



# SuperScript

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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

This edition marks a turning point for many reasons. This combined Dec/Jan edition marks the halfway mark in my year as President, the turning from the end of one calendar year to the beginning of the next, and the end of your STC membership year. [Read more ...](#)

~ Lucille Worone, President

## Growing your Influence in the Workplace – November 15 program review

Leadership coach Gord Aker took 15 attendees on an energetic and enthusiastic tour based on modified concepts of influence originally put forward by Stephen M. R. Covey, son of the self-help guru who wrote *The 7 Habits of Highly Effective People*. [Read more ...](#)

~ Mellissa Ruryk, STC Member

## Pub night!

Our annual pub night will be held on Thursday, January 17. What started out as an evening where a few STC members gathered to share war stories over a pint or two has grown into an event that attracts 15 to 20 members. [Read more ...](#)

## 2007 STC-Alberta Salary Survey results

Part 1 of the 2007 STC-Alberta Salary Survey is here! 46 per cent of the membership took part in the survey which took place throughout June, 2007. See here for Part 1 results regarding full time technical communications employees.

~ Mai-Ann Sprung, Salary Survey Manager

## Program nights

2008 programs are still to be determined. Please watch your e-mail box for announcements in the new year.

~ Rosalinda Hernandez, Program Coordinator

**“Easy reading is damn hard writing.” ~ Nathaniel Hawthorne**

There is no SuperScript issue in January, so the next deadline for submissions is February 9, 2008. I hope you have a restful and renewing holiday season! Please send submissions to Carmen at [newsletter@stc-alberta.org](mailto:newsletter@stc-alberta.org).

~ Carmen Wyatt, SuperScript Editor

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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.](#)

## STC Alberta News and Updates — December 2007 / January 2008

### President's Message

*Lucille Worone, President, STC Alberta*

This edition marks a turning point for many reasons. This combined Dec/Jan edition marks the halfway mark in my year as President, the turning from the end of one calendar year to the beginning of the next, and the end of your STC membership year.

You will have received your renewal notices for your 2008 STC membership. If not, you may renew online at <https://access.stc.org/iMISpublic/>. There are several new things this year—the Society has implemented a new membership management system, so the renewal process will be slightly different. Another new development is pass-through funding, which means that the portion of the membership dues returned to the local chapters (the rebate) is fixed at \$25 per year per member, regardless of the number of members in the chapter. (For more information on the pass-through funding, please see the article in the [October newsletter](#). This chapter rebate is the major source of local funding, and supports chapter operations, events and programs.

As a member of STC Alberta, you have access to complete information on our jobline, and reduced fees for events, programs, and the New Heights seminar. We are currently in the initial stages of redesigning our website and expect that more content, such as access to the annual salary survey, will be available only to STC members. These changes will be made to add more value to the STC Alberta membership.

To get our new year off to a great start, we are continuing the annual STC Alberta tradition of January pub night. Please see our [Event Calendar](#) for more information. In the new tradition of our social events, this evening will start with an icebreaker activity to help you meet your fellow members.

On behalf of the STC administrative council, I wish you all a restorative and renewing holiday season!

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### Growing Your Influence in the Workplace with Gord Aker, November 15, 2007

*Mellissa Ruryk, STC member*

Leadership coach Gord Aker took 15 attendees on an energetic tour based on slightly modified concepts of influence originally put forward by Stephen M. R. Covey, son of the self-help guru who wrote *The 7 Habits of Highly Effective People*.

He started by 'growing' his own influence with us, as all seminar leaders do. At the same time, he demonstrated a key principle of his talk: influence boils down to credibility and one earns credibility through experience (among other means). Mr. Aker informed us he held more than one university degree, had held a leadership role in a major oil and gas pipeline company and completed programs at the Coaching & Training Institute.

Different types of influence were mentioned: the prestige power of a movie star, the positional influence of a boss or leader, and personal influence. We concentrated on how to grow our personal influence, beginning by learning Webster's Revised Dictionary meaning: causing something without direct or apparent effort. Of course, this breeds the danger of manipulation... which can result in guilt. Influence, on the other hand, breeds enthusiasm and has positive outcomes.

Mr. Aker's basic tenet was that influence is a currency that can be used like money: it can be earned, accumulated for a rainy day and spent, and even overdrawn. Influence = credibility. It's based on character, competence, being able to deliver routinely on expectations, and intent. He spoke of the 'and' principle, wherein people earn credibility when demonstrated intent extends beyond their own sphere. These people's actions are good for them, *and* good for you, the company, or other parties to the transaction.

There is no shortcut to earning respect and credibility. Another aspect to earning credibility is to treat others as complete human beings, not uni-dimensional beings based on just the aspect you see on a daily basis (the co-worker who wins cooking awards, for instance). Being able to give effective feedback is a little-understood and little-used technique of gaining influence. Effective feedback depends on observation of what is, together with a statement of impact: I saw you **pick up that piece of trash when no one was looking** and felt **admiration that you would take the time to do that**. Ineffective feedback involves advice and judgment calls. Don't 'should' on anyone! And if possible, when giving feedback, try to load three positive observations to one negative.

In closing, Mr. Aker's presentation contrasted the list the group compiled earlier in the presentation of what garners additional influence or credibility to what drains credibility. Here are some of the positives and negatives that were suggested:

Influence	
<i>Accumulating</i>	<i>Draining</i>
Broad vision	Pre-judgment of a person
Flexibility	Odour
Active listening	Smoking
Inclusivity	Dress
Ethics/integrity	Tattoos or face jewellery
Technical competence	Not RSVPing to an event

Effective communication	Empty promises and threats
Appreciating others	Bullying
Calmness	Boasting
Team player	Profanity
Personal transparency	Gossip

At the end of the evening, discussion arose about how some behaviours or characteristics may be seen as influence-accumulating in some circumstances by some people and influence-draining in other circumstances by other people. Because of the possibility of differing perspectives, it's important to pay attention to nuances in social/workplace interaction, rather than relying entirely on hard and fast rules.

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Last updated: December 22, 2007



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STC Alberta holds social events a few times a year. This gives our members a chance to relax and get caught up on what other members have been doing. They also provide an opportunity for non-members to meet some of our people and find out if the STC would be an appropriate organization for them to join. Edmonton members often hold their own social events. Refer to the [Edmonton](#) page for details.

### Pub Night : Thursday, January 17

Our annual pub night will be held on Thursday January 17. What started out as an evening where a few STC members gathered to share war stories over a pint or two has grown into an event that attracts 15 to 20 members.

While it is great to visit with the people you know("sometimes you want to go where everybody knows your name"), it's also valuable to meet new people. Following on the success of Pub Night 2007, we will again to have a brief and fun icebreaker activity to get the conversations started.



<b>When</b>	Thursday, January 17, 2008 From 7:00 - 9:00 pm
<b>Where</b>	Banshee Room (downstairs) Ceili's Irish Pub and Restaurant 803-8th Ave SW
<b>Register</b>	Please RSVP <ul style="list-style-type: none"> <li>• <a href="#">By e-mail</a></li> <li>• <a href="#">Register online</a></li> </ul>



Last updated: November 26, 2007



# STC Alberta Calendar of Events

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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

<b>January 17</b>	<a href="#">Pub Night @ Ceili's Irish Pub and Restaurant</a>
<b>April 11</b>	<a href="#">New Heights Seminar : Information Design</a> Presenter: Dr. Saul Carliner, an internationally known expert on e-learning, information design, and technical communication will present on information design.

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.



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## Our Community

We are a geographic community of the Society for Technical Communication (STC), a worldwide association dedicated to the advancement of the theory and practice of technical communication in all its facets.

Our community is known as [STC Alberta](#) and represents technical communicators within Alberta, Saskatchewan and the Northwest Territories.

## New Heights 2008: Information Design



Mark your calendar! The 2008 New Heights seminar will take place **April 11 at the Hotel Arts in Calgary**. Dr. Saul Carliner, an internationally known expert on e-learning, information design, and technical communication will present on information design.

This seminar will introduce participants to the principles, processes, and practices of information design, a methodology for ensuring that the right users receive the right information at the right time and shows you how to prepare a blueprint for a communication product. [> details and registration information.](#)

## Volunteers needed for the 2007-08 term

The vitality of STC Alberta depends on the contributions from its volunteer team. Why volunteer?

Develop or improve valuable skills that you might not have the opportunity to use at your current job. Examples include leadership, project management, writing, digital photography, and HTML/CSS. All are excellent additions to a technical communicator's resume! [Current opportunities.](#)

### STC Alberta Jobline

Job opportunities for members of STC Alberta

#### [Technical Writer/Editor](#)

Calgary (permanent, full-time), posted February 13, 2008

#### [Web Specialist, E-Strategies](#)

Calgary, posted January 28, 2008

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