

# STC COPYboard

The Newsletter of the Central New York Chapter, Society for Technical Communication

Volume 10, No. 4 - April 2000

## President's Message

by Richard Inch

What great success we enjoyed by moving the time and place of our Syracuse meetings! Thirteen people attended our March meeting. A 6:00 start time, comfy chairs, snacks with hot and cold beverages and a great speaker all contributed to a lively, educational experience. It seemed that everyone stayed after the meeting ended, either asking the speaker questions or just chatting with other members. Even so, we still got home a full hour earlier than usual. A great night indeed!

This month we break with tradition by holding our April chapter meeting in Utica. For as long as I can remember, our chapter meetings have been held in Syracuse. While it is true that the largest majority of members work in or around Syracuse, many members also live and work in other localities. To put the "CNY" back into our chapter, I decided to hold a spring meeting in Utica and a fall meeting in Ithaca. Scheduling these meetings has been interesting for me. Some members have told me that I am crazy for holding our meetings anyplace other than Syracuse. Others have told me that it is about time we got out of Syracuse and realized that we are a Central New York chapter, not a Syracuse chapter!

There will not be a CNY Chapter meeting in May because of the 47th Annual Conference in Orlando, Florida. I'm lucky enough to work for a company that will pay all of the costs that I'll incur while attending this conference. However, when I look at the ideas I've gotten from past conferences, I can easily see that my employer realizes a good return for their money! If you are attending the 47th Annual Conference in Orlando, I'm sure that we will eventually bump into each other.

In June I am again going to break with tradition and hold what I hope will become an annual tradition -- a family picnic. We've got a great group of people working on making this picnic a wonderful experience. You'll be getting lots of information in the upcoming weeks. It will be a fun, relaxing, no hassle, no cost picnic for all members. What a great way to kick off the summer! See you in Utica! ■

## This Month's meeting will be held at 7:30 p.m., April 19 at SUNY IT-Utica!

In keeping with our new 'outreach' initiative to help our members better support Chapter students and faculty (and to give the latter new opportunities to be involved with CNY-STC), this month's meeting is being hosted by the SUNY Utica-Rome Tech-Com Club. Blake Pitcher, Tech-Com Club president, invites all CNY-STC members to attend this special meeting program, at which two faculty members will speak:

*Patricia Dorazio, M.S. — Usability's Front End: The Easily-Forgotten Pieces*  
Usability isn't just about planning and preparing for the usability test at the end of a project's development cycle; it's more about involving users early on and adding their goals and needs to the development cycle.

*Patricia Dorazio is a technical communicator specializing in online information design and online usability testing. She spent the summer of 1995 refining these skills at PC magazine in England. Prior to joining the college, she worked as an Information Developer for IBM, responsible for redesigning an online HELP facility for a mainframe computer system. Her current area of interest is in multimedia and interface usability testing.*

*Dr. Russ Kahn — Digital Photography - Practical, Ethical Issues and a Historical Perspective*

Digital photography is fast becoming the standard among photojournalists and is growing rapidly among everyday photographers. The speaker will explain and demonstrate key issues regarding digital photography and photo manipulation. The session will begin with an overview of this new technology, its benefits and drawbacks. There will follow a discussion of practical issues in using digital cameras, an overview of the technology and types of cameras available.

*Russ Kahn is a technical communicator with special experience and skills in the art of computer documentation and graphic design. After a career in Journalism where he was recognized for outstanding feature and investigative reporting, he was writer and editor for Lawrence Livermore National Laboratory.*

**Need Directions to SUNY IT Utica Rome? See Page 4.**

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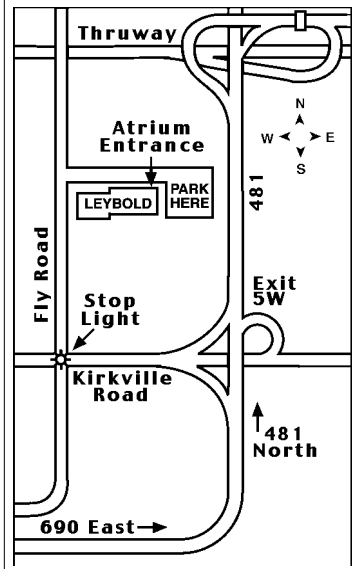
## Wanted: New Chapter Treasurer

After four years on the job, Jim Hamlett would like a rest from being our Treasurer. If you are interested in becoming our new CNY Chapter Treasurer, please contact Richard Inch (see page 2 for contact info.) ■

**COPYboard** is the official monthly newsletter of the Central New York Chapter of the Society for Technical Communication, and is published eight times per year, September through June.

CNY STC Website:  
www.stc.org/region1/cny  
CNY STC Listserv: cnystc-l@stc.org  
(broadcasts to all CNY members)  
**President**  
Richard Inch  
315-434-2507 (rinch@inficon.com)  
**Vice President, Webmaster  
& CopyBoard Editor**  
Bob Workman (rw@twcny.rr.com)  
315-637-2361  
**Secretary**  
Ann Louisele (jlouise1@twcny.rr.com)  
**Treasurer**  
James G. Hamlett  
315-492-1487 (jhaml62554@aol.com)  
Submit letters and articles to the Editor via E-mail. Deadline: 1st day of the month of publication.  
To broadcast CNY Job leads to our CNY STC Listserv via email:  
cnystc-l@stc.org  
CNY STC Website Jobs Listings:  
www.stc.org/region1/cny/jobs.htm  
To post jobs, contact Ann Louisele (jlouise1@twcny.rr.com).

All CNY STC meetings are free and take place at Leybold Inficon™, East Syracuse, from 6PM to 8:00PM on the third Wednesday of the month.  
Meeting room phone: 315-434-2512.  
(\*Except for April and Oct-see pg.1)



## Correspondence

I'm writing a couple of articles about STC chapter affiliations with business and industry, including the one I've been involved in with the Chicago STC for the past five years.

I would appreciate receiving any information or leads on other affiliations either between academe and professional organizations (STC and other, similar organizations) or between academe and business/industry in your region.

I'm especially interested in affiliations that focus on educational innovations and programs in technical communication or business communication, but other affiliations would also be of interest to me, especially if they might serve as models for those of us in technical communication.

Thanks for your help,

Christine Abbott

Associate Professor of English, Northern Illinois University  
Managing Director, Chicago Chapter STC Institute for Professional Development  
cbabbott@aol.com

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## March 15 Meeting Minutes

**From:** Anne Louisele, CNY STC Secretary

**Date:** Wednesday, March 15, 6:00 p.m.

**New meeting location:** Leybold Inficon, East Syracuse

**In attendance:** Anne Bazar, Carol Boe, Karen Gilboyne, Jim Hamlett, Richard Inch, Anne Marie Jackson, Robert Kaussman, Amy Komar, Linda Lettamant, Anne Louisele, Craig McGowan, Judy Smith, Bob Stromdez.

**Presenter:** Lori Ann Defurio, Application Engineer New England & Upstate NY Adobe Systems, Inc. 137 W. Bayer Street Seneca Falls, NY 13148  
Phone: (315) 568-8718 Adobe Web site: www.adobe.com

**A**t the beginning of the meeting, Jim Hamlett spoke of Russ Terry, who recently passed away. Then, Jim spoke of the chapter budget announcing that after four years as our treasurer he would like to relinquish the position.

Lori Defurio, Application Engineer for New England & Upstate NY Adobe Systems, Inc. gave a presentation on Adobe FrameMaker 6.0 and provided an overview of some key features in Adobe Acrobat and GoLive.

FrameMaker was a product of an independent company until three years ago, when Adobe Systems purchased it. Adobe Systems is the same company that offers Photoshop and Acrobat. According to Lori, 85% of the graphics for the Web worldwide are touched by Adobe Photoshop and 160 government agencies use Adobe Acrobat as a standard, including the IRS.

Adobe FrameMaker is a software package for Windows, Mac and Unix platforms. It offers publishing solutions for large documents for both Web and print mediums. FrameMaker 6.0 offers HTML and XML capabilities. HTML is limited by a certain number of tags. XML allows you to make your own tag names and can indicate colors and links. FrameMaker +SGML offers SGML capabilities without requiring the user to know SGML.

Features of Adobe FrameMaker 6.0 include word processing and layout, graphics and tables, text and graphics filters, book building capabilities, HTML generation, XML Publishing and integration with Adobe GoLive and Other Web Tools.

The full FrameMaker 6.0 package for Windows costs \$799. The upgrade from 5.5 to 6.0 for Windows costs \$209. More information on Adobe FrameMaker, other products and prices for other platforms is available on the Adobe Website located at www.adobe.com. ■

## Writer's Digest Honors STC Office Website

The STC office Web site ([www.stc-va.org](http://www.stc-va.org)) is one of the "101 Best Web Sites for Writers," according to Writer's Digest Magazine.

The May issue of Writer's Digest features the new "101" list on its cover; that issue will arrive at newsstands on April 18. At the same time, the "101" list will be available on the Writer's Digest Web site at ([www.writersdigest.com](http://www.writersdigest.com)).

According to **Brad Crawford**, assistant editor for Writer's Digest, the list is produced using feedback from readers combined with input from the magazine staff and the magazine's advisory committee. "The STC office Web site had a particularly good mix of information directed at the STC membership and information designed to educate the general public about the field of technical writing," said Crawford. Features that he singled out as particularly useful on the Web site include STC's salary surveys for technical writers and editors, the searchable database of schools offering technical communication coursework, and the list of STC grants and loans.

STC Executive Director **Bill Stolgitis** said, "Congratulations to Merrick, our Webmaster, and to everyone else who contributes, in some way, to the Website."

The Society for Technical Communication is a professional organization for technical writers, editors, illustrators, managers, and educators. It is the largest professional organization in this field, with more than 25,000 members in 146 chapters worldwide. Information about STC and its programs can be found at the STC office Web site: [www.stc-va.org](http://www.stc-va.org). ■



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### STC Membership, at a Glance

As of February 29, 2000:

Total Members: . . . . . 24,767  
Members residing in the US . . . 21,718  
Members residing in Canada: . . . 2,105  
Members residing elsewhere: . . . 998  
Total Chapters\*: . . . . . 146

\* Includes 30 student chapters  
Source: April 2000 Tieline, the Society leaders' newsletter. ■



Ever hate your computer?  
Wish you could go back in time to when  
everything was simpler?  
How about 1892?

### Team Management Tips

Directing a team or committee is sometimes a challenge. This advice, reprinted from the July 1999 issue of Communication Briefings (Alexandria, VA: Briefings Publishing Group) can help you focus the group to accomplish your objectives.

#### *Words That Guide Group Work*

Manage a team effectively by basing your efforts on these five words:

**Goals.** Make sure that every member knows the team's goals. For example, the team may view the goal as "developing a new product," when you see it as "developing a profitable product."

**Parameters.** Set clear time and funding boundaries at the outset. If you don't, the team could pursue unworkable options that you can't or won't approve. And that will frustrate them.

**Results.** Don't focus too much on how the team functions. Instead, keep reminding yourself that as long as the team is getting the results you want, it's successful.

**Milestones.** All team members must know they're on the right track and have reached critical points for one simple reason: "Focus equals productivity."

**Involvement.** All team members must take part in all discussions and decisions. Full participation generates more solutions to problems and ensures that all members feel they have a personal stake in a project's success.

Found in April 2000 Tieline. Original Source: Little, Jim. "Words That Guide Group Work." Manage, February 1999. ■

## **DIRECTIONS TO SUNY UTICA-ROME (from Page 1):**

### **From the NYS Thruway:**

Take exit 31. Follow signs to Route 790.

Take 790 to Routes 8/12 North.

Take 8/12 North and follow signs to SUNY IT. (Mulaney Road Exit)

### **From the North:**

Take 8 or 12 South; follow signs to SUNY IT. (Horatio Street Exit)

### **From the South:**

Take 8 or 12 North and follow signs to SUNY IT. (Mulaney Road Exit)

### **From the East:**

Take Route 5 to Routes 8/12. Take 8/12 North and follow signs to SUNY IT.

(Mulaney Road Exit)

### **From the West:**

Take Route 5 or Route 49 to Routes 8/12. Take 8/12 North and follow signs

to SUNY IT. (Mulaney Road Exit)

### **Directions to Room G152, Donovan Hall:**

Follow campus signs to Donovan Hall.

Enter through front main doors and you'll immediately see stairs going down.

Go downstairs and take the hallway to the left.

At the end of this hall on the right you will see Room G152.

If you have any questions, email **Blake Pitcher**, President, SUNY Utica-Rome Tech-Com Club, at: [pitcheb@sunyit.edu](mailto:pitcheb@sunyit.edu), OR [a\\_new\\_england@hotmail.com](mailto:a_new_england@hotmail.com). OR check out the SUNY IT website at [sunyit.edu](http://sunyit.edu). Or, during standard business hours, call the SUNY IT School of Arts & Sciences at 315-792-7333. ■

## **CNY STC Meeting Calendar**

- May:** (No meeting, due to Annual Conference.)
- June:** A get-reacquainted picnic at Green Lakes Park in Fayetteville NY is scheduled for June 17th at 2 PM, at Tulip Hill Picnic Grounds. The Chapter will pay for the refreshments; however, a \$5 reservation is *required* for planning purposes, which gets you a 'free' park admission ticket (see insert).
- July-August:** (We don't hold Summer meetings.)
- September:** **Wendi Evans**, Proposal Desk Manager at AppliedTheory in Syracuse, is building a Proposal Group and will talk about how the Group is evolving and the approaches they are taking to implement proposal generation services for AppliedTheory.
- October:** Our first Ithaca Meeting — a great opportunity for Southern Tier members to get involved! (details TBA soon!)
- November:** **Brett Newcomb** and **Mike Loucy** from Salt City Systems will offer expert advice on working with your print house. ■

**CNY STC *COPYboard***  
105 Concord Place  
Fayetteville NY 13066