



# tecolote

**Fall 2007**  
**e-Volume 11, Issue 02**

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Tecolote is the official newsletter of the New Mexico Kachina Chapter of the Society for Technical Communication. Our mission is to advance the profession of technical communication across New Mexico by increasing networking among professionals, creating opportunities for members to improve skills, and recognizing technical communication excellence.

## Call for Entries

### 2007 Southwest Regional Publications, Art, and Online (PAO) Competitions

Have you or your company produced technical communication products that you think are worthy of awards? Here is your opportunity to find out! This Call for Entries is your invitation to participate in the following Society for Technical Communication (STC) Competitions:

- Technical Publications
- Technical Art
- Online Communication

Any technical communication professional is welcome to submit entries. *STC membership is not required.* You may submit entries as an individual or on behalf of a colleague or subordinate. Entries in all categories must meet the following criteria:

- Contain sufficient technical, scientific, medical, or similar content to qualify as “technical communication.”
- Have been produced or substantially revised between September 1, 2005, and September 1, 2007.
- Have been originally prepared and accepted for publication by a client, employer, or publisher.

The fee for each entry is:

- Students: \$45
- STC members: \$70
- Other technical communications professionals: \$90

The “postmarked by” deadline for entries is September 29, 2007.

Entry Forms, submittal instructions, and complete information regarding the Competitions are on our Chapter website at: <http://www.stc-nm-kachina.org/> (Click **Competitions**, under the photos.)

We look forward to receiving your entries. Good luck!



# Kachina Chapter Officers

**President — open**

**Past President — Jonathan Price**  
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**Vice President for Public Relations — Carmelita Wasson**  
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**Membership Chair — Maryjane Long**  
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**Historian — open**

**STC Region 5 Director — Paul Mueller**  
(713) 668-7199, [dir5@stc.org](mailto:dir5@stc.org)

## tecolote

Fall 2007 issue  
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Tecolote is the newsletter of the New Mexico Kachina Chapter of the Society for Technical Communication.

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## Submissions

We welcome submissions from Kachina members for publication. Submit articles in plain text format to [palliskc@comcast.net](mailto:palliskc@comcast.net).

## Reprints

You are welcome to reprint original Tecolote articles provided you acknowledge the source and send a reprint copy to the Managing Editor.

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# Around STC

Not everyone was able to attend this year's Annual STC Conference. But you didn't miss out completely because many of the session materials are available on the STC website. Here is the link to that page:

<http://www.stc.org/54thConf/sessions/sessionMaterials01.asp>

Next year, the Conference will be held in Philadelphia! The "Save the Date" is here:

<http://www.stc.org/55thConf/index.asp>



One of the newer acronyms within STC circles is "LCR" - Leadership Community Resource. Regional Directors are being phased out and this new leadership resource is being phased in. Read more about it here:

<http://www.stc.org/LCR/index.asp>



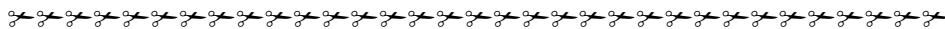
True or false?

The top industry that hires technical communicators is Health Care.

Doug Davis tells us more about "the who and where" in his monthly online column, *The Business of Technical Communications*:

[http://www.stc.org/stcmembers/botcJul\\_2007.asp](http://www.stc.org/stcmembers/botcJul_2007.asp)

Past articles related to our professional may be worth the read as well.



## Kachina Chapter Leadership

As of July, most positions on our administrative council were filled. However, a key position, the Chapter President, has been vacant.

Until now — I am glad to report that Kathy Pallis, our newsletter editor, has expressed interest in serving as our President. We will be making it official at our next chapter "get together" in September (see page 5 for details). Please join us to voice your support!

We will of course need a new newsletter editor. Are you interested? Discuss the position with Kathy ([palliskc@comcast.net](mailto:palliskc@comcast.net)).

# Call for Judges

Our chapter is again sponsoring the Southwest Regional PAO Competitions, which just kicked off the week of August 28th. We are in the process of lining up judges.

If you volunteered to judge for last year's comps, I'm hoping you will be willing to judge again this year. If you didn't, I hope you will offer to do so this year. The judging schedule is very similar to last year's:

- Sat., October 20--judging kickoff (entries distributed to judging teams)
- Sat., Nov. 10--consensus judging (meet in teams to decide on awards)

Between these two dates you have three weeks to evaluate entries and complete the STC evaluation forms.

Please let me know if you're available for judging this year and if so, let me know the comps (Art, Pubs, Online) you feel qualified to judge.

Also, please talk to your colleagues about judging for the competitions. The basic requirement is to have several years' experience producing or managing the kinds of communication products you will be judging. *Judges do not have to be STC members.*

FYI — The Call for Entries and competition information is posted on the Kachina website:

<http://www.stc-nm-kachina.org/NewSite/Competitions/Competitions.htm>

I hope to hear that you are all willing to volunteer as a Judge for this year's Competitions!

Judy Prono  
2007 SW Regional PAO Comps Judging Manager  
[jprono@lanl.gov](mailto:jprono@lanl.gov)

## Update

As of this writing, only nine individuals have signed up to judge this year. Since we need to field at least seven teams, we need at least twelve more judges. Please give this opportunity due consideration and contact either Judy or myself to ask for more details. We can even send you one of the judging forms so you know exactly what level of effort and expertise is involved.

Thank you!

Bob Johnson  
Comps Mgr.

# Student Panel at UNM — October 5<sup>th</sup>

Please join us at the University of New Mexico (UNM) for a panel presentation about technical communication careers on Friday, October 5, from noon to 2:00 p.m. The building and room number will be posted at a later date on our Website (Meetings page). Students from UNM and the New Mexico Institute of Mining and Technology (NM Tech) will be in attendance, along with STC members and guests.

We are excited that Suzanna Laurent, past president of STC, is able to participate with us as a guest panelist.

Chapter members are encouraged to attend and participate in the one-on-one discussions with students after the presentation is concluded.

Scott Sanders

Kachina Chapter Education Committee Chair

(505) 835-5190

*ssanders@unm.edu*

## Coming in September, 2007: Meet people. Eat food. Learn stuff.

Beginning Tuesday, 11 September 2007, the New Mexico Kachina chapter will hold monthly meetings that will include a program, a meal, time for networking, and a brief administrative council meeting.

The September meeting will be held at Garduño's on North 4th Street, from 5 to 7:30 PM. We are honored to have Linda Gillis, Scott Sanders, and Anne Van Arsdall there to share their insights on the past, present, and future of careers in technical writing.

In October, Stephanie Bryant, author of *Videoblogging for Dummies*, will show us how to use videoblogs in technical communication. This luncheon meeting will be held at the Nativo Lodge, Albuquerque, on Thursday, 11 October.

Agendas, menus, maps, and other details will be posted on our Website (Meetings page).

Helen Moody

VP Programs NM Kachina Chapter

# Big Names, Low Cost for STC Regional Conference in Cleveland

If you did not have an opportunity to attend the STC Conference in Minneapolis or want to hone your technical communication skills, we have the ticket for you, and it's affordable!! The Crucial Communicator, the Northeast Ohio STC Chapter's Regional Conference, is Friday, October 12, 2007, from 8 AM to 5:30 PM at the Hilton Garden Inn and Gateway Conference Center in downtown Cleveland.

Register today at [www.neostc.org/conf](http://www.neostc.org/conf) to obtain the early-bird rate, which expires on August 31.

Meet notable STC presenters, such as Neil Perlin and Scott Abel, and STC Executive Director Susan Burton. Session topics include Web 2.0, structured authoring, Captivate for E-Learning, DITA, integrated authoring and translation, international documentation standards, and XML solutions. See the complete list of presenters and topics at [www.neostc.org/conf/presentations.htm](http://www.neostc.org/conf/presentations.htm).

We are privileged to have the ISO JTC 1 SC7/WG2 Group, international experts in standards and user documentation from the United Kingdom, Canada, Japan, Australia, New Zealand, and the United States. You can meet the guests and network during the complimentary Rock & Write Welcome Reception on Thursday evening at the hotel. Dinner (optional) will follow at the Hard Rock Cafe for only \$25 per person.

This learning opportunity is available at the incredibly low price of just \$120 per STC member. Discount hotel reservations are also available. Register today at [www.neostc.org/conf](http://www.neostc.org/conf). Space is limited.

## **STC Webinars**

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The Kachina Chapter presents these lunchtime learning seminars free of charge to members and students, although any and all contributions towards the expense of presenting them are appreciated. Attendance is free for STC members and students; \$10 for non-members.

All webinars take place on Wednesdays from 11:00 am to 12:30 pm.

RSVP to Jonathan Price in advance at [jprice@swcp.com](mailto:jprice@swcp.com) or 254-4148. We must have a minimum of five members signed up to purchase these presentations. If we do not receive enough indications of interest, we will cancel the webinar.

**The seminar program for this year (August 2007 - May 2008) is currently being developed.**

You may view a description of upcoming STC web seminars on the Society's website at <http://www.stc.org/seminarsList.asp>.

## **Upcoming Chapter Meetings**

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**Tuesday, Sept. 11 — 5 to 7:30 PM** Linda Gillis, Scott Sanders, and Anne Van Arsdall share their insights on the past, present, and future of careers in technical writing.

*Location: Garduño's, North 4th Street, Albuquerque.*

**Oct 11, 2007 — 11:30 AM to 1:30 PM** Stephanie Bryant, author of Videoblogging for Dummies, will show us how to use videoblogs in technical communication.

*Location: Nativo Lodge, 6000 Pan American Fwy (I25 and San Mateo Blvd.), Albuquerque.*

*Calendar events are listed at the time of printing and cover the next few months of activities. Some events may change. Please check the STC Kachina Chapter website for updates at [www.stc-nm-kachina.org](http://www.stc-nm-kachina.org). STC Kachina Chapter members will receive periodic email updates with locations and sign up information. If you would like to list an event in the next Tecolote issue, email [jprice@swcp.com](mailto:jprice@swcp.com) with event information.*



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