

SuperScript

Volume 14, Issue 3



In the Beginning . . .

- by Doug Hare, Senior Member

Editor's note: This article is reprinted from the February 2000 issue of SuperScript to commemorate STC's 25th Anniversary.

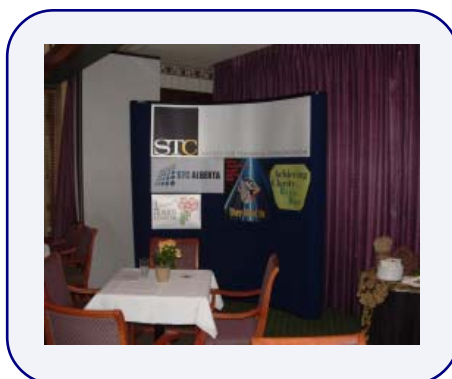
A number of people have asked recently just how our chapter started and for some information about the technical communicators who brought it together.

Late in 1979, I received a call from Marion White, a technical editor for the ERCB (Energy Resources Conservation Board—now the EUB) about meeting with some other editors, writers, and educators to see if we would like to form a professional association under the umbrella of STC.

Shortly, six of us began meeting and on January 30, 1980, we applied for and received branch status (membership under 15). The other four members were Susan Noble, a freelance technical editor, Maria Fogarasi, an instructor in Chemical Engineering at the University of Calgary, Vic Humphreys, editor of *Oilweek*, and Marten Bot, President of his own company specializing in industrial photography.

We limited our membership to southern Alberta, started to hold monthly programs and by early April 1980, had added 12 more members and applied for full chapter status. The new members were Judy Arnett, Anne Capune, Sheila Ward, Virginia Mackay, J. LaPoint, Bruce Irons, Lionel Munn, Alex Rankin, Les Rowland, Randy Scotland, Jennifer Spencer, and Tom Sigurdson.


We set out to establish a bank account (annual dues were \$25.00US), hold monthly business meetings, invite speakers to talk about a variety of new



areas (to us in 1980) such as the use of SI in Canadian documents and the new world of word processing. We also set up an employment referral service and of course started *SuperScript*. The newsletter was initially typed, then printed offset and photocopied at SAIT for distribution. It was exhilarating to know that we were now part of an organization of 5500 members and several of us made plans to travel to Minneapolis for our first convention on technical communications. We weren't alone anymore.

Our first annual meeting disclosed \$116.11 in operating funds and also the knowledge that ours was a transient occupation, as many of our charter members either moved on, changed occupations, or retired. However, our hopes for a vibrant chapter remained and although there were some low spots during the turbulent eighties, the Calgary Chapter (now Alberta) continued to make significant

contributions to the field of technical communication in Alberta.

As far as I can tell, of those initial 18 pioneers in 1980, only one has continued with the chapter for the entire 20 years. As I noted earlier, change was the steady constant with our chapter. Fortunately, new members kept appearing and we carried on. We have seen great changes occur in our chosen field during these 20 years, and I anticipate that the next 20 years will continue to demonstrate further advances along with the continued growth of the Alberta chapter. 

In the Beginning	1
President's Message	2
Anniversary Pictures	3
Edmonton Events	4
David Sless Presentation	5
MRC Coffee Night	5
Membership News	6
Council Positions Available	6
New Heights	7
Mark Your Calendars	8

INSIDE SUPERSCRIPT

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

- Ruth Maryniuk, President

I had a wonderful time at our 25th Anniversary Celebration. If you were there, I hope you did too. The Glencoe Club was the perfect venue for such an event—the food was delicious, the room was cozy and inviting and the service was exceptional. I want to extend a special thank you to our organizers for doing such a superb job in planning this event.

If you missed the 25th celebration, it's not too late to contribute to the 2030 Time Capsule. We will be accepting items up until the end of the year, so please, if you have anything that you think would be relevant to our future members, please be sure to contact our Archivist at archives@stc-alberta.org.

Our next program evening is on October 13th at Mount Royal College. We are jointly sponsoring the refreshments for this evening which promises to be a very informative presentation by David Sless, Director of the Communication Research Institute of Australia. He will be speaking on "Designing Health Information for People: The Art, Science, and Craft of Getting it Right." This event is jointly sponsored by the Nursing Studies and Communication Studies departments at MRC. The amazing part of this event is that the admission is **free**. It is also a great opportunity to speak with the students enrolled in the Communications Studies program.

I also want to remind you that registration for the New Heights seminar is filling up quickly. So if you are planning on attending, I suggest that you send in your Registration Form to secure your seat. Bill Gribbons is the Director of the Human Factors and Information Design programs at Bentley College in Waltham, Massachusetts. I'm looking forward to a very informative session.

I also want to remind you that we are still looking for volunteers to fill some key executive positions. Why volunteer? What you gain from volunteering will be new skills, new experiences and new feelings of satisfaction. Volunteering is sometimes hard work but it is rarely dull. And it will do a whole lot more. It will develop you as a person. You will discover new parts of yourself, make friends, try new experiences and know the satisfaction of helping others and being a part of the STC Alberta community. I hope you take a moment to consider becoming a volunteer even if you just have a few hours to spare. There are several positions available.

In looking outside, I noticed the leaves have turned to brilliant shades of autumn. I would like to wish everyone a wonderful Thanksgiving. 🍂

Time Capsule

To celebrate our anniversary, we are compiling a time capsule. We invite you to bring any item, such as a letter to future communicators, photographs, or a memento from the past or present that can be included in the time capsule. The size of the capsule may limit the number of items that we can include. Possible topics for letters include:

- ☞ The software and other technology you use at your job
- ☞ The industries you and other technical communicators work in
- ☞ The number of hours you work in a day or week
- ☞ Your thoughts on the future of our profession

STC Alberta Community Administrative Council 2004-2005

Executive	Events	Operations	Communications	Edmonton
President Ruth Maryniuk president@stc-alberta.org	Programs Linda Robson program@stc-alberta.org	Membership Lucille Worone membership@stc-alberta.org	Newsletter Cindy Bond Kate Christie Sandy Gough Deirdre O'Riain Rosemary Reed newsletter@stc-alberta.org	Liaison Rick Paisley edmontonliaison@stc-alberta.org
Vice President Vacant v.president@stc-alberta.org	Workshops Vacant workshops@stc-alberta.org	Mentorship Vacant mentorship@stc-alberta.org		Programs Diane Laverty edmontonprograms@stc-alberta.org
Treasurer Jessie Channey treasurer@stc-alberta.org	Webinars Laurie Holtby webinar@stc-alberta.org	Registration/Hospitality Margaux Porth registration@stc-alberta.org	Webmaster Terry Myers webmaster@stc-alberta.org	Education
Secretary Vacant secretary@stc-alberta.org	New Heights Seminar Ken Schatzke president@stc-alberta.org	Archivist Dave Krebes archivist@stc-alberta.org	Jobline Vacant jobline@stc-alberta.org	Mount Royal College Glenn Ruhl mrcliaison@stc-alberta.org
Past President Brian O'Malley pastpresident@stc-alberta.org	Special Events/AGM Nancy Kirby events@stc-alberta.org		Public Relations Vacant publicrelations@stc-alberta.org	Grant MacEwan College Lucille Mazo gmcliaison@stc-alberta.org
				University of Calgary Vacant uofcliaison@stc-alberta.org

Anniversary Pictures



We're celebrating STC Alberta's 25th Anniversary!

If you were there, we want to hear from you.

For the next few issues of SuperScript, we'd like to publish your insights about **STC**: Alberta's past, present, and future. Compare the technologies you've used, changes in the industry, training and certification requirements, trends you've witnessed and predict — whatever turns your crank. Just send your submissions to the SuperScript editors at newsletter@stc-alberta.org

EDMONTON

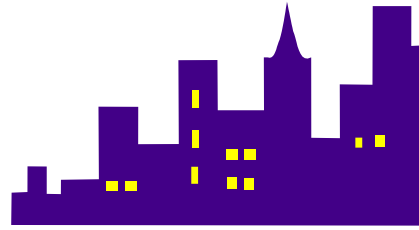
V

E

N

T

S



- Rick Paisley, Edmonton Liaison

October 2005

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

What: Information Design or Structured FrameMaker

When: Thursday, October 20, 7:00 p.m.

Where: TBD

For further details or to contribute your expertise to this or other Edmonton events, contact Diane Laverty at edmontonprograms@stc-alberta.org

If you do not receive the e-mailed program details and updates from Diane, please e-mail her and she'll update the distribution list.

Have you published an article? A book? Are you giving a seminar? Let us know, and we'll let other Chapter members know.



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 us at workshops@stc-alberta.org with your workshop ideas.

David Sless



Designing health information for people:
the art, science & craft of getting it right

Thursday, 13 October 2005, 7:00 p.m.
Leacock Theatre, Mount Royal College

Public Lecture

Department of
Undergraduate Nursing Studies
Centre for Communication Studies
Society for Technical Communication,
Alberta Chapter

David Sless is Director of the Communication Research Institute of Australia and Vice President of the International Institute for Information Design (IIID). He is Adjunct Professor in Science Communication at the Australian National University, Visiting Professor of Information Design at the Design Institute at Coventry University, Adjunct Professor of Information Design at the University of Technology in Sydney, and Foundation Director of the Advanced Studies Program at the IIID. In 2001 he became Co-Chairman of the Information Design Association in the UK, and in 2002 he was elected Fellow of the Royal Society of Arts. In 2003 he established the international Health Information Design Network and became a member of the International Medicine Labelling Group. David Sless is a member of the Advisory Council for the Healthcare Communications Forum.

This is a wonderful opportunity for our members and Mount Royal College students to mingle on coffee night. On October 13, STC will be merging its coffee night with the David Sless presentation. This will still allow the MRC students to mingle with STC professionals. The STC is sponsoring refreshments. Pre-registration is not required, but because the event is held at the College and is a public event, seating is first-come first-served and you should get there early to ensure a good seat in the Leacock Theatre.



Designing health information for people: the art, science & craft of getting it right a public lecture by David Sless

Thursday, 13 October 2005, 7:00 p.m.
Leacock Theatre, Mount Royal College

Sponsored by the Department of Undergraduate Nursing Studies and the Centre for Communication Studies
Refreshments will be provided, courtesy of the Society for Technical Communication, Alberta Chapter.

About Professor Sless

David Sless is Director of the Communication Research Institute of Australia and Vice President of the International Institute for Information Design (IIID).

His current research is in developing regulations and guidelines for effective communication, particularly in the areas of healthcare and finance. A graduate of Leeds University, he was awarded an MSc by Durham University in 1975 for his research in communication and information design. In 1976 he became the Foundation Chairman of Standards Australia's Committee on Signs and Symbols. He is Adjunct Professor in Science Communication at the Australian National University, Visiting Professor of Information Design at the Design Institute at Coventry University, Adjunct Professor of Information Design at the University of Technology in Sydney, and Foundation Director of the Advanced Studies Program at the IIID. In 2001 he became Co-Chairman of the Information Design Association in the UK, and in 2002 he was elected Fellow of the Royal Society of Arts. In 2003 he established the international Health Information Design Network and became a member of the International Medicine Labelling Group. David Sless is a member of the Advisory Council for the Healthcare Communications Forum.

2005-2006 Administrative Council Positions

We need volunteers to help fill the following positions on the 2005-2006 Administrative Council. These positions are critical for the Alberta Community to be able to offer its events and services to members.

Vice President: Assist the President and other Council members; learn new management skills; network with others in the profession.

Secretary: Record the minutes of meetings; connect with your peers; develop your business communication skills.

Workshops Co-ordinator(s): Coordinate and manage one Saturday workshop.

Public Relations Co-ordinator(s): Manage publicity materials for STC Alberta and coordinate public relations for all events.

Jobline Co-ordinator: Manage the Jobline: receive and post opportunities; delete those which are filled.

Mentorship Co-ordinator(s): Maintain mentorship information for STC Alberta and match mentors to protégés.

University of Calgary Liaison: Liaise between the University and STC Alberta.

If you would like more information about any of these positions or are interested in volunteering this year, please contact the president at president@stc-alberta.org.

New Heights Seminar: Making the case to your boss

Are you interested in attending New Heights 2005 but need approval from your employer for funding or time off? Here are some points you may want to include in your business case:

- **New Heights 2005 is practical.** You can apply what you learn to your everyday work. For example, you will learn important techniques for integrating the visual and verbal messages of your technical documents and, as a result, improve users' understanding of complex information. In addition, you can transfer this knowledge to your company's other communication work, including reports, Web sites, and product user interfaces.
- **New Heights 2005 is technology and business neutral.** The New Heights seminars focus on overall theories and best practices, rather than on specific tools and technologies. Therefore, you can use what you learn at New Heights 2005 regardless of your company's hardware and software. Best of all, what you learn won't become obsolete in a couple of years due to changes in technology or business environment.
- **New Heights 2005 is affordable.** At \$110 for STC Alberta members, \$55 for STC Alberta student members, \$150 for other STC members, and \$175 for non-members, New Heights 2005 is a fraction of the cost of other comparable seminars and workshops offered by private companies.
- **New Heights 2005 is local.** We will be holding New Heights 2005 in both Calgary and Edmonton, so there will be no extra transportation or travel expenses.

Membership News

-Lucille Worone, Membership Coordinator

The Alberta STC Community welcomes our new, renewing, and transferring members, and looks forward to meeting them personally at upcoming events.

As of August 31, 2005, the Alberta Community had 213 members.

New Members

Elena Boross-Toby, Calgary
Karen Clark, Ottawa
Ron Johnson, Saskatoon
Jennifer Fitzgerald, Calgary
George Obikoya, North Battleford
Mark Rosenberg, Calgary



Transferring

Richard Blanchard, Carp, Ontario

In addition, two members were classified as late renewing.

Visualizing Information

Dr. William Gribbons

STC Associate Fellow

STC Alberta welcomes Dr. William Gribbons to our province as speaker for the second annual New Heights seminar.

S P E A K E R



Dr. Gribbons is Director of the Human Factors and Information Design programs at Bentley College in Waltham, Massachusetts. The Information Design program at Bentley is among the largest and most respected programs of its type in the United

States. Dr. Gribbons is also the founder of Bentley's Design and Usability Center. He is an associate fellow of STC and presented the closing session at the Society's 52nd annual conference in Seattle, Washington, last May.

T O P I C

Examine how visualization enhances our ability to think. This seminar begins by comparing the visual and verbal worlds, their strengths and limits, and how these media interact with various thinking tasks. Moving from this analysis, the seminar helps you to design a visual-verbal system in which the strengths of one medium support the weakness of the other. This approach more fully integrates the visual and verbal message in a way that dramatically increases the reader's understanding of the information. You examine a range of visualization formats including illustrations, icons, mind maps, decision diagrams, schematics, information maps, and dynamic visualizations. Learn to use these formats to support the complex cognitive tasks of problem solving, analysis, and decision support and learning.

D A T E S , T I M E S , A N D L O C A T I O N S

Calgary: Friday, November 4
8:30 a.m. to 4:00 p.m.
Best Western Village Park Inn
1804 Crowchild Trail NW

Edmonton: Saturday, November 5
8:30 a.m. to 4:00 p.m.
Delta Edmonton Centre
10222 102 Street

F E E A N D R E G I S T R A T I O N

STC Alberta Members:	\$110
STC Alberta Student Members:	\$55
Other STC Members:	\$150
Non-Members:	\$175

The fee includes lunch and refreshments.

Download the registration form from <http://www.stc-alberta.org/newheights>.





Mark Your Calendars!

Programs

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

Location: Calgary Technologies Inc.
3553-31 Street NW, Calgary

Time: Third Thursday of the month.
Registration for the program begins at 6:30 p.m.
Program: 7:00 p.m. to 9:00 p.m.

Registration: Registration is **required** to attend the program. Register by completing the form on the registration page. Sign up quickly as space is limited.

Fee:

STC Alberta Members	\$5.00
Student Members	Free
Other STC Members	\$7.00
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: \$10.00.
All registrants must pay in full by the Tuesday before the event. Cancellations must be received not later than five days before the workshop or the registrant will be billed for the fees.

Fee*:

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

*Includes lunch and two coffee breaks.

Payment Options: Cash, cheque, Visa, or MasterCard.
Non-members must pay in advance by credit card.

This section is for Calgary events only. Edmonton members, please refer to the "Edmonton Events", page 4.

October

Thursday 13 David Sless Presentation/MRC Coffee Night
Please note: this event is replacing the Tuesday, October 11 coffee night.

Thursday 20 STC Executive Meeting, speaker TBA

November

Friday 4 New Heights Seminar, Calgary

Thursday 17 Milena Radzikowska Presentation - *Portfolios*

At present, we are negotiating for speakers for February 16, March 16, and April 20. For further information on programs, contact program@stc-alberta.org or check out the website at www.stc-alberta.org.

Communicators, this is your opportunity to provide some input. We're looking for some program and guest speaker ideas for the following dates: October 20, November 17, February 16, March 16, and April 20. If you have any ideas or want more information, e-mail programs@stc-alberta.org.

Administrative Meetings

All members of the Society are welcome to attend.

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

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

SuperScript

Contact the Editors:

Cindy Bond
Kate Christie
Sandy Gough
Deirdre O'Riain
Rosemary Reed

newsletter@stc-alberta.org

SuperScript is the official newsletter of the Alberta Community of the 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.

Reprints: Original articles appearing in *SuperScript* may be freely reprinted, provided that the author and source are acknowledged, and a copy of the reprint is promptly sent to the Editors. Reprints may not be edited for content, or used for commercial or morally repugnant purposes.

Distribution: *SuperScript* is distributed to members in Alberta and the Northwest Territories, to all Canadian Communities, Region 7 contacts of STC, Newsletter editors of STC, and to interested companies and individuals upon request. Circulation is approximately 180.

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

Volume discounts available.

For detailed information on sizes and formats, see www.stc-alberta.org/Newsletter/newsletterAds.php.

To place an advertisement, contact the Editors.