in content management and information design for technical communicators. Instructors include Ann Rockley, Scott Abel, Saul Carliner, and Michael Priestly. The conference will also host the first Toronto Summit for the Content Management Professionals (CMPros) organization. For more in-

formation, watch the Toronto chapter Web site at [www.stctoronto.org](http://www.stctoronto.org) or e-mail the chapter at [conference06@stctoronto.org](mailto:conference06@stctoronto.org).

## March 31, 2006

The Rochester Chapter STC will hold **Spectrum 2006**, an all-day conference focusing on coming trends and directions in technical communication, at the RIT Inn and Conference Center in Henrietta, New York. Keynote speakers will be Suzanna Laurent, president of Communications Design Group and current president of STC, and Jared Spool, CEO of User Interface Engineering. For more information, please contact:

*Tom Moran*  
[tfmcad@rit.edu](mailto:tfmcad@rit.edu)  
[www.stcrochester.org](http://www.stcrochester.org)

## April 6–7, 2006

The Manitoba Chapter STC and Red River College will hold their annual conference, **Technology and People: The/Write/Connection**, at the Princess Street Campus of Red River College in Winnipeg, Canada. For more information, please contact:

*Henry Shorr*  
(204) 945-7298  
[hshorr@mts.net](mailto:hshorr@mts.net)

## April 12, 2006

William Horton will present an STC Web seminar, **Software Simulations: Tips, Tricks, and Best Practices**, from 1 to 2:30 PM Eastern Time. Participants will learn how software simulations can enliven the learning experience by engaging users and adding interactivity. Register at [stc.webex.com](http://stc.webex.com).

## May 7–10, 2006

STC's **53rd Annual Conference** will be held at Bally's Las Vegas Hotel and Paris Las Vegas Hotel in Las Vegas, Nevada. Post-conference sessions will be held on Thursday, May 11. For more information, please visit [www.stc.org/53rdConf/](http://www.stc.org/53rdConf/).

## May 24, 2006

Neil Perlin will present an STC Web-telephone seminar, **Life After RoboHelp—How We Got Here and Where To Next**, from 1 to 2:30 PM Eastern Time. Perlin will summarize the history of Help authoring tools, discuss the major RoboHelp replacement tools, and examine how a move to XML-based authoring tools affects documentation development. Register at [stc.webex.com](http://stc.webex.com).

## June 14, 2006

Paul Prescod will present an STC Web-telephone seminar, **Introduction to DITA**, from 1 to 2:30 PM Eastern Time. The seminar will bridge the gap between the high-level hype about DITA (Darwin Information Typing Architecture) and the many detailed technical articles about how DITA works. Register at [stc.webex.com](http://stc.webex.com).

*Send announcements of your community or regional events to [tieline@stc.org](mailto:tieline@stc.org).* ♦

mentor's qualifications. For example, a community that needs help filling out its financial report will be put in touch with a mentor who has served as a community treasurer. Communities that want to resolve an internal conflict among volunteers, add a members-only section to their Web sites, or organize a regional conference will be assigned mentors with relevant experience. Also, the LCR's "triage" committee is prepared to assist communities that are experiencing critical problems, such as an acute shortage of money or officers.

The success of the LCR will depend on its mentors. Anyone interested in mentoring is encouraged to attend Leadership Day. After the conference, all senior STC members will be e-mailed information

about how to declare their interest in mentoring. According to Murr, the primary qualification for mentors is "to be passionate about the field of technical communication and the success of STC as the primary organization supporting the field. Additional requirements are experience in leading and managing community, regional, or Society-level activities. Anyone who has served in multiple roles within a community has experiences that can help other STC leaders."

### The Near Future

The early rollout allows the LCR to take over sponsorship of communities in STC's regions 2 and 3, whose directors will reach the end of their terms in May. (Because of changes to STC's *Bylaws*,

incoming directors will represent the Society at large and not a particular region.) However, the LCR will be available for all communities, both geographic and virtual—not only those in regions 2 and 3.

By May 2007, the LCR will have an official selection process in place that will help identify qualified mentors. Until then, those interested in mentoring will be asked to indicate areas where they feel qualified to help community leaders.

For more information on the LCR, please see the status update posted at [www.stc.org/transformation/article16.pdf](http://www.stc.org/transformation/article16.pdf). Please direct questions about the LCR to Judy Glick-Smith at [judy@glicksmithgroup.com](mailto:judy@glicksmithgroup.com). ♦

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## Connecting with Inactive and Lapsed Members

In March, the STC office will purge from its records the names of all members who did not renew their memberships by the February 28 deadline. As usual, community leaders will receive a list of inactive members from their community in early April. Some may simply have forgotten to pay their dues; some may have lost funding from their employers for professional societies; others may be deciding whether the benefits of membership justify its costs. But communities shouldn't let inactive members simply drift away—no matter their reasons for not renewing.

### Contacting Inactive Members

One effective way to convince inactive members to remain with STC is to send

each of them a letter on community stationery explaining the benefits of membership and inviting them to renew. A letter from a local community leader often has much greater impact than e-mail: Letters (even form letters) lend a personal touch to communication that is difficult to achieve with e-mail. Consider offering nonrenewing members a coupon for one meeting at the member rate—such a gesture lets the recipients know that they're an important part of the local STC community.

### Contacting Lapsed Members

Leaders are also encouraged to reach out to those whose memberships expired several years ago. These lapsed members may have lost touch with their communities and may not know about recent

changes in STC, including new benefits such as the online STC member forum. When contacting former community members, outline the new benefits of STC membership—and the specific benefits of membership in your community—and invite them to attend a meeting, peruse your community Web site, or read your community's most recent newsletter. A personal, courteous invitation is often hard to turn down.

STC keeps contact information on lapsed STC members for five years, so you may have a rich field to mine. To receive contact information for former members of your community, make your request to STC's membership department at [membership@stc.org](mailto:membership@stc.org). ♦

## Feedback Welcome!

Help *Tieline* serve you by sending comments and suggestions for improvement to the *Tieline* editor at [tieline@stc.org](mailto:tieline@stc.org). ♦

## Mailings from the STC Office

- STC members who had not paid their dues by mid-February received reminder notices from the STC office.
- In early March, ballots and voting instructions for the upcoming election for Society office will be e-mailed to all eligible members who indicated on renewal forms and new member applications that they would like to receive their election materials electronically. All other eligible members will receive their ballots via first-class mail. Information on candidates is included in the March 2006 issue of *Intercom*.

## Community Leaders' Monthly Reminders

### March

- Membership fees are past due as of March 1, 2006. Chapter presidents will receive a complete chapter roster in the first week of April. It will be divided into two sections: paid and unpaid memberships. Please remind members to send payment as soon as possible.
- Start thinking about next year's international competitions. Designate individuals to serve as interim competition managers (to receive competition mailings) pending final appointment of next year's competition manager.
- Community leaders should remind members that those who have not renewed their dues will receive their last copy of *Intercom* in April.
- Report community election results to the STC office at [membership@stc.org](mailto:membership@stc.org).
- Forward to the STC office the names of those community leaders who will attend Leadership Day during the annual conference. Please e-mail this information to [peg@stc.org](mailto:peg@stc.org), or fax it to (703) 522-2075.

## Membership at a Glance



As of February 28, 2006:

Total members:	17,895
Members residing in the U.S.:	15,237
Members residing in Canada:	1,577
Members residing elsewhere:	1,081
Total communities*:	157

\*Includes 108 professional chapters, 29 student chapters, and 20 SIGs

## Leadership Links

Leaders' Reference Guide: [www.stc.org/PDF\\_Files/ChapterLeadersGuide\\_0510.pdf](http://www.stc.org/PDF_Files/ChapterLeadersGuide_0510.pdf)

Chapter Handbook: [www.stc.org/chapterResources.asp](http://www.stc.org/chapterResources.asp)

Tieline Knowledge Base: [www.stc.org/tieline\\_kb.asp](http://www.stc.org/tieline_kb.asp)

Chapter finances: [www.stc.org/chapterFinances.asp](http://www.stc.org/chapterFinances.asp)

Tieline archives: [www.stc.org/tieline.asp](http://www.stc.org/tieline.asp)