

# 2002-2003 Annual Report



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## 2002-2003 Rosters

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### Executive Council

<b>Administration</b>	
<b>President</b>	Ken Schatzke
<b>Vice President</b>	Darren Tenor
<b>Secretary</b>	Debbie Barry
<b>Treasurer</b>	Mai-Ann Sprung
<b>Past President</b>	Ian Hawkins
<b>Events</b>	
<b>Workshops</b>	Jocelyne Pigeon
<b>Coffee Nights</b>	Kathy Gerritsen
<b>Social Events</b>	Lois Hamilton
<b>Special Events</b>	
<b>Competitions</b>	Jeanne Gonnason Ruth Maryniuk
<b>2003 Region 7 Conference</b>	Fena Maucieri Brian O'Malley
<b>Operations</b>	
<b>Membership</b>	Sharon Ruta Frances Clarke
<b>Membership Directory and Survey</b>	Brian O'Malley
<b>Mentorship</b>	Bob Hogarth
<b>Jobline</b>	Sharon Ruta Ian Hawkins
<b>Archive</b>	Debbie Barry Kelly Hendrickson

<b>Communications</b>	
<i>SuperScript</i>	Jessie Channey Jean Bauer Andrea Hogg Lorraine Gorman Rosemary Reed
<b>Web Site and E-mail Lists</b>	Ian Hawkins
<b>Public Relations</b>	Nancy Sequeira
<b>Edmonton</b>	
<b>Liaison</b>	Lorraine Gorman Mala Rupnarain
<b>Programs</b>	Mala Rupnarain
<b>Mount Royal College</b>	
<b>Faculty Liaison</b>	Glenn Ruhl
<b>Student Liaison</b>	Sandra Sterling-Weicker
<b>Grant MacEwan College</b>	
<b>Student Liaison</b>	Sherry Park

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### **Mount Royal College Scholarship and Award Winners**

<b>Scholarship</b>	Sandy Gough
<b>Award (Year 1)</b>	Linda Robson
<b>Award (Year 2)</b>	Libby Graham
<b>Award (Year 3)</b>	Margaux Porth
<b>Award (Year 4)</b>	Jean Hankel

## Year in Review

Ken Schatzke  
President

Like previous years, 2002-2003 presented the Chapter with many challenges. These challenges included planning for the 2003 Region 7 Conference (which will be held in Calgary this October), maintaining a strong membership in spite of the weak economy, and continuing to offer events and services to our members with a reduced volunteer base.

The Chapter met these challenges with its usual focus and enthusiasm. The results speak for themselves:

- The Chapter's membership remained relatively stable between June 30, 2002, and June 30, 2003, increasing slightly from 211 to 220.
- The Chapter held a full slate of programs, workshops and coffee nights in Calgary and Edmonton despite not having dedicated Programs and Registration and Hospitality Coordinators.
- The Chapter held a successful set of competitions this year, with one entry receiving an award in the STC's international competitions.
- *SuperScript* received an award of merit in the STC's newsletter competition this year.
- The 2003 Region 7 Conference team completed a number of key tasks in advance of the event in October and successfully transitioned the manager position from Fena Maucieri to Brian O'Malley.

In addition to addressing current challenges, the Chapter also looked towards the future. In particular, the Executive Council created a team to review the bylaws and recommend changes. The Executive Council then held a referendum of its members on the team's proposals. While we did not receive the number of votes needed to meet the requirement of provincial law, next year's Administrative Council is dedicated to renewing the process next year to ensure we have a legal, viable set of bylaws for the future.

Thanks to everyone who contributed to the Chapter in 2002-2003, and let us look forward to another successful year in 2003-2004.

## Finances

Mai-Ann Sprung  
Treasurer

The 2002-2003 Executive Council year was an active financial year with the addition of the 2003 STC Region 7 Conference Committee activity, ably handled by the committee's Treasurer, Ian Hawkins. In the early months of 2002-2003, the Committee required the Chapter's aid in funding startup costs, including promotional expenses for our booth at the 2002 Region 7 Conference in Vancouver, a venue down payment, an award for the Region 7 Conference logo contest, and a keynote speaker deposit. With the surplus from 2001-2002, we were easily able to advance nearly \$10,000.00 in operating capital to the committee, all of which will be repaid after the close of the conference in October. As well, the Region 7 Conference Committee set up a credit card processing system for conference registrations that will remain available for the Chapter's use until March 2004. To make this possible, the registrations have to be processed through the Chapter's account, with funds transferred to the Region 7 Conference Committee by cheque.

A general breakdown of Chapter income and expenses during the past year follows. The Executive Council:

- Maintained the price structure adopted in 2001-2002 for our four programs and two workshops, and provided refreshments at our monthly coffee nights
- Updated our STC booth poster to the new STC logo
- Conducted the third annual online communications and technical publications competitions
- Arranged for refreshments at our monthly executive meetings
- Awarded our first \$750.00 leadership grant to incoming President, Ken Schatzke
- Awarded pins to recognize our growing community of STC senior members
- Purchased Adobe Acrobat to assist our Newsletter Team in producing our award-winning *SuperScript*
- Reduced the cost of maintaining a Chapter telephone line by eliminating the multi-tier voice mailbox system

- Elected not to distribute a printed copy of the Alberta Chapter membership directory (The directory was distributed electronically.)

Final numbers for the year are:

Opening balance:	\$16,416.60	
Total income:	\$14,094.09	(including \$9,830.56 dues rebate from STC Intentional)
Expenses:	\$ 8,682.26	
2002-2003 Surplus:	\$ 5,411.83	
Advance to Region 7:	\$ 9,731.57	
Closing balance:	\$12,096.86	

The opening and closing balance figures above do not reflect the \$2,000.00 we have not yet transferred into a GIC for the 2000-2001, 2001-2002, and possibly 2002-2003 years' scholarship contributions. The Executive Council decided to withhold these funds until after the Region 7 Conference is complete so that neither the Chapter nor the conference committee would be short on operating capital.

## Membership

Frances Clarke

Membership Coordinator

As of June 30, 2002, we had 214 members in our Chapter. It is the third consecutive time we are ending the year with more than 200 members. Our Chapter members reside predominantly in Calgary, but the Edmonton membership has been growing steadily in the last few years.

Most of our members hold regular memberships. However, we have a significant number of senior members, who have belonged to the STC for five or more years. We also have a number of student members:

- Regular members: 146
- Senior members: 76
- Student members: 36

Last year, the Society for Technical Communication introduced a new Web site. This site includes online membership applications, renewals, and address updates. If your contact information changes during the year, please update it at [http://www.stc.org/address\\_change.asp](http://www.stc.org/address_change.asp). To log in and complete the form, you need your STC membership number, which you can find on your membership card or the mailing label of either *Intercom* magazine or *Technical Communication* journal.

Thank you to all of our members for making this past year another successful one for our Chapter.

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## Events

Ken Schatzke  
President

Unfortunately, the Chapter was not able to recruit a Programs Coordinator and a Registration and Hospitality Coordinator in Calgary during 2002-2003. We were able to hold a full slate of events in both Calgary and Edmonton, however, through the efforts of a small, but dedicated volunteer team.

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### Calgary Events

The following is a summary of the events held in Calgary during 2002-2003:

<b>Date</b>	<b>Type</b>	<b>Topic</b>	<b>Presenter</b>
Sep. 19	Social Event	Meet and Greet	N/A
Oct. 24	Program	Quebecor World Tour	N/A
Oct. 26	Workshop	Adobe Acrobat	Murray Nicholson
Jan. 23	Social Event	Pub Night	N/A
Feb. 1	Workshop	Optimizing Images for Use in Print and on the Web	Ron Chenger
Feb. 20	Program	ShapeShifters Stories: Looking Back on the 2002 Region 7 Conference	Doug Hare Ian Hawkins Caroline Kutschke Ken Schatzke
Mar. 20	Program	WebWorks Publisher Professional	Andrew VanConas
Apr. 17	Program	AuthorIT	Mike Levey
Jun. 7	Workshop	Embedded Help	Michael Trumper
Jun. 21	Annual General Meeting	STC@50: Celebrating Our Past, Looking Forward to Our Future	Rahel Bailie

In addition, the Chapter held nine coffee nights in Calgary throughout the year.

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## **Edmonton Events**

The Chapter held several events in Edmonton throughout the year, including pub nights, coffee nights, and presentations. For more information, see page 15.

In 2002-2003, the Alberta Chapter created a Programs Coordinator position for Edmonton. Mala Rupnarain held this position in its inaugural year.

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## **Volunteer Coordinators**

As mentioned earlier, the Chapter was not able to recruit a Programs Coordinator and a Registration and Hospitality Coordinator in Calgary this year. Therefore, we depended on the assistance of the following volunteers outside of the Executive Council to coordinate programs in Calgary:

- Julie Ellis
- Patrick Gervais
- Peggy Jubien
- Caroline Kutschke
- Rosemary Reed
- Karen Reid
- Sherrie Richards

The Chapter thanks these members for their contributions in 2002-2003.

## **Competitions**

Jeanne Gonnason

Competitions Coordinator

Our competition this year was again a success! In spite of early problems, we had many entries, many judges, and many awards.

Because we had difficulties with judging partners who pulled out at the last minute, we judged within our Chapter this year. Luckily our Chapter is not all in one city, so we split the entries between Calgary and Edmonton—we were able to judge Calgary's entries in Edmonton, and judge Edmonton's and other locations' entries in Calgary. Our 20 judges performed a very professional job. My thanks to the judges, many of whom judged three entries, and to Ruth Maryniuk who did an excellent job of coordinating the judges.

We had 16 entries this year, in ten publications and online categories. Our entries came from Calgary, Edmonton, Vancouver, and Winnipeg. From the 12 technical publications entries, we granted ten Merit Awards and two Excellence Awards—100%. From the online entries, we granted one Merit Award and one Distinguished Technical Communication Award (DTC)—50%. We sent the DTC to the International Online Competition, where it won an award.

Because many of our Chapter volunteers are involved with the 2003 Region 7 Conference this fall, we will not be holding a competition for 2003-2004. Please be ready to volunteer in the fall of 2004 for our next competition!

## ***SuperScript***

Jessie Channey, Jean Bauer, Andrea Hogg, Rosemary Reed

*SuperScript* Editors

As 2002-2003 comes to a close, we take the time to look back and reflect on a year filled with fun and challenging times. The year started with the addition of a new Editor: Andrea Hogg joined Jean and Jessie to help produce our award-winning newsletter.

Our biggest accomplishments this year, aside from putting together 10 great issues, included the following:

- **Streamlining the development process.** We created and revised (several times) process documents to better outline newsletter development procedures.
- **Advertising guidelines.** These guidelines allowed us to provide potential advertisers with measurements, rates, and payment options quickly and easily.
- **Newsletter survey.** Jean spearheaded the effort on putting out a survey, which was successful with almost 40 respondents providing us with valuable feedback. The results will be analyzed and posted in the newsletter in a future issue.

We continued to use the production process outlined last year: submissions to the [newsletter@stc-alberta.org](mailto:newsletter@stc-alberta.org) inbox were in by the 15th of the month. The editors, taking turns working on the layout and editing, began work around the 16th. The layout editor would send the newsletter to the copy editor around the 20th, make the changes, and send it for the President's edit around the 25th. The final PDF was sent to our Webmaster, Ian Hawkins, who graciously handled the posting of the PDF to our Web site. During the last few months, we recruited Rosemary Reed to take over the posting responsibilities and she's doing a great job.

Thanks to a hardworking editorial team, timely submissions from our Executive Council and our readers, we received an Award of Merit for our newsletter for the second consecutive year. This year's issues contained many great articles including program and workshop reports, and our regular feature, Bitter Ink, created by our cartoonist, Jeremy Schroeder, who has generously decided to stay on with us for another year.

Working on the newsletter has been such a worthwhile and rewarding experience, that Jessie has decided to stick around for a fourth term. Jean will stay on for a third term, Andrea will continue for her second term, and Rosemary will stay on for the new term.

Finally, we'd like to thank the STC for a great year. We look forward to providing you with more interesting and informative newsletters in the coming year!

## **Jobline**

Ian Hawkins

Webmaster and Jobline Coordinator

Approximately 30 positions by 25 different companies and agencies were advertised on the Jobline during 2002-2003. This number is about half of last year's totals. Several companies were looking to hire more than one writer. Most of the postings were for contracts of varying lengths.

Most of the jobs were for Calgary or Edmonton.

The number of postings increased in the spring, so we can hope that the trend continues into the next year.

As in previous years, the majority of positions were for system and software documentation. There were also requests for writers in the oil patch and for academic institutions.

Most of the postings requested previous experience, though there were a few entry-level positions available as well. The most requested skills were Adobe FrameMaker and RoboHelp.

## **Edmonton**

Mala Rupnarain  
Edmonton Liaison

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### **Administrative Summary**

Monthly meetings were held in various formats—coffee nights, programs, and pub nights—to appeal to the various members of our group. Surveys were distributed to Grant MacEwan students to evaluate preferred meeting times, locations, and meeting formats. A handful responded and mentioned preferences for workshop style formats and networking events (for example, wine and cheese). A similar survey was distributed to our regular members. A proper evaluation could not be conducted as there were very few respondents beyond the regular handful that attended some or most meetings. Highest turnout levels were during pub nights and programs.

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### **Program Summary**

In October, John Fleming demonstrated how to deliver a technical presentation through effective communication. It was well attended and well received by the audience, which included several new student members. In February, Pat Beelby, Vice President of TRAC Records presented another well-attended program, Managing Electronic Records.

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### **Attendance and Membership Summary**

We had several new students join our Chapter in Edmonton this year, thanks to a new and mutually beneficial relationship with Grant MacEwan's Professional Writing program. Our first GMC Student Liaison, Sherry Park, did an excellent job in encouraging her peers to participate throughout the year.

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### **Social Events**

Jenny Whittome's Christmas social was another favourite event, allowing us to catch up with long-standing members who could otherwise not attend our other monthly programs.

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### **Volunteers for 2003-2004**

I initially began this year as Edmonton Programs Coordinator, but soon picked up the task of Edmonton Liaison from Lorraine Gorman. For the upcoming STC year, I will continue on in both positions until we can find a volunteer to assume the role of Programs Coordinator.