

# Dateline Houston

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*Designing the future of technical communication*

January 2002

## Reducing the Size of Your PDFs

by Shlomo Perets, MicroType

Over the last few years I have examined countless PDFs, and I would like to share my insights and recommendations for producing better screen-oriented PDFs.

### File Size

When PDFs are to be viewed online or used interactively, file size is crucial. Excessively large files will slow down response time, take more time to download, and may cause some Acrobat operations to “take forever” or even to fail.

Many different factors can contribute to PDF file size, depending on the specific content, authoring applications, and PDF creators involved. In most cases it is possible to reduce the file size, sometimes even dramatically, without any loss of functionality.

Here are 11 possible reasons why a PDF may become much larger than it should.

**Save Versus Save As.** Acrobat’s Save function is a “fast save” that does not remove deleted objects from the file being saved. Only Save As rewrites the entire file so that items no

longer used are not stored in the file. During the rewriting, Acrobat can also optimize the file, storing identical items only once and referencing them in different pages.

When finalizing a PDF, it is beneficial to perform a Save As to get rid of extra baggage or deleted items, even if no change was actually made in that last session.

**Cropped Items Still Present.** When pages are cropped in Acrobat, items included in the cropped area are still stored in the file. Based on the print/PDF setup, authoring applications may place items in a cropped area (file info, color bars, registration or crop marks)—so that your PDF may include items in the cropped areas even though you never applied cropping.

When “innocent” registration marks are created through high-resolution bitmaps, these may add noticeably to the file size.

**Named Destinations That Are Never Used.** Named destinations identify locations or views in a PDF file and are used as the targets of links or bookmarks.

Some authoring applications write numerous named destinations, most of which are not actually used by any link.

As each 10 destinations take up about 1 KB, it is possible for a PDF with many paragraphs per page (such as indexes with multiple columns and small type or complex tables with many cells) to have 50 percent or more of its size related to named destinations that are not actually used.

**Structure Info.** Structure, introduced in Acrobat 4.05, has very limited support in Acrobat’s user interface, and the way Structure information is written by an authoring application may render it practically useless. However useless it is, it still takes up space.

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## Dateline Houston

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### Newsletter Staff

Managing Editor: Rebecca Taylor

Layout Editor: David C. Pacheco

Coordinating Editor: Cathy Bettoney

Story Editors: Melanie Boston, Jamie Diamandopoulos, and Jim Hunt

Staff Writer: Lisetta Lavy

### Administrative Council

President, George Slaughter  
gslaughter@flex.net

Vice President, Dorothy Murray  
Dorothy\_Murray@email.msn.com

Treasurer, Wayne Schmadeka  
Wayne\_Schmadeka@bmc.com

Secretary, Sahar Othman  
saharo@netzero.net

Past President, Deborah Long  
deborah@longcommunications.net

Director of Communications,  
April Cooper  
april\_c\_cooper@yahoo.com

Director of Competitions,  
Suzanne Stuckly-Taboada  
Suzanne\_Stuckly-Taboada@bmc.com

Director of Membership, Linda Oestreich  
Linda\_Oestreich@bmc.com

Director of Planning, Ron Kirk  
rkirk@wt.net

Director of Programs, Paul Mueller  
answersforall@pobox.com

Director of Satellites, Heather Shelly  
Heather\_Shelly@bmc.com

Director of Volunteer Resources,  
Mary Gwynne  
Mary\_Gwynne@bmc.com

STC Houston  
PO Box 42051  
Houston TX 77242-2051  
713-595-2100 ext 8803  
[www.stc-houston.org](http://www.stc-houston.org)

[www.stc.org](http://www.stc.org)

# From the President

## Celebrating Excellence, Finding Employment

by George Slaughter, Information Developer, BMC Software

**W**elcome to 2002! We begin the second half of our program year by celebrating excellence and helping you create partnerships for success.

### The Competition and Awards Banquet

Our technical publications competition has gone well, and our annual awards banquet is set for Friday, February 1, at the Hilton Houston Westchase and Towers. We've had a strong response to our call for entries, and we look forward to your enjoying a pleasant evening with us.

Hats off to our leaders on this project: Suzanne Stuckly-Taboada, our director of competitions, and Erika Frensley, our competitions general manager. They have done a superb job on what has become a proud tradition with STC Houston. They created a plan and have executed it superbly.

Thanks also go to our judges who reviewed the entries from our trading partners in the Southwestern Ohio chapter, and to Cindy Pao, who is coordinating the banquet arrangements.

Linda Oestreich, our resident STC Fellow and director of membership, will be mistress of ceremonies.

### Our Employment STK

With a slumping economy, STC Houston's *Creating Partnerships* theme has a new urgency. We're here to help with an employment STK where you can work on your resume and sharpen your job-seeking skills.

Check your chapter web site, [www.stc-houston.org](http://www.stc-houston.org), as we finalize plans for the upcoming session.

### Making Ourselves Famous (well, not really)

One idea behind the *Creating Partnerships* theme was to reach out to the Greater Houston community. STC Houston did that with its recent participation in the KUHT Channel 8 Pledge Drive.

Thanks to Ann Liggio and Janette Sexton-Shahout for their work on this project. The pledge drive was a great way to end 2001, and it set the stage for a memorable 2002.



George Slaughter



# Reducing the Size of Your PDFs

continued from page 1

Together with other items, structure and article threads may be present in a PDF as the result of using the authoring application's defaults rather than the result of an informed decision as to the specific required features. (Tagged PDF, introduced with Acrobat 5, is different than Structured PDF and offers benefits related to accessibility and reflow, depending on the anticipated use.)

**Duplicate Links.** Because of bugs or user mistakes, items such as links may be duplicated—multiple identical items, one on top of the other, or an “extra” duplicate on the next page.

When duplicate items are included in master pages or running headers and footers, they may be present on most pages, again adding to the file size without any benefit.

Links (with bookmarks and notes) are not compressed in Acrobat, regardless of compression settings.

**Fonts.** When embedding fonts, subsetting is recommended to reduce the font information. Type 3 fonts, whether you intended these to be in your PDFs or not, will increase the size of your files significantly.

**Graphics.** All types of objects should be compressed internally (through distiller job options). Text and line art can use only lossless (zip) compression; bitmaps can be compressed using lossless or lossy (JPEG) compression. Depending on the original resolutions, downsampling may be essential.

Also, whenever applicable, vector graphics are recommended over bitmaps. Text blocks should generally be based on text—not bitmaps.

**Inefficient PDF Creators.** Most PDFs are produced with Acrobat Distiller

and PDFWriter, but several graphics applications offer PDF export which relies on custom PDF output mechanisms. Some graphics applications produce PDF files that are very inefficient in terms of internal storage.

**ASCII PDFs.** Objects in PDF files can use ASCII or binary representation. ASCII PDFs are larger than binary PDFs files; depending on the content and number of items, the difference in size may be in the range of 10 to 20 percent, or higher.

**Version-Specific Bugs and Issues.** Version-specific bugs and issues may cause the same source PostScript files, distilled with the same distilling parameters, to create larger files when using different versions of the product.

Depending on the specifics of PDF production and editing, additional aspects may affect the size of your PDFs, including Text TouchUp operations, duplication of form fields, and merging pages/files.

**Relative Weight of Items.** With Acrobat 5 you can use the new **Tools => PDF Consultant => Audit Space Usage** function to see the relative weight of different items, including images, content, fonts, links and annotations (now collectively called *comments*), form fields, and more.

In addition, you can isolate specific

pages or write images to external files, to determine whether a specific item has a special effect on the overall size.

If optimal file size is important, research techniques and use add-on tools to deal with the specific aspects of your PDFs.

*Shlomo Perets formed MicroType in 1989 and provides training and consulting in FrameMaker and Acrobat, FrameMaker-to-Acrobat integrated solutions, and technical writing and online documentation services.*

*Shlomo will be presenting his FrameMaker-to-Acrobat Advanced Techniques Seminar in Houston in February. See the Ad on this page for more details.*

*Thanks to Gail Bergan of Bergan et al., Inc. for editing this article for submission to Dateline Houston.*

## FrameMaker-to-Acrobat Advanced Techniques Seminar

### Coming to Houston, February 18-19!

Frustrated with trying to get Acrobat to do what you want time after time after time after time? Wouldn't you love to deliver high-quality, no-compromise interactive PDFs **and** meet your deadlines?

Attend this seminar, taught by Shlomo Perets, and you will learn a multitude of creative solutions, techniques, and tips for enhancing your PDF document collection by defining all Acrobat features within FrameMaker.

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# Ann Liggio, Volunteer of the Month

by George Slaughter, Information Developer, BMC Software

**A**nn Liggio is STC Houston January Volunteer of the Month for her work with the KUHT-TV Channel 8 pledge drive.

As STC Houstonians know, the chapter theme for 2001–2002 is “Creating Partnerships.” One way we create those partnerships is by reaching out to the Houston community through participation in various events, such as the KUHT pledge drive.

KUHT benefits because volunteers help it collect money to stay on the air. STC Houston benefits because it shares its message with the community.

STC Houston’s December 1 participation in the pledge drive was led by Ann Liggio, an Associate Fellow with many years of service to

STC Houston. Ann serves as Community Service committee manager, a committee that she’s managed in past years.

For the pledge drive Ann recruited her colleague Janette Sexton-Shahout, former STC Houston president, to

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*Ann enjoys a reputation  
as a helpful, go-to  
person who people rely  
on to provide help*

---

help. Together they compiled a list of volunteers and ordered distinctive red T-shirts—complete with the new STC logo—which the volunteers wore on television.

Ann, an independent consultant, has been employed at Dynegy, Inc., for more than two years. Ann enjoys a reputation as a helpful, go-to person who people rely on to provide help with technical and documentation issues. She also enjoys mentoring and is known for her humor and witty repartee.

In addition to her activities with Dynegy and STC, Ann and her husband Joe are authors. The University of Texas Press published their book *Wild Orchids of Texas* in November 1999. The book, which presents descriptions and photos of all 54 wild orchids of our state, won *Best of Show* in the STC international competition.

STC Houston is pleased to honor Ann Liggio as January Volunteer of the Month.

## Competition Awards Banquet

Come honor the winners of the 2001 STC Houston Competitions at the Awards Banquet. The banquet will be held on February 1 at the Hilton Houston Westchase & Towers, 9999 Westheimer.

View the winning entries from 6:30 to 7:30 p.m. Dinner (mixed grill with salad and dessert) and the awards presentation will be held from 7:30 to 9:00. STC Fellow and chapter Director of Membership Linda Oestreich will emcee the awards presentation.

Tickets for the banquet are \$25 for students, \$35 for STC members, and \$45 for non-STC members. Invitations will be in the mail early this month.

Please RSVP by January 25 to Cindy Pao ([cynthia\\_pao@bmc.com](mailto:cynthia_pao@bmc.com)).

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### STC Mission Statement

*The mission of the Society for Technical Communication  
is to improve the quality and effectiveness  
of technical communication for audiences worldwide.*

# From the Editor

## Write an Article for *Dateline Houston*

by Rebecca Taylor, Product Marketing Analyst, Compaq Computer Corporation

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In the December issue of *Dateline Houston* I discussed the importance of your contributions to the success of our chapter. I'd like to invite you to write an article for *Dateline Houston*.

### Feature Articles

Do you have a particular research interest or hobby that applies to technical communication? That's the only restriction on a feature article!

You have complete artistic license with your text—as long as your topic

applies to our profession. You can even go out on a limb and throw in some humor.

### Reviews

If you've had to read a book to learn a new software application at work, you've found your topic for a book review! Or, if you like to read up on the latest and greatest work in our field, let me know.

The book review editor from *Intercom* has given me a list of books that are available for review. A short review

for *Dateline Houston* is the perfect stepping stone for an *Intercom* review.

### Students

If you're a student, I'd like to extend a special invitation to you. Writing for *Dateline Houston* is an excellent opportunity to add to your portfolio and resume, while helping us keep topics fresh for everyone.

You could even arrange special classroom credits for your contributions. So give me a call or send me a note—take a step towards your professional future!

# From the Director of Programs

## STC Houston Programs—Sharing Knowledge and Experience

by Paul Mueller, Information Development Manager, NetIQ Corporation

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Our goal this year is to present high-quality program meetings that our members will enjoy.

At the door, Jessica Dickerson helps everyone get name tags and find the way to the STC meeting room at the Hilton Houston Westchase & Towers. In our new format this year, Norma Kessler works with the Hilton to provide comfortable classroom seating arrangements, as well as delicious food and beverages. With Jessica and Norma guiding our efforts, we are having a great year.

### 2001 Accomplishments

We started September with a panel discussion about Contracting and Consulting in Houston. Deborah Clifton, Maria Ellul, and Nicole Wycislo shared their experiences with the enthusiastic crowd.

October brought the regional conference to town, with session

evaluations averaging a 4.5 (out of 5). Attendees were treated to presentations by many top speakers from across the country.

In November, we rounded out our 2001 programs with Silke Fleischer of eHelp Corporation. Silke provided JavaScript examples for controlling browser windows and their attributes. Our attendance has been great and we are looking for ways to bring more members to our program meetings.

### 2002 Plans

So, what do we have planned for 2002? The new year will bring several exciting programs to our chapter. We will offer a Share the Knowledge session on job hunting, as well as a JavaScript and JScript seminar to build on the basics provided in our November meeting. We will also have program meetings in January, March, April, and May.

We will bring in a variety of speakers and offer at least one progression-

format meeting during which attendees can participate in two 30-minute sessions. This format works well at national conferences and will enable us to offer a greater variety of topics at that monthly meeting.

### Learning about Program Meetings

To learn about our next program meeting, see [www.stc-houston.org](http://www.stc-houston.org). We post program information several weeks before the meeting, and we follow up the posting with an email to the chapter mailing list.

### How You Can Get Involved

STC depends on you to make things happen. With your input and guidance, we can continue to bring exciting programs to STC Houston. If you'd like to get involved or have ideas for program meetings, send me an email at [answersforall@pobox.com](mailto:answersforall@pobox.com). We have exciting opportunities waiting for you!

## 2002 STC Telephone Seminars

**S**TC is offering six telephone seminars in 2002. Beginning January 16, two seminars will be offered each month through March.

Telephone seminars have been very successful in bringing cost-effective training to STC members and others seeking to improve their skills and knowledge. This year, STC is offering online registration at [www.stc.org/seminars.html](http://www.stc.org/seminars.html).

In the first seminar, Basil White will discuss "Building a Product, Manual, and Web Site Using Customer-Focused Design." The seminar will be held from 12:00–1:30 p.m. on January 16.

White will teach a strategy for using a goal hierarchy, a process flowchart, and a product state table to construct a customer-focused plan for every facet of a product; its interface, documentation, online help, training materials, and customer service.

For details, including an explanation of how telephone seminars work, please visit [www.stc.org/seminars.html](http://www.stc.org/seminars.html).

## Houston Employment News

by Gary Foster, Houston Employment Committee Chairman

**T**he Employment web page has been extremely active the last two months, especially considering the holidays.

If this is an indication of what 2002 will be, hold on to your hats. We will have more job openings and contract postings than can be filled by Houston STC members. I am looking forward to a great year for technical communicators.

Now there are more open contract positions than full-time positions. The ratio is approximately 5 to 1. This

The second January seminar is scheduled for 12:00-1:30 p.m. on January 30. Entitled "Developing a Strategic Framework for Technical Marketing Communication," it will be led by Sandra Harner and Tom Zimmerman.

Other seminars scheduled for 2002:

- February 6, "From World-Wearied to World-Ready: Usability for International Users." Hans Fenstermacher will lead the presentation.
- February 20, "Creating Effective Documentation Plans." John Hedtke is the presenter.
- March 6, "Communicating Clarity: Make your Technical Marketing Matter." The seminar leader is Pamela Selker Rak.
- March 20, "Creating Usability Goals: Understanding What Usability Means to Your Users." Whitney Quesenbery will lead the presentation.

condition may begin to change because of businesses hiring for the new year and after holidays.

I want to thank Steve Cunningham for the design and maintenance of the Employment web page.

I also want to thank the members who contributed to the job postings. Without your assistance, the Employment committee would not be able to function as well as it has.

Visit the Employment Committee web page at [www.stc-houston.org/employment.html](http://www.stc-houston.org/employment.html).

The cost for each seminar is \$125. An additional \$10 will be charged for registration received less than five days before the seminar.

As cost-effective and time-efficient ways of improving your skills and knowledge, telephone seminars are much like a large conference call, but in a more controlled environment. Dial the 800 number from your telephone, enter the provided personal identification number, and you're connected. Then, sit back and listen to the presentation and join in the discussions.

For one registration, several employees at a company may benefit from the seminar presentation and develop their own interactive discussions.

You can get more information and register online at [www.stc.org/seminars.html](http://www.stc.org/seminars.html), or complete the registration form in the December 2001 *Intercom*.

*We did not hold a Program Meeting during the month of December.*

*See page 10 to see what new and exciting events are planned for January's Program Meeting!*

# Director-Sponsor Report

## We're All in This Together!

by J. Suzanna Laurent, Region 5 Director-Sponsor

Since September 30th, I've traveled to STC conferences in Regions 1, 4, 5, 6, and 7. I live in Oklahoma, and all of these conferences were located in states on the north, south, east, and west borders of the United States.

One reason I attend so many conferences is to listen to what our members have to say and learn more about the issues facing technical communicators across the country. I learned that the issues are pretty much the same everywhere.

Most chapter leaders today are concerned with meeting the needs of their members better and trying to find ways to help them confront the downsizing and layoffs caused by the downturn in our economy. This major concern is affecting chapters and their members nationwide. I think a great way to meet this challenge is to face it together, and that's exactly what STC members are doing!

### Networking Opportunities

Nationally, many chapter leaders are meeting this challenge by providing new opportunities for their members to network, peer review each other's resumes, and even practice interviewing techniques. Their web

sites are expanding to include better information for members seeking employment. They know that networking is one of the best ways we can help one another.

Some members who seldom get involved in chapter activities are now attending meetings, because they are seeking employment and know that they can learn and network at the same time. Entrepreneurs attend because they know their next contract might come from an STC member who needs extra help at the office.

I spoke with one member who had been laid off. He told me he didn't think he would renew his STC dues because he wanted to reduce expenses. I asked him, "At a time like this, why would you want to drop a terrific support group and network of friends who could provide you with the leads to find a new job?"

### STC Resources

As I reflect on how I can help members work through these challenges, I realize the best advice I can give you is to continue supporting one another through STC and learn how to show the value you provide as a technical communicator.

If you are not sure how to do that, review some of our award-winning STC publications, because they address this topic frequently.



Suzanna Laurent

An important article on providing value, by Janice "Ginny" Redish, was published in *Technical communication* in February 1995.

Ginny has done some outstanding work on this topic, so go to the Society website [www.stc.org](http://www.stc.org) and search *Technical Communication Online* for articles from Ginny and others about the value you provide, how to measure that value, and how to add even more value. There are many good articles in *Intercom* as well regarding this same subject.

I hope you will use all of the resources I've talked about in this article to help yourself and others.

*For Suzanna's previous director-sponsor articles, please visit [pages.prodigy.net/slaurent](http://pages.prodigy.net/slaurent). You can reach Suzanna by email at [slaurent@prodigy.net](mailto:slaurent@prodigy.net).*

## Networking Opportunities

American Medical Writers Association (AMWA) Annual McGovern Award Banquet, January 23

[www.amwasouthwest.org/mcg01.htm](http://www.amwasouthwest.org/mcg01.htm)

Association for Women in Computing (AWC) meeting, January 16

[www.awchouston.org/meeting.htm](http://www.awchouston.org/meeting.htm)

Association of Authors and Publishers (AAP) meeting, January 17

[www.authorsandpublishers.org/upcoming-events.html](http://www.authorsandpublishers.org/upcoming-events.html)

International Association of Business Communicators (IABC) meeting, January 24

[www.iabchouston.com/meetings.htm](http://www.iabchouston.com/meetings.htm)

# Region 5 Elections

## Candidates for Director-Sponsor for Region 5

*Tom Barnett and Linda Oestreich are both candidates for Region 5 Director-Sponsor. Dateline Houston does not aim to endorse either candidate; however, we do want to offer each equal representation. Don't forget that ballots are due to the Society office by February 28.*

### Tom Barnett

by J. Suzanna Laurent

It is my great pleasure to introduce the first of the two candidates for Director-Sponsor for Region 5 in the next election: Tom Barnett, Phoenix Chapter.



**Tom:** It is a great honor to be a candidate for director-sponsor. That honor is accentuated by the fact that Region 5 has the best STC chapters of any region in the world (proven year in and year out by the numerous awards the region accumulates every year).

I have thoroughly enjoyed helping people in STC for nearly 12 years, and the people who know me know that I love STC.

#### Communications

As a critical link in the communication chain of the Society, the position requires a number of communication skills. One, responding to inquiries in a timely and sufficient manner has always been a strength of mine. My years working with the Society office through managing committees and working on them have given me insights into the communication avenues of the Society and the operations of the office. As a very experienced chapter board veteran, I've participated and advised chapter presidents and boards for nearly eleven years.

#### Meeting Society Objectives

Director-sponsors play a key role in promoting the overall objectives of the Society (and thereby help chapters become successful), and they should have insights on leadership; provide advice about problems, procedures, and requirements; help chapters meet their members needs.

Experience of mine in this area that will prove helpful includes: authoring a chapter strategic plan, participating in two mission statement rewrites, constructing a position description document for a chapter board, creating an initial board decision record document, and managing a Bylaws Committee in rewriting chapter bylaws. Last year, I created a Web site for leadership and one for STC bylaws (see link at the end of this article).

*continued on page 9*

### Linda Oestreich

by Deborah Silvi

I recently talked with Linda Oestreich, Houston Chapter, who is a Region 5 director-sponsor candidate, about her thoughts on chapter issues and how she might help with these issues if she becomes the next Region 5 director-sponsor.



**Deborah:** Thinking about the many different types of chapters in Region 5 and their diverse needs, what services or processes should the Society be providing to chapter leaders; and how could you as director-sponsor help?

**Linda:** The Society has a lot of good processes and services in place, but sometimes chapter leaders don't know about them. For example, the Society offers help with hotel and vendor contract negotiations for major events such as regional conferences, yet many chapters jump into negotiations on their own without asking for help. I don't think the problem is really with missing services or processes; instead, it's more a matter of chapter leaders not being aware of everything the Society offers. Much of this is because chapter leaders change from year to year and chapters seldom practice succession training.

Director-sponsors should know what's going on the region, be in touch with chapter presidents, and continually remind chapter leaders about the resources the Society provides.

**Deborah:** What is your role in meeting chapter member needs in general?

**Linda:** It's not really possible for the director-sponsor to have contact with each individual member in a region, so it comes back to serving chapter leaders and listening to what they say about their membership needs. The director-sponsor must answer phone calls and emails and meet members during periodic chapter visits. The director-sponsor role is to take the needs of the membership to the board of directors and champion those needs into solutions. The organizational structure of STC is an inverted pyramid, the 20,000-plus membership is at the top! All STC leaders, no matter at what level, report to the general membership—those members are the true bosses of the Society.

*continued on page 9*

## Tom Barnett

*continued from page 8*

As a chapter Bylaws Committee manager, I've studied the Society's bylaws and those of other chapters. This has given me a good understanding of the Society's objectives structure and the framework within which chapters are to operate.

Experience is a good indicator of qualification to advise chapter leaders about running a chapter, and I believe I am exceptionally qualified in this area. The ballot will show a very summarized list of my STC experience, some of which is listed here:

- administrative council: six years
- newsletter editor, manager, or staff: nine years

- manager or co-manager of chapter committees: 20 years (combined)
- member of six other committees: 11 years (combined)
- service at the Society level: six years (three as a competition manager)
- Region 5 Conference work: Planning Committee (twice); designed the logos (twice); designed the Call for Presentations, preliminary and final programs, and web information
- attendance at 13 STC conferences
- participation in five leadership workshops
- attendance at over 100 chapter meetings

- attendance at over 100 board meetings

Awards and honors received or helped achieve include:

- newsletter (10)
- public relations
- Chapter Achievement Awards (seven; six top awards)
- Distinguished Chapter Service award (twice)
- Associate Fellow

*For more information about my views on those aspects, candidate information, and the Society elections, visit the web site: [www.stc-phoenix.com/elections.html](http://www.stc-phoenix.com/elections.html).*

## Linda Oestreich

*continued from page 8*

**Deborah:** A lot of chapters today are affected by the economic slowdown and layoffs. Do you have any ideas on how chapters or the Society can address these issues for their members?

**Linda:** I've been in technical communication for a long time and have experienced many economic changes. Chapters can do a number of things to help their members, they can plan programs that support job searches, develop and maintain an active, online job bank, or host a share-the-knowledge seminar about career development and employment issues. STC is a good place to be in times of economic slowdown.

**Deborah:** Any special thoughts or ideas for student chapters?

**Linda:** Student chapters are often at the mercy of their sponsoring academic institution. I have taught at several colleges that have technical writing programs and I know that many students juggle jobs and school. They seldom are interested in adding professional organization responsibilities to their load. So, it becomes our job as chapter leaders to get the word to them about the value of joining STC. Director sponsors should keep in touch with the student chapter sponsors and plan events that appeal to students. Students need to know that STC can help them find work, be better at that work, and establish networks that will help them long after they have received their degrees.

**Deborah:** What are the most important qualities you think a director-sponsor should possess?

**Linda:** A director-sponsor needs to be a good listener, a good communicator, and a good champion for their region. Good director-sponsors never ignore a problem, they work it until it's fixed. They return phone calls and they make sure the chapter leaders in their region know that they are always available. Successfully meeting all those qualities takes time and patience and a lot of learning. It's one of the reasons director-sponsors serve their regions for three years.

*Linda Oestreich has been an STC Fellow since 1996. Look for a full listing of her qualifications on the STC ballot.*

## Changing Your Address?

STC members changing their address can easily update their record with the STC office. Visit the address change page on the STC web site at [www.stc.org/address\\_change.html](http://www.stc.org/address_change.html) to make your switch.

Also, if you're changing your e-mail address, you'll want to subscribe to the STC Houston Mailing List. This e-mail list is an invaluable source for chapter news and events. To subscribe, visit [www.stc-houston.org/maillinglist.html](http://www.stc-houston.org/maillinglist.html).

# January 15 Program Meeting

## Finding Your Next Job Opportunity

The STC Houston January program meeting will be about helping you create partnerships for success through successful networking. At this meeting, you will learn how to develop your “soft-networking” skills and third-level contacts to find your next professional opportunity.

The presenter will be Terry Devlin, Manager of Client Services in the Houston offices of BernardHaldane Associates. Terry has a Master’s degree in Counseling from the University of Houston and has worked with more than 5,000 clients during the past 11 years.

Terry is on the editorial staff of *Power and Gas Marketing*, a national trade journal, and writes a regular column on career issues.

For more information, go to the STC Houston web site: [www.stc-houston.org](http://www.stc-houston.org).

**Date:**

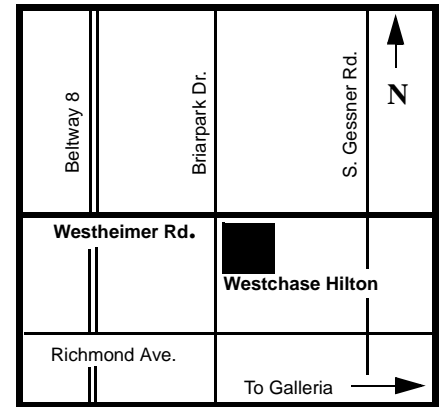
Tuesday, January 15

**Time:**

5:30 p.m. networking (hors d’oeuvres)  
6:20 p.m. announcements  
6:30 p.m. program

**Cost:**

\$10 (members)  
\$13 (non-members)  
\$3 (student and unemployed members)  
\$6 (student non-members)



**Drawing:**

A drawing for various prizes is held at the end of each general meeting. Proceeds benefit the Marx Isaacs Student Scholarship Fund.

### Calendar of Upcoming Events

Date	Time	Event/Topic	Location	Contact
Jan. 15	5:30 p.m.	January program meeting	Hilton Houston Westchase & Towers 9999 Westheimer Road	Paul Mueller answersforall@pobox.com
Jan. 26	EBD*	Deadline for March newsletter	N/A	Rebecca Taylor rebecca.taylor@compaq.com
Feb. 1	7 p.m.	Competition Awards Banquet	Hilton Houston Westchase & Towers 9999 Westheimer Road	Erika Frensley erika_frensley@bmc.com
Feb. 5	6 p.m.	Administrative Council Meeting	Kitba Consulting Services 2900 Wilcrest, Suite 270	George Slaughter gslaughter@flex.net

\*end of business day

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**Submissions**

Newsletter contributions are due by the 25th of each month in Microsoft Word or FrameMaker format. All submissions are subject to editing. Please send submissions to Rebecca Taylor at [rebecca.taylor@compaq.com](mailto:rebecca.taylor@compaq.com).