

Northern California STC Chapter Leadership Day

Sharing
Successes
and
Confronting
Challenges

December 7, 2002
Mills College, Oakland, California



SOCIETY FOR
TECHNICAL
COMMUNICATION

Northern California STC Chapter Leadership Day

Sharing Successes and Confronting Challenges

Welcome

This is a day designed to bring the six Northern California STC chapters closer.

As we look toward the new year, 2003, we're not sure what the future holds. The last two years have proved the adage that the only constant is change. The constants for the STC volunteers who worked on today's event have been cooperation, collaboration, and community. It's been a pleasure.

Today represents a bright spot for us Northern California technical communicators. We come together on the beautiful campus of Mills College to share our successes and our challenges. You see before you in this room people who are dedicated to action. They are dedicated to confronting change and responding to it positively. They are also committed to sharing the wealth of resources and knowledge we all possess.

Today is about building community. It's a day of getting to know each other and reaching out. The last two years have been humbling for many of us. Those who have a job often feel guilty and those who don't often feel anxious and uncertain. Let us join hands today and support each other. And, when the good times return, let's not stop doing that. Shall we?

Karen Hill, Director

Today's Agenda

9:00–9:30 A.M.	Continental Breakfast
9:30–10:00 A.M.	Welcome Beau Cain, Facilitator Lance Gelein, Keynote Speaker
10:00–10:30 A.M.	Chapter “Snapshot” Presentations Silicon Valley San Francisco East Bay
10:30–10:40 A.M.	Break
10:45–11:15 A.M.	Table Topic—See Badge Assignment
11:15–11:45 A.M.	Table Topic—Your Choice
11:45–1:00 P.M.	Lunch and Networking
1:00–1:30 P.M.	Chapter “Snapshot” Presentations Sacramento NorthBay Berkeley
1:30–2:00 P.M.	Table Topic—Your Choice
2:00–2:30 P.M.	Table Topic—Your Choice
2:30–2:45 P.M.	Break
2:45–3:30 P.M.	Table Topic Recap: Each Topic Facilitator Recaps Table Topic Highlights
3:30–3:45 P.M.	Closing Remarks by Beau Cain

Table Topics

CHAPTER	Facilitator	Topic	Talking Points
NorthBay	Chris Muntzer	How to Reduce Volunteer Burnout	<ul style="list-style-type: none"> • What is it that stresses volunteers? • How do you recognize volunteer burnout? • How can stress be relieved? • Can it be averted? • What can be done ongoing, long term?
Sacramento	Jeff Simon	Making STC Value-added: Recruiting and Motivating Members	Points to be distributed by topic facilitator.
East Bay	Susan Harlan	Technical Writer Skills and Alternative Jobs	Points to be distributed by topic facilitator.
San Francisco	Marc Smircich	The Business of Newsletters	<ul style="list-style-type: none"> • What are the primary and secondary purposes of your chapter's newsletter? • Who are the primary and secondary audiences for the newsletter? • Has the rising cost of printing and postage caused your chapter to look into alternative methods for publishing and distributing the newsletter? • What are the advantages and disadvantages of various distribution methods, such as printed copies, HTML, and PDF files? • If your chapter discontinued mailing out newsletters, how would the switch to electronic distribution affect the ability of the newsletter to reach its audiences and fulfill its purposes?

Table Topics

Berkeley	Viki Maki	Mentoring	<ul style="list-style-type: none">• How do you know when you've succeeded in the relationship, either as a mentor or a mentee?• What are key components for an STC chapter mentoring program?• How do you market the mentoring program?• What structure do you put in place to ensure a successful outcome?• How is the mentoring relationship different from other professional relationships?
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Silicon Valley	Beau Cain	Collaborating on Programs in Northern California	<ul style="list-style-type: none">• What do you imagine "collaborating on programs in Northern California" can mean?• What results would you want from such collaborations?• What programs does your chapter currently have planned that might successfully become collaborative projects?• What programs would you like to help collaborate with?• What office in your chapter or who is the proper person to help coordinate such collaborations?
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Thanks to Our Volunteers

Thanks to the leadership of the six chapters and the following individuals who made today possible:

- Beau Cain
- Susan Harlan
- Karen Hill
- Jacquelyn Lee
- Patrick Lufkin
- Viki Maki
- Kathryn Munn
- Chris Muntzer
- Bill Robinson
- Marc Smircich
- Jeff Simon
- Greg Stevenson

Lance Gelein, Keynote Speaker

Lance Gelein, STC Past President, is an international speaker who has been a technical communicator for over 20 years. He is currently involved in technical and marketing communication, usability testing, website development, project management, and change management. His list of clients is a who's who in industry including Intel, Hewlett-Packard, Kaiser-Permanente, Apple Computer, and Pacific Bell.

Who We Are

The six Northern California STC chapters are:

- NorthBay
- Sacramento
- East Bay
- San Francisco
- Berkeley
- Silicon Valley

NorthBay

The NorthBay Chapter, founded in 1994, serves technical communicators in Telecom Valley and includes Sonoma, Marin, Napa, and other counties in Northern California.

NorthBay 2002–2003 Officers and Committee Chairs

President

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Vice-President

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Vice-President

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Treasurer

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Sacramento

The first meeting was held on December 5, 1985, in a conference room at Hewlett-Packard in Roseville, California.

Sacramento Chapter History

The Sacramento Chapter was started in November, 1985, with 30 members. Our current membership is at about 230. The founding members were:

- Ellen Ashcraft, President
- Lorna LaVerne, Vice President/Newsletter
- Kristine Manlove, Secretary/Treasurer
- Sharon Van Maren, Public Relations
- Joan Levers, Membership

In November, 1985, Ellen Ashcraft and Lorna LaVerne mailed out the first newsletter from STC Sacramento to STC members in the Sacramento area. The chapter was assigned all unaffiliated members who lived near Sacramento.

In that first newsletter, Ellen and Lorna talked about all the decisions that needed to be made to get the chapter going and the fact that the new chapter would “...need to lay the groundwork for activities...” and entice people into taking advantage of all the opportunities that STC had to offer. Much of that first year was spent getting the chapter going, creating a logo, recruiting new members, and keeping members interested with various presentations at the meetings.

Sacramento Chapter at a Glance

- Mission statement
Creating a community of excellence for our members.
- Goals for the year
Increase active membership by enhancing our communications and promoting active involvement in the society.
Increase visibility of STC in the community by continued outreach activities.
Increase continuing education for technical communications by promoting our collective knowledge to the communities in the Sacramento area.
- Board activities
Summer transition/kick-off meeting.
Monthly board meetings held the last Wednesday of the month.

Sacramento 2002–2003 Board Members

President

Charlotte O'Hara
co'hara@delta.org

Past President

Bill Robinson
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VP Programs/Public Relations

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Secretary

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Treasurer

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Employment

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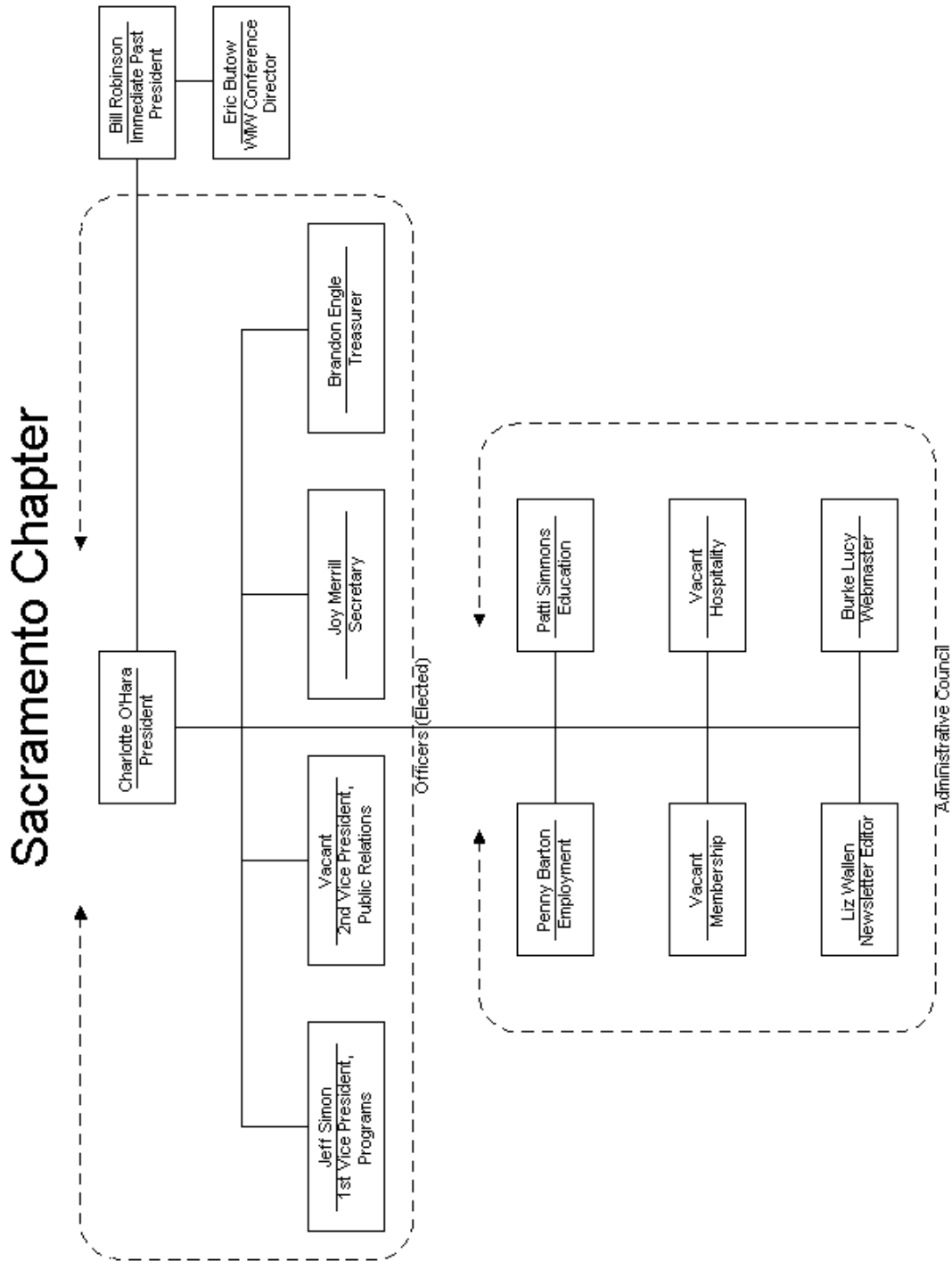
Education

Patti Simmons
simmons_95822@yahoo.com

Newsletter Editor

Liz Wallen
lizwallen@yahoo.com

Sacramento Organizational Chart



East Bay

The East Bay Chapter, established in 1962, serves members in the corridor of Highways 580 and 680 in the East San Francisco Bay Area. Our more than 200 members work in such diverse fields as software application development, hardware manufacturing, research, electronics, and telecommunications.

East Bay 2002–2003 Chapter Officers

President

Melody Brumis
MBRUMIS@aol.com

Past President

Margie McCutcheon
Margie.C.Mccutcheon@kp.org

President-Elect

Susan Harlan
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V.P. Arrangements

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Treasurer

Janet Bran
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Secretary

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V.P. Programs

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San Francisco

San Francisco Chapter History

The San Francisco Chapter was started in 1980-81, and the founders included Mary V. Wildensten, Louis Perica, and Paul Libeu. Mary was honored as a founder at the June 1988 meeting. Louis Perica died in 1989.

The chapter was formed when Louis Perica suggested to a group of technical writers, some of whom were members of other chapters, that it would be more convenient for them to meet in San Francisco. Perica is credited with naming the chapter newsletter "Active Voice."

Some evidence exists that in the first few years the chapter felt isolated from the rest of STC. To change this, Jim Dexter, who served as president from June 1985 to June 1987, embarked on an ambitious plan of chapter

building. He split the duties of the president in two. Jim concentrated on building bridges between the various STC chapters and with the Society, while Vice-President Deena Aerenon concentrated on the day-to-day affairs of the chapter and building a strong board with clear duties. The formula proved successful, and soon the chapter was developing its own strong sense of identity.

Throughout the mid- and late-1980s, the chapter met at the Engineers Club in San Francisco's financial district. The chapter later moved its meeting to a restaurant in the Wells Fargo building on Montgomery, and finally to the London Wine Bar on Sansome, where it continues to meet.

By the late-1980s, the chapter was becoming known as one of the most energetic and innovative in the region. The chapter published a series of networking guides and also published several editions of a job search manual.

Throughout the 1990s, the San Francisco chapter continued to innovate. Around 1992, the San Francisco Chapter became one of the first STC chapters to have a web presence. Around 1995, the chapter began sponsoring an annual scholarship for Francisco State University students. In 1995 and 1997, chapter president Patrick Lufkin and economist David Bradwell wrote several annual salary surveys, earning the chapter a pace-setter award.

San Francisco Chapter at a Glance

- Membership
261 as of October 31, 2002
- Meetings
Third Wednesday of each month at the London Wine Bar in downtown San Francisco. Networking starts at 6 P.M., with formal presentation starting at 7 P.M.
- Newsletter
"Active Voice" published bimonthly in even-numbered months
- Annual Events
Scholarship for students in the Technical and Professional Writing program at San Francisco State University
Holiday party for the December meeting
- Website
www.stc-sf.org
- Contact
info@stc-sf.org

San Francisco 2002–2003 Leadership

President

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Vice President

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Webmaster

Todd Hawley
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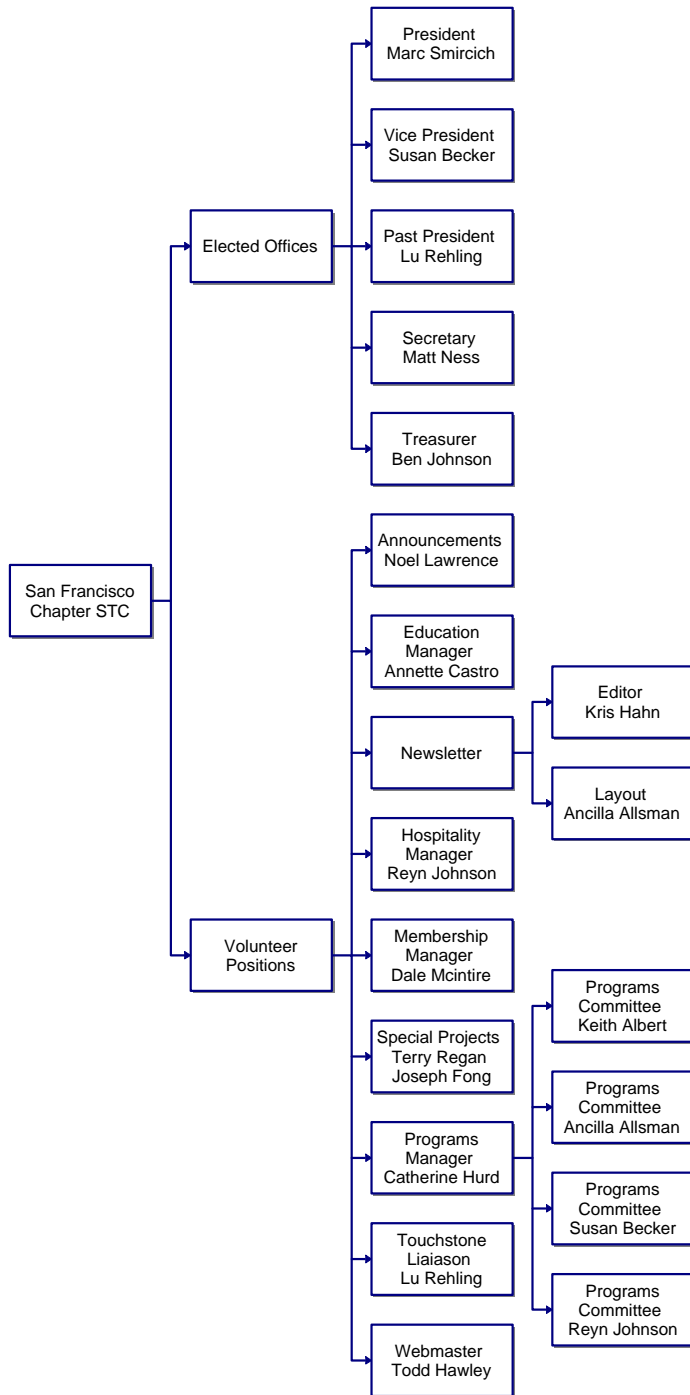
Education Manager

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Employment Manager

Soren Ryland
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San Francisco Organizational Chart



Berkeley

Berkeley Chapter History

The Berkeley Chapter started with 19 members in the summer of 1987 as an offshoot of the East Bay chapter. The East Bay's recently elected president, Dr. C. J. Wallia, wanted to start a Berkeley chapter, which could better serve the membership living west of the hills. The first officers were:

- Dr. C.J. Wallia, President
- Susan Harwell, Vice President and Newsletter Editor
- Robert Williams, Secretary
- Marla Wilson, Treasurer

On August 24, 1987, we received our “subsidiary chapter” status. We had terrific support from the other chapters in the Bay Area, which at that time included East Bay, Sacramento, San Francisco, and Silicon Valley. Each provided us with grant money to keep us afloat until the chapter rebates arrived in August. By December 1987, we had grown to 42 members. Our first elections, held in April 1988, resulted in changes for two of the offices: Ray Bruman, president; Amy Kuettner, Vice President, Programs. By June of 1988, we were out of the probationary period that all start-up chapters go through, and we were formally accepted as a full-fledged chapter of the Society.

The Birth of the Newsletter

Not surprisingly, the first name of our newsletter was the “Berkeley Chapter Newsletter.” In October, 1988, Kevin Countryman, the winner of the Newsletter Naming Contest, changed the name to the “Ragged Left.” Kevin also designed the flag for the newsletter. The design has changed over the years, but the name remains the same.

In the Beginning, There Were Meetings

It appears from our chapter archives that the first meeting was September 1, 1987, at Shattuck Avenue Spats in downtown Berkeley. We stayed there until April 1988, when we moved to Cody's bookstore on Telegraph Avenue. Cody's served our needs very well until the spring of 1990, when we moved back to downtown Berkeley to Yenching Restaurant. In early 1998 we changed venues to Cafe de la Paz in north Berkeley, and in spring of 2000 we moved to the Silver Dragon in downtown Oakland. Currently, we meet at Vo's Restaurant in Oakland.

Berkeley 2002–2003 Executive Committee

President

Kathryn Munn
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Vice President, Programs

Paul Sinasohn
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Treasurer

Ben Lukas
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Secretary

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Vice President, Membership

Carol Franger
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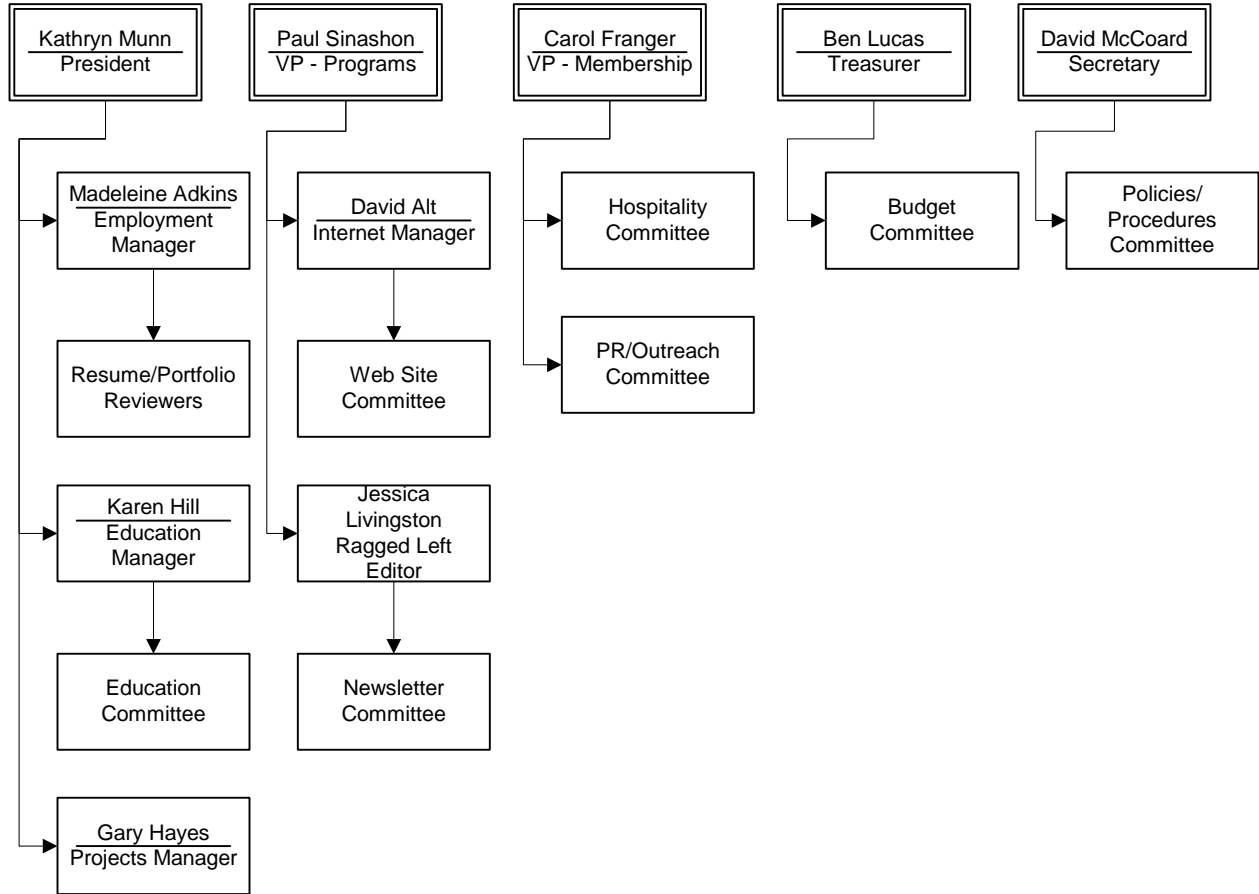
Employment Manager

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Internet Manager

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Berkeley Organizational Chart



Silicon Valley

The Silicon Valley Chapter of the STC is a dynamic, exciting chapter with much to offer its members and the members of the other chapters in Northern California. Being the largest chapter in the Society has not slowed us down. Instead, it has helped to make us more diverse and interesting.

Aside from the standard services we provide to our members, we offer outstanding monthly chapter meetings, an award-winning newsletter, active special interest groups, an extremely popular employment information resource, and excellent periodic workshops and seminars.

Silicon Valley 2002–2003 Leadership

President

Beau Cain
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Vice President

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Secretary

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Web Master

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Silicon Valley 2002–2003 Executive Committee

