

VIEWPOINT

Newsletter of the San Fernando Valley Chapter



David Walske

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Calendar

May 5 - 8, STC's 49th Annual Conference in Nashville, Tennessee.

May 9 - Administrative Council Meeting at Weiler's Restaurant 6:30 p.m.

****May 21 - Dinner Meeting** - David Walske, Red's Barbecue & Grillery, Westlake Village. "What is Information Architecture?"

June 18 - Dinner Meeting - Table Topics. Location - Dakota's Mesquite BBQ & Steakhouse in Simi Valley. Check the website and your e-mail for further details.

May 21 Meeting Preview

What is Information Architecture?

To be presented by David Walske, Information Architect and member of STC, Los Angeles Chapter

"All of the buildings and all of the cars were once just dreams in somebody's head."
Peter Gabriel

Great architects dream buildings. Great information architects dream information structure. With just over 20,000 practicing information architects in the world, this is truly the emerging occupation of the 21st century. The information architect looks for the patterns behind the pattern in information, mapping and demystifying data so that others can find their "personal paths to knowledge."

Join us on May 21, 2002 as Information Architect David Walske takes us on a journey of discovery, pushing the boundaries of this exciting field. Walske has over twelve years of experience in the software industry and specializes in information architecture and content management. He has developed single-source solutions, online information systems, and Web sites for software, fashion, retail, and publishing clients. David teaches workshops in Help, Web, and content authoring tools. His client list includes industry leaders such as Microsoft, Symantec, Xircom, LASTC, and UCLA. David is a regular speaker at events such as the WinWriters Online Help Conference, the Help Technology Conference, the STC Pan-Pacific conference, and SingleSource conferences. Quadralay Software has named David a Certified WebWorks Wizard.

We have a new meeting location for this presentation. **Red's Barbecue and Grillery**, 2799 Townsgate Road, Westlake Village, CA 91361, (805) 497-3036. **Time:** 6:30 p.m. till about 9 p.m.

Menu choices: Tri-Tip and Rib Combo, 1/2 BBQ Chicken, Vegetarian Salad (mixed greens, black beans, corn, carrots, cilantro, scallions, red cabbage, tortilla strips, Monterey Jack cheese, all tossed in ranch dressing). Side orders: roasted potatoes and steamed vegetables. Chicken and beef dinners served with green salad. Choice of iced tea or coffee. This restaurant does not serve dessert, but the dinners more than make up for it!

Cost: \$20 for members, \$23 for non-members. Contact Janie McKinney by May 17 (janiemckinney@earthlink.net) to reserve space and make a menu selection. Please remember that if you make a reservation, you will be responsible for the cost, whether or not you attend.

Continued on page 2

Please Note: ** in the column at left means the item is time-sensitive.

Continued from page 1

May Meeting Preview

Driving directions:

From San Fernando Valley: Take the 101 Freeway North to Thousand Oaks and exit at Westlake Blvd (South 23). On the offramp, stay in the leftmost lane and make a left turn on Westlake Blvd. At the second traffic light (Townsgate Road), take another left turn, again staying in the leftmost lane. Take the first available left turn into the Hyatt parking lot. Red's Barbecue & Grillery is immediately on the right after you make the turn into the Hyatt complex.

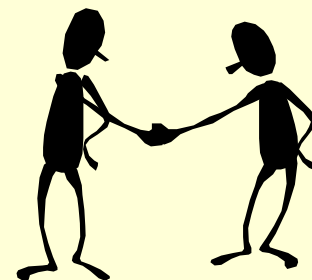
From Camarillo: Take the 101 Freeway South to the Thousand Oaks and exit at Westlake Blvd (South 23). Stay in the leftmost right turn lane and make a right turn. At the first traffic light (Townsgate Road) turn left. Take the first available left turn into the Hyatt parking lot. Red's Barbecue & Grillery is immediately on the right after you make the turn into the Hyatt complex.

David Walske Inc. provides software documentation solutions; including online Help systems, print-based and online manuals, marketing requirement documents (MRDs), functional requirement documents (FRDs), and single-source implementations. Their professional developers, information architects, technical writers, graphic designers, and user interface specialists produce the highest quality documentation at the lowest possible cost.

Selling STC to the Boss

Reprinted from Tieline, April/May 2002

In a tight economy, many technical communicators are having difficulty meeting even the reasonable cost of STC dues. But more employers may be willing to subsidize STC membership for their employees if they understand the tangible benefits to the company. So, having trouble selling the idea of STC membership to the boss? Get it paid through your corporate training budget. Dictionary.com defines "training" as follows: "to make proficient with specialized instruction and practice."



"Training" happens when a chapter workshop on XML helps you develop superior company documents—faster and more efficiently

"Training" happens when an STC telephone seminar teaches you and your colleagues the basics of single sourcing—and thereby streamlines your company's production processes.

"Training" happens when a technical session at STC's annual conference shows you how to develop a usability plan that returns valuable feedback on your company's product—resulting in a better product and more satisfied customers.

"Training" happens when an article in Intercom or Technical Communication shows you how to translate a company Web site—to reach an international audience.

If an STC- or chapter-sponsored event or activity shows you how to improve your company products or processes, that's "training."

Nonmembers often pay significantly more for STC programs, conferences, and workshops than do members. And STC membership provides training with a bonus: a vibrant professional community with numerous opportunities for networking. If you haven't renewed your dues, contact the STC membership department. STC helps you make career opportunities happen!

An Anti-Mac Corporate Conspiracy? *A Business Week* online column by Charles Haddad

Have opinions on the MAC vs. PC debate? Check out this link for some sharp words (suggested by Cate Bramble).

http://www.businessweek.com/bwdaily/dnflash/mar2002/nf20020313_1562.htm?c=bwinsidermar15&n=link18&t=email



Letter from the Editor

Well, it's that time again, the end of another crazy year, from both a chapter and a personal standpoint. Time for

this editor and other leaders to hang up their spurs or dosey-do to another position. Election results are in the column to the right, so I won't reiterate them here.

It's my wish that the upcoming year will be productive and educational for the chapter and that, above all, everyone will have fun supporting each other. When drudgery replaces all or most of the fun, there's no point in even having a chapter.

Please put your support fully behind your new chapter leadership. They cannot run this chapter or organize events without your help. They'll need your written input **and** your physical participation in at least some chapter activities, if the chapter is to remain viable and of use to every member.

If you want Saturday workshops again, speak up, and be prepared to help find a location that makes sense, and to help set up the workshops!! They require far too much time and effort for one person to handle alone all year.

If you want monthly meetings in your own neighborhood, say so, and be prepared to suggest a location that's suitable and reasonably priced.

Administrative council meetings are open to the general membership, so if you have constructive ideas to present, feel free to join in. Let someone on the council know you're planning to attend on a specific evening, so they can notify you, should plans change. You can also e-mail ideas.

I'll be working on long-delayed writing projects this coming year, while hoping my husband's health doesn't get any worse. So long for now,

Shirley Ann Parker

2002-2003 Chapter Election Results

This year's election was held during the month of April, and following are the statistics, for your information.

72 ballots were mailed to chapter members in good standing
28 ballots were returned
39% return rate

Elected officers for the 2002 - 2003 year

President: Janie McKinney 28 votes
VP - Programs: Cathy Mills 28 votes
VP - Membership: Tom Berryman 28 votes
Secretary-Treasurer: This position is still open.

Volunteer Positions for the 2002 - 2003 year

Newsletter Team: Janet Cornwell, Joan Margolis
Employment Resource Liaison: Noel Thorp
Education/Training Liaison: This position is still open.
Web Design and Maintenance Team:
Luette Arrowsmith, Cate Bramble, Dennis Wilson



The new leadership team will take charge in June at the end of the current STC year. We wish them well. Stardust to all!

SURFER'S ADVISORY

Technical Communication Resources

If you're looking for professional resources related to technical writing, a great first stop is at Tom Barnett's site: <http://www.azsrp.com/STC/Resources.htm>

Tom is an Associate Fellow of STC and hails from the Phoenix Chapter. His lists of resource links are extensive, covering Writing (including dictionaries, thesauri, synonyms, encyclopedias, style guides, and so forth); Online (including web design and searching the web); Publishing (such as intellectual property issues and typography); Newsletters; Maps, Directions, Travel; and STC- Other (home page, by-laws, leadership and planning).

Tom is dedicating some time in upcoming months to streamlining and updating all those links. But what he already has will keep you busy for hours, especially if you're the kind of person who loves to get sidetracked while looking for a word in a dictionary. That doesn't mean the site is hard to navigate – far from it! Enjoy every minute!

Acrobat Fundamentals Class

OCSTC is offering an Acrobat Fundamentals class on May 18th. It will be taught by Adobe-certified instructor, Mary Ann Howell (formerly Stacy).

For more information, please visit the OCSTC Education Web site at <http://www.vaughnn.com/ocstc/home.html>

March Meeting Review



Ouch! Let me call my lawyer!

Reviewed by Dennis Wilson, Secretary-Treasurer

Janie McKinney, our chapter VP-Programs, presented an information-packed topic at the March meeting, "The Human Body Owner's Guide: A Primer on Repetitive Strain Injury." Virtually everyone who works intensively with computers runs a substantial risk of developing repetitive strain injuries (RSI). Janie described the wide range of injuries in this category and talked about remedies and preventive measures that we can take.

How RSI Happens

Computer use is the leading cause of RSI. Specifically, these are some of the major habits or conditions contribute to the development of RSI:

- Repetitive forceful or awkward hand movements
- Strained and constrained posture
- Holding still ("static loading")
- Being physically out of shape
- Forced speed and deadline pressure

Some of the more unusual risk factors for RSI, that we may not readily think of, include these:

- Gripping the steering wheel too tightly
- Performing a lot of carpentry
- Too much gardening work
- Sewing or other needlework
- Participating in sports that require heavy hand use
- Playing a musical instrument
- Carrying heavy plastic grocery bags on your fingers

Janie developed an extensive list of RSI symptoms, from which we all could spot factors that affect us individually.

7-Point Program

Janie outlined a seven-point program for RSI management.

1. See your physician to rule out underlying medical conditions.
2. Use techniques such as deep muscle massage, stretching, and icing to treat pain, rather than pain-killers which only mask the pain.
3. Maintain good posture, which means keeping your bones aligned through movement and stillness using muscles that are not tight or overstretched.
4. Learn to exercise opposing muscle groups.
5. Maintain correct configuration of your chair and desk, with your body correctly angled to the monitor and keyboard.
6. Take a 5 to 10 minute break every half hour you work. One break every hour should include stretching.
7. Don't try to push yourself to "catch up" when symptoms abate.

Janie presented a ton of information in this presentation, including criteria for selecting a physician, RSI prevention steps, workstation setup to minimize RSI, eye protection, hand and wrist protection, and a series of exercises for office and home.

About a dozen chapter members and visitors enjoyed a fine meal at the Chatsworth Radisson Hotel and applauded Janie for her comprehensive coverage of this important topic. A PDF version of her slide presentation has been placed on the chapter website (www.stcsfv.org) on the Resources page, under Presentations and Papers.

(Editor's note: As one who wasn't able to attend this presentation, I found this PDF to be very informative. Be sure to download it for your own files!)

Providing Documentation for a High School District, or How I Learned to Stop Worrying and Just Enjoy Work

By Jennifer Randel

The Data Processing department at a high school district may be one of the last semi-safe places for tech writers to hide, er... work. As the Kern High School District Data Processing department's first and only technical writer (six months and counting), I can see that I will have plenty of work to keep me busy for the next few years. With the County's reputation for job stability, hopefully I'll remain here long enough to complete the work.

The Kern High School District runs an IBM AS/400 system, which uses programs to record and maintain almost every aspect of school operation. While these programs have been used for years, few of them have documentation. Programmers in Data Processing are responsible for these programs, including those that keep track of students served so the State reimburses the District for their work. My goal is to create documentation so programmers receive fewer phone calls and interruptions.

The amount of work that goes on behind the scenes at a high school district is incredible! The Data Processing department creates/maintains programs that record everything from attendance to food sales to construction invoices for the school sites. An entire department, Special Projects, is dedicated to managing the district's special funding for Migrant Student programs, GATE, etc.... Other departments such as Personnel, Fiscal Services, and Pupil Personnel back up all vendor contracts, timesheets, check histories, and transcripts in a document imaging system called RVI.

Two System Operators in Data Processing print just about every type of mail you can imagine. Included in their duties are: printing report cards, printing payroll and Scantron tests for students, and inputting data about incoming freshmen for the next year. They also run burster machines, which glue report cards and other mailed items using high-pressure plates that smash glue pockets on the paper when they are run through. Very exciting stuff!

Since I've been with the Kern High School District, I've created Quick Reference guides for using the AS/400 in collaboration with RVI to view and print W2 forms, guides for principals who balance their school budgets online, and a set of guides for the Food Services employees who serve meals to students and faculty each day. I've also written documentation for teachers who maintain their grades and attendance online. I've documented how to install camera machine software in computers at school sites so ID card photos can be taken, and how to print the cards after these photos are taken.

I always knew I wanted to make a living writing, but I never imagined that I would enjoy technical writing as much as I do. It's very exciting to have a fun job in a place where your work is considered important. I'm lucky to have what most tech writers dream of: meaningful work in a stable environment and appreciation for my effort from co-workers.





Chris Benz

Region 2 Realigns; Welcome Europe!

by Chris Benz, Region 2 Director-Sponsor

As some of you are aware, effective 1 January 2002, STC realigned its eight regions to enable the eight regional Director-Sponsors (D-Ss) to help chapters more efficiently. Overall, 14 chapters were directly affected.

As a result of this realignment, the seven STC chapters in Europe all became part of Region 2. Prior to this, these chapters had been spread across four regions:

- France, Sweden (now Nordic), and the United Kingdom had been in Region 1,
- Belgium and Israel had been in Region 2,
- Transalpine (covering Austria, Germany, Italy, Slovenia, and Switzerland) had been in Region 3,
- and the Netherlands had been in Region 4.

In turn, three chapters that had been in Region 2 moved to other regions:

- New Jersey and Philadelphia Metro joined Region 1, and Pittsburgh joined Region 4.

To those of you joining Region 2: Bienvenue! Willkommen! Benvenuto! Welkom! Dobrodosli! Välkommen! Welcome! (My apologies if I mangled any of these.)

To those of you leaving the region: Goodbye, friends. We wish you well in your new homes.

Why is This a Good Thing?

As Region 2's D-S, I am very excited to have all of Europe within one STC region, while still retaining most of the region's US-based chapters. Europe is operating more and more as a single economic and geographic force—interestingly, January 2002 was also the official introduction of the Euro as hard currency—and with all the European chapters working together, the opportunities are ours to create. Add into that mix many of STC's oldest, largest, and most successful, dynamic, and innovative US-based chapters, and we have a great recipe for success, bolstering my longstanding opinion that "Region 2 is #1!"

The realities of a global economy affect each of us more and more every day. By joining hands with our friends and colleagues around the world, we each gain more knowledge, strength, and wisdom than we could ever have realized on our own.

Why This Change? Why Now?

A major responsibility of STC's Second Vice President (Thea Teich has the honor this year) is to review how STC's regions are organized, and to realign as necessary so that D-Ss can serve the chapters better. Officially, this review can happen at any time. In reality, however, it has happened only periodically, and there was a fairly long gap since the last time the regions were reviewed. During that gap, a significant number of chapters had formed, including several in Europe. Thus, Thea had a fairly large task, not only for Europe, but for the western US and Pacific Rim as well.

As I touched upon earlier, the primary purpose of these realignments is to improve D-S efficiency. The realignments strive to balance the workload equitably among D-Ss, and to improve communications between each region's chapters and their D-Ss, as well as among a region's chapters. Maybe a little travel money gets saved along the way, but the primary purpose is to have each chapter receive more assistance and attention from its D-S while avoiding overworking any one D-S. Also, chapters within a specific geographic area tend to share certain common concerns, and each D-S can better specialize in addressing those regional concerns. For example, the Pittsburgh, Pennsylvania, area is the gateway to the Ohio River Valley, so there is a logic in having Pittsburgh in Region 4, which includes several other Ohio River Valley chapters.

What Does This Change Mean to You?

In the short term, this change will not mean much. I have been working with your chapter's leaders, my fellow D-Ss, and other regional resources since for several months to make sure the transition is a smooth one, and efforts in that area have gone well.

In the medium term, you will see changes to the European (stc-europe.org) and Region 2 (stcregion.org/region2) Web sites. For those of you in the chapters joining Region 2, you will start seeing more newsletter and Web articles by me instead of your former D-S. (Because D-Ss exchange newsletter articles and pass them along to chapter newsletter editors and Webmasters, you will still likely see articles from other D-Ss from time to time.) I will also replace your former D-S as your official advocate on the STC Board of Directors.

In the longer term, expect to see closer cooperation among STC's European chapters, and between European and US chapters.

Continued on page 7

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Director-Sponsor Message (Continued from page 6)

Don't Forget to Write!

If you have any questions about this realignment—or anything else having to do with STC, for that matter—please let me or one of your chapter leaders know. Plus, if your chapter has had some successful programs you feel other chapters might be interested in trying, please let me know. Let's all keep on helping each other.

Have a great 2002!

Note: For Chris' previous Director-Sponsor articles, please visit <http://www.stcregion.org/region2/chair.shtml>. You can reach Chris by e-mail at cjbenz@unforgettable.com.

Editor's Note: Our own Region 8 welcomed in Southern Nevada Chapter this year from Region 5, and Australia from Region 7. So, a Region 8 conference in Las Vegas sometime in the future? 2003? Or maybe Sydney, down the road? New Zealand has been with us for a while, so how about Auckland, for those who want to see that storybook country? I'm sure the logistics could be interesting, to say the least, but for those in the travel industry, it's a thought.

Free Tutorial on HTML

PubsNet has put up a free tutorial on HTML, which takes about 2.5 hours. It's an excellent interactive tutorial, especially for those for whom this is a new topic, or those of us who benefit from refreshers. It covers the following:

- Web basics, including protocols
- HTML required segments
- HTML coding for creating paragraphs, formatting text, and structuring information with headers
- HTML coding for unnumbered, numbered, and glossary lists
- HTML coding for tables, tables, and more tables
- Specifying Uniform Resource Locators
- HTML coding for images and hyperlinks
- HTML coding for attaching Cascading Style Sheets

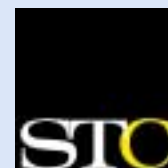
First, you'll need to be using Internet Explorer 4.0 or better. Some course examples in the tutorial do not work properly in any version of Netscape, not even 6.2.1.

Then, to take advantage of this opportunity, begin by going to <http://www.web-graduate.com>. Once there, you'll see at least three apparent ways to access the tutorial:

"click for example" button (in the upper right corner of the page)

click on the professor holding the FREE sign

"Click Here to see a corporate version of WBT"



STC Mission Statement

Designing the Future
of Technical Communication

Please check the website: <http://www.stc.org> for membership details.

STC Specialty Gifts

Did you know anyone can purchase STC Specialty Gifts? They are a great way to show appreciation to Society members or professional colleagues while spreading the STC name. Specialty gifts make terrific giveaways for chapter meetings, conferences, and special events. Or they could be purchased by a chapter for resale at special events, such as Saturday workshops, or by a committee for sale at a regional conference.

Currently available gifts include mugs, shirts, pens, membership pins, magnet poetry, crushable techie toys, a letter opener, compu-backpack, and a writing pad. All have the STC logo.

The following link will take you to the specialty gifts brochure: http://www.stc.org/specialty_gifts.html

Review of the April Chapter Meeting

“Portfolio Boot Camp,” presented by Lance Gelein

Reviewed by Janie McKinney, VP Programs



How can a portfolio help you advance your career in technical communication and enable you to land the job you want? What should you include in your portfolio and how should you present it? On April 16, in an hour-long presentation at the 94th Aero Squadron Restaurant in Van Nuys, Lance Gelein expertly answered these questions for some 25 members and guests of the San Fernando Valley chapter.

The major advantage of a portfolio, Lance explained, is that it transforms an ordinary interview into your presentation of yourself. As a result, a portfolio helps you organize your thoughts and keeps the interview focused on your career experiences. In short, a good portfolio sells you.

The samples you include in your portfolio should be the best examples of your past work experience, both paid and volunteer. You should be prepared to explain how each piece was produced—your role in its development, pitfalls you encountered while working on it, and even changes you would make if you did the project again. Your ability to talk about the entire development cycle of the piece shows that you have a thorough understanding of the process and didn't just perform a few isolated tasks.

Use color in your samples—people have a better memory for colorful samples. If you need to, you can add color to your work by adding spot color to graphics or printing your samples on attractively colored paper. Include extra copies of your resume and several of your own personal business cards. Have some business cards made for yourself that do not include the name of an employer.

Be sure to include a Table of Contents and organize your work in modules that can be removed and replaced for specific interviews. Find out as much as you can about the job and the person who will be interviewing you and, as with all good technical communication, write to your audience. If you are a consultant, include a list of clients for whom you have worked. In a separate section, include any appropriate awards and kudos.

Don't print entire books unless you are certain that taking them will be appropriate for the situation. In most cases, a few example pages will suffice. You can include electronic media (CDs, diskettes, etc.), but be sure to take paper copies of the work in case you encounter incompatibilities or equipment failure.

Don't skimp on the quality of your portfolio. Invest in a leather 3-ring binder with a wrap-around zipper that has pockets in front for your extra resumes and pouches for your business cards. Enclose your work in sheet protectors and divide the sections with index tabs that extend beyond the edges of the sheet protectors. If you have one, it's a nice touch to include a pull-out item, such as a laminated quick-reference card or a tri-folded brochure, for your interviewer to look at and touch.

Don't let your portfolio out of your hands. If an interviewer asks to keep it for a day or two, just say no. If the interviewer wants an absent colleague to see your work, offer to come back to talk to the colleague. Remember, your portfolio is much more effective when you are there to explain it. In some cases, unscrupulous interviewers have actually stolen ideas from portfolios left behind by job applicants.

Always keep your work samples up to date. Whenever you finish an assignment, print a copy of it for your portfolio, block out any confidential information, place it in a sheet protector, and file it away until you need it. In this manner, you will maintain a customizable portfolio that you can have ready with only a moment's notice.

Remember to show enthusiasm for the work you have done. Nothing is wrong with being proud of your work and eager to show it off.

Inserting Special Links in FrameMaker

by Scott J. Wilson, Los Angeles Chapter, senior member of STC and a former editor of *The Technograph*

This article describes how to insert two kinds of special hypertext links into FrameMaker files; links that work after the FrameMaker file is converted into a PDF file.

The two kinds are:

- Links to Web pages: these links open the specified Web page in a Web browser on the computer the PDF file is on (there's also a way to modify these slightly to create email links)
- Links to other files: opens the other file on the computer the two files are on, assuming the specified file and the appropriate application are on the computer

Weasel words: The procedures in this document were checked on a Windows 2000 system using FrameMaker 6.0 and Acrobat 5.0. If you vary from this configuration, things may not work: I make no guarantees. I've tried to anticipate and account for things that could make these procedures not work, but you never know, so use these procedures at your own risk.

Links to Web pages

This procedure expands on the information in the FrameMaker 6.0 User Guide, page 459.

This procedure creates a hypertext link in a FrameMaker file to a Web page. This link will work after the FrameMaker file has been converted to a PDF file, assuming you follow the instructions and the system you open the PDF file on has Internet access.

To create a link to a Web page:

1. Select the text that, when clicked in the PDF file, will cause the Web page to display.
2. Apply a character format to the selected text.

Note: Applying a character format is not required. If you don't, the entire paragraph becomes the link. If you do, just the text with the character format applied to it becomes the link.

3. Put the insertion point in the formatted area.
4. Pull down the Special menu and select Hypertext.

The Hypertext dialog box appears.

5. Pull down the Command drop-down list and select Message Client.
6. In the text box, use the following syntax:

message URL <Web site address>

Where <Web site address> is the URL of the Web page you want to open when the text is clicked in the PDF file.

For example: message URL <http://www.wilsoncommgroup.com>

This would open the home page of my Web site.

Note: You can use a variation to insert an email link. Use the syntax message URL <mailto:<email address>>, where <email address> is a valid email address ("sjwilson@vcnet.com", for example). Don't put a space between mailto: and the email address. Clicking on the resulting link in the PDF file should bring up the default email application with the To address filled in.

7. Click the New Hypertext Marker button.

The new marker appears at the insertion point.

8. Close the Hypertext dialog box.
9. Verify that the hypertext link is valid in either of the following ways (and it wouldn't hurt to do both):
 - a. Press Esc v h. You should see a message telling you that no problems were found with this file's hypertext commands. If it says otherwise, then you need to try again.
 - b. Hold down the Ctrl and Alt keys and click on the link text. If it brings up the specified Web page in a Web browser (or the default email application with an addressed new message), you did everything right. If it doesn't, you need to try again.

Note: It could take several seconds for the Web page or the email message to appear, especially the first time.

10. Convert the Frame file to PDF.

Note: Make sure you select Generate Acrobat Data on the Print dialog box; if you don't, the link won't work.

Inserting Special Links in FrameMaker (continued from page 9)

11. Open the PDF file and put the “hand” over the link text.

The “hand” should change into a hand with a pointing finger and a small “w” in the lower right corner.

12. Click the link text.

The Web site opens in a Web browser.

Note: It may be necessary to tell Acrobat which browser to use. Also, on my computer, if the browser is already open and minimized, the Web page opens in it, but the browser stays minimized.

Links to other files

This procedure creates a hypertext link in a FrameMaker file to a file you specify. When you convert the FrameMaker file to a PDF file, you use the link to open the file from within the PDF file.

For this procedure, the file I link to is located in the same folder/directory as the resulting PDF file, thus the link to the file uses just the name of the file. You can, if you wish, put in a pathname, relative or full.

To create a link to a file you specify:

1. Select the text that, when clicked in the PDF file, will cause the specified file to open.
2. Apply a character format to the selected text.

Note: Applying the character format is not required. If you don’t, the entire paragraph becomes the link. If you do, just the text with the character format applied to it becomes the link.

3. Put the insertion point in the formatted area.
4. Pull down the Special menu and select Hypertext.

The Hypertext dialog box appears.

5. Pull down the Command drop-down list and select Message Client.
6. In the text box, use the following syntax:

```
message openfile <path>
```

Where <path> is either a relative or full pathname to the file you want to open. If the file to be opened and the PDF file are going to be in the same folder/directory, just enter the filename.

For example: message openfile test.doc

This would open a Word file called test.doc located in the same folder/directory as the PDF file with the link in it.

7. Click the New Hypertext Marker button.

The new marker appears at the insertion point.

8. Close the Hypertext dialog box.
9. Verify that the hypertext link is valid in either of the following ways (and it wouldn’t hurt to do both):
 - a. Press Esc v h. You should see a message telling you that no problems were found with this file’s hypertext commands. If it says otherwise, then you need to try again.
 - b. Hold down the Ctrl and Alt keys and click on the link text. If this opens up the specified file, you did everything right. If it doesn’t, you need to try again.

Note: It could take several seconds for the file to appear, especially the first time.

10. Convert the Frame file to PDF.

Note: Make sure you select Generate Acrobat Data on the Print dialog box; if you don’t, the link won’t work.

11. Open the PDF file and put the “hand” over the link text.

The “hand” changes into a hand with a pointing finger.

12. Click the text.

The file opens in the application associated with it. If the file is not at the expected location, or if the two filenames aren’t spelled exactly alike, you’ll see an error message.

Note: On my computer, if the application was not open, Acrobat opened the application and the file. If the application was open and minimized, Acrobat restored the application and opened the file. If the application was open but its window was behind the Acrobat window, the file was opened but the application window was not brought to the front.

(Reprinted from The Technograph, February 2002)

Copyright Registration and Other Issues

If anyone is still waiting and wondering about no response to materials submitted to the Library of Congress/U.S. Copyright Office in the past 6 months, there is an official statement at the following URL:

<http://www.loc.gov/copyright/>

You'll see a link, **An important message about mail delivery**, that you can click on. It's at the top of the page. A month ago, the statement was in red and you couldn't miss it. Since then, they've redesigned the site and got so spiffy with their drab olive and brown that you have to stare at it to see it (before it jumps out and bites you on the nose).

Recycle Inkjet Cartridges and Help the Poor

I wish I'd known about this before our one printer got too old to qualify. It's a great idea.

Go to this website to see the list of qualifying inkjet cartridges. They'll send you a postage paid container to put them in. It makes a big difference in their ability to feed the poor and helps the environment at the same time.

<http://www.foodforthe poor.org/recycle/>



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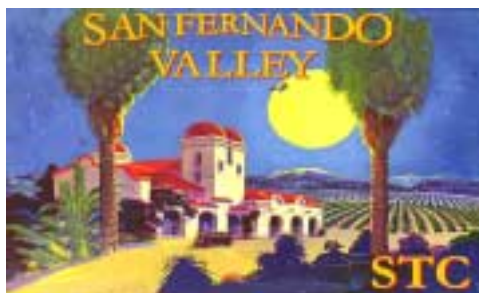
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Contract or Direct-hire Staffing

Making a Good First Impression as a Speaker

These points are taken from notes made at a San Diego presentation to writers by Jordana Carroll, a motivational speaker and speech coach. (She has just launched a web page—www.jordanacarroll.com—but it's not yet fully functional.) The pointers are as applicable to the male gender as to females.

1. People size you up in the first two or three minutes; there are things you shouldn't take for granted.
2. Drink room temperature lemon water (not caffeine or cold water) before speaking.
3. Warm up your face by yawning and making faces. Use Chapstick on your lips and moisturizer on your face to make them supple.
4. Look at your teeth before speaking after a meal.
5. Don't hold a microphone up near your lips; it blocks them. Hold it several inches from your mouth.
6. Don't wear anything that swings or dangles—it could hit the microphone.
7. Put up and hold back long hair.
8. Wear comfortable shoes and break in new ones before you speak.
9. Dress a notch above your audience.
10. If you will be using a Lavalier microphone, wear a two-piece outfit to make it easier putting it on. Also choose a neckline that will support the mike.
11. Don't wear dark nail polish. That's all the audience will notice.
12. Keep your speaking outfit separate so it doesn't wear out.
13. Wear loose clothes so you can move – clothes that make you shine and you look great in.
14. Watch crutch words such as “and,” “ah,” “because,” “like,” “kinda,” and “umm.”
15. To speak well, we have to be comfortable with ourselves, so let go of the chatter inside.



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