



SuperScript

Volume 17, Issue 2 | March 2008

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

Spring is the season of renewal and, true to the season, the STC Alberta spring events will help renew your technical communication practice. When I wrote this, there were still a few spots available for the April 11 New Heights seminar on Information Design by internationally renowned professor and author, Saul Carliner. We are honoured to have a presenter of Dr. Carliner's reputation and knowledge here in Calgary. This is Dr. Carliner's first visit to Alberta, so I am sure you will join me in giving him a warm welcome. [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 February and March, the Alberta Community gained nine members, bringing the membership count to 241. Welcome to our new members:

- Carlos Alexandre, Edmonton
- Isaac Calon, Edmonton
- Chris Gbekorbu, Regina
- Adam Jasper, Red Deer
- Alex Kelly, Calgary
- Lori Lavallee, Lethbridge
- Talea Medynski, Edmonton
- Laurie Rae, Edmonton
- Jennifer Sowa, 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 ...](#)

"The difference between the right word and the almost right word is the difference between lightning and a lightning bug." ~ Mark Twain

Carmen Wyatt, SuperScript Editor

The deadline for April SuperScript submissions is April 19. I look forward to receiving flashes of brilliance! 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.](#)

March 2008

President's Message

Lucille Worone, President, STC Alberta

Spring is the season of renewal and, true to the season, the STC Alberta spring events will help renew your technical communication practice.

When I wrote this, there were still a few spots available for the [April 11 New Heights seminar](#) on Information Design by internationally renowned professor and author, Saul Carliner. We are honoured to have a presenter of Dr. Carliner's reputation and knowledge here in Calgary. This is Dr. Carliner's first visit to Alberta, so I am sure you will join me in giving him a warm welcome.

The [May 15 Program](#) will feature an introductory workshop on DITA. Watch the STC Announce list notices and the Programs link on the STC website for details as they become available.

The annual general meeting (AGM) and elections will be held on Thursday May 29. For the third year, we will be webcasting the meeting to Edmonton, so that members there can cast ballots in the elections

...and speaking of elections, several positions are available on next year's board. Most positions require a minimum time commitment, enable you to network with other Alberta technical communicators, and make a great addition to your resume! Live outside of Calgary and can't attend council meetings? Don't let that deter you—several of the positions can be done by telecommuting! Is this the year you make your contribution to STC Alberta?

See you at New Heights!

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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 [\[Working Agenda\]](#)



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	Registration is now closed.
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.



Last updated: April 07, 2008



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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'.

More information to follow in the coming weeks.

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](#).



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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

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.