



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

Lucille Worone, President

I hope our members enjoyed a restorative holiday season. And speaking of rejuvenation, have you renewed your STC membership yet? The STC head office sent electronic reminders to your e-mail address on record last November, followed by mailed reminders in mid-January. When renewing, please be sure to include the Alberta chapter as your geographical community—\$25 of each STC membership is forwarded to the chapter of choice. This is the primary source of our funding and supports STC Alberta's local initiatives, such as our programs, website hosting, New Heights seminars, and scholarships. [Read more ...](#)

New Heights news

Nicole Foss, New Heights Coordinator

Are you registered? 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. Go to the [New Heights information page](#) to learn more about the seminar and register.

Membership news

Deirdre O'Riain, Membership Coordinator

In January, the Alberta Community gained seven members. Welcome to our new members:

- Janelle Beblow
- Lynn Boak
- Liz Brisby
- Audra Caron
- Caroline Kutschke
- Denise Neumann
- Leah Stewart

2007 STC-Alberta Salary Survey results – Part 2: Contractors/ Consultants and Part-time Employees

Mai-Ann Sprung, Salary Survey Manager

Part 2 of the 2007 STC-Alberta Salary Survey is here! Twenty-four contractor/consultants and five part-time employees responded to the survey. The median salary reported for contractors/consultants in Alberta in 2007 was \$62.50 per hour, while the mean was \$64.50 per hour. This figure was higher than the median and mean reported in the 2006 STC Alberta survey (\$60 for both), and considerably higher than the Canadian rates reported in the 2003 STC International contractor/consultant survey (\$51 and \$45, respectively). [Read more...](#) [[See Part 1](#)]

Program nights

Rosalinda Hernandez, Program Coordinator

2008 programs are still to be determined. Please watch your e-mail and check the [STC Alberta website](#) for program announcements.

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 ...](#)

"Outside of a dog, a book is man's best friend. Inside of a dog, it's too dark to read." ~ *Groucho Marx*

Carmen Wyatt, SuperScript Editor

Inside or outside of a dog, without submissions, there's nothing to read! The deadline for March SuperScript submissions is March 12. 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.](#)

February 2008

President's Message

Lucille Worone, President, STC Alberta

I hope our members enjoyed a restorative holiday season. And speaking of rejuvenation, have you renewed your STC membership yet? The STC head office sent electronic reminders to your email address on record last November, followed by mailed reminders in mid-January. When renewing, please be sure to include the Alberta chapter as your geographical community—\$25 of each STC membership is forwarded to the chapter of choice. This is the primary source of our funding and supports STC Alberta's local initiatives, such as our programs, website hosting, New Heights seminars, and scholarships.

The ranks of our administrative council have been rejuvenated by two new members. We welcome Rick Kubik as registration and hospitality coordinator, and Angela Wiens as Edmonton Liaison. Be sure to say hello to Rick and Angela at future STC Alberta events.

Your administrative council has had a busy year so far. About 15 STC members braved the first blizzard of the year to gather for pub night at Ceili's. It was especially heartening to welcome some new faces—STC Alberta members who had not attended a local event for a few years.

Planning is well underway for Dr. Saul Carliner's [New Heights](#) seminar on April 11. Early registration ends soon, so if you are planning to attend, take advantage of the reduced price.

Rosalinda Hernandez, our Programs Coordinator, is confirming speakers for upcoming program nights. Please continue to check stc-alberta.org for the final topics and dates.

The STC Alberta 2007 Salary Survey Part II: Contractors and Consultants and part-time employees is now available. This STC Alberta initiative is especially valuable because the Alberta government's Alberta Wage and Salary Survey only reports on technical writers' salaries as part of the larger Authors and Writers occupational group, which is not a very accurate representation of our profession. On behalf of the chapter, I would like to thank Mai-Ann Sprung, Senior Member, for coordinating and writing this year's survey.

Have you been considering becoming more active in STC Alberta? The

responsibilities have been divided among a large number of council positions, so that the time commitment is minimal. There is a wide range of ways to become involved – from administrative roles, such as secretary, to more creative positions such as *SuperScript* contributor. Our long-time Public Relations Coordinator, Paula Tannahill, has announced that she will not be returning next year, and would like to train her successor. Maybe that successor is you?

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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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Seminar Topic : Information Design [\[How to Register\]](#) [\[Working Agenda\]](#)



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

About this Seminar: Introduces 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.

Following an overview of key design principles, you'll explore the information design process, a 5-phase approach to designing technical communication products. You'll receive practical instructions for conducting each phase, as well as criteria and worksheets for making fundamental design decisions.

You'll also learn why the blueprint helps you make more thorough project estimates than possible with other approaches and can guide you or another information developer for preparing a finished communication product.



About the Speaker: Saul Carliner has extensive industry experience and is an associate professor of educational technology at Concordia University, where he teaches courses on human performance technology, instructional design, qualitative research, the management of educational technology units, and adult education. His research interests include emerging forms of online communication and learning for the workplace, means of assessing the productivity, effectiveness, and business performance of workplace content, and informal learning in a variety of contexts. He is a member of the Centre for the Study of Learning and Performance and the Canadian Council on Learning's Work and Learning Knowledge Centre.

Carliner has published several books on the design of content, including *Advanced Web-Based Training* (with Margaret Driscoll), *Information and document design: Variety on the research* (with J. Piet Verkens and Cathy de Waele) and the best-selling, *Designing E-Learning* and *Training Design Basics*. He also serves on the editorial boards of *The Canadian Journal of Learning and Technology*, *Information Design Journal*, and *Performance Improvement Quarterly*.

He serves on the board of directors of the Canadian Society for Training and Development, is a past research fellow of the American Society for Training and Development, and is a fellow and past international president of the STC.

When/ Where	Friday, April 11, 2008 8:30 am: Registration and refreshments Seminar: 9:00 am - 4:00 pm (one hour lunch break) Hotel Arts - 119 12 Avenue SW, Calgary, AB
Cost	STC Alberta Members: \$175 STC Alberta Student Members: \$100 Non-Members: \$300 The 2008 New Heights seminar will be held only in Calgary. STC members who live more than 100 km from Calgary will receive a 20 per cent discount on their registration.
To Register	Complete the online registration form and follow the payment instructions after you click Submit Registration .
Cancellation Policy	<ul style="list-style-type: none"> • Cancellations received in writing before or on March 21 (three weeks before the seminar) will be refunded the registration fee paid less a \$25 administration fee. • Cancellations received between March 22 and April 4 will be refunded the registration fee paid less a \$50 administration fee. • Cancellations will not be accepted after April 4. • Substitutions are permitted, however, if the substitute is not the same membership and geographical category as the original registrant, the difference in cost must be paid.



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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

March 18	Program: Chicago Manual Online: Is it the same as the book
April 11	New Heights Seminar : Information Design Presenter: Saul Carliner, an internationally known expert on e-learning, information design, and technical communication will present on information design.
May 15	Program: Getting up and Running with DITA

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.