

# Devil Mountain Views

Newsletter of the East Bay Chapter of STC

Supporting technical communication in the San Francisco Bay Area since 1962

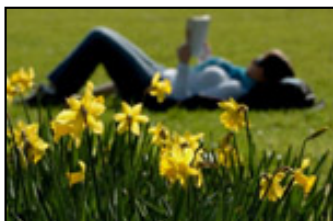
March / April 2009

[Printer Friendly Version \(PDF\)](#)  
[About Devil Mountain Views](#)

[Archives](#)

[Send Us Your Comments](#)

[EBSTC](#)



- What is your **six-word memoir**? Once asked to write a full story in six words, legend has it that novelist Ernest Hemingway responded: "For Sale: baby shoes, never worn."

Can you write something of your life in six words? If so, send it to us and we'll publish it in the May issue. For more examples and details, see [Alliene's article](#).

- **8th Annual Pleasanton Poetry, Prose & Arts Festival**  
Saturday & Sunday, April 4 & 5, 2009  
This is an exciting two-day celebration of poetry, prose and visual arts, filled with inspiring and informative events and people. East Bay STC will have a table there on "Literary Row." For more information, visit [http://www.pleasantonarts.org/poetry\\_prose.html](http://www.pleasantonarts.org/poetry_prose.html)
- **Technical Communication Summit** — STC's 56th Annual Conference in Atlanta, Georgia on May 3 - 6, 2009. For details, see <http://conference.stc.org>.

[President's Message](#)

[Editor's Message](#)

[Your EBSTC Officers](#)

[Meeting Information](#)

[Networking](#)

[New and Senior Members](#)

## Feature Articles

### [Eight Job Search Myths — Busted](#)

[Rebecca Metschke](#), author of the *The Interview Edge*, puts to rest eight common job search myths.

### [Write on Time: Keep Those Kudos Coming](#)

[Melody Brumis](#), EBSTC Senior Member, describes the whys and wherefores of kudos.

### [Obsessed With Possessives](#)

[Andrea Wenger](#), Carolina STC Chapter Member and Membership Manager, leads us through the often confusing thicket of the proper uses of the apostrophe.



Award of Excellence  
2006-2007  
STC  
International  
Newsletter  
Competition



Award of  
Excellence  
2006-2007  
**STC Chapter  
Achievement  
Award**



---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## Your Life Story in Six Words?

by [Alliene Turner](#)



*Alliene is an EBSTC member and long-time East Bay resident.*

DMV Associate Editor [Joe Humbert](#) recently e-mailed me asking, “Have you heard of the six-word memoir? It’s a kick.”

Joe was referring to the National Public Radio (NPR) [February 7, 2008](#) broadcast of Talk of the Nation, which spotlighted a collection of six-word memoirs by famous and not-so-famous people. To quote the NPR transcript, in a “spirit of simple yet profound brevity, the online magazine Smith asked readers to write a story of their lives in a single sentence.”

Here’s a sample from *Not Quite What I Was Planning*, a collection of six-word memoirs from the editors of Smith Magazine:

“70 years, few tears, hairy ears.” – Bill Querengesser

“Painful nerd kid, happy nerd adult.” – Linda Williamson

“Revenge is living well, without you.” – author Joyce Carol Oates

Joe and I invite East Bay STC members to do a bit of introspection and write your own six-word memoirs. If you need a brain nudge, check out what others are doing at [Smith Magazine](#) or at the [Bryant Park Project](#) from NPR News.

Send your memoirs by **April 15** for publication in the May/June newsletter to me at [hairston.turner@gmail.com](mailto:hairston.turner@gmail.com). ▲

## Eight Job Search Myths — Busted

---



by [Rebecca Metschke](#)

*Rebecca Metschke is the author of "The Interview Edge," a comprehensive career guide for those who are serious about their careers and want to gain a professional advantage using proven tips, tools and strategies that will help ensure they're as marketable as they can be.*

Visit <http://blog.TheInterviewEdge.com> for free tips and strategies to gain a professional advantage.

---

Let's take a look at eight common job search myths... and the reality behind them:

### **The Best Qualified Individual Gets the Job**

Actually, it's the best candidate who gets the job. That person may or may not be the best qualified. Understand the difference.

### **Job Boards Are the Best Source of Leads**

Your network is the best source of leads. It's fine to check online and to peruse the want ads... but don't spend too much time there. Most jobs are never posted.

### **It's Nearly Impossible to Find Those Hidden Jobs**

Not if you put some work into it, and if you're purposeful about how you go about it. Make sure people know about your search. They can't help you if they don't know you're looking.

Keep working to expand your network. Every meeting with another person is a potential networking opportunity. Think about who might be able to help you — even if it's someone you don't know yet — and figure out how you can go about meeting that person.

## **Thank-you Letters Are Passé**

If you don't really want the job, skip the thank-you letter. Otherwise, you'd better write one. It's your last chance to sell yourself — to underscore why you're the person who can help solve whatever problem it is the hiring manager is facing.

## **Your Recruiter Works For You**

No, no, no. He works for the hiring company. His job is to fill the open position with the best candidate — as defined by the hiring company. If you're a good match, it's in the headhunter's best interest to try to close the deal and get you placed. But you're not paying him, and he's not an employment agent.

## **Offering to Take a Cut in Salary Will Boost Your Chances of Landing the Job**

That depends — on how much of a cut we're talking about, and how you bring it up. Flexibility is important. Even in this market, you'd be surprised how many candidates draw a line in the sand regarding what they will and will not accept. Still, it's important that you broach the subject at the right time, especially if it's a significant decrease from what you were previously earning (say, 20%). You don't want to come off as desperate, and neither do you want to be perceived as someone who will bolt the minute the employment situation improves.

## **The Hiring Company Will Contact You if They're Interested**

Maybe. Maybe not. Don't sit back and wait for the phone call, especially in this tight job market. Submit your resume, wait a week, and then follow up.

## **University Employment Resources Are Only For Kids**

Career assistance isn't limited solely to recent graduates. Whether or not your alma mater offers a robust slate of services is another story — but you won't know if you don't check it out. You might find things like career coaching or counseling, networking events, and recruitment firm referrals. Go to your school's web site and see if there is a Career Center.



# Write on Time: Keep Those Kudos Koming



by [Melody Brumis](#)

EBSTC Senior Member

*Melody Brumis has been a contract writer and active East Bay STC member. Recently, she embarked on the adventure of starting a small business with her friend, Adrienne Tange.*

*[Write on Time Solutions, LLC](#) is a technical writing company that creates clear, concise and accurate technical documentation or Web content — always on time and on budget.*

---

When I told my partner Adrienne that I was writing a column about kudos, she said, "Great! What's a kudo?" "A kudo," I replied, "Hmmm. Kudos ... words of praise for a job well done." Is that all?

**What?** My Random House College Dictionary circa 1980 defines kudos as "praise; glory." I turned next to [Wikipedia](#) which defines it as fame and renown resulting from an act or achievement. Extending kudos to another individual is often done as a praising remark.

**Where?** Where do they come from? Kudos for you as a technical communicator may traditionally come from bosses or project managers. On the [TechProse](#) Web site, I found a different twist. The kudos, also called testimonials, came from its consultants. Joy Montgomery, an East Bay STC member, starts her Web site, [Structural Integrity](#), with kudos from the vice president of Operations. And the [QES Corporation](#) Web site displays kudos (which it calls *letters*) from their satisfied customers.

## How?

How do you get people to write kudos? I've been gathering kudos for our Web site, and I can tell you one thing: Be sure to get your kudos right after doing a project or, perhaps, in the middle of a project. When you're hot you're hot, and when you're not you're not.

You may want to trade kudos with a boss or a peer. Luckily for me, I was able to e-mail the project manager from one of my last big projects. He was also looking for kudos for his work, so we agreed to trade.

You should also create an easy way for people to praise your work. Here are three suggestions:

- Send out a simple three- or four-question survey. For example, [Survey Monkey](#) lets you create a free online survey. Include a free-form question about the documentation. Would you recommend Write on Time Solutions (WoTS) to a friend or associate? If so, what would you tell them about working with WoTS?
- Provide an easy way for customers to e-mail their kudos to you. For example, on its Web site, QES Corporation solicits responses from satisfied customers, and includes a link to generate an e-mail message.
- And, finally, since we are in the writing business, we can offer to write our own kudos. The lead writer at my last contract asked me to write the kudos, and he put his name to it.

No matter your source, be sure to ask for permission to post the kudos.

## Why?

Why do you gather kudos? You gather kudos so that you can use them to market yourself. Sometimes it's as simple as keeping e-mails that praise your work, your team's work, or your company's work. You can publish your kudos on your Web site, in your resume, and on social networking sites like [LinkedIn](#), so that your customers can see the breadth of your work

So, let me end with this: How was my writing? Call 1-707-396-0794 and tell me.

---

*Melody and Adrienne are writing this column to help you achieve small business success. If you have questions, e-mail them at [info@writeontimesolutions.com](mailto:info@writeontimesolutions.com). They will address your questions in future columns.*



---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

# Obsessed with Possessives

---

by [Andrea Wenger](#)

*Carolina STC Chapter Member and Membership Manager*

*Editor's Note: This article was first published in the 2008, Q4 edition of the [Carolina Communique](#), the newsletter of the Carolina Chapter of the Society for Technical Communication.*

---

We see it everywhere: our schools, our places of business, even in notes stuck to our refrigerator. Yes, my friends, I'm talking about apostrophe abuse. The Obama administration, faced with two wars and an economy teetering on the edge of disaster, is unlikely to make this a priority. So it's our duty as professional communicators to stamp it out.

My elementary school teacher made it sound so easy. "To make a word a possessive, add an 's, unless the word is a plural ending in s, and then, just add an apostrophe." Ah, life was simpler in elementary school. True, many atrocities (such as [Grammar Girl's](#) report of a menu advertising *Ladie's Night*) could be avoided if people applied that single, straightforward rule. Yet there are myriad exceptions, and even the U.S. Supreme Court can't agree on them (more on that later).

## Pronouns

Possessive pronouns don't use apostrophes: *hers, his, its, ours, theirs, whose, yours*. Most of us wouldn't have a problem with this rule if it weren't for the contractions *it's* (it is, it has) and *who's* (who is, who has). The sentence, *Who's book is this?* doesn't look wrong to me, but of course, it is. It should read, *Whose book is this?*

These possessive pronouns are often called absolute possessives, because they can occur with no noun following them. For example, a sentence could read *It's her book*, or *The book is hers*. Absolute possessives are sometimes used mistakenly with other possessives. For example, *She worried about hers and his safety*, should read, *She worried about her and his safety*. A better choice, though, would be to recast the sentence: *She worried about her safety and his*, or *She worried about his safety, and her own*.

## Singular Words Ending in S

If a singular word ends in *s*, is it correct to add an *s* after the apostrophe in the possessive form? That depends on who you ask. It's a matter of style, not grammar. As a technical writer, however, I consider it a usability issue. When people read, they hear the words in their head. So where the style guides disagree, I use pronunciation as the ultimate arbiter.

According to *The Chicago Manual of Style*, if the *s* at the end of a singular word is pronounced, the possessive is formed by adding *'s*. The same is true for words ending in *x* or *z*: *boss's office*, *Alex's wallet*. However, if the *'s* would be awkward, avoid the possessive and use *of* instead: *the governor of Texas*, *the history of jazz*. If the *s*, *x*, or *z* is not pronounced, the *s* after the apostrophe may be omitted: *Illinois' capital*, *Margaux' necklace*. Follow this practice only if you're certain of the pronunciation.

*Fowler's Modern English Usage* recommends omitting the *s* after the apostrophe with names ending in an *iz* sound, as in *Beau Bridges' brother*.

*The Associated Press Stylebook* omits the *s* after the apostrophe altogether in singular words ending in *s*. Since newspapers are pressed for space, I suppose they can be forgiven (although I'm not sure I'll be forgiven for that pun). But unless you're required to follow *AP*, I recommend including the *s* for consistency with pronunciation.

## Ancient Names

Ancient names can be troublesome, in part because style guides also disagree here. According to *Fowler's*, ancient names ending in *s* form the possessive with an apostrophe alone: *Achilles' heel*, *Moses' journey*. This is not the rule in *The Chicago Manual of Style*, however. According to *Chicago*, while names ending in an *eez* sound receive only an apostrophe, others use *'s*: *Aristophanes' plays*, *Zeus's wife*. When in doubt, or when both ways look wrong, *Chicago* recommends using *of*, as in the *son of Isis* or the *teachings of Jesus*.

## Possessives With Multiple Owners

Is it *Joe and Renalda's fishing poles*, or *Joe's and Renalda's fishing poles*? That depends. Are the fishing poles joint property, or do Joe and Renalda each have their own pole? Placing an *'s* only at the end of the group of names denotes joint ownership. Placing an *'s* at the end of each individual name denotes individual ownership.

## Attributive Forms

The distinction between an attributive form and a possessive is often unclear. A *users' manual* isn't a manual belonging to users; it's a manual for users. Nevertheless, Chicago recommends retaining the apostrophe except in the case of proper names: *citizens' advocate*, *Panthers game*, *Boys and Girls Clubs of America*.

## Genitives

Analogous to possessives, genitives that denote value or periods of time use an apostrophe, as in *five dollars' worth* or *two weeks' notice*. The apostrophe in this case stands in for the word *of*.

## Double Possessives

In this idiom, also called a double genitive, a possessive noun or pronoun is used after *of*, to denote one example of several:

*An associate of Sheila's (or an associate of hers)*  
*A collection of Bob's (or a collection of his)*

According to *Garner's Modern English Usage*, some people dislike this idiom, but it has a long history and is widely approved. It can also be intrinsic to meaning: it wouldn't make much sense to say *a collection of Bob*. Nevertheless, it might be better to recast the phrase as *one of Bob's collections*.

## Using an Apostrophe to Form a Plural

The practice of using an apostrophe to form the plural of numerals or acronyms has fallen out of favor. The most common usage is to simply add an *s*: *UFOs*, *the 1940s*.

With lowercase letters, an apostrophe is needed for clarity:

*Mind your p's and q's.*

And there are exceptions for uppercase letters if confusion might ensue:

*He got A's and B's on his report card.*  
*PhD's or Ph.D.'s*  
*B.A.'s (but BAs)*

When it comes to apostrophe use, intelligent people can disagree. Jonathan Starble wrote in *Legal Times* about a deep divide in the 2006 Supreme Court case *Kansas v. Marsh*: in the majority opinion, Justice Thomas consistently used *Kansas' statute*, while in the minority opinion, Justice Souter used *Kansas's statute*. I consider myself a political moderate, but I have to side with Justice Souter on this one.



---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## President's Message



by [Ann Adams](#)

*EBSTC president*

Greetings, fellow East Bay members. As the economic news continues to be bleak, your STC staff and volunteers are implementing our "recession strategy."

### Celebrate Our Members' Accomplishments

- Congratulations to our chapter's Touchstone technical communication competition winners, [Gina Gotsill](#) and [Ashwini Tharval](#). Bay Area winners were recognized at a dinner organized by Berkeley chapter members, led by [Richard Mateosian](#).

Ashwini's entry, *Chevron Mobility Services Promotional Email and Poster* won a Merit Award. Gina is a member of the team that created *TechProse E-Learning for the University of Michigan School of Public Health*. Her entry won a Distinguished Award. Winners in the Distinguished category go on to the Society-level competition where they compete with entries from around the world. The Society winners will be announced at the STC conference in Atlanta, in May.

- Congratulations also to [Ken Evans](#), our Distinguished Chapter Service Award winner. Ken received the award at our March meeting in recognition for being a staunch supporter and long-time, active contributor to the East Bay chapter as our newsletter Copy Editor, Membership Manager, and Employment Manager.

### Drop Those Prices

- At our most recent staff meeting, the East Bay leadership voted to suspend the \$10.00 "program only" charge for STC members. We hope this will encourage our members to come to the presentations. With the break in the price of gas, this creates an affordable opportunity to keep in touch with fellow STC members.
- The Early Bird discount of \$200 for the national conference has been extended. Details are on the [STC Web site](#).

## Reach Out

- **Judy Herr** and **Melody Brumis** will represent STC on “Literary Row” at the [8th Annual Pleasanton Poetry, Prose & Arts Festival](#) on April 4 and 5, 2009.
- **Gwaltney Mountford** will attend the April 29 Diablo Valley College job fair to talk to students about careers in the technical communication field. The invitation to participate in the job fair came as the result of a long-term effort by **May McCoon** of our College Connection committee.
- At both of these events, we will be identified by our beautiful new chapter banners. Many thanks to **Janet Gray** for managing the printing and delivery of the banners.

## Provide Learning Opportunities

- On Thursday, May 28, UC Berkeley Extension will offer an [open house and information session](#) about its Technical Communication program. The open house is in the evening in San Francisco. Prospective students, program alumni, and instructors will be there to discuss the program.
- At our March meeting, **Liz Fraley** offered insights to help attendees evaluate and communicate the benefits of a single sourcing strategy. Those at the meeting also learned that the awarding of the door prizes is much more dramatic when accompanied by the musical stylings of **Keith Borman** of SDL. (Keith has offered to make a presentation at one of our Fall meetings. I don't know—perhaps he will bring a brass band next time.)

## Network, Network, Network!

- **Susan Granzella**, Documentation Manager at VISA, will be speaking at our April meeting.
- Our May meeting will be moved to the second Thursday of the month. We will be hearing reports from those who have returned from the national STC conference in Atlanta.
- In June, we will have our annual “Trends in Technical Communication” panel. **Gwaltney Mountford**, who is organizing the program, would like your input. Who would you like to see? What questions do you have about the future of our profession? Email her at [mgm@moutfordgroup.com](mailto:mgm@moutfordgroup.com).

## Final Words

- Don't forget to renew your membership. We hope to retain everyone and maybe even grow. We know that pocketbooks are squeezed this year, but please don't fail to make the investment in yourself. To join or renew, do so at <http://www.stc.org/membership/join01.asp> .
- If you have any articles that you would like to contribute to our next newsletter, contact our managing editor, Alliene Turner ([hairston.turner@gmail.com](mailto:hairston.turner@gmail.com)). Deadline is April 2, 2009.
- The Yahoo! Groups discussion board is available to our members. This is a forum for you to share your ideas and concerns. To sign up, click the [East Bay STC Network](#) link in the upper right corner on the home page of the website.
- We are always looking for volunteers. Check out the openings by clicking on the [Volunteers](#) link in the left sidebar of the website's home page.
- **Lynette Phillips**, our January speaker, shared one of her strategies, which is to stop reading all the bad news.
- Even the Contra Costa Times felt it necessary to dispatch **Tony Hicks** to think of [25 Reasons to be Happy](#). Tony is actually one of the people I rely on to keep my spirits up.

No matter who got your vote last November, we all need to do our part to help President Obama fulfill his vision, as communicated in his early March address to Congress: "We will rebuild. We will recover."

Together we can all get through this. See you next time.

Ann

---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## Editor's Message

by [Alliene Turner](#)



*Alliene is an EBSTC Senior Member and long-time East Bay resident.*

Valentine's Day and St. Patrick's Day herald the coming of Spring with its upbeat themes of rebirth and renewal — so let's hope this Spring will bring new buds of economic growth.

This issue of the Devil Mountain Views (DMV) contains articles that I hope you find helpful. [Susan Moxley](#) did a great job editing the articles, and [Joe Humbert](#) published them in our award-winning newsletter format.

[Rebecca Metschke](#), Principal, the Metschke Group, shares job search tips from her career guide, *The Interview Edge*.

[Melody Brumis](#), co-owner of Write on Time along with Adrienne Tang, offers as a regular DMV feature tips that she and Melody have picked up as new business owners. This edition they share tips for collecting testimonials from clients and bosses.

[Andrea Wenger](#), Carolina STC Chapter Member, educates us on the correct use of apostrophes.

And finally, Joe Humbert and I invite you to read "Your Life Story in Six Words?" then send us six words that encapsulate your life story (a six-word memoir). We'll publish these life snapshots in the next issue of the DMV.

Next DMV deadline is **April 2, 2009** (although we'll accept your six-word memoirs by **April 15**). Send your articles or ideas for articles to me at [hairston.turner@gmail.com](mailto:hairston.turner@gmail.com). ▲

---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## Upcoming Meetings

Attending meetings is a great way to learn new things and connect with technical writers around the East Bay.

East Bay programs are usually held at Crow Canyon Country Club in San Ramon. For details on meeting location and reservations, see the [meetings page](#) on the chapter website.

---

### **March 5 , 2009** ["Repurposing Content for Multichannel Publishing" by Liz Fraley](#)

Reusing and repurposing content is all about improving efficiency: automating, accelerating, and merging applications, systems, and processes. In a multichannel publishing environment, it is critical that source development and its management are as efficient as possible. It all comes down to managing and reusing source.

Recycling content (chapters, graphics, etc.) is not new. What is new here is the common set of back-end structures in XML and the fact that more than one set of tools is explicitly focused on the specific needs of a given project.

Come to this meeting to learn strategies for handling and producing documents in a multichannel publishing environment. Understand how multichannel publishing works and how to repurpose and reuse all kinds of content.

You will be able to develop guidelines for reducing content and the effort for managing it.

Speaker **Liz Fraely**, founder of [Single Sourcing Solutions, Inc.](#), is a Single-Sourcing/XML Architect/Programmer. For nearly 10 years, she has architected and implemented single-sourcing systems.

Liz holds undergraduate and graduate degrees in English and an undergraduate degree in Computer Science. She serves on the Council for the San Francisco Bay Chapter of the ACM. She is active in the XML user community, presenting papers regularly at industry and vendor conferences, including the PTC/User World Event and the Content Management Strategies Conference.

---

**April 2 , 2009**

**"Managing Technical Documentation with Offshore Staff" by Susan M. Granzella**

For technical writers and managers, working successfully in today's business environment means performing a balancing act between reducing costs and ensuring continued excellent quality. Invariably, the term "globalization" will mean expansion of technical writing staff to countries offshore where English is not the first language and the customs and culture are very different.

Come to this meeting to hear about the success of Visa's diverse technical writers who consistently produce high-quality documents as a cohesive team. This partnership between onsite and offshore staff began four years ago, and included both predictable and unexpected challenges. What will also be shared are the common mistakes we can make when faced with dramatically different communication styles and significant time differences. Visa's team worked assiduously to fine-tune the workflow, to manage customer expectations, and finally, to empower the staff on both continents to excel and contribute to the department's goals and Visa's overall success.

Speaker [Susan M. Granzella](#) is a Senior Business Leader of Technical Communications Services at Visa Inc. in Foster City, California. For more than 10 years, she has managed the technical writing and publishing effort at Visa, distributing content to banks and processors world-wide. She manages staff in multiple locations in the U.S. and in Bangalore and Kolkata, India.

Susan holds an undergraduate degree from the University of California at Davis, and has served on executive committees for the Bay Area Documentum User Group. She has presented papers regularly at user and vendor conferences, including the PTC/User World Event and Momentum - the Documentum User Group Conference.



---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

# Networking

- [Northern California STC Chapters](#)
- [East Bay STC Network \(Yahoo! Groups\)](#)
- [Professional Development SIG](#)

## Northern California STC Chapters



There are five active Northern California STC chapters. Each chapter meets on a different Wednesday or Thursday so you can attend all the meetings. Contact the respective presidents for more information or visit the chapter website.

Wednesdays	Chapter	President
Week 2	<a href="#">Berkeley</a>	<a href="#">Richard Mateosian</a>
Week 3	<a href="#">San Francisco</a>	<a href="#">Gilbert Gonzalez</a>
Thursdays	Chapter	President
Week 1	<a href="#">East Bay</a>	<a href="#">Ann Adams</a>
Week 3	<a href="#">North Bay</a>	<a href="#">Chris Muntzer / Michael Meyer</a>
Week 4	<a href="#">Silicon Valley</a>	<a href="#">DJ Cline</a>

## East Bay STC Network



Connect with your fellow East Bay members by joining this Yahoo! Groups network.

Voice your opinions and your ideas for making this Chapter more responsive to your needs. The more members who sign up the greater our network will be, the better our Chapter will be.

For more information and to join, click [here](#).

## Professional Development SIG

The EBSTC Professional Development SIG supports and encourages our personal evolutions as we transform ourselves to remain marketable.

### Monthly Meetings

It's easy to remember when we meet because it's exactly a week after our chapter meeting.

<b>What</b>	EBSTC Professional Development SIG meeting
<b>When</b>	Second Thursday of the month at 11:45 A.M.
<b>Where</b>	Willow Tree Restaurant, 6513 Regional Street, Dublin, 925-838-9111



---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## Congratulations to Our New and Senior Members



Welcome to our new, transfer, and reinstated members! We hope you can come meet us at a Chapter meeting.

**Sherry Ashley**  
**Alicia Eltgroth**  
**Cierra Trenergy**

---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## STC Information

*Creating and supporting a forum for communities of practice in the profession of technical communication.*

For information about STC, go to the [Society's web page](#).

901 N. Stuart Street, Suite 904  
Arlington, VA 22203-1822  
703-522-4114  
stc@stc.org

## DMV Basics

The East Bay Chapter newsletter is named after a local landmark, Mount Diablo, in Northern California. With a few exceptions, all distances in California are measured from that point, called the Mount Diablo Meridian. The East Bay Chapter serves the cities along the 680 corridor and the east/west part of 580. City-wise it's Vallejo to Pleasanton, Tracy to Oakland and Fremont. We have members from each of those places.

### PUBLICATION POLICY

We are always interested in sharing technical communication trends and information with our readers. For details, contact the [Managing Editor](#).

### PUBLICATION SCHEDULE

*Devil Mountain Views* is published bimonthly, five times a year (January, March, May, September, November) with occasional e-news.

### ARTICLE SUBMISSION DEADLINES

Jan/Feb 2009 issue – December 2, 2008  
Mar/Apr 2009 issue – February 2, 2009  
May/Jun 2009 issue – April 2, 2009  
Sept/Oct 2009 issue – August 2, 2009  
Nov/Dec 2009 issue – October 2, 2009

### WRITER'S TEMPLATE

If you are submitting an article, please download our [template](#) to use as a guideline for writing your article.

### REPRINT POLICY

Articles may be reprinted provided credit is given to *Devil Mountain Views* and the author, and a link to the article is sent to the [Managing Editor](#). If the newsletter is printed, please send two copies to the mailing address listed below.

### MAILING ADDRESS

Joe Humbert, 7001 Sunkist Drive, Oakland CA 94605

### [ADVERTISING POLICY](#)

## Copyright Statement

This newsletter invites writers to submit articles that they wish to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. When you submit an article, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

*Devil Mountain Views* also reserves the right to edit articles to fit its stylistic standards and space constraints. Articles are edited, copyedited, and proofread before publication. The newsletter also reserves the right to not print articles deemed unfit for publication.

Unless otherwise noted, copyrights for all newsletter articles belong to the authors. The design and layout of this newsletter are copyright STC, 2007-2008.

## DMV Staff **MANAGING EDITOR**

[Alliene Turner](#)

## **ASSOCIATE EDITOR**

Joseph Humbert

## **CONTRIBUTING EDITOR**

Susan Moxley

## Chapter Officers

For a complete list of officers, see the EBSTC website's [Leadership](#) page.

## **PRESIDENT**

[Ann Adams](#)

## **PRESIDENT-ELECT**

[Adrienne Tange](#)

## **TREASURER**

[Joseph Humbert](#)

## **V.P. PROGRAMS**

Open

## **V.P. ARRANGEMENTS**

[Jeanie Egbert](#)

## **SECRETARY**

[Gina Gotsill](#)

## DMV History **Note:** We will update this section as our chapter archives are updated.

- Awards given in one year reflect the work of the editors from the previous year.
- In 2009, the chapter changed their fiscal year to coincide with the calendar year.
- If you were a managing editor during a time frame that is missing from the history, please [let us know](#).

Year	Notes
2009	Managing editor: Alliene Turner
2007–2008	Managing editors: David Eicher (Sept 2008), Joseph Humbert (January 2008), Alliene Turner (May 2008) <b>Award of Excellence</b> in the STC International Newsletter Competition.
2006–2007	Managing editor: David Eicher <b>Award of Merit</b> in the STC International Newsletter Competition.
2004–2005	Managing editor: Becky Rude <b>Award of Excellence</b> in the STC International Newsletter Competition.
2003–2004	Managing editor: Becky Rude Guest managing editor: Gwaltney Mountford <b>Award of Excellence</b> in the STC International Newsletter Competition.
2002–2003	Managing editor: Ashwini Tharval <b>Best of Show, Most Improved, Distinguished Technical Communication</b> awards in the STC International Newsletter Competition.
2001–2002	Managing editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format. <b>Award of Merit</b> in the STC International Newsletter Competition.
1999–2001	Managing editor: Teresa Washburn <b>Award of Excellence</b> in the STC International Newsletter Competition.
1997–1999	Managing editor: Kelly Walker <b>Award of Excellence</b> in the STC International Newsletter Competition.

<b>1996–1997</b>	Managing editor: Melody Brumis Newsletter name changed to <i>Devil Mountain Views</i> . Susan Moxley won the contest held to rename the newsletter. In July 1996, a spoof issue called <i>East Bay Flame</i> is published.
<b>1995–1996</b>	Managing editor: Bruce Robinson An offshoot, the <i>Twig</i> , is published by President Gwaltney Mountford to supplement the <i>East Bay Log</i> .
<b>1994</b>	Newsletter name changed to <i>East Bay Log</i> .
<b>1962</b>	The <i>Pacifica News</i> was published in the fall in the year the <i>Pacifica</i> chapter was founded. (The chapter was renamed to <i>East Bay</i> in 1982 under President T.R. Girill.) ▲

---

[DMV Home](#) | [EBSTC Home](#) | [STC](#) | [Contact Us](#)

## Advertising Policy

These companies have generously sponsored this newsletter.

# \*YOUR AD HERE\*

DMV is seeking advertisers for this issue or future issues!

**Product Types:** Only advertisements for products or services related to technical communication can be placed on the EBSTC website and *Devil Mountain Views*.

**Format:** Ads must be in either GIF or JPG format.

**Dimensions & Rates:** The following rates are valid for one month on the EBSTC website or one issue of the newsletter.

336 X 280 = \$150

468 X 60 = \$120

160 X 155 = \$80

120 X 60 = \$50

**Ad Location:** The EBSTC webmaster and the managing editor determine the appropriate ad placement. Ads may be placed on any page in the website or newsletter or on a sponsors page. Ads will be included in the "Printer Friendly" version of the newsletter.

**Payment:** Payment must be received by the [East Bay Chapter treasurer](#) before the ad is run. Payment can be made by check.

**Inquiries:** If you have questions or want to start your ad, please contact the [Managing Editor](#). ▲

The first table lists a quick index.

The second table lists the issue date, the author(s) for the featured article(s), and the article name.

- [Sept 2008 - current](#)
- [Sept 2007 - June 2008](#)
- [Sept 2006 - June 2007](#)

- [Sept 2004 - June 2005](#)
- [Sept 2003 - June 2004](#)
- [Sept 2002 - June 2003](#)

- [Sept 2001 - June 2002](#)
- [2000](#)
- [1999](#)

Date	Author	Article Name
Current Issue: <a href="#">March/April 2009</a>	Rebecca Metschke Melody Brumis Andrea Wenger	<i>Eight Job Search Myths — Busted</i> <i>Write on Time: Keep Those Kudos Coming</i> <i>Obsessed With Possessives</i>
<a href="#">January/February 2009</a>	Paul Mueller Adrienne Tange Liz Miller Sri Kumari	<i>The Yellow Brick Road to Technical Communication</i> <i>Write on Time: Tips to Get Over Sales Rejection Fast</i> <i>Why Did You Spam Me?</i> <i>Book Review: Indlish — The Book for Every English Speaking Indian</i>
<a href="#">November/December 2008</a>	Karen Reiser Louellen S. Coker Melody Brumis Bruce A. Walat	<i>That or Who? Knowing When 'Who' is More Appropriate</i> <i>Creating a Professional Portfolio</i> <i>Write on Time: Marketing Your Business</i> <i>Now, More Than Ever, STC is Important to Your Career</i>
<a href="#">September/October 2008</a>	Karen Reiser Steven Oppenheimer Adrienne Tange T.R. Girill Gwaltney Mountford Patrick Lufkin Patrick Lufkin	<i>That or Which? Don't Misuse These Relative Pronouns</i> <i>Patent Careers for Technical Writers, Engineers, Scientists, and Medical Professionals - Part 2</i> <i>Write on Time: Tips for Small Business Success</i> <i>Introducing Science Teacher-Interns to Technical Writing</i> <i>Get in the Running 2008</i> <i>Call for Entries: 2008-09 Northern California Technical Communication Competition</i> <i>Call for Judges: 2008-09 Northern California Technical Communication Competition</i>

<a href="#">May/June 2008</a>	<p>Laura Dahlinger T.R. Girill <b>Meryl Natchez</b></p> <p>Steven Oppenheimer Danett Weinshelbaum</p>	<p><i>The Lone Writer as Project Manager</i> <i>Literacy Outreach by E-Mail</i> <i>TechProse Still a Resource for Bay Area Consultants and Companies</i> <i>Patent Careers for Technical Writers, Engineers, Scientists, and Medical Professionals - Part 1</i> <i>Garden Solace</i></p>
<a href="#">March/April 2008</a>	<p>Laura Dahlinger and Josette Schaber Linda Cunningham <b>Jane Olivera</b> Andrew Davis</p>	<p><i>Transitioning from Technical Communicator to Project Manager</i> <i>Gems from the Writing Boot Camp</i> <i>Windows on a Macintosh Computer</i> <i>Technical Communications Internships - What, Why, Where, and How?</i></p>
<a href="#">January/February 2008</a>	<p>Joseph M. Humbert Patrick Lufkin T.R. Girill Andrew Davis Joseph M. Humbert (with Gwaltney Mountford &amp; Helen Cheung)</p>	<p><i>Podcasting Speaker Programs for STC Communities</i> <i>How Suite It Is: Adobe Showcases Its New Technical Communication Suite</i> <i>Literacy Project Resource Sharing</i> <i>Popular Misperceptions About Contracting</i> <i>2007 Holiday Party</i></p>
<a href="#">September/October 2007</a>	<p>Patrick Lufkin Andrew Davis Patrick Lufkin Patrick Lufkin Richard Mateosian</p>	<p><i>STC Board of Directors Visits Bay Area</i> <i>Creating Structured Documentation — Will You Lead or Follow?</i> <i>2007 Gordon Scholarship Winners</i> <i>Call for Entries: 2007-08 Northern California Technical Communication Competition</i> <i>Call for Judges: 2007-08 Northern California Technical Communication Competition</i></p>
<a href="#">May/June 2007</a>	<p>Jeanie Egbert Patrick Lufkin Andrew Davis T. R. Girill Andrew Davis</p>	<p><i>EBSTC Wins STC Awards!</i> <i>STC Board to Honor Bay Area with Important Visit</i> <i>Volunteers Needed for the 2007 Bay Area Networking Guide (BANG)</i> <i>Technical Writing Returns to Oakland's Media Academy</i> <i>Interview Tips — DOs and DON'Ts</i></p>
<a href="#">March/April 2007</a>	<p>Patrick Lufkin Andrew Davis Kathryn Munn Gwaltney Mountford</p>	<p><i>MadCap Flare and the RoboHelp Saga</i> <i>Synergistech's 2007 Job Market Perspective</i> <i>Documenting APIs: Your First Week on the Job</i> <i>Get in the Running</i></p>

<a href="#">January/February 2007</a>	T. R. Girill Helen Cheung Guy Ball	<i>Building Science-Relevant Literacy With Technical Writing in High School</i> <i>West Meets East</i> <i>Creating Video / Web Seminars</i>
<a href="#">November/December 2006</a>	T. R. Girill Dara Golden Patrick Lufkin Patrick Lufkin	<i>Literacy Outreach to Science Students Through Their Teachers</i> <i>Conducting Interviews</i> <i>Is Podcasting in Your Future?</i> <i>EBSTC Career Connection Reaches Out to Students</i>
<a href="#">September/October 2006</a>	Helen Cheung Dara Golden Melody Brumis	<i>My Experience as Vice President of Programs</i> <i>Beyond the Resume</i> <i>Member Spotlight on Linda Cunningham</i>
<a href="#">May/June 2005</a>	Patrick Lufkin Gwaltney Mountford Elaine Parrish T. R. Girill	<i>Leadership for the Emerging Future</i> <i>College Liaison Committee: The New Kid on the Block</i> <i>Sentence's Little Helpers</i> <i>How Technical Writing Supports High School Science</i>
<a href="#">March/April 2005</a>	Joy Montgomery Dara Golden Elaine Parrish Sue Phelan	<i>Surviving Resume Screening, a Brutal Process!</i> <i>Volunteer Editing and Writing</i> <i>The Truth About Ampersands</i> <i>EBSTC Needs You!</i>
<a href="#">January/February 2005</a>	Joy Montgomery Dara Golden T. R. Girill Elaine Parrish Beau Cain Becky Rude	<i>Accentuate the Postive; Eliminate the Negative</i> <i>Volunteer Editing and Writing</i> <i>Tech Writing Outreach Meets CAHSEE in Oakland</i> <i>New Year's Resolutions for Writers</i> <i>Director's Report</i> <i>Annual Member Survey</i>
<a href="#">November/December 2004</a>	Laura Phillips Joy Montgomery Elaine Parrish Charleen Earley Elaine Parrish Suzanna Laurent	<i>Transition, Change, A Rose by Any Other Name...</i> <i>Psst—Wanna Know a Secret?</i> <i>On Becoming a "Senior"</i> <i>Member Spotlight: Liz Miller</i> <i>Confounding Compounds</i> <i>TRAF Technique Saves Time</i>

<a href="#">September/October 2004</a>	Dara Golden T. R. Girill Judy Herr Melody Brumis Elaine Parrish June Schaefer	<i>Top Ten Things I Wish I'd Known Sooner</i> <i>Sharing Outreach More Effectively</i> <i>Confessions of an STC Conference Groupie</i> <i>Member Spotlight: Sherry Smith</i> <i>Infini(iv)e Possibilities</i> <i>Keeping Our Archive Updated</i>
<a href="#">May/June 2004</a>	Dara Golden T. R. Girill Gwaltney Mountford Elaine Parrish	<i>Marketing Your Non-Writing Skills</i> <i>An Outreach Theme with Five Variations</i> <i>STC Transformation Project</i> <i>Quick and Dirty Copyediting</i>
<a href="#">March/April 2004</a>	Jon Rude David Dick & Kathy Bine Vesa Purho Dara Golden Elaine Parrish	<i>Helping Make Projects Work</i> <i>Documentation Management for Dummies</i> <i>Well Planned Is Half Done</i> <i>First Impressions: Resume Tips</i> <i>Ask Elaine: Double Trouble</i>
<a href="#">January/February 2004</a>	Sarmistha Purkayastha Suzanna Laurent Adrienne Tange Dara Golden Elaine Parrish T. R. Girill Marsha Howard	<i>How I Became a Technical Writer</i> <i>Strategies for Making Change Work</i> <i>Seasonal Poem</i> <i>Style Guides: Basic Considerations</i> <i>Ask Elaine: The Little Things</i> <i>Autumn Literacy Outreach Update</i> <i>Member Spotlight: Joe Humbert</i>
<a href="#">November/December 2003</a>	Dara Golden Suzanna Laurent Adrienne Tange Melody Brumis Elaine Parrish	<i>What's in a Mark?</i> <i>What do I Get for Belonging to STC?</i> <i>Short Story: Half-Full</i> <i>Spotlight on Hillary Russak</i> <i>Ask Elaine: A Matter of Style</i>
<a href="#">September/October 2003</a>	Susan Harlan T. R. Girill Susan Harlan Adrienne Tange Elaine Parrish Becky Rude	<i>Notes on the 2003 Annual STC Conference</i> <i>How Literacy Outreach Spent Summer Vacation</i> <i>STC as a Volunteer Organization</i> <i>Short Story: Lethal Pen</i> <i>Ask Elaine: Reining in Apostrophilia</i> <i>Spotlight on Elaine Parrish</i>
<a href="#">May/June 2003</a>	Don Huntington Kristine Hahn Rusty Jorgensen T. R. Girill	<i>An Online Project Info Solution (Part 2)</i> <i>Single-Sourcing, XML, Alphabet Soup</i> <i>Dare to Be Dumb</i> <i>Acting Locally, Thinking Globally in Literacy Outreach Project</i>

<a href="#">March/April 2003</a>	Elaine Parrish Don Huntington Scott Wallace Linda Shaltz  Susan Harlan	<i>Copyediting—Who Needs It?</i> <i>An Online Project Information Solution</i> <i>Style Guides to the Rescue</i> <i>What Does Video Capture Have to Do With Writing?</i> <i>Alternative Jobs or Alternative Job Search Methods?</i>
<a href="#">January/February 2003</a>	Gwaltney Mountford Melody Brumis Don Huntington Scott Wallace	<i>Contracting: Is It for You?</i> <i>You Have a Contract—Now What?</i> <i>A Plan for Creating Internal Newsletters</i> <i>Taming the Tech-Neologism</i>
<a href="#">November/December 2002</a>	Don Huntington  Adrienne Tange Don Huntington	<i>Responding to the Changing Face of the Tech Writer's Role</i> <i>Terminal Contract</i> <i>Staying Busy in a Slumping Economy</i>
<a href="#">September/October 2002</a>	Gwaltney Mountford Susan Harlan Scott Wallace	<i>Nashville Nuggets</i> <i>Trends in Technical Writing</i> <i>The Great "Web" vs. "web" Debate</i>
<a href="#">May/June 2002</a>	Don Huntington John Gallagher Ashwini Tharval & Dipali Godbole Scott Wallace Becky Rude	<i>It Takes a Sexually Stimulated Man...</i> <i>Cross-Cultural Interactions</i> <i>Home Away from Home</i>  <i>Writing Effective Online Copy</i> <i>Spotlight on Wallace Clements</i>
<a href="#">March/April 2002</a>	Faraz Hoodbhoj Roz Rogoff Dan Day Ashwini Tharval Scott Wallace Adrienne Tange	<i>3G for Everyone</i> <i>Accessibility = Usability</i> <i>Characterizing Materials on the Nanoscale</i> <i>Technology Unraveled</i> <i>Web Usability</i> <i>Spotlight on Coralyn K. McGregor</i>
<a href="#">January/February 2002</a>	T. R. Girill Gwaltney Mountford Diana Wilcoxson Bill Ardis Scott Wallace Adrienne Tange	<i>Looking Back: Technical Writing in the Bay Area</i> <i>Morphing Through the Decades</i> <i>We've Come a Long Way</i> <i>DOS Revisited: 20 Years of C-Prompts</i> <i>Editorial Content on the Web</i> <i>Spotlight on June Schaefer</i>

<a href="#">November/December 2001</a>	Linda Shaltz Angelina Nachimuthu Terri Winters Liz Miller Bill Ardis Adrienne Tange	<i>Fight or Flight?</i> <i>Online Job Search: Some Tips and Techniques</i> <i>Resumes That Shine</i> <i>Punch Up Your Portfolio</i> <i>Diary of a Consultant</i> <i>Spotlight on Sue Phelan</i>
<a href="#">September/October 2001</a> (1.3 MB PDF)	Don Huntington Ashwini Tharval Patrick Lufkin Patricia Smith Rosalind Rogoff Richard Lederer	<i>Grasping the Essentials in Writing for an Online Audience</i> <i>An Introduction to XML</i> <i>Touchstone 2001 Seeks Entries, Volunteers</i> <i>Joys and Pitfalls of Contracting and Consulting</i> <i>Reinventing the Wheel</i> <i>Devouring Words</i>
<a href="#">January/February 2000</a> (1.5 MB PDF)	Lenore Weiss Rosalind Rogoff Andrea Ames	<i>Stranger in Paradigm</i> <i>Is It Live or Is It Memorex?</i> <i>Director-Sponsor Report:</i> <i>1999 Region 8 Conference</i>
<a href="#">November/December 1999</a> (1.9 MB PDF)	Lenore Weiss & Judith Herr Dana Chisnell Judith Herr Lenore Weiss Judith Herr Judy Skinner	<i>Technical Literacy Program at Fremont High School</i> <i>STC Outreach -- Where You Come In</i> <i>Art of Leading of an STC Chapter</i> <i>Lenore Visits a Class at Fremont High</i> <i>What Do You Want to be When You Grow UP?</i> <i>Eating Tomato Soup With a Fork</i>
September/October 1999 (1.3 MB PDF - Not available)	Jane C. Frazier	<i>Employees and Business Process: The Point of the Shared View</i>
<a href="#">July/August 1999</a> (583 KB PDF)	Lu Rehling Lenore Weiss Alice Gallagher  Rosalind Rogoff Anahita Wager Smith	<i>It's Our Future, So Let's Make the Most of It</i> <i>Creating Partner Documentation</i> <i>Today's Technical Communications Job Market --</i> <i>Answers to Some Frequently Asked Questions</i> <i>Technical Training: Help Authoring Tools</i> <i>Using Knowledge Management to Organize and Deliver Information</i>