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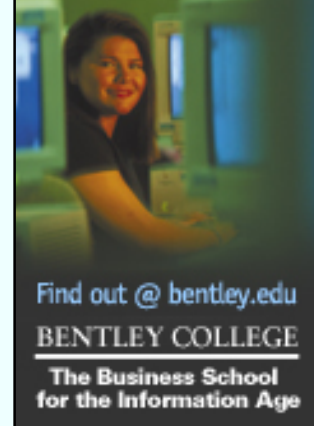
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Program Report

Online Award Winners Show Their Stuff

By Carol Macbain

The eight winners of the STC Boston Chapter's Online Competitions Awards met May 1st at the Natick MathWorks facility to demonstrate their outstanding work to members. Writers from the companies listed below either made formal presentations to the group or discussed their work with members at tables around the room.

Greg Bartlett and Allen Kiefer of The MathWorks did an excellent job setting up the space, providing food, and making the event a success. Ellen Lidington and Helen Chen also contributed their considerable energies and organizational talents. Members enjoyed excellent food between and after the presentations while also having a chance to talk with the exhibitors and with each other. We need to have more evenings like this!

Evaluation Criteria

At the annual competition, judges evaluated each entry on how well it met the stated purpose and fulfilled the needs of its audience. They also considered writing, organization, graphics, usability, aesthetics, and the integration of those elements within the overall presentation.

Participating Winners

It was great to see the creative solutions presented by our Boston area winners:

- Progress Software

Dan Mc Fadden and Craig VanDerAa, Best of the Show winners, presented Progress's Web-based Training: Database Administration Essentials.
- Netegrity

Mary Hadcock and Andrew Munro created Netegrity's SiteMinder 5.5 Integrated Documents.
- Lotus Development

Tara Hall represented Lotus and showed their award winning entry, LDD Today, October 2002, Notes/Domino 6 Special Issue.
- Avid

Andrew Harrington was on hand to show his entry, Avid Marquee online help.
- Avid



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Edith Maxwell demonstrated Avid Xpress DV 3.5 online help.

- HP

Doug Bonin presented HP's New AlphaServer Series 3D Tour AND Compaq Info Center for Office Depot.

- Intellution

Rich Feitelberg presented his work on the Siemens SIMATIC S7 Driver Online Help for Intellution.

- HP

Another award winner from HP, Patty Morin, showed her entry, a CD for Smart Array Cluster Storage Training.

Become a Judge

STC members may volunteer to serve as judges for online or print entries. Top winners are entered in the international competitions for further recognition. Learn more about entering your work or becoming a judge on the Competitions page of the Boston Chapter STC Web site.

View the [photo gallery of online award winners](#).

Carol Macbain is a technical writer and member of the Boston Chapter's Online SIG.

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President's Message

What's happening with the Boston Chapter

Where We Are and Where We're Going

By Jim Lidington

Welcome to the STC Boston Chapter for 2003-2004! As your new chapter president, I want to take this opportunity to talk a little about where we've been as a chapter and where we're going.

We're now over 900 members, and growing. We're coming from two years of many exciting developments, especially in our monthly program meetings, competitions, SIGs, newsletter, and on our Web site.

Monthly programs

As many of you know, our monthly meetings and programs have found a home on Route 128 at the Sheraton Colonial Inn in Lexington. We've developed a valuable relationship with the Sheraton that provides us with a convenient location, great rooms, and good food and drink at a reasonable cost—everything busy technical communicators need to plug into career-enriching programs, support, and networking.

Rejuvenated activities

Our annual competitions continue to provide an important vehicle for receiving peer feedback, and possibly awards, for the professional work that we produce every day. We've seen a reinvigorated Technical Art Competition complement our well-established hard-copy and online technical publications competitions. The Technical Art Competition provides an opportunity for technical artists and designers to participate; many folks are not aware that you can enter a single publication in more than one competition. By the way, the submission deadline is coming up, so get your entries ready.

We've also seen our special interest groups (SIGs) grow from zero to five in just two years. We now sponsor SIGs for Consulting and Independent Contracting, Online Information, Special Needs, Internationalization, and the new Idea Watch SIG. The SIGs organize their own programs at the Sheraton in a format that is conducive to in-depth discussion. They are a great complement to the regular, monthly chapter programs.

The award-winning *Boston Broadside* has always been a favorite way for members to keep up with what's going on in the chapter and to access the experience and know-how of our contributors.

Chapter of Distinction award

In recognition of these and many other exciting developments at the Boston Chapter, we have won the Chapter of Distinction award for large chapters, for two years running. Only one chapter in each size category wins this award, so it's not a stretch to say that *we've got the best STC chapter in the world* right here in Boston. While many criteria must be met to win this award, I think the real reason for our success can be boiled down quite simply: This chapter has a lot of stuff going on!

Volunteer opportunities

Besides the SIGs, competitions, monthly programs, and newsletter, we also have an excellent Web site that includes information about all the aforementioned activities, an event calendar, a job bank, and the 2002 salary survey results. Not to be overlooked is my hands-down favorite part of the entire Web site: the

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volunteer opportunities page.

This is where all the good stuff that goes on at the Boston chapter starts: with the huge talent pool that is our membership. If you've ever been to the annual International STC conference, then you'll see Boston Chapter members presenting papers, running workshops, and even running the conference. While I strongly recommend attending the international conference to anyone who is able, you should realize that a tremendous amount of the expertise found at the conference is actually available to you right here in the Boston Chapter. The best way to get plugged into what's going on in the Boston-area technical communication scene is by volunteering alongside world-class consultants, authors, managers, and innovators at the many activities that the chapter sponsors.

So click the "Get Involved" link on the Web site. The volunteer opportunities page is your gateway to avenues of professional development that cannot be matched anywhere else. And it doesn't cost a penny to volunteer!

I look forward to working with you.

Jim Lidington is the president of the STC Boston Chapter. He can be reached at James.Lidington@SI.com.

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Letter from the Editor

Professional Endeavors

By Margaret Garcia-Nokes

My introduction to STC began two years ago with Saul Carliner's "Career Ladders" program on September 13, 2001. I was contracting with the state at the time and was evacuated from the McCormack building on what seemed to be a daily basis. Anticipating an end to my contract, I had planned to attend a multitude of networking events that week. STC was the only organization that did not cancel its event.

Despite a suffocating time of grief, bewilderment, and shock, a novice networker in a room full of people whom she had never met found small comfort in a gathering of folks trying to take stock and move on. Nearly two years later, we are striving for the same mobility amidst even greater economic challenges.

Active participation in networking and professional communities of practice is therefore more important than ever, as we struggle to find the balance between taking or holding on to any job we can, and doing what we love. What are our interests, talents, and skill sets, and which are essential to landing the next interview? How can we move and grow professionally when we feel so lucky for what we have? How many more program talks and pro-bono projects can we expend in what often seems a vain hope to be recognized for our potential and incredible contribution to the bottom line? How do we re-invent ourselves to move past the ratio of jobs in our field to those of us looking for work?

I do not know the answers to these questions. I do know that both mentoring and seeking counsel from those with experience that we hope to gain is the best path toward mastering our practice—much more so than landing that mythical "perfect job." As one who has worked a total of 12 months in the past 30, sometimes in my field and often not, all I can say for certain is that we grow most quickly and fully in any journey outside our daily routines.

Become Involved

Visit <http://www.stc-boston.org/chapter-info/jobs/volunteers.shtml> to learn of chapter and *Broadside* project work that you can become involved with to enhance your skills and to help your chapter peers.

Tell us what you think of the *Broadside* and what can be done to improve the newsletter. Write to me at bostonbroadside@yahoo.com or visit <http://www.stc-boston.org/broadside/survey.shtml> anytime to record your comments. They will be taken seriously.

In this Issue

Take a peek at the content of this issue, where you will find articles on your role in improving the development process and building support for internal change (**Paper Prototyping** and **Leadership Is Key to Change**). Link to competition information and encourage your workplace to enter (**Mark your calendar and Talk it Up**). Read about new tool solutions and resume approaches (**Using JSPs, Tiles, & Struts** and **Showcase your Talents**). Look to the *Broadside* recurring columns to learn more about chapter and society happenings in the **President's Message**, **Society Highlights**, and **Announcements and Activities**.

As this is my first issue as managing editor, I would like to extend many thanks to **Daphna Edgar** for leading the *Broadside* through its final phase to a full-fledged online publication over the past two years. Daphna, I am also most grateful for your continued support and counsel.

Margaret Garcia-Nokes is an instructional designer and managing editor of the Boston Broadside. You can reach her at bostonbroadside@yahoo.com.

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Program Report

Using JSPs, Tiles, & Struts for Online Help

Implementing and Updating Branded Content

By Carol Macbain



Chris Boucher

Chris Boucher, Principal Technical Writer at S1 Corporation, spoke at the April Boston Chapter STC meeting on "New Ways of Developing Help: Using JSPs, Tiles, and Struts." S1 is a global provider of brandable e-Finance software solutions that allow current or prospective customers to receive [RF1] quotes, view documents, request changes, and complete forms online. The challenge was to find a way to make it easier to brand and maintain the product.

Efficient Branding Process Needed

In the past, the S1 documentation team used a copy-and-paste method to reuse content. They lacked [RF2] a quick way to upgrade content [RF3] during implementation. Their current method of using Java Server Pages (JSPs), Tiles, and Struts allows global replacement of customer names, logos, headers, and other dynamic content. The implementation process was reduced from a period of three to six months, to a period of one month.

New Approach

The new S1 approach consists of:

- Replacing HTML pages with Java Server Pages. The benefit is that JSPs can contain HTML as well as Java code and the Web server uses JSPs to assemble pages.
- Placing dynamic content in Tiles. Tiles are defined once and reused in multiple pages. Reusability is a big timesaver. Tile strings are for customer names, and tile files are for common headers, footers, navigation bars, or anything else that has more than one type of information.
- Using Struts, an open source framework for building web applications, which ties everything together.



Chris Boucher

Chris stated that using the new system of JSPs, Tiles, and Struts makes branding easier because all configurable Help strings are in one location. The number of files has increased but maintenance is faster due to the unique content and smaller file sizes.

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For more about this topic, Chris recommends the following Web sites and publications:

Official Struts Web site	http://jakarta.apache.org/struts/
Tiles proponent, Cedric Dumoulin's Web site	http://www.lifl.fr/~dumoulin/tiles/
"UI Design with Tiles and Struts" by Prakash Malani	http://www.javaworld.com/javaworld/jw-01-2002/jw-0104-tilestrut_p.html
<i>Programming Jakarta Struts</i> O'Reilly Associates	by Chuck Caveness
<i>Struts in Action</i> Manning Publications	by Ted Husted, Cedric Dumoulin, George Franciscus, David Winterfeldt

Primus Sponsors Meeting

Primus Knowledge Solutions sponsored the April meeting. The Primus eServer knowledge base enables company support staff to continually capture, create, and refine solutions and make them available to anyone with access to the knowledge base. The Answer Engine searches for answers to typed questions in corporate documents and databases, including reporting tools for tracking usage patterns.



Doug Mann at Primus table

Primus representative Doug Mann answered members' questions at the Primus information table.

Carol Macbain is a technical writer interested in working with international users and developers. You can reach her at CJMacbain@aol.com

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Program Report

Paper Prototyping for Tech Writers

Carolyn Snyder Presents Pros and Cons

By Carol Macbain

Carolyn Snyder, principal at Snyder Consulting in Derry, New Hampshire shared insights from her nine years of usability consultant experience at the May Boston Chapter STC meeting. In addition to detailed information on how to conduct paper prototyping, Carolyn discussed case studies and tips for getting the most from this type of testing.

Two major concerns of technical writers are how to get involved early in the development process and how to verify that what is documented reflects how the software really works. Carolyn Snyder suggests that paper prototyping can help in both areas.



Carolyn Snyder

What Is Paper Prototyping?

Carolyn defines paper prototyping as "a variation of usability testing where representative users perform realistic tasks by interacting on a paper version of the interface that is manipulated by a human 'computer.'"

She recommends using paper prototyping in the early stages of usability testing while continuing to learn the product's function and whether there is time to make changes—ideally before the code is stable.

What Does It Take?



Carolyn and members

Writers should watch for what is not intuitive so they can get an idea of the type of help that users need versus what is self-explanatory. Writers should listen for words that belong in the index and notice when people can expect to see something on the screen.

Ordinary office supplies will suffice. Even artistic talent is not a requirement. Carolyn Snyder's detailed handouts indicate that a lot of thought and planning goes into a good paper prototype, but you don't need to spend hours with a ruler to make it pretty. Check out www.paperprototyping.com for links to useful supplies.

What Can Be Learned?

By watching other users perform each task, writers can see what is likely to change so as not to spend unnecessary time documenting.

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Comparing Testing Methods

Compared to other usability testing methods, paper prototyping is best at testing depth (that is, the degree to which functions are implemented). Paper prototyping is less useful for testing areas of interaction. Feedback on the application's "look" can vary, depending on the visual accuracy of the prototype. Paper prototyping should not replace computer testing, as no one method finds all problems. Its main advantage is that it can be done earlier.

Be Pro-Active



Members' table

Participating in paper prototyping is a way for writers to get involved earlier in the development process and learn how the product is supposed to work. Because this type of testing allows radical changes to take place earlier, it can give writers an idea of the scope of needed changes and perhaps allow writers to contribute their expertise to interface design problems.

Resources

Carolyn Snyder urges members to take advantage of this inexpensive, but very informative type of usability testing. For more information on creating paper prototypes, consult the following sources, which Carolyn recommends:

- The book *Paper Prototyping*, by Morgan Kaufmann.
- A two-day course offered at Bentley College (www.bentley.edu).
- The www.paperprototyping.com Web site.

After the presentation, members talked informally with the speaker. One lucky winner of the book drawing received a copy of the book *Paper Prototyping* from Jim Lidington.

View the [photo gallery of the book winner](#).



Carolyn and members inform

Carol Macbain is a technical writer and member of the Online SIG. You can reach her at CJMacbain@aol.com.

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STC Competitions

Talk It Up — Even if the Economy is Down...

By Sharon Hopkins and Carol Hobday

These are hard economic times for high tech—no question about it. Companies respond by not committing to anything not directly related to the bottom line. But how do the STC competitions relate to your personal bottom line and that of your employer? Well, if you get involved, you will:

- **Spiff up your resume.** Being an entrant or judge looks good on your resume. Winning an award looks even better.
- **Raise the corporate consciousness.** Recognition for entering the competitions reminds the company of the value of your contribution.
- **Get a breath of fresh air.** In a world of smaller departments and low or non-existent training budgets, find the peer review and brainstorming that you've been missing.
- **Be known among your own.** Whether you are looking or working, consultant or permanent, show the technical communications world what you can do.
- **Enhance the bottom line.** Award-winning documentation is a great product feature!
- **Build a better product.** Your company may be able to use the input to improve its product.
- **Do more with less.** Feedback from the competition lets you work smarter and make better use of your existing resources. You and your company both win!

Are you convinced? This is your year to enter or judge! Help yourself to these arguments as you make your case to your company. And let us know how. We would love to follow up on this article by sharing members' experiences with the rest of the organization. You can reach us at: www.stc-nne.org (Northern New England Chapter) or www.stc-boston.org (Boston Chapter).

Sharon Hopkins is a member of the Online competition committee and is a technical writer at Light Bridge in Burlington. Carol Hobday is Co-Chair of the Online competition committee and is a technical writer at Polycom in North Andover.

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Program Report

Leadership Is Key to Change

Idea Watch SIG Discusses What Leaders Really Do

By Carol Macbain

The Idea Watch SIG met on Monday, March 24th, to discuss *John P. Kotter on What Leaders Really Do*. Kotter, a professor at the Harvard Business School, wrote the series of essays between 1979 and 1997. They reflect his lifelong interest in leadership among American corporations. The essays were originally published in the Harvard Business Review.

Leaders Implement Change

Kotter viewed the role of leader as one that brought change to meet the challenges of a rapidly changing global economy. Examining the qualities of good leadership is especially relevant today as the velocity of change has increased and the stakes for failing to adapt have risen.

Good Leaders Differ from Good Managers

Kotter described a good leader as a person quite different from a good manager. A person can fill both roles, but he believes that being a leader requires vision. A manager solves problems and manages complexity while a leader must develop a vision for the future, implement change by creating a sense of urgency, and build the alliances to support that vision.

Technical writers do not often have the opportunity to take leadership roles at top levels, but they certainly feel the brunt of poor leadership when companies lose market share or fail to achieve profitability. Idea Watch members discussed the various styles of leadership that they had observed in their companies and whether recent business failures were due to poor management or simply a lack of leadership.

Successful Leaders Develop Networks

The difference between the daily activities of leaders and managers is reflected in their goals. A typical day for an effective leader is filled with short informal interactions with a wide range of people. Building a network of alliances is the framework for bringing about change.

A major obstacle to change is that a leader must depend on those who do not report to him/her to succeed. Kotter tells leaders to identify those that can help or whose knowledge they need, and to obtain that person's active cooperation.

Technical writers know the game. Writers need the knowledge of subject matter experts to write documents and the cooperation of an expert's boss to ensure that there is time to meet. IT support is needed to solve network problems, facilities staff to maintain a comfortable physical environment, and the commitment of upper management and HR to ensure there are enough writers to meet deadlines.

Ways to Build Support for Change

At any level, successful leaders must first diagnose the resistance to change—who is likely to resist the plan, why, and how. The next step is to figure out the appropriate strategy for dealing with that resistance. Kotter suggested the following:

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- Educate people as to why the change is necessary.
- Forestall resistance by involving the people that you need in the early stages.
- Provide training or emotional support.
- Negotiate when people have the power to resist and something to lose. Offer incentives.
- Manipulate or co-opt people. For example, give someone whose endorsement you need a desirable role in the process for implementing change.
- Use power and coercion if there is no other option. This method could backfire. Most people resist being forced to change.

Managing Your Boss

Another topic that Kotter discussed that Idea Watch members considered relevant to technical communicators was "How to manage your boss." He said that the manager/subordinate relationship is one of mutual dependence. If you can adjust your style to that of your boss, then you both will benefit.

It is important to have realistic expectations about what your boss knows or wants from you. Some things to determine:

- Is your boss a reader or listener?
- Does your boss prefer high or low involvement in your projects?
- What does he/she want to know about? And when?
- What formal commitments have been made to his or her boss?

Two more bits of advice for establishing a good relationship:

- Don't be too optimistic, then fail to deliver.
- Don't use too much of your boss's time and resources.

Support Leaders Who Value Communication

As adaptation to change continues to be crucial to success in the marketplace, technical communicators need to find ways to support (or become) leaders in the field, and perhaps in their companies. Communication is a vital component of leadership. Technical communicators must support leaders who value their contributions and help to bring about changes that will keep their companies growing and satisfying the customers.

Carol Macbain is a technical writer. You can contact her at CJMacbain@aol.com.

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Director/Sponsor's Message

May Board Meeting Held in Dallas

By *Linda Oestreich*

Wow! What a conference, and what a board meeting (held on Saturday, May 17, in Dallas, Texas) to precede it! The general topics of discussion included:

- The upcoming retirement of STC executive director Bill Stolgitis, and the selection of Peter Herbst as his successor.
- The realignment of membership dues and rebate structure.
- Chapter loans and grants.
- The state of the Society in relation to the changing world we live in.

Ed See, now our immediate past president, shared his thoughts about the past year and extended his heartfelt thanks to the board for successfully navigating a tough year that included budgetary reductions, decreases in expected conference attendance, and the selection of a new executive director for the Society.

Actions Taken

The following actions were taken at the May board meeting:

- Approved the minutes from the previous two board meetings.
- Approved chapter rebates as follows: Each chapter will receive \$30.00 USD per member for the first 150 members on their rosters; \$20.00 USD per member for each member over 150; \$13.50 USD per member for student members, and \$100 USD per sustaining member.
- Approved membership dues as follows: regular membership per year will be \$140; student membership dues will be 40% of regular membership dues; and retired membership dues will be 50% of regular membership dues. This dues structure is effective with the dues for the year beginning January 1, 2004.
- Approved a chapter loan in the amount of \$3,000 to the Alberta chapter for the 2003 Region 7 conference, with repayment to begin no more than 60 days after the conference.
- Accepted the Society treasurer's financial report.
- Approved the formation of a special committee to recommend to the board a means of transforming STC's operational model so that the Society can better support its many communities of practice, enable growth, and stabilize revenue. Mary Jo Stark, STC treasurer, manages this ad hoc "transformation committee".
- In addition, the board, in executive session, selected recipients of the Chapter of Distinction and Chapter Pacesetter Awards.

Items Discussed

The following items were discussed at the board meeting:

- During the discussion that led to the appointment of the transformation committee, the board insisted that the foremost principle of any new approach to STC governance would be to "do no harm" to current processes and entities. Rather, the objective is to look at ways to strengthen the communities of practice within STC and explore how the Society can respond to and support those communities, including the geographical communities that are represented by STC chapters.
- Because of the present global economy and the importance of membership growth to the Society's strength and stability, the Board discussed several tactics for increasing membership—both on the Society level and by helping chapters work toward that goal locally.

If you have questions or comments about the STC board of directors or any of the items mentioned in this

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article, then contact your director-sponsor or the STC office.

Linda Oestreich is Director/Sponsor of Region 5. You can reach her at DS5@STC.ORG.

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Director/Sponsor's Message

Showcase Your Talents

By Rahel Baillie

Resumes. We know we need one. Most of us have one. But are we using our resumes to showcase what we can do, and to put our skills and talents in the best light? We can agree that a resume contains information about our work histories. Potential employers often use it to pick a short list of candidates to interview for a job. In other words, potential employers often use it to screen out most of the candidates that they decide aren't qualified enough to make the short list. So how do you use a resume to your advantage?

A resume can be used in a number of ways, as described in the following list:

- A document that you leave with your interviewers—When you meet with a company executive who likes the way you think and wants to explore ways that the two of you could work together, you can leave a resume behind to remind that exec about your capabilities. This is the optimum way to use a resume.
- A tool that you use to market yourself—One of the most common uses of a resume and one of the least effective ways to use the document. Sending out a resume to a company is similar to how a company markets itself—by sending flyers to your home. You bring yourself to the attention of the human resources departments of companies, along with hundreds of other hopeful candidates.
- A focal point during an interview—When an inexperienced interviewer begins to meander, you can bring the focus back to your qualifications by making reference to specific points in your resume. This will not only help you point out what you need the interviewer to remember about you, it also helps the interviewer remember you.
- Your life story—A particular type of resume, the curriculum vitae, contains a history of your life's accomplishments. This type of document is more common in certain countries and in certain job markets.

What Goes In, What Doesn't

Information such as a career objective, work and educational history, credentials, and accomplishments are universally accepted, and expected, in a resume. As well, certain industries and professions have specific expectations. For example, academics list publications in their resumes; software developers list the coding languages that they know.

Oh, and don't forget the basics. Include your name, address, phone number, fax number, and personal email address in the body of your resume. You'd be surprised how many resumes don't have enough contact information to get in touch with candidates.

What should be omitted from a resume is extraneous information that companies can use as part of the screening process. When a company is trying to reduce a stack of several hundred submissions to a short list of under ten, you don't want to give them any information that may help them sort you out. Let the judging be done on your skills and abilities.

- Personal information—Your height, weight, age, and marital status are nobody's business. In fact, many countries forbid employers to ask for this information. Your social security (US) or social insurance number (Canada) also should be off-limits, at least until you need to complete forms, after you've been hired.
- Hobbies and interests—For every person who claims that he was hired because they bonded over a love of gardening or music, there are an equal or larger number of people who have been sorted out, unbeknownst to them, because the resume sorters decided ahead of time that the person wouldn't fit into the team. The only exception to this rule is if your hobby or interest relates directly to the type of job that you're seeking. For example, if the position needs budgeting experience, you should mention any volunteer work that includes important budgeting experience that can demonstrate your abilities.
- References—You may indicate that you can supply references upon request, but checking

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references should be the last step in an employer's hiring process before signing an offer. You don't want your references to be taken by surprise and have to provide off-the-cuff answers to questions that may determine your future. You'll want to call your references and prepare them to receive a phone call from the employer. At the point where you are offered a position pending good reference checks, you can explain what you need to do and offer to give the potential employer a list once you have had a chance to prepare your references to be called.

Resume Structures

A resume begins with a career objective. Everyone wants "an exciting job in a progressive company," so be specific enough to make your objective meaningful. State briefly what type of position you're seeking, what you can contribute to the company that you're approaching, and what type of company you'd like to work for. For example, an objective for a technical editing job could be: "To contribute to a technical writing team that uses my exceptional editing skills for a mid-size to large organization in the software development industry." A well-written objective also helps the "sorters" of the resumes determine which job in the company you are applying for.

Many resumes contain a section that lists skills and abilities and areas of expertise, or lists industry-specific information such as tools mastered. Such a list should not be so prominent as to detract from your skills. After all, listing the fact that you play the violin does not guarantee that you can play skillfully; neither does a list of software programs guarantee the quality of your writing, editing, or management skills.

Educational background, professional development, professional memberships, and any publications and awards should be listed. However, unless you have a newly minted advanced degree in a sexy new discipline, don't make this information particularly prominent.

You can structure your resume in four basic ways. How you structure your resume depends on how much experience you have, and what you want to emphasize.

- **Chronological**—A chronological resume lists the positions that you've held, in reverse chronological order. This type of resume works to show a steady career progression in a single stream, such as junior writer, writer, senior writer, team lead. The information includes the position you held, the name of the company and location, and the years in which you started and left. The description is divided into the mandate (what you were hired to do) and your accomplishments (what you did above and beyond the call of duty or what you did particularly well). Be sure to mention the industry, as it may not be obvious from the company name.
- **Functional**—A functional resume groups information by function rather than by date. This works for career-changers who want to demonstrate a particular skill when a chronological resume doesn't do so. For example, a technician who wants to make a transition to a writing position would list positions with a writing component, highlighting the types of writing done and downplaying the actual position title.
- **Hybrid**—A hybrid resume groups information according to function, but also contains a chronological section. Structuring a resume this way helps to show work continuity, in cases where a gap occurs that could distract the reviewer from your skills and abilities.
- **Skills and achievement-based**—This type of resume uses the first page to demonstrate to a potential employer what you've done in the past that you could also do for the new company. This takes the focus off of the "circumstantial evidence" of your past, and turns attention to what you have actually accomplished. Generally, the resume is two pages long, front and back, and the second page is used to provide a brief chronological work history of relevant positions.

Developing the right kind of resume is an important part of a job search. It is your public face, your marketing brochure, the "leave-behind" that can be read and passed around and used to decide your suitability once you have left the premises. The most important aspect of your resume is not to show your history, but your potential to an employer. Show off your talents and let employers give you a chance to use them.

Rahel Bailie is Director/Sponsor of Region 7. You can reach her at DS7@STC.ORG.

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Society Highlights

August 1 Deadline to Submit Candidate Nomination Forms and Conference Proposals; Volunteer to Support Members through Lean Times

By Amy M. Anson

Nominating Committee Seeks Candidates for Society-Level Positions in 2004

If you are interested in helping STC to remain a vital organization, then start considering yourself a candidate for a Society-level position in 2004. Are you good at listening to and implementing ideas? Do you think that you can help direct and administer Society-level activities? Could you help coordinate programs that are beneficial to the technical communication profession? Would you like to represent membership on ceremonial occasions? If these responsibilities sound appealing to you, then consider stepping forward for a Society-level position. The members of the 2003-2004 nominating committee are **Michelle Ratcliffe** (manager), Suncoast chapter; **M. Katherine Brown**, Snake River chapter; **Nan J. Fritz**, Boston chapter; and two newly elected members: **Rita B. Johnson**, Middle Tennessee chapter, and **Christopher Juillet**, Southeastern Michigan chapter.

Open Positions and Qualifications

These positions will be filled by election in the STC year ahead:

- Second Vice President
- Secretary
- Director-sponsor for Region 4
- Director-sponsor for Region 6
- Director-sponsor for Region 8
- Two nominating committee members

All candidates must be senior members. Second vice president candidates must have extensive leadership experience, preferable in Society-level positions. Candidates for secretary should have strong communication skills and leadership experience at the chapter or regional level. Director-sponsor candidates should have a history of successful STC leadership, preferably at the chapter or regional level.

Nominating committee candidates should have excellent judgment about people and a wide acquaintance with members at all levels of the Society.

The nominating committee welcomes your suggestions about potential candidates for the positions that are listed in this article. Browse to the STC Web site and download the Candidate Nomination Form from http://www.stc.org/nominating_candidates.asp.

Return the completed form by August 1, 2003.

Supporting Our Members through Lean Times

Volunteer opportunities always abound at the chapter level, and members should keep in mind the potential these opportunities possess: helping members to acquire new skills or sharpen current ones.

The Twin Cities chapter has developed several ideas that other chapters can use to encourage more volunteer participation in chapter activities.

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Promote Special Interest Groups. SIGs promote members' professional development and provide opportunities for more specific networking than the regular chapter meetings. In recent years, a record number of independent contractors have attended meetings held by the Twin Cities chapter's Consulting and Independent Contracting (CIC) SIG and have also participated in the SIG's Internet-based discussion group. Recent online discussion topics have included the pros and cons of incorporation, pricing, and various marketing methods.

Post Opportunities and Resources

The Twin Cities chapter encourages both local and national employers to post openings on the chapter Web site at www.stctc.org/jobexchange/jobexchange.htm. The chapter removes old listings from the site after three weeks. Resources for writers are also posted, such as a list of contract houses and contract names in the Twin Cities area. The chapter is also preparing to post a bimonthly employment-related column on the jobs page of its Web site. This column will address a variety of topics, feature guest writers, and explore various employment-related themes, such as networking and self-employment.

Highlight Employment Issues at Conferences

Over the past few years, the Twin Cities chapter has sponsored a one-day conference called FutureTense. Sessions at this year's FutureTense included presentations and workshops for both employed and unemployed writers.

Network with Other Organizations

A few times each year, the Twin Cities chapter teams with other professional organizations, such as the International Society for Performance Improvement, the American Medical Writers Association, and the American Society for Training and Development, to present a program called the Saturday Brunch. This program brings more than 150 technical writing, instructional design, and graphics professionals together for a three- to four-hour presentation and workshop.

Reach Out to New Members

The Twin Cities chapter membership committee chairperson has put together a Buddy Program, which encourages long-time members to buddy up with newer members. This helps build a good network of contacts within the chapter.

Promote Competitions

Another networking opportunity that lets writers show off their abilities is the annual technical communication competitions. The Twin Cities chapter's competition manager or judge leader uses the competition to encourage continued participation in the chapter.

Those who participate—whether as manager, judge, or entrant—add valued experiences to their resumes. Management skills and strategic planning skills are just some of the skills that members either newly develop or sharpen through this involvement.

(Editor's Note: This text was summarized from the article "Supporting Our Members through Lean Times," written by Deanne K. Levander, Employment Committee Manager, Twin Cities Chapter. It appeared in the April 2003 "Tieline.")

Jay R. Gould Award Winners

The Jay R. Gould award for excellence in teaching technical communication honors the distinguished teaching career of the late Professor Gould. His academic mentorship guided many students into the technical communication profession. The award honors excellence in teaching that becomes true academic mentorship—the personal and professional concern that the best teachers extend to their students beyond the classroom.

To be eligible for the award, a nominee must have been a member of the STC for ten years and must have been involved in postsecondary education for at least 15 years.

Congratulations to this year's winners:

R. John Brockman, University of Delaware, Newark, DE; Fellow, Philadelphia Metro Chapter

Carolyn S. Plumb, University of Washington, Seattle, WA; Senior Member, University of Washington Chapter

Daniel Riordan, University of Wisconsin-Stout, Menomonie, WI; Senior Member, Twin Cities Chapter

STC's 51st Annual Conference Call for Proposals

The deadline for the Society office to receive proposals is August 1, 2003. A PDF version is available on the STC Web site at www.stc.org/51stConf/index.asp. The conference will be held May 9-12, 2004, in Baltimore, Maryland. The conference theme is "Navigating the Future of Technical Communication." Please contact **Buffy M. Bennett** at buffy@stc.org for more information.

Membership at a Glance

As of April 30, 2003:

Total members: 18,270

Members residing in the US: 15,622

Members residing in Canada: 1,643

Members residing elsewhere: 1,005

Total chapters: 153 (includes 35 student chapters.)

Amy Anson, a former Boston Broadside managing editor, is a senior editor at Forrester Research in Cambridge, MA.

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Announcements and Activities

Learn more about **STC competitions and deadlines**. Register to judge or submit an entry. Check out <http://www.stc-boston.org/competitions/index.shtml> and spread the word.

For the second year in a row, the Boston Chapter and the Boston Broadside won the Society's **Chapter of Distinction and Merit Awards**, respectively. View these and other past and present chapter award winners at <http://www.stc-boston.org/about/chapterawards.shtml>.

View chapter member **photos from the Dallas conference** at <http://www.stc-boston.org/cgi-bin/photos/album.pl?album=conference2003>.

Looking to hire somebody? Check out the **Member Profile** page at <http://www.stc-boston.org/resumes/profilelist.shtml>. Looking for a job? Submit a profile and browse current openings on the **Job Bank** page at <http://www.stc-boston.org/jobbank/bank.shtml>. You will need your STC member id and password to log in.

Get involved in the Chapter's activities. See the Get Involved page at <http://www.stc-boston.org/chapter-info/jobs/volunteers.shtml>.

Come to an **upcoming program or workshop**. Watch for upcoming events this fall on the Programs page at <http://www.stc-boston.org/programs/workshop.shtml>.

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Chapter Membership Reports

Compiled by Zohra I. Mutabanna

June 2003 Membership Report

Total STC Members: 18,270

Total Boston Members: 882

New Members: 28	Reinstated Members: 45	Members Transferring In: 3
Alan M. Belanger	Laura D. Angotti	Alexia K. Jones
Dianna Carboni	Craig E. Austin	Jennifer A. Ring
Jeffrey Cook	Ann W. Birk	Steven B. Levine
Lisa A. deBettencourt	Jack E. Bossom	
Barbara S. Fowlkes	Dennis Carothers	
Cynthia L. Gallagher	Paul V. Censullo	
Jeffrey A. Goodwin	Elizabeth L. Collins	
Merrily A. Hall	Carol A. Cooke	
Maysoon (May) H. Hasso	Timothy F. Cummings	
Maryjane E. Hoover	Mary Jane DeAngelis	
Robert A. Kaufmann	Susan Despres	
Karen Kearney	Michael J. Doyle	
Peter J. Lawson	Deanna A. Dysert	
Thomas E. LeBlanc	Sheila W. Falcey	
Lisa M. Lines	Colin Y. Ferguson	
Bernard Lougee	Atticus Fisher	
Joan A. Mann	Timothy F. Flynn	
Ann Neuburg	Jean L. Foster	
Roxanne M. O'Connell	Anne E. Gallagher	
Meredith L. Pratt	Lisa A. Goodrich	
Brian T. Quirk	Kathy L. Guarente	
Vincent J. Rucinski	Mary E. Hagen	
Deborah M. Schwartz	Karen A. Healey	
Stephen N. Tooni	Brian P. Kelly	
Michael S. Tranfaglia	Michael L. Klinger	
Randy A. Wanat	Donal Lafferty	
Peter O. Wikander	John M. Lannon	
Paul J. Wittman	Miriam Lezak	
	Tamarleigh G. Lippergrenfell	
	Erin J. Lynch	
	Lynne M. Maynard	
	Gail H. McCarthy	
	Linda B. Merims	

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	John R. Nelson	
	Angelo A. Pellegrini	
	Stephanie R. Polseno	
	Sarah Satterthwaite	
	Kathryn E. Scribner	
	Paula Stanziani	
	Karen E. Stein	
	Jane F. Sterling	
	Michael J. Stillman	
	Jay Talbot	
	John C. Thomspen	
	Ninotchka R. Timm	

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Boston Broadside Feedback Form

The Broadside staff is working very hard to provide the best newsletter possible. We would appreciate it if you could take a few minutes to complete this form. Your feedback will go to improve the site and help us provide the service possible. Thanks.

First Name (optional)

Last Name (optional)

E-mail Address

What type of articles would you like to see more of?

Please enter any additional types of articles you'd like to see:

Please rate the usefulness of the newsletter.

If you answered "not useful" to the above question, please tell us how we can improve the newsletter:

Please rate the length of the articles.

Average number of articles read per issue:

Indicate the newsletter format you prefer:

Suggestions for future article topics:

What do you like about the newsletter?

What do you dislike?

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We welcome articles, advertising, and news about meetings, workshops, and courses that pertain to technical communication. When you submit an article, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

Please send article ideas and articles to Margaret Garcia-Nokes at bostonbroadside@yahoo.com.

Article submission deadlines are as follows:

- August 1 (for September/October issue)
- October 1 (for November/December issue)
- December 1 (for January/February issue)
- February 1 (for March/April issue)
- April 1 (for May/June issue)
- June 1 (for July August issue)

For information about advertising rates and procedures, contact Anne Louiselle at alouiselle@attbi.com.

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