

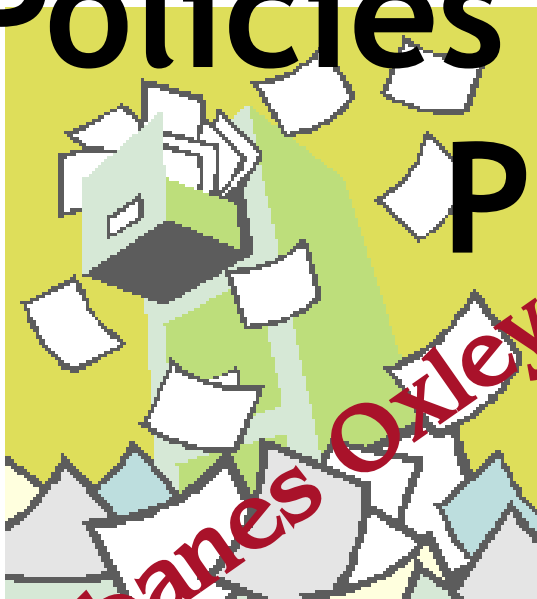
The
CAPITAL LETTER



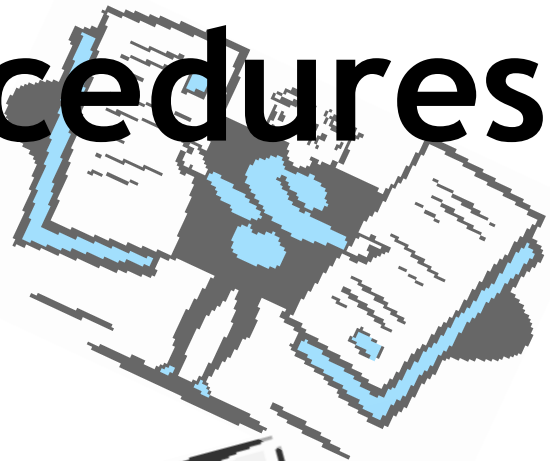
Society for Technical Communication
Sacramento Chapter Newsletter

February 2005

Policies and Procedures



Sarbanes Oxley



Employee Handbook



SOCIETY FOR TECHNICAL COMMUNICATION

About The Capital Letter

The Capital Letter is published ten times a year, September through June, by the Sacramento Chapter of the Society for Technical Communication. Subscriptions are available to nonmembers for \$10 per year. Advertising rates are \$30 per quarter page.

We welcome letters to the editor, articles, and information regarding meetings, workshops, and courses pertaining to technical communication. Please submit in MS Word, or plain text format. Articles may be edited as necessary for content and length. The deadline for submission is the 20th of each month for the following month's issue. Send submissions to the Managing Editor, Jim Collins, jimcol@charter.net or mail to:

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About STC

The Society for Technical Communication is the world's largest professional organization devoted to the advancement of the theory and practice of technical communications. STC's more than 15,000 members include writers, editors, illustrators, graphic designers, multimedia artists, photographers, videographers, printers, publishers, educators, students and others whose work involves making technical information understandable by those who use it.

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STC Mission Statement

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

In This Issue

Regular Features

- 3 [Editor's Column](#)
- 4 [President's Message](#)
- 4 [Touchstone Competition Returning](#)
- 5 [February Meeting Announcement](#)
- 5 [Chapter Contacts](#)
- 6 [Education: Learning Software on the Cheap](#)
- 8 [STC Events and Networking Opportunities](#)
- 9 [Employment: Dialing For Jobs](#)

**This Month's Theme:
Policies and Procedures**

- 10 [Policies and Procedures Becoming Popular?](#)

Opinion/Humor/Etc.

- 12 [Paula Berger, STC 2nd VP Candidate](#)
- 14 [Doug Woestendiek, STC Treasurer Candidate](#)
- 15 [Newsletter Staff](#)



Editor's Comments



A Hedge Against Unemployment

Hello Everyone!

Policies and procedures is the topic this month. Not what a lot of people consider an “exciting” topic but one that has become more and more important in our society and profession, especially with new legislation like the Sarbanes-Oxley Act (SOX) and an ever increasing need for companies to protect themselves from possible litigation. These, of course, are not the only reasons. There is a growing market for technical writers (with many different job titles) in the financial, real estate and legal fields, writing and designing all sorts of documents, instructions, and web sites that fall under the general heading of “policies and procedures.” Since I don’t foresee any massive growth in the high tech areas, I personally feel it would be wise to learn more about this field. You never know when you may be asked or required to help out in this area.

We are extremely privileged to have Raymond Urgo as our guest speaker this month. Raymond is the founder and manager of the Policies and Procedures SIG and has many years experience working in this area. He will be teaching a class on the subject with UCLA extension this next session starting in April. I plan on taking it and I encourage anyone else interested in broadening their knowledge and experience to sign up also. It is not listed yet, but you can sign up through their website at www.uclaextension.edu/, probably in another month or so when they start listing classes available for the next session.

Not interested right now? Maybe you’d like to learn more before signing up for a whole class on the subject? We’ve got that covered. Come join us for what will be a very instructive and interesting evening on Wednesday, Feb. 16 at the Coco’s in Citrus Heights. See the announcement on page 5 for more details.

In last month’s issue, we presented statements from two candidates for STC 2nd VP. In this issue there is one more statement from another candidate for the same office plus one from a candidate for STC Treasurer. STC is going through some significant changes right now and to successfully negotiate the next few years will require exceptional leadership. I strongly encourage you to read everything available about the various candidates including their statements here, the information on the STC website plus additional data and insight most candidates supply at their personal websites. Then carefully think, consider, and VOTE. It is our STC, but only as long as we are involved – otherwise, it really belongs to the board and we’re just dues-paying pawns.

Next month’s subject is Online Communication. Now I *know* there is a whole bunch of you folks out there that are involved with this. Please, won’t you share some of that knowledge and experience with us? ... Still think this internet/computer thing is just a passing fad? That would be a refreshingly different take on things. Maybe there is some hidden good in all that spam and fraudulent email we get? Tell us about it (with great courage). Are you involved with cutting-edge technology or communications? Practice on us before you send that article off to *Intercom* to be cut and hacked, oops, I mean pared down somewhat through meaningful edits for publishing with them. We have no real length limits and are very understanding of diverse or even contrary viewpoints.

Jim Collins
Editor



President's Message



Distance is no Object - Making it Easier to Volunteer

The Sacramento chapter covers a wide geographic area, with members as far away as Redding, Reno, Fairfield, and Yosemite. In fact, 83 of our 183 members live outside the greater Sacramento area.

One challenge our board of directors faced this year was traveling to board meetings, as more than half of us live in these outlying areas and had travel time of an hour or more (one way). We solved this by holding most of our board meetings via conference call. This has proven to be popular with the board members, as it is easier for everyone to attend.

The board will now meet in person for the June hand-off meeting to the new board and for a ½ day planning session on a weekend in July. All other board meetings will be conference calls.

Northern California Leadership Conference - Volunteers welcome

If you're interested in participating in chapter leadership and would like to find out more about it, you may be interested in participating in the Northern California Leadership Conference on March 12th at Mills College in Oakland. A few spaces are available for new volunteers. If you are interested, contact Cindy Kight at cindy@kightwriter.com.

Next Board Meeting Conference Call – Everyone Welcome

Date:	Wednesday, February 9, 2005
Time:	7:00 pm - 8:00 pm
Location:	Conference Call
Toll-free number:	(866) 476-8702
PIN:	2144366



Touchstone Competition Returning

Cindy Kight

The presidents of the six Northern California chapters met recently to start planning for Touchstone 2005, a writing competition for technical communicators in Northern California that will take place this September.

Experienced volunteers are needed for senior leadership roles including:

- Executive Director
- Associate Director
- Sacramento Chapter Liaison
- Print Competition Manager
- Online Competition Manager
- Treasurer
- Banquet Manager.

Other volunteer opportunities will be announced this spring.

For more information, contact Cindy Kight at cindy@kightwriter.com.



February Meeting

Raymond Urgo

“Policies and Procedures”

How do you break into the field of writing policies and procedures? What do you need to know to succeed? Come to the February meeting and find out!



Wednesday, February 16th
6:00 pm (speaker starts at 7:00)

Coco’s Bakery & Restaurant
7887 Madison Avenue, Citrus Heights



Free to STC members (buy your own dinner)
Non-Members and Limited STC members – \$5
Here’s a link to the map at yahoo.com
Guests – First meeting is free.
Here’s a link for the map at yahoo.com

http://maps.yahoo.com/maps_result?ed=d2WUlp_0Tq9xEo4qvI9F_tNwoU_hKNzPyS6Q--&csz=Citrus+Heights%2C+CA+95610&country=us&new=1&name=&qty=



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President's Message



January Meeting: Cool Software without an Infomercial

Barry Schoenborn

January's meeting had 14 people in attendance. We had a core of regulars and a couple of new faces. It was notable the meeting was attended by three members of the Umbach family: Ken, Rosa, and James.

We were especially glad to see James Umbach. He's a non-member, but has contributed to our newsletter, and has already used our free public employment seminars to sharpen his employment skills.

Once again, the meeting was free to members, with complete choice about what to eat. Non-members paid a nominal charge, but even that is waived on the first visit.

The program: Can you imagine a program about software without a self-serving rep droning on about the virtues of his or her "model" product? Well, start imagining, because this month we had a brisk and effective demonstration of Activate (the demo/animation product from Macromedia). Actually it's RoboDemo with a new name. Macromedia bought eHelp, much to the satisfaction of help developers everywhere, and has given this very good product new life.

The presenter was Sacramento STC President, Cindy Kight. So what was the quality of a "home grown" presentation? Excellent! Cindy brought out the features of the product in an orderly, effective way. The audience almost applauded each time a new Activate trick came up on the screen. This was a skilled presentation, and really got the features and benefits across.

Best part: no infomercial. When a tech writer (as opposed to a sales rep) presents a tool you get the real story about the product. And that's what we needed. In sum, this was one of those meetings that put the value of a tool across to the members – and in very clear terms.

As usual, the food was great. I ignored the ever-appealing Haystack Burger, and got the fish and chips, and from the Senior Menu. Yes, it's a fine moment when you can look your fellow members and the waitress in the eye and say, "I'll have the Senior Special."

February meeting: Mark your calendar for February 16th, the third Wednesday of the month. The meeting is, of course, at Coco's – Madison at Sunrise. For details, look for your reminder postcard in the mail or just go to our Sac_STC Yahoo group to check out the calendar.

February speaker: Raymond Urgo, from Southern California, will speak about policies and procedures, an often-neglected aspect of technical communication that can be a ready source of easy money. Urgo is the founder and principal of Urgo & Associates. His website says that he is a recognized leader in policies and procedures documentation, with 25 years of experience.



Education

Educational Resources: Learning Software on the Cheap

Cindy Kight

New writers are always asking about tools: How do I learn this? Where can I get it? Why is it so expensive?

Yes, software can be costly. But there are resources available for the writer who wants to learn a new tool without breaking their bank account.

Here is a partial list of resources:

Adobe Products

You can download trial versions of these Adobe products at www.adobe.com.

[Acrobat](#)

[FrameMaker](#)

[GoLive](#)

[Illustrator](#)

[InDesign](#)

[PageMaker](#)

[Photoshop](#)

Online Help

Doc-to-Help – A trial version is available from the manufacturer at www.componentone.com.

RoboHelp - A 30-day unrestricted trial version is available from the manufacturer at http://www.macromedia.com/go/try_robohelp.

Web Development & Publishing

You can also download trial versions of these other products from Macromedia:

[Breeze](#)

[Contribute](#)

[Dreamweaver MX 2004](#)

[Flash MX 2004](#)

[Flash MX Professional 2004](#)

[HomeSite 5.5](#)

[Studio MX 2004](#)

[Studio MX 2004 with Flash Pro](#)

Demonstration & e-Learning

[Captivate \(formerly RoboDemo\)](#)

[eLearning Suite](#)



STC Events & Networking Opportunities

Next Sacramento Chapter Meeting

When: Wednesday 2/16

Details: "Policies and Procedures" with Raymond Urgo.

Admin. Council Meeting

When: Wednesday 3/9

Details: Strategic planning, chapter business. Further discussion of "Friends of Sacramento STC" program. Please contact Cindy Kight if you plan to attend.

STC Telephone Seminar

When: Wednesday 2/16

Details: "Global Diversity: Increasing Cross-Cultural Communication Awareness" with Carol M. Barnum.

Web and Telephone-based seminars. Visit www.stc.org/seminarsList.asp for more info.

Northern Nevada Satellite Meeting

When: Thursday 3/17

Details: TBA

Visit www.stcsacramento.org/reno for more info.

San Francisco Chapter Meeting

When: Wednesday 2/16

Details: "ISO Auditing for Technical Communicators" with Kathy Stanley.

Visit www.stc-sf.org for more info.

Silicon Valley Chapter Meeting

When: Silicon Valley: Thursday 2/24; Santa Cruz: Tuesday 2/22.

Details: "Improving User Documentation through Two-stage Customer Feedback" with Fawn Damitio.

Visit www.stc-siliconvalley.org for more info.

Beyond STC

American Society of Indexers (ASI) Golden Gate Chapter

When: Thursda-Sunday 5/12-5/15

Details: Annual Conference; Pasadena, CA

Visit www.asindexing.org for more info.

International Association of Business Communicators, Sacramento

When: Thursday 2/17

Details: Annual Mixer for members and non-members

Visit www.iabc-sac.org/ for more info.

Sacramento PC Users Group

When: Wednesday 2/16

Details: "Wi-Fi Network Security" & "Google Desktop Search"

Visit www.sacpcug.org/ for more info.

Employment

Finding Your Next Job by Phone

Chuck Petch

You may be surprised to know there's an old fashioned instrument for finding a job that still works far better than our modern internet. It's the telephone. Surprisingly, the phone is still the most time-effective way to search for a job. The success rate for the telephone, is not as good as visiting companies in person, but it takes far less time than in-person visits, which means you can contact many more companies.

The following tips on conducting a job search by phone come from a video produced by JIST Publishing (jist.com) called *Dialing for Jobs: Using the Phone in Your Job Search*:

- Searching for a job by phone cuts search time in half compared to other methods.
- Phone searchers get many more interviews than searchers who use other methods.
- The phone lets you tap into the "hidden job market," that is, available jobs that have not yet been advertised.
- Use your network of friends, the yellow pages, the chamber of commerce and any other resources you can find to create a large list of target companies.
- Create a brief 30-second "commercial" or phone script. Introduce yourself, explain the type of job you are looking for, and describe your skills and experience. Practice the script out loud before making any calls.
- Every day, make cold calls to employers on your list.
- To motivate yourself, set a regular daily schedule for calling, and set a goal for the number of calls you think you can handle. You may want to start with only a few calls, and then expand your goal as you get more comfortable making the calls. Your comfort level *will* increase as you gain experience at cold calling. Force yourself to meet your goal every day.
- Be sure to ask for an interview during each call. Even if no jobs are available, ask if you can have an interview anyway in case something comes open in the future.
- Talk to the hiring manager, not the receptionist or personnel department. Get the hiring manager's name from the person who referred you. If you are asked why you are calling, you can say you were referred by so and so from such and such company.
- If you don't have the hiring manager's name, ask the receptionist for the name of the person in charge of the department you are targeting. When asked why, say that you are preparing a letter and need to be sure it reaches the department manager.
- If the receptionist still screens you out, call again another day, or call when the receptionist is likely to be away, such as before or after hours or during lunch. You may get a less diligent call screener, or you may reach the manager directly.
- Send a thank you note to each interviewer and to each person who refers you.
- It may take as many as 15 to 20 calls to get one interview, but if you persist, you will get interviews and a job.



Policies and Procedures Becoming Popular?

Raymond E. Urgo

Recent events and technologies are casting a new light on the need for policies and procedures (P&P) information as an organizational resource and as a discipline for technical writers and performance professionals to re-focus their talents.

These are some typical quotes I am hearing in recent years from people in organizations when referring to their needs for P&P documentation:

“Our key people are planning to retire in a few years – that’s knowledge about our operations going out the door.”

“We want to have up-to-date information on our operating practices available on our intranet for employees.”

“Our company needs to document its financial controls for compliance.” “How can we reduce the training time of employees needing to learn our business practices to perform their jobs properly?”

I define “policies and procedures communication” as the discipline of how information is designed, developed, delivered, managed, and used as it relates to the principles and methods (whether formalized, authorized, or documented) by which people affiliated with an organization perform in a predictable, repeatable, and consistent manner.

So what’s causing the buzz of interest in P&P communication? In short, a retiring baby boom generation of knowledge workers, requirements to comply with new legislation and industry regulations, and the burgeoning need to train and re-train employees to perform their jobs. Other causes include the shift to a knowledge economy, the availability of new technologies for creating and disseminating P&P information, and a migration of technical writers seeking new career opportunities.

Here are fuller explanations for the latest buzz on P&P:

- Long-time employed managers, directors, and professionals in the U.S. baby boom generation are expected to retire in the next few years. They and their superiors and staffs are realizing the need to transfer their knowledge of organizational practices (in the form of P&P) to the succeeding generation in their organization.
- Regulatory compliance is continuing to require documented P&P especially for ISO (the Organization of International Standards) and now more recently in the U.S. for compliance with the Sarbanes Oxley legislation concerning financial controls in publicly held companies.
- The increasing rate of turnover in the workforce and in changes in organizational structures cause a greater need for cross-training and just-in-time self-learning to perform jobs properly and efficiently in organizations. When designed effectively, documented P&P can often meet the needs for classroom training, self-learning, and on-going reference.
- Organizations are beginning to evolve from the maturing era of information into the dawning era of knowledge and learning. Astute leaders of formal knowledge management endeavors realize codified P&P are one component for effectively managing knowledge in an organization.
- The availability of intranets and inexpensive software applications for hosting and managing P&P documentation are contributing to a new credibility in the perception and value P&P can offer in organizations. There is a changing perception about P&P information – from traditional print-based manuals collecting dust on shelves located apart from the users’ workstations to electronic-based content available at a desktop terminal located at the users’ workstations.

Continued on next page

Policies and Procedures Becoming Popular?, continued

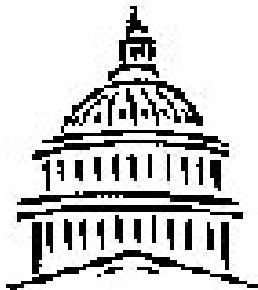
- In recent years, technical writers in the U.S. have experienced or witnessed a decline in employment and business opportunities in high-technology industries due to economic downturns and off-shore outsourcing. Some technical writers see P&P communication as a viable avenue of opportunities to shift their documentation talents from communicating practices for using high-tech products to communicating practices for following organizational operations.

To meet the more popular needs of organizations for P&P documentation, P&P specialists, technical writers, and performance improvement professionals need to make better known the existence of their talents. They need to position and market their talents to those organizations undergoing major changes, seeking compliance, investing in knowledge management and learning endeavors, and expecting a critical loss of knowledge due to employee retirements.

Opportunities involving policies and procedures information extend beyond writing or developing information. There is a need to advise organizational leaders on best practices, strategies, methods, and resources for developing and positioning leading-edge P&P information as an on-going organizational learning resource. There is a need to facilitate and evaluate the design and improvement of organizational practices. There is even a need to teach people how to develop P&P information, either as a primary or secondary talent.

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Raymond E. Urgo, principal of Urgo & Associates, is an internationally recognized leader, management consultant, and educator in policies and procedures communication. His clients include the City of Los Angeles, Taco Bell, Toshiba, Kaiser Permanente, and technical communication professionals. He holds the honorary rank of associate fellow within the Society for Technical Communication. He founded and manages the STC Policies & Procedures Special Interest Group – the world's largest and longest existing group dedicated to this specialty. He can be reached at rurgo@urgoconsulting.com.



Paula Berger 2005 Candidate, STC 2nd Vice-President

I want to thank the STC membership for giving me this opportunity to run for 2nd Vice President. Many people asked me to run for this office because STC and our profession need strong leaders. I have been a voice for change and progress in STC for years, I have a clear vision of where our profession and our society need to be, and I have the strength and willingness to lead us through these changes.

This article presents my views on the major issues that STC must address. The ballot materials and the candidate information printed in *Intercom* offer a brief summary of these issues. You can read more about my views, my STC experience, and my professional experience at www.paulaberger.com.

Providing Better Value to Members

Membership has dropped in recent years, partly because members and employers no longer believe STC provides enough value. We must re-engage technical communicators by redefining and improving our services. This is a major goal of STC's Transformation.

One of STC's primary duties is to foster the career growth of members by defining and supporting career paths they can follow in their own discipline or related ones. Our activities and offerings must focus on lifelong professional development.

STC must increase educational opportunities for both newcomers and for senior members. We need to add educational offerings that focus on advanced skills for advanced practitioners.

- STC needs to develop comprehensive, industry-supported training programs that provides clear value to members *and* employers. Our strong special interest groups should work with education and industry experts to define curricula for basic and advanced certificates in their disciplines.
- Webinar topics and other educational offerings must be part of a coherent training structure, with the value of each topic defined in context of the focused training programs.

STC's financial arrangements must respond to the day-to-day concerns of members. Our membership fees must be appropriate and manageable. We must provide additional financial value to members, such as STC discounts on software products and reduced prices at an online bookstore. We should also partner with other associations to offer reciprocal discounts on events and membership.

Promoting the Technical Communication Profession

STC must embrace the multi-disciplinary nature of technical communication. Our diversity is a positive sign that our profession is evolving and we must welcome and support the many disciplines that constitute technical communication. As one society with communities from many related disciplines, we can take advantage of the stronger voice we have because of our diversity.

We must truly *lead* the profession, promoting best practices and educating the public, employers, and industry about the importance, usefulness, and diversity of technical communication. We must define where technical communication fits in the global business landscape of 2005 and beyond. To better define and increase our business value, we should solicit high-level industry leaders to join a new STC Board of Advisors.



Continued on next page

Paula Berger, continued

Greater corporate support is key to STC's future. We must aggressively solicit support from companies that understand the benefits of a strong technical communication profession. We must promote corporate sponsorships for education programs, scholarships, and even specific recognition awards.

We must have a strong global presence and actively pursue new members and corporate involvement outside the U.S. Working outside the U.S. and belonging to a chapter in Europe for several years has helped me understand the global business of technical communication.

Other societies exist to support many of the technical communication disciplines – user experience, information design, and more. STC needs to look outside its boundaries and interact with other societies. We must build alliances with them, arranging reciprocal discounts on events, offering shared educational offerings, and perhaps even holding joint conferences.

Supporting STC's Communities

Communities have always been a real strength of STC. While many associations boast strong networks, STC is truly unique in the quality of the relationships that members form. Our members are committed professionals who care a great deal about what they do and about each other. STC has been a wonderful part of my personal and business life, with many STC members I consider both colleagues and friends.

We must nurture all our communities and help them thrive. "Seasoned" STC members usually have close ties to their chapters. Now, more people have also developed close ties to virtual communities. All our communities have great value and need to be supported fairly and equitably.

Our annual conference is an important part of the society year and offers wonderful networking opportunities. We can strengthen the conference by updating our approach to reflect our changing community structure. It may be time to align the conference stems with the special interest groups and have these communities take responsibility for defining the offerings in their stems. Perhaps our smaller conferences throughout the year can be based on disciplines and run by larger interest groups, either instead of or in conjunction with regional conferences.

We must also provide society-wide technology solutions that simplify community operations and communication, such as portals, job banks, event listings, online classes, and forums. We must provide additional training and support for community leaders, particularly in light of the proposed changes to the sponsor role.

Improving Our Management of STC

It is no secret that we need some internal changes in STC. The Transformation is a good start, but the STC Board needs to communicate better than it has. The Board needs to listen to members, to invite participation in discussions and decisions, and to explain what the Board is doing. If I am elected, sharing information will be one of my key priorities.

We need to improve our management of the society's resources. STC needs to "open the books" to a greater degree, allowing members to understand how the society's resources are used. We also need to be sure we are deriving the maximum benefit from the STC office and directing them effectively.

Another area for change is the election process. Very few STC members vote, because our election process does not foster member involvement or bring issues into discussion. We should evaluate alternatives, such as requiring all potential candidates to submit petition signatures showing demonstrating member support.

Please Vote

STC is at a crossroads. We need leaders who are not afraid to take the more difficult path if it leads to greater benefits. Please give me the chance to help STC help us all. Thank you.



Doug Woestendiek 2005 Candidate, STC Treasurer

STC Involvement

My name is Doug Woestendiek. I have been active in STC in a variety of roles, from the local chapter to the international level. Since 2001, I have had the honor to serve on the Society Board of Directors as the Assistant to the President for Technology. I was Special Events Coordinator at the STC Annual Conference in 1996. I have presented and moderated sessions at several Annual Conferences, and I have worked with stem managers as a peer reviewer for annual conference proposals. During my career, I have been a member of the Mid-Hudson Valley, Austin TX, Twin Cities, and Central CT Chapters. I served as the Mid-Hudson Valley chapter newsletter editor.



I would like the opportunity to continue my service to the STC as your Treasurer. The STC Treasurer has a dual role, working as the CFO for the Society and as a member of the Board. I have the necessary experience in both those roles.

Experience

I received my BS and MS in Mathematics of Operation Research and Statistics from Rensselaer Polytechnic Institute, with a Management Minor. I later earned a Human Computer Interaction (HCI) Certificate from RPI. I hold several Technical Achievement Awards from IBM, including intellectual property and publication awards. In 1995, I received a Distinguished Technical Communication award in the Northern California Technical Communication's STC Competition.

I am a member of the American Society for Quality (ASQ). In 2004, I became an ASQ certified six sigma black belt. I believe I can apply this skill to the financial processes of the STC.

I have the direct financial experience needed for this role. Since 2002, I have been Treasurer and Finance Manager for a \$16M+ valuation private property corporation. I have also served that group as VP and Director. During my career, I have managed budgets over \$10M and have reengineered financial processes.

I also bring the knowledge needed to be an effective member of the STC Board. I have worked in large international companies and small companies. I have led major projects, worked collaboratively with competitors, and represented views to industry forums.

Early in my career, I led IBM's documentation team in the COSE CDE (Common Desktop Environment) project. This was a joint development effort with HP, Sun, and Novell, involving online help, hardcopy, and softcopy documentation. I also represented IBM in the Open Group Single UNIX Documentation project.

From 1999-2004, I was a Senior IT Architect in Financial Systems at IBM. I focused on emerging technology and e-business strategies across the worldwide portfolio of IBM finance applications. I was the lead technical architect on the Finance Portal, which served as the conduit for web-enabled Finance applications and as a productivity tool for IBM's 10,000 worldwide Finance employees.

As a Senior IT Architect at IBM, I re-engineered financial processes and systems. I also helped recommend and implement a Sarbanes-Oxley solution for IBM which IBM now markets to other companies. (Sarbanes-Oxley

Continued on next page

Doug Woestendiek, continued

is a bill passed by Congress which forever changes the financial reporting landscape. It mandates numerous changes to financial reporting, intended to protect investors by improving the accuracy and reliability of corporate disclosures made pursuant to the securities laws.)

I am now the Director of Software Architecture at Marketing Management Analytics (MMA), responsible for the overall architecture of our Avista solution, holding an \$11M+ direct development budget.

Plans

Our industry is changing. From the outsourcing of jobs to the state of the global economy in the area of technology, the world we live and work in is changing. And it is changing FAST. STC needs to continue to change too. During the change, we as a Society must re-evaluate our spending and ensure it is aligned with our member needs.

It's an exciting time for STC as it transforms to provide better value to its members. I can provide fiscal oversight to the society, ensuring sound processes and adequate controls are in place. I can assist the board in making wise financial decisions. I will manage the budget prudently and make it clear to the members how money is being spent.

The Society must become more nimble in reacting to trends. We must put policies in place so we can adjust quickly to provide programs that add value for our members and address their changing needs in a fiscally responsible manner.

I would like the opportunity to continue my service to the STC by continuing on the Board as the new STC Treasurer. I want to help ensure that the STC remains relevant to our members, and that STC uses our combined fiscal resources to deliver meaningful value to members in their professional lives.

You can learn more about me at <http://hometown.aol.com/dougwoestendiek>. Please take the time to vote! Thanks.



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