

SuperScript is the official newsletter of the Alberta Community of the Society for Technical Communication and is published 10 times a year. The editors welcome submissions and advertising that will be of interest to our members. If you have an idea for an article or if you have an advertising enquiry, please contact us.



President's Message

Lucille Worone, President

Did you attend the **New Heights** seminar on April 12? Best-selling author, professor and industry expert Saul Carliner presented a session on information design that was informative to both novice and veteran technical communicators.

Saul's first visit to Alberta was heralded by the heaviest snowfall of the season. Despite his flight that included an unscheduled two-hour stopover in Lethbridge and a 45-minute holding pattern over Calgary, Saul enjoyed his visit. He complimented us on our friendly hospitality and superb organization and hopes to return. [Read more ...](#)

Membership news

Deirdre O'Riain, Membership Coordinator

In March, the Alberta Community gained two members, bringing the membership count to 243. Welcome to our new members:

- Marie Pia Acuna, Edmonton
- Corrina Ligertwood, Calgary

May Program: Getting Up and Running with DITA

Rosalinda Hernandez, Program Coordinator

DITA - You've heard the hype and it sounds like a good idea in theory. But what does it actually look like? And where do you start? This presentation will walk you through a Calgary based company's setup and implementation of a DITA environment. It will focus on the tools used, and the output formats that work well 'out of the box'. [Read more ...](#)

The 55th Annual Technical Communication Summit

Lori Corbett, STC Immediate Past President & PMC Conference Liaison

We [I?] hope you take W.C. Fields' epitaph* to heart and join us [me] here for the Technical Communication Summit June 1-4. You know what to expect at the Summit itself: news about the latest developments and techniques in our field and the chance to get together with colleagues and friends, old and new. But there are plenty of surprises and unexpected pleasures waiting for you in the City of Brotherly Love. [Read more ...](#)

"I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes..." ~ Philip Dusenberry

Carmen Wyatt, SuperScript Editor

The deadline for May SuperScript submissions is May 17. Writing for SuperScript doesn't pay well, the fame and notoriety more than makes up for it!! Please send submissions to Carmen at newsletter@stc-alberta.org

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The Alberta Chapter newsletter, *SuperScript*, is published ten times a year, with double issues in December/January and July/August. *SuperScript* presents feature articles from inside the Chapter and out, program and events calendar, profiles, tips and tricks to improve your skills, and important contact information. [Contact our SuperScript Editor](#), with any comments, stories, technical tips, book reviews, advertisements, or questions. [>> Previous editions.](#)

April 2008

President's Message

Lucille Worone, President, STC Alberta

Did you attend the **New Heights** seminar on April 12th? Best-selling author, professor and industry expert Saul Carliner presented a session on information design that was informative to both novice and veteran technical communicators.

Saul's first visit to Alberta was heralded by the heaviest snowfall of the season. Despite his flight that included an unscheduled two-hour stopover in Lethbridge and a 45-minute holding pattern over Calgary, Saul enjoyed his visit. He complimented us on our friendly hospitality and superb organization and hopes to return.

Special thanks goes to Nicole Foss who organized this year's seminar. I would also like to thank the many STC Alberta members and prospective members who took advantage of this opportunity to learn from this world-class presenter, and made this seminar a success.

Our STC Alberta year is not over yet! May 15 will be an evening program on DITA, and our annual general meeting (AGM) will be on May 29.

One of the features of our AGM is the election of the new administrative council. Before you close your browser on this message, I would ask you to pause for a moment and consider participating in your professional society. In talking to prospective board members and volunteers over the years, the same objections are repeated. I call these the "**Top Seven Myths of STC's Administrative Council.**"

1. It takes a lot of time.

The STC council uses e-mail and project management tools such as Basecamp to reduce the number of meetings to about seven per year, and we do not meet over the summer months. There is some deadline flexibility for completing the tasks in most positions, so you can easily fit them into your schedule. If you prefer not to make a long-term commitment, we also need members to assist for one-time events or projects.

2. I have a great job so I don't need to get more involved with STC for networking.

Company buy-outs, reorganizations, lack of growth opportunities--there are many reasons other than an economic downturn that could have you looking for your next job. As the Chinese proverb states, "the best time to plant a tree was 15 years ago--the next best time is now." Develop and expand your network of professional contacts

before you need it.

3. I network when I attend STC events, and that's enough.

It can be said of most organizations that the greatest benefit goes to those who participate. Attending an event is one level of participation. However, working with people towards a common goal is a great way to really get to know others and allow them to get to know you.

4. I hate speaking in front of groups.

Very few positions require any public speaking at all. If this is a concern, one of the other board members would be glad to introduce the speaker, or present the scholarship, for example.

5. I am just starting out in the field of technical communication, so I don't have any skills to offer.

Most positions do not require technical communication skills. Vice-president, secretary, treasurer, and registration/hospitality coordinator are just some of the positions that do not require technical writing expertise.

6. It won't enhance my job skills.

There are positions that allow you to develop your skills in writing, event planning, project management, public speaking, and HTML coding. All members of the administrative council have a say in the speakers and topics we present. This is a great way to influence the type of professional development events our chapter hosts.

7. I pay my STC dues which helps pay for STC staff salaries, so why do we need local volunteers?

Yes, your membership fees support the STC head office staff which administers the international Society, produces *Intercom* and *Technical Communication*, and so on. \$25 of each member's fees is forwarded to their chapter. At this local level, all events and activities are managed by volunteers. Our Alberta chapter is very financially sound--we just need board members to help us spend the money wisely and return value to the chapter membership.

Next year we will have a stable base of returning council members. The available positions include: president, vice-president, secretary, and public relations. Coordinators are also required for registration/hospitality, membership/e-mail list coordinator, workshops, and special events. For more information on these positions, visit the [volunteer opportunities page](#) or [e-mail me](#). Be the change you want to see in the STC Alberta chapter.

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The 55th Annual Technical Communication Summit

Lori Corbett, STC Immediate Past President & PMC Conference Liaison

The Philadelphia Metro chapter is eagerly looking forward to hosting this year's conference, June 1 – 4.

"On the whole, I'd rather be in Philadelphia."

We [I?] hope you take W.C. Fields' epitaph* to heart and join us [me] here for the Technical Communication Summit June 1-4. You know what to expect at the Summit itself: news about the latest developments and techniques in our

field and the chance to get together with colleagues and friends, old and new. But there are plenty of surprises and unexpected pleasures waiting for you in the City of Brotherly Love.

Just a few examples: you can

Visit the Liberty Bell and Independence Hall, where it all began. Or Franklin's Court to see a working replica of Ben Franklin's printing press and find out how things were done before laser printers.

Wander out Ben Franklin Parkway to see the Museum of Natural History, the original dinosaur museum; climb aboard a full-size Baldwin locomotive at the Franklin Institute (almost everything here was founded by or named after Old Ben); or check out the world's largest collection of work by Dadaist master Marcel Duchamp at the Art Museum.

Hop on the SEPTA subway to take in a Philadelphia Phillies (baseball) home game at Citizens Bank Park. (Yep, they are in town May 30th through June 5th.)

Head down the Avenue of the Arts for a musical, theatrical, or dance performance by one of our world-class companies.

Or if you really want to go hard-core Philly, try the Mummer's Museum (2nd Street at Washington Avenue).

In short, there are lots of things to see, do, and eat (not just pretzels and cheese steaks) in William Penn's "Greene Country Towne." Stop by the STC-Philly Metro Chapter's Hospitality Booth and say hello. We'll be glad to suggest something exciting that fits your particular interests.

See you there!

*Well, it isn't really, but why spoil a good intro?

P.S. Have you noticed that the stc.org website has started posting updated information about the conference?

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2008 Programs

Our evening programs offer STC members the opportunity to learn the latest information regarding the theory and practice of technical communication. Take in seminars on topics such as communications theory, Web design, project management, and single-source documentation, led by technical communications experts from our own local community.

Programs are usually in a one to two -hour presentation format. We begin registration at 6:45 PM. Programs run from 7:00 to 8:00 or 9:00 PM.

May 15 Program: Getting Up and Running with DITA

DITA - You've heard the hype and it sounds like a good idea in theory. But what does it actually look like? And where do you start? This presentation will walk you through a Calgary based company's setup and implementation of a DITA environment. It will focus on the tools used, and the output formats that work well 'out of the box'..

When:	Thursday, May 15, 2008 Doors open at 6:30; Program 7:00-9:00 pm
Where:	Calgary Technologies Inc. (CTI) (aka Alastair Ross Technology Center), 3553- 31 Street NW Calgary Alberta
Directions:	CTI is located in University Research Park. Parking is free anytime after 5:00 p.m. and there are plenty of spots. Visitor parking is marked, and is close to the front door. If you're taking the LRT, get off at the Brentwood station; the CTI is across the parking lot
Register	Online registration

Program Fees:

- STC Alberta Members: \$10.00
- Student Members: Free
- Non-members: \$15.00

Note: When space is limited, preference is given to STC members.

Contact and Registration

- For more information on programs, e-mail the [program coordinator](#).
- E-mail registration@stc-alberta.org or [register online](#).

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STC Alberta Activities

Check out our [Programs](#), [Workshops](#), [Coffee Nights](#), [Administrative Meetings](#), and [Social Events](#) for an opportunity to meet & greet, learn a tool or skill, or further develop your technical and writing expertise.

The calendar shown below outlines upcoming Alberta Chapter events. These events, unless otherwise stated, are held in Calgary. Please see our [Edmonton](#) page for a listing of "Upcoming Events" in that city.

2008 Upcoming Events

May 15 Program: [Getting up and Running with DITA](#)

May 29 STC Alberta Annual General Meeting. [More information](#)

Throughout the year, STC Alberta presents a wide variety of opportunities to learn, share and to become involved in the field of technical communication. Through workshops, social events and regular meetings we endeavour to:

- Present the latest information regarding theory and practice of technical communication
- Provide opportunities to learn and experiment with new tools and techniques
- Open up opportunities to network by meeting and exchanging ideas with fellow STC members
- Provide on-the-job training and opportunities to share your skills through our mentoring program.

Register in advance for all Programs and Workshops through our [online registration page](#).

Note: When space is limited, preference is given to current STC members.