



Happy Birthday to us

Happy Birthday to us



Happy 20th Birthday Suncoast Chapter

Happy Birthday to us.

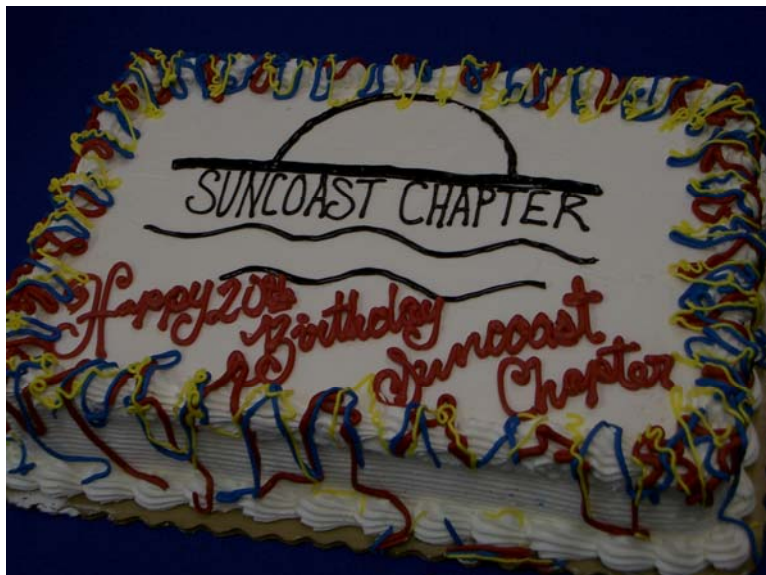


Photo courtesy of Dina Stenz

This spring the Suncoast chapter of STC celebrated its 20th birthday. We had cake (pictured above) and even sang Happy Birthday to ourselves. For a history of where we have come from and a prediction as to where we are headed see Mark Hanigan's articles in the May/June and July/August 2003 *WriteUp*. Back issues can be found on the chapter Web site. ❖

In This Issue

Happy Birthday	1
From the Editor	2
Sponsors	2
STC Contacts	3
Society News	3
STC Membership	3
Student Corner	3
Suncoast Press Release	4
February Meeting Review	5
Chapter News	6
Meeting Information	6

Contributors

Phyllis Hunt
Dina Stenz

WriteUp

Editor

Lou Martindale: (813) 681-2663
E-mail: LMartin220@aol.com

WriteUp communicates Suncoast chapter and Society news six times per year for the benefit of members and friends of the Suncoast chapter of the Society for Technical Communication (STC).

Submissions

WriteUp invites writers to submit articles to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter or e-mail, please let the editor know if this article has run elsewhere and if it has been submitted for consideration to other publications.

Meeting write-ups, feature articles, and software/book reviews are encouraged (approximately 800 words). Preferred formats include MS Word e-mail attachment or text in the body of your e-mail message. All submissions are subject to editing. Deadline for submission is the 15th of the month preceding publication.

Reprints

Advance permission is not needed to reprint articles from WriteUp in STC newsletters. Please credit the author and publication, and send a copy to the WriteUp editor.

Unless otherwise noted, copyrights for all newsletter articles belong to the authors. The design and layout of this newsletter are copyright Suncoast chapter STC, 2004. All rights reserved.

Other product and company names herein may be the trademarks of their respective owners.

Advertising Rates

WriteUp accepts advertising. The rates per issue are \$25 for business card size, \$40 for 1/4 page, \$65 for 1/2 page, and \$80 for a full page. For details on submission, contact the editor at LMartin220@aol.com.

From the Editor

Lou Martindale

The past two years as editor of the WriteUp I have learned so much. I learned a new software program and how to transition the newsletter from hard copy to an online version. I have made many new friends from all around the world. The STC editors discussion list has provided me with a forum to exchange ideas and solicit help with problems. At the annual conference, I visited with many newsletter editors at the networking lunch. We exchanged ideas on how to produce a newsletter, the pros (more cost effective) and cons (the members don't like to read it online) of online versus hard copy, and had many discussions concerning the rules governing the newsletter competition. The contacts I have made through STC have helped me in my professional life, as well as in the production of this newsletter.

I have said many times that you get back more than you give when you volunteer for the chapter. Yes, sometimes it is hard work, but it is so rewarding and is an education that you can't get from a book. I encourage you to attend meetings and volunteer for a small project just to get the hang of it. Try it you might like it.

I want to take this opportunity to thank all of the people who helped me with the newsletter: the chapter meeting review contributors, the people who sent in unsolicited articles, the people who didn't say no when I asked them to write an article, the chapter Web master Laura McGrover, and especially my two copy editors, Martha Collins and Phyllis Hunt.

And now the time has come to hand over the newsletter new editors. In the next issue Gloria Shoats-Schramm and Kimberley Nolder will introduce themselves to you. It is a good thing to change editors. They will bring different ideas and ways of presenting information to the newsletter and give it a fresh look. I'm sure the changes will be good and I am looking forward to helping them in an advisory capacity. I wish them well and I'll see you all at the chapter meetings. ❖

Single-Sourcing Certificate

Our chapter is pleased to present a Single-Sourcing Summer Series, consisting of three regular meetings with single-sourcing experts, and culminating in a day-long workshop held by Ann Rockley. You will receive a training certificate of completion for your portfolio by participating in at least three of these four events.

For details see Chapter News and Meeting Information on page 6 or go to <http://www.stc-southeast.org/suncoast/>. ❖

Sponsors

The following have sponsored the chapter during the current fiscal year:

University of Tampa
Tampa, FL
<http://www.ut.edu> ❖



**SOCIETY FOR
TECHNICAL
COMMUNICATION**

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

Society for Technical Communication
901 N. Stuart St., #904
Arlington, VA 22203-1822
(703) 522-4114
E-mail: stc@stc-va.org
Society: <http://www.stc.org>

Region 3
<http://www.stcregion.org/region3>

Director-Sponsor
Beth Tanner: DS3@stc.org

Suncoast Chapter
<http://www.stc-southeast.org/suncoast>

President
Lynette Pittman: pittmal@baxter.com

Vice President, Programs
Mark Lewis: malewis@hyperwriters.com

Secretary
Pam Tremé: pamela.treme@geac.com

Treasurer
Phyllis Hunt: pphunt@verizon.net

Area Program Coordinator
Sara Cavallo: s.cavallo@ids-astra.com

Immediate Past President
Martha Collins: mcollin8@tampabay.rr.com

Membership Coordinator
Joanna Castner: jcastner@ut.edu

Database/ListServ Coordinator
Ellen Phelps: luvaranger@lycos.com

Webmaster
Laura McGrover: mmcgrov1@gte.net

Newsletter Editor
Lou Martindale: LMartin220@aol.com

FTCC Manager
Barbara Diorio:
Barbara.O.Diorio@us.pwcglobal.com

Employment Coordinator
Sara Cavallo: s.cavallo@ids-astra.com

Public Relations
Dina Stenz: dstenz1@tampabay.rr.com

Student Chapter Liaisons
Joanna Castner, Dina Stenz, & Pam Tremé

Society News

Jobs and roles in the technical communication profession have changed. Business and economic models are changing. Technology is changing the way we work and our world has become global. For these reasons the Society has determined there is a need to transform itself to meet the needs of the current and future members. The process of transformation began in spring 2004 and was the subject of leadership day at this year's annual conference. STC's board has developed a set of transformation goals and a process that is expected to take about three years to complete. For more information go to the transformation section on the Society's Web site at <http://www.stc.org>. You may send questions to transform@stc.org. Watch the newsletter for more information as it becomes available. ❖

STC Membership

As of February 27, 2004

Suncoast chapter members	174
(Includes 2 fellows, 4 associate fellows, 69 senior and 15 student members)	
Total Region 3 members	1,753
Total STC members.....	21,259
Members residing in the U.S.	18,201
Members residing in Canada.....	1,901
Members residing elsewhere.....	1,157
Total number of Special Interest Groups (SIGs)	21
SIG members	25,098
Total number of chapters.....	147
(Includes 33 student chapters)	

Student Corner

Scholarship

The 2004 Suncoast Chapter scholarship recipient is Kelly Millard. Kelly is a student at USF and won a \$1,000 scholarship.

Mentors

The Suncoast chapter provides mentoring to its members and students. Any STC member or student may use this service. Any Suncoast member may become a mentor by completing the application form. Mentors volunteer their time to work with those who wish to be mentored. If a mentor is already working with another person, he or she may not be able to take on a new mentee at that time.

If you have any questions, want to become a mentor, or want to work with a mentor, complete an application form. The application forms are located at <http://www.stc-southeast.org/suncoast/mentors.htm>. ❖

Suncoast Chapter of International Organization Marks 20th Year of Membership Growth and Career Opportunities

By Dina Stenz, Suncoast senior member and public relations coordinator

Editors Note: The following article was released to the local news media by Dina Stenz Suncoast chapter public relations coordinator.

St. Petersburg, Florida – (February 14, 2004) The Suncoast chapter of the Society for Technical Communication (STC) announces today that after 20 years as an active local organization, its membership continues to grow and make its mark in almost every industry.

Since 1985, the median salary for technical writers and editors has increased from \$30,000 a year to \$65,000 nationally. STC's latest salary survey places Tampa Bay's technical communicators in the middle of the pay scale for those reporting throughout US and Canada. Florida writers continue to secure greater pay and benefits, as companies require more extensive and highly technical communications support for their products and services.

Local companies realize business success hinges on hiring top writing talent that can support their product and services with essential documentation, technical illustration, training, and more. "We depend on our documentation group to do much more than simply churn out user guides. We need quality technical communicators who can provide feedback on GUI design from a user perspective, identify potential bugs while developing user documentation, and can proofread and review client communications for consistency and clarity," said Andrew Sutton, Lead Documentation Specialist at Nielsen Media Research in Oldsmar.

The Suncoast chapter hosts a membership of seasoned technical communicators with diverse talents including technical writing, illustrating, editing, and web designing. Monthly meetings are held in Tampa. Industry authorities and

vendors present informative topics and conduct workshops on a variety of the latest trends and product offerings for technical communications. The chapter also supports USF and the University of Tampa by sponsoring the Student Society for Technical Communication, mentoring, funding scholarships and workshops, and spearheading programs and courses to better prepare students for careers in technical communications. "As a student, the Student Society for Technical Communication offered a challenging internship. As a contract technical writer, the Suncoast

"As a student, the Student Society for Technical Communication offered a challenging internship. As a contract technical writer, the Suncoast chapter of STC has opened doors to exciting projects within several innovative companies," said Dina Stenz.

chapter of STC has opened doors to exciting projects within several innovative companies," said Dina Stenz, Technology Documentation Services, Inc.

Each year the Suncoast chapter also hosts the Florida Technical Communication Competition. The competition draws entries from Florida companies which are judged

and awarded and have the opportunity to move on to an international committee for additional recognition.

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication—the largest organization of its type in the world. Its more than 19,000 members include technical writers and editors, graphic designers and technical illustrators, information architects and developers, photographers and audiovisual specialists, Web and intranet page designers, multimedia artists, and others whose work involves making technical information available to those who need it.

STC promotes the public welfare by educating its members and industry about issues concerning technical communication. For more information visit <http://www.stc.org>. ❖

February Chapter Meeting Review

By Phyllis Hunt, Suncoast senior member and chapter treasurer

Technical Translation

Presented by Maria Cecilia Marty, Certified Federal Interpreter

In today's international marketplace, technical communications frequently need to be translated into one or more languages. Maria Cecilia Marty, a Certified Federal Interpreter, stressed the importance of using a professional interpreter and to that end, gave the group some very helpful insights and handouts.

Starting with the basics, Maria stated that translation is written and interpretation is verbal. She explained that there are three levels of translation:

1. Literal
2. Liberal
3. Dynamic (Concept to Concept)

Maria does not recommend a literal translation, such as the output from Machine Translation (MT). She indicated that it takes much longer to fix a document that has been translated literally; there are too many nuances between cultures. She offered this example: In Russian, "The wine is good but the meat lacks seasoning." translates into English as "The spirit is willing but the flesh is weak."

Maria is often called upon to translate in federal court cases. When translating the testimony of a witness, she is very careful to present a dynamic translation. This assists the process by indicating the witness's state of mind.

When looking for a translator, consider the translator's skill in language pairs. A pair could be English to Spanish or Spanish to English, but often not both. Is English or Spanish their native language? The translator should have a college degree in the target language. For English to Spanish, note that adjectives in English do not translate well into Spanish. Text expansion is another factor: English to French will take one-third more space in French.

When faced with the need for a translator, Maria strongly recommends that you consider one who belongs to the American Translator's Association (ATA). ATA was founded in 1959 and is the largest association of translators and interpreters in the U.S., where it has more than 9,000 members. Worldwide, ATA has close to 30,000 members in 60 countries.

ONLY 15 percent of the applicants actually pass the ATA exam. Just knowing another language is not enough. A knowledge of idioms and speech patterns is essential.

Handouts:

- Translation Flow Chart
- American Translator's Association (ATA)
- Tips on the Best Way to Achieve the Quality Translation You Need
- Independent Contractors vs. Translation Agency or Bureau; Pros and Cons
- Independent Contractors working on premises for large projects: Pros and Cons
- Sample Contract for Translation Services

Maria Cecilia Marty was born in Argentina and grew up in Puerto Rico. Her family continues to manage several popular Argentinian restaurants. She and her husband live in Tampa, Florida.

Editor's note: The handouts provided by Maria are Word documents and are available on the chapter Web site. ❖

Suncoast Chapter News

Planning retreat. The Suncoast chapter is holding a planning retreat June 5 on the University of Tampa campus, Plant Hall room 248, from 9 am—2 pm. The purpose of the meeting is to plan events for the coming year. All chapter members are invited to attend.

New summer meeting location. Beginning in June, in order to benefit from free meeting facilities the regular chapter meetings will be held at the University of Tampa. In the fall our meetings will revert to our usual meeting location at the Holiday Inn on Rocky Point. Be sure to check the chapter Web site for meeting topic, location, room number, and date.

Suncoast Summer Series. Something new for this summer is a summer series, June, July, and August meeting topics will be devoted to the same subject, but different aspects of the subject. The subject chosen is single sourcing. Included in the series is a workshop, Information Architecture for Content Management, conducted by Ann Rockley. The workshop will be held at the end of the summer series in August. Watch the chapter Web site for developing details.❖

Next Meeting:

June 3, 2004.....Rebecca Sukach will present the challenges of implementing single-sourcing.

Upcoming Meetings:

July 8, 2004.....Lynn Perry and her group will discuss preparing for single-sourcing.

August 5, 2004Char James-Tanny will present AuthorIt®, an application tool developed for single-sourcing.

August 7 WorkshopAnn Rockley will present Information Architecture for Content Management.

Note: Meetings are subject to change. Obtain meeting updates at our Web site: <http://www.stc-southeast.org/suncoast/>

Location:

Suncoast Summer Series will be held at the University of Tampa. June meeting is in John Sykes building, room 235. The July and August meetings are in John Sykes building, room 237. The workshop is in John Sykes building, room 266.

Time:

6:30 p.m. Network and light dinner

7:00—9:00 p.m. Meeting

Cost:

\$10 for members and guests

\$5 for students

Administrative Council Meetings

You can be a part of our chapter at work by attending the Administrative Council meetings, which are held via teleconference at 8:15 p.m. on the Tuesday preceding the regular chapter meetings. Phone (toll free) 1-888-650-9063, Room 6301.❖