

# SuperScript



## STC Alberta: New Community, New Look

- The Transformation Team: Ruth Maryniuk, Transformation Coordinator; Jessie Channey; Ian Hawkins; Laurie Holtby; Natasha Menezes; Brian O'Malley; Margaux Porth.

The Transformation team is excited to introduce the new logo for STC Alberta! It's a bold new image for our newly re-chartered STC community, and a timely introduction as we embark on our next 25 years.

Why do we have a new logo? During the Transformation process, we changed our name from *Alberta Chapter of STC* to *STC Alberta* (this was actually a return to the name we had used for years). As part of the STC Transformation, Chapters and SIGs were replaced by the collective term "communities." This required a new design for a logo because our old logo included the word "chapter." The Administrative Council decided that it was an opportune time to update our image.

We hired TMC Visionpool and met with them to articulate the requirements for the new logo. Some of the requirements were that it work with the international STC logo, be timeless, elegant, crisp, and reflect the technical nature of our work. Visionpool provided several options, from which we recommended this one to the Council, who then confirmed its selection.

Here's why we chose this design:

- The logo is clear and concise. The font is bold, straightforward and easily read. The viewer immediately understands who we are: STC Alberta. The logo will almost always be used with the international logo, which defines the meaning of STC.
- The orderly grid reflects the structure and organization of our technical subject matter. However, the grid appears to be curving over a surface or an imaginary axis giving it a 3D perspective, invoking a message of creativity and flexibility superimposed on the technical aspect.
- The circles in the grid can represent many things, such as the different facets of technical communication, and the diverse individuals who comprise our STC community.
- The arrow, which most people don't see right away, adds a layer of interest. The arrow conveys:
  - The idea of direction, perhaps moving from the past to the future, suggesting purpose and longevity.

- A notion of "start here" given it seems to point at STC Alberta, or at you, or at the text that will follow it (the logo will generally be at the top left of all pages).
- The idea of an instruction—go this way—a ubiquitous message in our work.

We chose the color because it has a clean professional look, and it complements the yellow in the international STC logo.

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The mission of the Society for Technical Communication: "Creating and supporting a forum for communities of practice in the profession of technical communication".

## A Word from Our President

- Brian O'Malley, President

It's hard to believe we're already three-quarters of the way through the STC year, and that in just 3 months we'll be hosting our 25<sup>th</sup> anniversary AGM. And, those two facts mean just one thing: It's time to prepare our slate of candidates for next year's Administrative Council.

No, not exactly a sexy topic, but one that is crucial to the ongoing operations and success of STC Alberta. Year after year, a small, dedicated group of volunteers prepares and delivers an impressive menu of programs and services in an attempt to serve the needs of their fellow members. No one makes them ante up their "spare" time, and so why do they do it?

You'd probably hear as many answers as STC Alberta has volunteers, but I also believe you'd hear a few common themes:

- Volunteering is a great way to meet and network with fellow technical communicators.
- For members at all points in their careers, there are opportunities to develop relationships that can translate into jobs. People are always more comfortable hiring people they know and whose work they are familiar with. Many jobs never make the papers or the Jobline.
- Volunteering provides opportunities to acquire new skills.
- You can stretch your wings in a new role with STC Alberta, and then take those skills back to the office where a promotion awaits. For example, many of our members

are lone writers and don't have the opportunity to supervise others. We have several volunteer positions that involve leading teams, and so you can get the experience you need to apply for that next job as Document Team Lead.

- Volunteers are the leaders of their professions.

In my STC volunteer experience, within and outside STC Alberta, I have seen a consistent trend for those who volunteer also to be the people who are the busiest and most successful in their careers. They are seldom unemployed. Perhaps it's a mindset. Perhaps it's cause and effect. In any case, there's a definite trend that can't be ignored. The old adage seems to be true "if you want something done, give it to a busy person". Are you a leader waiting for the right opportunity to showcase *your* talents?

Volunteering is a personal choice, and we all get to choose how we spend our limited time. Thankfully, enough of our members usually step up to the challenge each year to ensure we continue to provide local professional development opportunities for our peers. Let's hope 2005-2006 is no exception.

We are currently seeking candidates for a broad range of volunteer positions in STC Alberta, ranging from the four elected positions (President, VP, Secretary, Treasurer) to the team leads of more than 15 committees. The time commitment varies widely, from ongoing weekly responsibilities to posi-

*Continued on page 8.*

## STC Alberta Community Administrative Council 2004-2005

### Executive

#### President

Brian O'Malley  
[president@stc-alberta.org](mailto:president@stc-alberta.org)

#### Vice President

Laurie Holtby  
[v.president@stc-alberta.org](mailto:v.president@stc-alberta.org)

#### Treasurer

Gary Ten-Hove  
[treasurer@stc-alberta.org](mailto:treasurer@stc-alberta.org)

#### Secretary

Kathy Gerritsen  
[secretary@stc-alberta.org](mailto:secretary@stc-alberta.org)

#### Past President

Ken Schatzke  
[pastpresident@stc-alberta.org](mailto:pastpresident@stc-alberta.org)

### Events

#### Programs

Linda Robson/Laura Swainson  
[program@stc-alberta.org](mailto:program@stc-alberta.org)

#### Workshops

Ken Schatzke  
[workshops@stc-alberta.org](mailto:workshops@stc-alberta.org)

#### Coffee Nights

Vacant  
[coffeenights@stc-alberta.org](mailto:coffeenights@stc-alberta.org)

#### New Heights Seminar

Brian O'Malley  
[president@stc-alberta.org](mailto:president@stc-alberta.org)

#### Special Events/AGM

Terry Myers  
Nancy Kirby  
[events@stc-alberta.org](mailto:events@stc-alberta.org)

### Operations

#### Membership

Micki Kosman  
[membership@stc-alberta.org](mailto:membership@stc-alberta.org)

#### Mentorship

Shauna Dobson  
[mentorship@stc-alberta.org](mailto:mentorship@stc-alberta.org)

#### Registration/Hospitality

Margaux Porth  
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#### Archivist

Dave Krebes  
[archivist@stc-alberta.org](mailto:archivist@stc-alberta.org)

### Communications

#### Newsletter

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Sandy Gough  
Deirdre O'Riain  
Rosemary Reed  
Peggy Jubien  
[newsletter@stc-alberta.org](mailto:newsletter@stc-alberta.org)

#### Webmaster/Jobline

Doug Waddell  
[webmaster@stc-alberta.org](mailto:webmaster@stc-alberta.org)

#### Public Relations

Nancy Sequeira, Team Lead  
Theresa Tremaine  
Natasha Menezes  
[publicrelations@stc-alberta.org](mailto:publicrelations@stc-alberta.org)

### Edmonton

#### Liaison

Rick Paisley  
[edmontonliaison@stc-alberta.org](mailto:edmontonliaison@stc-alberta.org)

#### Programs

Diane Laverty  
[edmontonprograms@stc-alberta.org](mailto:edmontonprograms@stc-alberta.org)

### Education

#### Mount Royal College

Glenn Ruhl  
[mrc liaison@stc-alberta.org](mailto:mrc liaison@stc-alberta.org)

#### Grant MacEwan College

Lucille Mazo  
[gmc liaison@stc-alberta.org](mailto:gmc liaison@stc-alberta.org)


#### University of Calgary

Tania Smith  
[uofcliaison@stc-alberta.org](mailto:uofcliaison@stc-alberta.org)

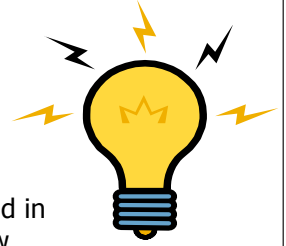
## New Community, New Look

*Continued from page 1.*

We also took into consideration the fact that the image translates well for black and white reproduction and the grid can be used alone as a graphic element, perhaps as bullets on our Web site.

Overall, we think our new image is dynamic, simple, and sleek but at the same time, interesting, multi-faceted, and creative. We hope that you agree—it's a great choice! 

## Got a Great Workshop Idea?



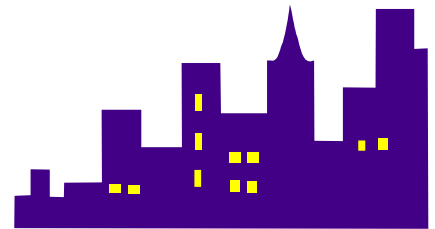
Are you an expert in a particular subject? Think you'd be interested in sharing your expertise with fellow STC members at a four-hour workshop? Know someone who might be?

Contact Ken Schatzke, Workshops Coordinator, at [workshops@stc-alberta.org](mailto:workshops@stc-alberta.org) with your workshop ideas.

# EDMONTON

## V

- Rick Paisley, Edmonton Liaison



## E

### Moving On...

I'm moving back to Ontario at the end of March, so I'm passing the Edmonton Liaison torch on to Rick Paisley. Thank you to everyone for all of their help in making this a great year for the Edmonton STC. - Nancy Slawski

## N

As always, if you have any questions about the events, or have any suggestions, please send us a note at [edmontonliaison@stc-alberta.org](mailto:edmontonliaison@stc-alberta.org) or [edmontonprograms@stc-alberta.org](mailto:edmontonprograms@stc-alberta.org).

## T

### Upcoming Events

## S

#### Q&A Panel on "Contracting: Is it for you?" - Thursday, March 17

A panel of seasoned Edmonton technical writing consultants and experts will be available to answer your questions about contracting.

**Where:** Room 6-313B, Grant MacEwan College, Downtown

**When:** 7:00 p.m. to 9:00 p.m.

#### Digital Photography and Technical Writing - Thursday, April 7

Alan Schietzsch, a local expert in visual communications (film and digital photography) will be offering an evening presentation on digital photography for technical writers. The plans so far include information on shooting a photo (with a bit of information about digital cameras and scanning from film), followed by Photoshop work, sizing, image resolution, preparing images for print or Web (pre-press work), and considerations for printing.

**Where:** Probably Room 6-313B, Grant MacEwan College, Downtown

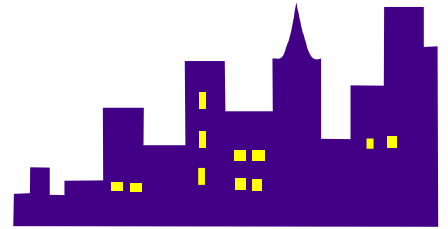
**When:** 7:00 p.m. to 9:00 p.m.

#### Coffee and Dessert Night - Thursday, May 19

Winding up the year where we started—with good food and good company. Hope that you can join us!

**Where:** Upper Crust Café, 10909 - 86 Avenue

**When:** 7:00 p.m. to 9:00 p.m.



## Edmonton Pub Night/Grant MacEwan Awards Presentation

On February 10, at Edmonton's annual Pub Night, we had the honour of presenting two students of Grant MacEwan College with awards from STC Alberta. The students, Jaclyn Kshyk and Melissa Di Natale, are enrolled in the college's professional writing program, specializing in technical writing.

Jaclyn, winner of the third-year award, and Melissa, the second-year winner, were each recognized with a framed certificate from STC Alberta, indicative of their academic achievements, and a one-year STC Student Membership. Both students are the top performers in their respective program years. When spring arrives (we still have that here, yes?), Melissa will prepare for the third year of the four-year program, while Jaclyn begins her fourth-year practicum.

Showing their support for the winners were 10 cheering students from the program, Peter Roccia, the program's chair, Lucille Mazo, technical writing instructor, and several local members of the STC.

Congratulations again to the well-deserving winners, and thanks to all the students from Grant MacEwan for their enthusiastic support for Jaclyn and Melissa. All, please join us again soon.



*Jaclyn Kshyk and Melissa Di Natale*



*Jaclyn Kshyk, Peter Roccia, Melissa Di Natale, Lucille Mazo*

# Calgary Mount Royal College Awards Presentation

- Sandy Gough, STC Student Member

Brian O'Malley and Laurie Holtby were on hand to represent STC Alberta at the Centre for Communication Studies Scholarships and Awards Presentation Ceremony held at Mount Royal College on February 23. They presented the STC Alberta Awards and the Polaris Communications Ltd. Scholarship to the winners. Glenn Ruhl, Chair, Technical Communication; Chair, Electronic Publishing, presented the Logomotion Design Competition award and the Faculty Award for Technical Design. Some of the attendees are pictured below.

**Congratulations!**

**STC Alberta Awards:** Year 1: Jennifer Light, Year 2: None (enrolment suspended), Year 3: Sandy Gough, Year 4: Cora Anderson

**Polaris Communications Ltd. Scholarship:** Natashia Menezes

**Logomotion Design Competition:** First: Paul Dojcinovic, Second: Matthew Wearing, Honorable Mention (HM): Katherine Elser

**Faculty Award for Technical Design:** First: Lucille Worone, Second: Sarah Ashby, HM: Matthew Learoyd, HM: Jennifer Light, HM: Jeffrey Miranda, HM: Jason Plett



*Matt Wearing, Laurie Holtby, Natashia Menezes, Sandy Gough, Cora Anderson, Sarah Ashby, Lucille Worone, Glenn Ruhl*

## New Location for Administrative Council Meetings

STC Alberta administrative council meetings are generally held on the third Thursday of every month. Currently, meetings are held at:

**Calgary Technologies Inc. (CTI)** (aka Alastair Ross Technology Centre)  
3553 - 31 Street NW, Calgary, AB

### About the CTI

This year's venue is situated in University Research Park. Parking is free anytime after 5:00 p.m. and there is lots of it. Visitor parking is marked, and is close to the front door. If you are taking the LRT, get off at the Brentwood station; the CTI is across the parking lot from there.

# MALASPINA

University-College

Centre for Continuing Studies

## Technical Communication Certificate Online

Part-time (2-year) program

Train online and erase scheduling nightmares

\$25 course discount for STC members



[WWW.PR.MALA.BC.CA/TECH-COMM.HTM](http://WWW.PR.MALA.BC.CA/TECH-COMM.HTM)

## Thinking Outside the Cubicle

Announcing the STC/RRC conference, *Thinking Outside the Cubicle*, on April 15 and 16, 2005, in Winnipeg, Manitoba.

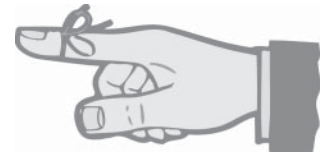
This conference is a joint venture with STC Manitoba and the Red River College, Technical Communications Program.

The keynote speaker is Katherine Barber, Editor-in-Chief of the Canadian Dictionaries, Oxford University Press. The Title of her Presentation is *Bachelor for Rent: Things You Never Suspected About Canadian English*.

Go to the Web site for more information.

[http://www.stc-manitoba.org/conference/conf\\_home.htm](http://www.stc-manitoba.org/conference/conf_home.htm).

## Reminder



### STC Membership Dues Renewal

Annual STC membership fees were due on February 28, 2005. You have the option of mailing in your dues renewal invoice or renewing online. Renewing online is easy and enables you to pay by credit card on STC's secure Web site.

The Web form asks you for your postal code and membership number. You can find your membership number on the address label of your *Intercom* magazine. It is also the invoice number of your dues renewal invoice. Renew online today at [www.stc.org/onlinerenewal/stcLogin.aspx](http://www.stc.org/onlinerenewal/stcLogin.aspx). (Note: You will need to log in.)

### Update Your Contact Information

Keeping your STC member information (including your mailing and e-mail addresses) current ensures that you don't miss out on STC publications and announcements.

### STC International

Member information can be updated online on the Society Web site at [www.stc.org/formAddressChange.asp](http://www.stc.org/formAddressChange.asp). (Note: You will need to log in.)

### STC Alberta

To update your information for STC Alberta, send an e-mail to our Membership Coordinator at [membership@stc-alberta.org](mailto:membership@stc-alberta.org).

## Upcoming Workshop: Structured Authoring in FrameMaker

- Ken Schatzke, Workshops Coordinator, Past President

STC Alberta will hold its second workshop of 2005 in May on **Structured Authoring in FrameMaker**.

### Date, Time, and Location

The workshop will be held on Saturday, May 14, from 9:00 a.m. to 4:00 p.m.

It will be in room O211 of Mount Royal College (4825 Mount Royal Gate SW, Calgary). Please see the [December/January issue of SuperScript](#) for a map to the room.

### Fee and Registration

The fee for the workshop is \$50 for STC Alberta Members, \$75 for Other STC Members, \$25 for Student Members, and \$110 for Non-members.

Lunch and two coffee breaks will be provided.

Please register at least one week before the event by completing our online form at [www.stc-alberta.org/Calendar/registration.php](http://www.stc-alberta.org/Calendar/registration.php).

### See you there!

**To: STC Chapter presidents, Chapter Student Advisors, and SIG Managers**

If any of your community members wishes to upgrade their STC membership or add communities or SIGs to their existing membership, please ask them to mail or fax a completed STC Membership Change/Upgrade Form to the STC office.

They can download and print the form from the STC Web site at [www.stc.org/chapterResources.asp](http://www.stc.org/chapterResources.asp).

**Thank you for your help!**



## Membership News

- Micki Kosman, Membership Coordinator

### December

In December, STC Alberta gained two new community members, and three members transferred into our community. As of December 31, 2004, STC Alberta had 212 members.



### New Members

- Nicholos T. Abboud, Edmonton, Member
- Jean Hankel, Calgary, Member

### Transferring Members

- Donald Keith Steirer, Calgary, Senior Member
- Christopher Clunas, Sackville, NB, Senior Member
- Larry V. Morris, Saskatoon, SK, Member

### January

In January, STC Alberta gained five new community members, and two members transferred into our community. As of January 31, 2005, STC Alberta had 215 members.

### New Members

- Michelle M. Baker, Calgary, Member
- Neil M. Bumstead, Edmonton, Member
- Suzanne Magner, Calgary, Member
- Rebecca M. Porter, Edmonton, Member
- B. D. Wilson, Edmonton, Student Member

### Transferring Members

- David Bruce Smith, Edmonton, Senior Member
- Andy Kubrin, Calgary, Senior Member

**Welcome to Our New Members!**

## Review: Cascading Style Sheets Workshop

- Karen Lowe, STC Member


Just as templates add structure to documents destined for the printed page, style sheets provide commonality to online documents. Web sites and Help files can take on standard appearance, at the page, paragraph, and character level.

On Saturday, January 29, Ian Hawkins, senior STC member and principal of Sundorne Communications, shared his knowledge of how to create cascading style sheets, and simplified the more complicated ones for the participants. In understandable chunks and with lots of hands-on practice, the group worked through CSS fundamentals.

The room at Mount Royal College was ideal for this one-day seminar. Everyone had a computer with access to the Internet. We inserted the CD that Ian handed out and began delving into the HTML code to see how we could improve a basic page's appearance. Through colour, font size, and more, our unassuming text took on the vibrant effects.

Despite a cold affecting his voice, Ian managed to make the information accessible and straightforward. That is, if you remember everything he said about when to insert those pesky semicolons and the closing brackets. And don't forget which commands don't work with Microsoft's Internet Explorer. Luckily, Ian also provided handouts that summarized the most commonly used syntax.

Throughout the day, he led us through properties and elements, and even gave us a taste of pseudo-elements and pseudo-classes. We discussed the merits of browsers and the possibilities that open up when you use different style sheets. The disc he handed each member was full of helpful reference material and resources.

For me, this workshop augmented my limited knowledge of style sheets while it demystified both the syntax and the reason for those cryptic commands. But when I first attempt to enhance my Web pages, I'll be keeping those notes close by! 

### Join Us on Coffee Night

You are invited to the Calgary Coffee Night held on the third Tuesday of every month.

Join us for some stimulating conversation with fellow technical communicators at the next coffee night on March 22.

The coffee is on us!

No registration is necessary and non-members are always welcome.



## The Mentorship Program Needs You!

- Shauna Dobson, Mentorship Coordinator

The Alberta Community has established a Mentorship Program to help new technical communicators gain valuable experience and knowledge from tech-veterans. This is a great opportunity to help others understand our jobs and the diversity of our industry.

The mentorship program is another networking avenue that only requires a commitment of a few hours per month, and we are currently looking for new mentors and protégés.

If you'd like to know more, visit the Mentorship page on the Web site at:

[www.stc-alberta.org/Mentorship/mentor.php](http://www.stc-alberta.org/Mentorship/mentor.php)




## A Word from Our President

*Continued from page 2.*

activity. Terms run from July 2005 to June 2006.

Please take a moment to read the position titles on [page 2](#) to see if there is something that tickles your fancy. We have job descriptions for many of the positions. Please contact me if you are interested, have any questions, or want more information about roles and responsibilities. I'll help you find a position that suits your skills, interests, and availability.

Please consider stepping up. If you bring energy, imagination and enthusiasm, I promise you a worthwhile experience! 

### Note

When renewing your membership, be sure to join the Alberta Community (formerly known as Alberta Chapter) so that you continue to get member pricing at STC Alberta events (such as Programs, Workshops, AGM).



# Mark Your Calendars!

## Programs

Attend programs to discover the ideas and technologies that affect today's technical communicators.

**Location:** McDougall Centre (Media room)  
455-6 Street SW, Calgary

**Time:** Second or Third Thursday of the month  
*Registration for the program begins at 6:45 p.m.*  
Program: 7:00 p.m. to 8:30 p.m.

**Registration:** Registration is **required** to attend the program. Register by the Monday prior to the program.

**Fee:**

STC Alberta Members	\$5.00
Other STC Members	\$7.00
Student Members	Free
Non-members	\$10.00

## Workshops

Attend workshops to gain in-depth knowledge and skill through instruction and hands-on activities.

**Location:** Mount Royal College (Room O211)  
4825 Mount Royal Gate SW, Calgary  
*Please bring \$3.00 in change for weekend parking at Mount Royal College.*

**Time:** Scheduled Saturdays, 9:00 a.m. to 4:00 p.m.  
Registration begins at 8:30 a.m.

**Registration:** **Required.** Register at least 10 days prior to the workshop. Late Registration Fee: One week before event the fees increase by \$10.00. Registration must be cancelled five days in advance of the workshop or the registrant will be billed for workshop fees.

**Fee\*:**

STC Alberta Members	\$50.00
Other STC Members	\$75.00
Student Members	\$25.00
Non-members	\$110.00

\*Includes lunch and two coffee breaks.

## Payment

**Options:** Cash, cheque, Visa, or MasterCard  
Credit card payments can be made at the door on the day of the event. Non-members must pay in advance by credit card.

## March

Thursday, 10 Administrative Meeting, Calgary  
Thursday, 17 Program, Calgary  
Tuesday, 22 Coffee Night, Calgary

## April

Thursday, 14 Program, Calgary  
Thursday, 21 Administrative Meeting, Calgary

## May

Thursday, 12 Program, Calgary  
Saturday, 14 Workshop, Calgary  
Tuesday, 17 Coffee Night, Calgary  
Thursday, 19 Administrative Meeting, Calgary

## To register...

...for programs and workshops, use our online registration form at [www.stc-alberta.org/Calendar/registration.php](http://www.stc-alberta.org/Calendar/registration.php).

**Note:** Due to security policies at McDougall Centre, advance online registration is required for Thursday programs.

## Administrative Meetings

All members of the Society are very welcome to attend.

**Location:** Calgary Technologies Inc. (CTI)  
(a.k.a. Alastair Ross Technology Centre)  
3553-31 Street NW, Calgary

**Time:** 5:30 p.m. to 7:00 p.m.

## Coffee Nights

Attend coffee nights to meet with your fellow technical communicators and discuss a monthly topic in a casual setting.

**Location:** Annie's Books (Literary Salon)  
912-16 Avenue NW, Calgary  
*Parking is available behind Tim Hortons.*

**Time:** Third Tuesday of the month, 7:00 p.m. to 9:00 p.m.

**Registration:** Not required.

**Fee:** Free for both members and non-members.

# SuperScript

*SuperScript* is the official newsletter of the Alberta Community Society for Technical Communication and is published 10 times annually, including double issues in July-August, and December-January.

**Submissions:** The Editors invite readers to submit articles, news, reviews, and other items of interest. Articles may be edited for size. By submitting an article, you implicitly grant a license to *SuperScript* to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editors know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

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**Distribution:** *SuperScript* is distributed to members in Alberta and the Northwest Territories, to all Canadian Communities, Region 7 Chapters of STC, and to interested companies and individuals upon request. Circulation is 230.

**Advertising:** *SuperScript* accepts advertising of interest to our readership, and which furthers professional development. We reserve the right to limit or refuse advertising.

## Rates:

Full page	\$160.00	Quarter page	\$50.00
Half page	\$100.00	Business card	\$20.00

For detailed information on sizes and formats, see [www.stc-alberta.org/Newsletter/newsletterAds.php](http://www.stc-alberta.org/Newsletter/newsletterAds.php).

To place an advertisement, contact the Editors.

## Contact the Editors:

Jessie Channey, Team Lead  
Sandy Gough  
Deirdre O'Riain  
Rosemary Reed  
Peggy Jubien

[newsletter@stc-alberta.org](mailto:newsletter@stc-alberta.org)