

Devil Mountain Views

Newsletter of the East Bay Chapter of STC

Supporting technical communication in the San Francisco Bay Area since 1962

November/December 2008

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Council Officer's Election was announced at the November 6th meeting -- Congratulations to the new officers:

- [Ann Adams](#), President
- [Adrienne Tange](#), President-Elect
- [Joe Humbert](#), Treasurer
- [Jeanie Egbert](#), V.P. Arrangements
- [Gina Gotsill](#), Secretary
- [Richard Mateosian](#), Nominating Committee

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Feature Articles



Award of Excellence
2006-2007
STC
International
Newsletter
Competition

[That or Who? Knowing When *Who* is More Appropriate](#)

[Karen Reiser](#), a freelance writer and editor in Ohio, provides guidelines and examples to help us determine when to use "that" or "who" as relative pronouns to introduce adjective clauses.

[Creating a Professional Portfolio](#)

[Louellen S. Coker](#), owner and President of Content Solutions in Denton, Texas, and an Award of Excellence Winner in the Society for Technical Communication's 2008 International Technical Publications Competition, shares tips about creating a professional portfolio.

[Write on Time: Marketing Your Business](#)

[Melody Brumis](#), EBSTC Senior Member/Publicity Manager, describes how she and business partner Adrienne Tange market their writing business, Write on Time Solutions.



Award of Excellence
2006-2007
STC Chapter
Achievement
Award

[Now, More Than Ever, STC is Important to Your Career](#)

Bryce A. Walat, President of the Pittsburgh STC Chapter, is a technical writer and editor who lives in Coraopolis, Pennsylvania. Read his letter to STC members for insights about why we should renew our STC memberships.



SOCIETY FOR TECHNICAL COMMUNICATION

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That or Who? Knowing When *Who* is More Appropriate

by [Karen Reiser](#) , guest contributor

Karen Reiser is a freelance writer and editor living in Northeast Ohio. Her experience editing varies over the past six years from trade magazines and physics journals to more literary works including novels and short stories.

A previous [article](#) discussed the use of "that" and "which" and the correct uses for them as relative pronouns, especially since they are typically used incorrectly. However, another common misuse of "that" is illustrated below.

Jennie went shopping with her friend that needed new shoes.

David mowed the lawn for his neighbor that was out of town.

So what's wrong with these sentences? Structurally, they are fine. "That" can, in fact, be used to refer to people, especially if the relative clause is restrictive. However, this doesn't mean that it's necessarily the best relative pronoun to use in relative clauses referring to people. Compare the previous sentences to the following:

Jennie went shopping with her friend who needed new shoes.

David mowed the lawn for his neighbor who was out of town.

These sentences obviously read much better. Many stylebooks prefer these versions of the sentences as well. Consider the following guidelines when trying to determine whether to use "that" or "who."

When to Use *Who* As a relative pronoun, it is fairly limited. "Who" (as well as its inflections "whose" and "whom") can only be used to refer to people or entities equated with people (like deities and occasionally pets). It should never be used when referring to things or animals.

I followed the girl who was running down the street.

When to Use *That* "That" can refer to animals, things, and people and should be used when the clause is restrictive. As mentioned before, "that" can be used to refer to human beings but is not the preference of most writers and editors. The problem with "that" arises when writers use it as the default relative pronoun, especially when "who" should be used. The following is a correct use of "that":

Ron found the car that he wanted.

Exception to the Rule As you've come to expect with grammar rules, there is an exception. While it is preferable to use "who" when referring to people, "that" can (and should) be used when the sentence has more than one relative clause and "who" has already been used. This will help avoid awkwardness and repetition. The following example illustrates this:

That is the woman who shared her apartment with the man that took her money.

Keep these simple rules in mind when you need to use relative pronouns.



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Creating a Professional Portfolio

by [Louellen S. Coker](#), owner of Content Solutions — a certified Women's Business Enterprise (WBE)

Louellen S. Coker is past president of the Lone Star Community and a member of the CIC, Lone Writers, and Marketing SIGs. When not at her computer, you can find her training for the next marathon or sailing with her husband. Check out her web site at www.yourcontentsolutions.com and blog at www.yourcontentnotes.com.

A portfolio is a technical communicator's most important marketing tool. It highlights talents and abilities while giving prospective employers or clients an opportunity to learn about the candidate's skills and career direction.

Professional portfolios are as indispensable as résumés. Your portfolio — whether hard copy, digital, or both — is your showcase. You have the opportunity to show samples of your work that best portray your skills and career direction.

Portfolios evolve according to your purpose and your audience. For those of you who think that you will receive job offers or new clients by throwing together a few samples of your work, rethink your assumption. With careful planning, organization, and ongoing assessment, your portfolio in its various forms will be an indispensable asset.

Planning the Portfolio Planning is vital to create a portfolio that is a creative and robust expression of you. During this stage, think about the samples that you want to include. Make sure that they accurately portray your talent and skills. Consider, too, your intended delivery method.

Gathering Samples Samples include, but are not limited to, the following:

- Your résumé
- Samples of your writing, graphic design, document design, editing, Web design, or anything you can use to promote yourself
- Certificates or list of awards and honors
- Fact sheet of your skills, interests, community involvement, and other information that does not fit on your résumé

- Letters of recommendation or thanks
- Newspaper articles that address some sort of achievement
- Reflection or process summary of each item

Be sure to archive your samples logically. Without organization, the sudden interview can turn into a nightmare.

You also need to consider intellectual property rights and obtain permission to include them. If an owner does not grant permission, consider another way to document that effort, such as a simple description or a mockup.

Determining the Delivery Method As you gather your samples, consider the options for paper or digital delivery:

- **Archive** — Your "master portfolio," a collection of every possible sample that you could include in your portfolio.
- **Presentation** — A collection of the samples that you can use in face-to-face meetings. Usually you bind it professionally.
- **Sample/Leave-Behind** — A smaller collection of samples, often only specific portions of your work, used to submit with an application or to leave with a face-to-face interviewer. This collection, while still very professional, is less costly to produce. Independent contractors and consultants will typically create a pamphlet or a brochure.
- **Digital** — Any and all of the aforementioned samples that can accompany a hard copy portfolio or be a stand-alone product. It is an excellent way to showcase additional talents such as HTML, CSS, and Web graphics.

Organizing Your Portfolio Whether paper or digital, your portfolio should reflect your ability to work on different types of projects, while meeting the needs of the audience or client. It should be consistent, organized, descriptive, and easy to use as a marketing tool.

Most commonly, you will have control of your portfolio and will be able to guide people through it. Sometimes, however, your portfolio will be passed around the room during the discussion, or someone else will click through the digital pages. Your audience will evaluate both how well you can navigate your own portfolio and their own ability to navigate it.

Use a connecting thread to enhance your portfolio's organization:

- **Hard copy** — Divider pages and tabs help your audience navigate artifacts quickly. A color scheme and logo or other graphical element lends consistency. Chunking similar samples contributes to usability. All of these things make your portfolio memorable and give your portfolio a professional look and feel.
- **Digital** — Digital portfolios can be presented on the World Wide Web or on a CD or DVD. Unlike your hard copy portfolios, the user can access your information with limited direction from you. They will make their way through the information as their motives guide them without any verbal explanation or descriptions from you.

This type of portfolio allows the prospective client to view you, the source of your work, and how you work with style sheets, word processing software, HTML, Web development software, and page layout software. You should present your information in a consistent, organized, descriptive, and navigable manner. Louise Keeton explains in her presentations on professional portfolios: "Templates and consistent navigation schemes for HTML pages in a digital portfolio act like divider pages and tabs and provide the same benefits." (See References below for Keeton's presentation.)

Assessing the Portfolio Whether your portfolio is hard copy or digital, you must be diligent in updating it so that you remain competitive. With that in mind, portfolios are never "complete." There are always new samples to add, new skills to highlight, and less effective samples to remove or replace. To make this task easier, consider using a reminder system.

Any combination of the following methods will work-as long as you use it consistently:

- Keep a special folder on your desktop and place electronic copies in it as you finish projects.
- Keep a folder close at hand and place copies of everything you do in that folder.
- Keep a simple list of items with dates and file locations.

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Write on Time: Marketing Your Business



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.

Starting a Business

This year, we've started a small business called Write on Time Solutions. While starting off as a technical writing company, we've now expanded into more creative writing, including communications, ghost writing, and, of late, blogging. One of our biggest challenges has been how to successfully market our business.

Adrienne and I have been in the technical writing world for a combined 40+ years. We've been employees, contractors, and independent consultants, but now we're selling a small business. We're selling the idea that we can come in, estimate a project, and assign all the resources required to get the job done.

Finding Expert Help

How do we do this? Adrienne and I brainstormed, and decided we needed to consult the experts. We found experts all around us. My brother George, a former advertising copywriter, was now selling his own business, [RFP MD](#). We talked to him.

We also did informational interviews with successful small business owners from our own STC chapter: Joy Montgomery of [Structural Integrity](#) and Gwaltney and Carl Mountford of [Mountford Group Inc](#). We took them to lunch and asked lots of questions.

Marketing Ourselves

We came up with the following marketing ideas, some of which we've already put in motion:

- Send out a marketing piece to family, friends, and our customer base to introduce who we are and what we do. Include a handwritten personal note in each communication.
- Tell everyone you come across in your daily life what you do and hand them a business card. Practice an elevator speech about your small business.
- Network, network, network. Go to your local STC chapters (East Bay , Berkeley, North Bay, San Francisco, and Silicon Valley) and sell yourself.
- Come up with a topic of interest to yourself and other small business owners and prepare a presentation. Present it at your local Chamber of Commerce.
- Create a Web site for the business and update it often. Our Web site (www.writeontimesolutions.com) is up and running.
- Start a blog about anything of relevance to the business and write entries often. Our blog is called On the Write Road (www.onthewriteroad.com).
- And, finally, say yes to all those friends who have been sending you invites to LinkedIn, FaceBook, and other online social marketing sites. Be sure to introduce your business in your profile and write clearly about what you are selling.

Keeping Track — What Works — What do we do next? We'll try out some of these marketing ideas and see what happens. Dr. Mike Unwalla keeps track of what marketing ideas work on his Web site ([TechScribes marketing results](#)). We'll ask that simple question: Where did you hear of us? And, we'll keep on trying new ideas.

Since our column is to share the "how tos" of small business we'll also report back here on what happens. Do you have a marketing idea for us? Please send it to info@writeontimesolutions.com. If we use it, we'll take you out to lunch to hear more.

Melody and Adrienne will be writing this column together to help you achieve small business success. If you have any questions for us, please email us at info@writeontimesolutions.com and we will address them in future columns.



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Now, More Than Ever, STC is Important to Your Career

by [Bryce A. Walat](#)

President of STC Pittsburgh

Note from Bryce A. Walat: *I wrote this rather timely item as our chapter's monthly president's column. I'd like to share it with you, especially because many members are thinking about not renewing or joining, given the current economic situation.*

A Letter to Fellow STC Members

Recently, I've heard STC members talking about the economy, especially the rising cost of fuel, food, health care, and other necessities, and the falling value of their homes and investments. For some STC members, their STC membership is a prime candidate for an "extra" item to cut from their personal or professional budgets. You may be thinking about not renewing your membership when it expires, or if you aren't a current member, you may be having second thoughts about joining STC. You may also be thinking about cutting back on meetings or events.

Question

Before you decide, I'd like to ask you this question: Over your lifetime, what is your biggest and most valuable asset?

- Your home
- Your education
- Your career
- Your retirement plan

Answer Your career is your biggest and most valuable asset. Your career gives you the income to afford the necessities of life, such as food, clothing, and shelter, as well as other important necessities, such as an education, real estate, a retirement plan, and other investments. When you think about how much of your lifetime is spent working, you can see why your career is so important. That's why it's important to manage your career well. STC helps you manage your career by helping you to do the following:

- Launch your technical communication career or transition into a technical communication career.
- Learn new skills and enhance existing ones.
- Find opportunities to network with fellow technical communication professionals.
- Find a new or better job.
- Launch an independent technical communication career.
- Find help when you need it.
- Improve your "soft" skills, such as public speaking or team-building skills.

Cost and Benefits The cost of STC membership is "chump change" compared to the value that it adds to your career. For example, STC's articles, seminars, and conferences give you knowledge and skills not only to keep up with changes in the fast-paced technical communication field, but also to get ready for the technical communication jobs of the future.

On a personal note, I've now been through four "career transitions" in my eight years as a technical communicator. In some cases, they occurred because of circumstances beyond my control, such as economic conditions; in others, my actions might have led to a different outcome. In every case, I found STC to be a helpful resource to manage those transitions.

STC proved valuable as a go-to for technical communication job leads, ways to improve my technical and interpersonal skills, and assurance that I wasn't alone in my career transition. STC Pittsburgh's WorkQuest was, as the MasterCard slogan goes, priceless. In addition, in every case, employers noticed my STC membership on my resume, and some even knew of me from STC.

Join Now For a Bonus As president of STC Pittsburgh, part of my job is promoting the Chapter and the Society. I wrote this column as a way to promote STC and to make a case that STC is more important to your career in times like these. I also wrote it to explain how STC helped me and why I joined STC.

With that in mind, if you join or renew your membership in November, you'll receive two months free, because your membership won't expire until the end of 2009. Visit stc.org to join or renew.



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President's Message



by [Helen Cheung](#)

EBSTC president

Greetings East Bay STC Chapter members!

The year is winding down quickly as we once again get ready for the hectic holiday season. Thanks to our newsletter volunteers for putting together another issue. I hope you will find the articles in this issue useful.

Last Message as Your President

This is my last message as your president. We will have a new president and a president-elect in January 2009. The Chapter election ballot was sent out a few weeks ago. I hope you returned your vote. I will announce our new leaders at our November meeting. Still open are the vice president of programs and nominating committee positions. If you are interested in one of these important roles, please let me know.

Updates

Our chapter continues to keep busy, and we have had two informative programs since we resumed from our summer break in September. The following are some quick chapter updates:

- As I write this message, the leadership team is scheduled to meet on October 27th. This is the last council meeting under my leadership. Council meeting minutes will be posted on our Web site at <http://www.ebstc.org/administration.html>.
- I contacted members who have not renewed their membership with STC or our chapter. I wanted to reach out to them to encourage them to renew and to find out why they will not renew if that is the case. I have received several responses. Most people said they have moved out of the technical communication profession and do not plan to renew their STC membership. One member did respond that she plans to renew with our chapter.
- Our chapter is co-sponsoring the Northern California Technical Communication Competition. Information can be found at

<http://stc-touchstone.org/>

- We submitted our newsletter for the STC Newsletter Competition. We will find out in the next few months if we won. We have won a Merit award the year before and an Excellence award last year.
- We submitted a Community Status Report to STC headquarters in August to inform them of our chapter's achievements and challenges. I will submit another update in December.
- We submitted a Community Financial Report to STC headquarters in September using the new process and guidelines which now includes reporting our finances to the IRS. Yet another form to complete, huh, Joe (our treasurer)?

What's to Come

- We are still working on a Webinar for this year. The Webinar will be a special topic outside of our monthly meetings. The Webinar Committee is working out the details. Stay tuned for more information.
- Look for another hands-on workshop early next year. We are looking into a possible topic on instructional design.

A Few Reminders

Just don't want you to forget:

- 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). Deadline is December 2, 2008.
- If you haven't renewed your STC membership with East Bay, we encourage you to do so. <http://www.stc.org/membership/join01.asp> In this issue of our newsletter, Bryce Walat, President of the STC Pittsburgh PA Chapter, wrote an interesting [article](#) about membership justification. I hope you will read it and find it useful in making your decision to renew your membership.
- 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.

Upcoming Programs

The following programs are coming up:

- November 6th - "Concision and Clarity: Decreasing Word Count and Increasing Readability" with Susan Ledford
- December 4th - "An Overview of Trends, Tools, and Technologies in Software User Assistance" with Joe Welinske of WritersUA
- January 8th - To be determined. Note this is the second Thursday of the month due to the New Year's holiday.

We are busy planning programs for the rest of the year, so do visit our Web site for updated program information.

As always, if you have any questions or comments, feel free to drop me a note at helen_ews@yahoo.com.

Thanks for Everything

I'd like to close my message by thanking all of our members. Without your support and guidance, we would not be where we are today. It has been a great 18 months, and I have learned so much from our amazing Leadership Team and fellow members. It's been a lot of work, but it's been worth the time and effort. I feel we have accomplished a lot. As I look back on my presidency, I am proud of what we have achieved and also excited about the new leaders and what they will bring to our chapter next year. It's been an honor serving as your president. Let's keep the momentum going! See you at the next meeting!

Have a safe and happy holiday.

Warm regards,
Helen



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Editor's Message

by [Alliene Turner](#)



Alliene is a returning STC member and long-time East Bay resident.

Welcome. First of all, we need to thank Associate Editor, **Joe Humbert**, and editor, **Susan Moxley**, for helping with this edition of the *Devil Mountain Views*.

Guest editor, **Karen Reiser**, from Suite 101, is back again to help us understand how to use "that" and "who" correctly in our writing.

Guest writer, **Louellen S. Coker**, owner of Content Solutions, shares tips on creating a professional portfolio.

Melody Brumis describes how she and business partner Adrienne Tange are marketing their new business, Write on Time Solutions.

Bryce A. Walat, President of the Pittsburgh, PA STC Chapter, lists many and very good reasons why now more than ever it's important to renew our STC memberships.

Sharing articles from other areas and STC chapters is interesting, but how about more "home grown" articles? The next DMV deadline is

December 2. Send your ideas and articles to me, Alliene Turner, at hairston.turner@gmail.com. ▲

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Chapter Meeting Information

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.

November 6, 2008

Concision and Clarity: Decreasing Word Count and Increasing Readability

When we reduce word count, we work smarter, and we save time and money (for ourselves, our employers, and our audiences). Fortunately, we also serve our audience more effectively and efficiently. We can have it all!

As technical communicators, we face many challenges: increasingly complex information, ever more diverse audiences, multiplicity of authoring and delivery systems; and escalating demand for efficiency and quality. Word-count reduction (application of the principles and strategies of concision and minimalism) is an efficient and effective tool that addresses all of these challenges.

In this program, we will explore, through example and discussion, various word-reduction and minimalist strategies that can be applied to any and all communications. Please, bring your thinking cap and prepare to participate! No hard-and-fast rules. Much judgment required.

Speaker [Susan Ledford](#) is a reading and writing specialist, a technical editor, a teacher, a curriculum developer, and, last but not least, a senior member of STC.

Susan has worked in education since 1967 and in high tech since 1997. Currently, she edits documentation and curriculum materials for Oracle Hyperion and teaches writing workshops as opportunity arises — such as for Oracle University, Jabil Circuit, San Jose University, and STC.

Susan completed her M.A. in learning theory and her education specialist credentials at College of Holy Names, her Professional and Technical Communication Certificate at San Jose State University, and her basic teaching credentials at University of

California at Berkeley.

December 4, 2008 [An Overview of Trends, Tools, and Technologies in Software User Assistance](#)

The application of technical communication skills to the development of software user assistance has grown immensely in the past twenty years. This specialization is very fulfilling and challenging and technical communicators are finding their role in the software development process to be increasingly valued. User assistance is much more than "Help." It encompasses a wide range of skills and technologies that are combined to improve the software user's experience. We contribute through wizards, tutorials, and web-based training. We develop and populate knowledge bases and content management systems. Printed manuals and their PDF equivalents are still an important element of our documentation sets.

Many of us are now embedding helpful content directly into the user interface. We are involved with usability testing, localization, testing, quality assurance, and branding. This presentation provides a cutting-edge overview of the latest trends in software user assistance, defines the key terminology, highlights the most important technologies, and offers predictions on future directions of our field. The seventy-five minute session should be of interest to technical communicators of all backgrounds and experience levels.

Speaker [Joe Welinske](#) is the president of WritersUA, formerly known as WinWriters. WritersUA is a company devoted to providing training and information for user assistance professionals. The WritersUA/WinWriters Conference draws hundreds of attendees each year from around the world to share the latest in user assistance design and implementation. The free content on the [WritersUA web site](#) attracts over 20,000 visitors each month.

Joe has been involved with software documentation development since 1984. Together with Scott Boggan and David Farkas, Joe authored two editions of the popular and pioneering book *Developing Online Help for Windows*. He has also taught online Help courses at the University of Washington, UC Santa Cruz, and Bellevue Community College.

Joe received a B.S. in Industrial Engineering from the University of Illinois in 1981, and a M.S. in Adult Instructional Management from Loyola University in 1987. Joe was the President of STC Puget Sound Chapter from 2006-2008 and is now Vice-President in charge of sponsorships. ▲

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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	Berkeley	Richard Mateosian
Week 3	San Francisco	Gilbert Gonzalez
Thursdays	Chapter	President
Week 1	East Bay	Helen Cheung
Week 3	North Bay	Chris Muntzer / Michael Meyer
Week 4	Silicon Valley	DJ Cline

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.

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



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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.

Christine Blackman
Lindsay Gower

Congratulations to our newly conferred senior members since July 2007. According to the STC bylaws, the grade of senior member is conferred upon those who have held the grade of member in STC for five years.

Don W. Benesh
Dawn M. Escorcio
Janet Gray
Lindsay A. Gower
Kenneth B. Chinn



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](#).

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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 (September, November, January, March, May) with occasional e-news.

ARTICLE SUBMISSION DEADLINES

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

[Helen Cheung](#), 510-219-0995

PRESIDENT-ELECT

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[Ann Adams](#)

V.P. ARRANGEMENTS

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DMV History

Note: We will update this section as our chapter archives are updated. If you were a managing editor during a time frame that is missing from the history, please [let us know](#).

Year	Notes
2007–2008	Managing editors: David Eicher, Joseph Humbert, Alliene Turner Award of Excellence in the STC International Newsletter Competition.
2006–2007	Managing editor: David Eicher Award of Merit in the STC International Newsletter Competition.
2004–2005	Managing editor: Becky Rude Award of Excellence in the STC International Newsletter Competition.
2003–2004	Managing editor: Becky Rude Guest managing editor: Gwaltney Mountford Award of Excellence in the STC International Newsletter Competition.
2002–2003	Managing editor: Ashwini Tharval Best of Show, Most Improved, Distinguished Technical Communication awards in the STC International Newsletter Competition.
2001–2002	Managing editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format. Award of Merit in the STC International Newsletter Competition.
1999–2001	Managing editor: Teresa Washburn Award of Excellence in the STC International Newsletter Competition.
1997–1999	Managing editor: Kelly Walker Award of Excellence in the STC International Newsletter Competition.
1996–1997	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.

1995–1996	Managing editor: Bruce Robinson An offshoot, the <i>Twig</i> , is published by President Gwaltney Mountford to supplement the <i>East Bay Log</i> .
1994	Newsletter name changed to <i>East Bay Log</i> .
1962	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.) ▲

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Advertising Policy

These companies have generously sponsored this newsletter.

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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.

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- [Sept 2001 - June 2002](#)
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Date	Author	Article Name
Current Issue: November/December 2008	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>
September/October 2008	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>
May/June 2008	Laura Dahlinger T.R. Girill Meryl Natchez Steven Oppenheimer Danett Weinshelbaum	<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>

March/April 2008	<p>Laura Dahlinger and Josette Schaber Linda Cunningham Jane Olivera 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>
January/February 2008	<p>Joseph M. Humbert Patrick Lufkin T.R. Girill Andrew Davis Joseph M. Humbert (with Gwaltney Mountford & 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>
September/October 2007	<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>
May/June 2007	<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>
March/April 2007	<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>
January/February 2007	<p>T. R. Girill Helen Cheung Guy Ball</p>	<p><i>Building Science-Relevant Literacy With Technical Writing in High School</i> <i>West Meets East</i> <i>Creating Video / Web Seminars</i></p>

<p>November/December 2006</p>	<p>T. R. Girill Dara Golden Patrick Lufkin Patrick Lufkin</p>	<p><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></p>
<p>September/October 2006</p>	<p>Helen Cheung Dara Golden Melody Brumis</p>	<p><i>My Experience as Vice President of Programs Beyond the Resume</i> <i>Member Spotlight on Linda Cunningham</i></p>
<p>May/June 2005</p>	<p>Patrick Lufkin Gwaltney Mountford Elaine Parrish T. R. Girill</p>	<p><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></p>
<p>March/April 2005</p>	<p>Joy Montgomery Dara Golden Elaine Parrish Sue Phelan</p>	<p><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></p>
<p>January/February 2005</p>	<p>Joy Montgomery Dara Golden T. R. Girill Elaine Parrish Beau Cain Becky Rude</p>	<p><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></p>
<p>November/December 2004</p>	<p>Laura Phillips Joy Montgomery Elaine Parrish Charleen Earley Elaine Parrish Suzanna Laurent</p>	<p><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></p>
<p>September/October 2004</p>	<p>Dara Golden T. R. Girill Judy Herr Melody Brumis Elaine Parrish June Schaefer</p>	<p><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></p>

May/June 2004	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>
March/April 2004	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>
January/February 2004	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>
November/December 2003	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>
September/October 2003	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>
May/June 2003	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>
March/April 2003	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>

January/February 2003	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>
November/December 2002	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>
September/October 2002	Gwaltney Mountford Susan Harlan Scott Wallace	<i>Nashville Nuggets</i> <i>Trends in Technical Writing</i> <i>The Great "Web" vs. "web" Debate</i>
May/June 2002	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>
March/April 2002	Faraz Hoodbhoy 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>
January/February 2002	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>
November/December 2001	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>

September/October 2001 (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>
January/February 2000 (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>
November/December 1999 (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>
July/August 1999 (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>