

*The*  
**CAPITAL LETTER**



Society for Technical Communication  
Sacramento Chapter Newsletter

May 2006

**Hurray! Winter's gone!**



SOCIETY FOR TECHNICAL COMMUNICATION



2004-2005  
STC Newsletter  
Competition  
Winner

### 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](mailto: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.

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### Front cover photo

by Jim Collins  
American River below the Rainbow bridge.

### Opinions

The opinions expressed by contributors to *The Capital Letter*, STC Sacramento newsletter, are solely those of the individual writers and do not reflect the opinions of STC Sacramento, STC, or *The Capital Letter* volunteers.

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Reference herein to any specific commercial firm, commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement, recommendation, or favoring by STC Sacramento or STC International.

## Editor's Comments

## What Happened to Spring?



Hello everyone!

Did you enjoy our marvelous spring? Wasn't the weather great—all four days of it? It seems we've gone directly from a cold, windy, rainy winter to the heat of summer with not much of the usually enjoyable spring moderate temperatures. Oh well, just another one of the joys of living in the "sunshine state" I suppose. Regardless, Memorial Day and the beginning of summer with vacations, picnics, BBQs and everything else is just around the corner. I hope you're ready.

I'm sorry to report that unless someone steps forward to take the reins, there will be only one more issue of *The Capital Letter* after this one. I am moving on to the webmaster job. Some of the information from the newsletter will remain as a staple on our web site but some will probably not. Please consider stepping forward to take over this important part of our chapter's communications.

I am very pleased to announce and introduce our new employment manager: Paul Mooney. You can read Paul's introductory article on page 7. Paul acknowledges that he has some big shoes to fill in replacing Chuck Petch, but in reading his article, I think there are no worries on that score. He has some great plans that I hope you will read and help with.

At the next general meeting, the staff of Willow Valley Software will be discussing XML and Content Management based on their personal experiences with Epic Editor and Vasont. I encourage you to attend. This is not going to be the standard genuflection at the altar of single-sourcing but will be interesting and honest. You don't want to miss it.

As the general theme of this month's issue is XML, we have part two of Bernard Aschwanden's excellent article on DITA. I was privileged to attend the national convention in Las Vegas and DITA was heavily discussed. I think that as an open source organizing framework, we will see it become very common and I believe it would be wise to start becoming familiar with it. Along the same lines, look for an article next month detailing some of what I saw and learned.

We also have a first article from Suzanne Davignon. Suzanne moved back east a few months ago and was not able to find a technical writing job immediately. She writes about how you can maintain and use your tech writing skills while holding down a non-technical writing job. Suzanne has previously helped with the editing, but this is her first article. I'm sure you'll find it interesting and educational.

And just in case you're feeling down about your job or the market, be sure to read Patrick Lufkin's article on page 14. We are privileged to be in a job that is ranked so well in Money magazine's "Best Jobs in America" survey. Check it out, it's sure to raise your spirits.

One last thing. I just opened the May/June issue of *Tieline* and see that *The Capital Letter* is an award winner again in STC's annual newsletter competition. This time we've won an Award of Excellence and also the Most Improved Newsletter for chapters with 75-150 members. Wow! A big congratulations to all members of the staff and to everyone who helps and has provided guidance in the development and publishing of this newsletter. Especially noteworthy are the contributions and help of Chuck Petch and Barry Schoenborn. Thank you everyone! Look for the full write-up next month.

Time to go fire up the air conditioner. I hope to see you all at the meeting on Wednesday, May 17. If you've never attended, be sure to read the announcement on page 5. There's a link to a yahoo.com map there also.

Jim Collins  
Editor



President's Message

### Report to the Members

*Barry Schoenborn, President*



It's been a good year! The 2005-2006 administrative year will soon come to an end. The board has done a great job and I'm proud to have served with them. Here's a progress report for you.

**Free 24/7 training for members.** Thanks mainly to Chuck Petch, we have a program in place where all members can get free online training (at any time) in about 80 technical subjects. Now if that isn't "adding value," I don't know what is!

**Meetings and programs.** Chuck brought a great series of speakers to us this year, including Jeff March, Adam Rosenbaum, and Stephanie Chandler. We're having great fun at meetings, giving away door prizes and meeting new prospects.

**Financial stability.** Robyn Adams has improved the accounting system, changed us over to a better bank, and gotten us our rebate from headquarters. We have been prudent with spending – to the point where we now have "too much money." The chapter must begin a program of effective spending to better serve as a public benefit corporation. Note as well that our financial dealings are open to all the members all the time.

**Communications.** We redesigned the website, adding new content pages, and making it easier for members to contribute to it. Under the direction of Jim Collins, the newsletter (which was already very good) got better, winning another STC award. We maintain two Yahoo discussion groups – one for general issues and one for employment. We don't use them as much as we could, but hope springs eternal!

**Chapter operations.** We hold board meetings by teleconference, and all are welcome to attend. We modified the bylaws and conducted a successful ratification process. By the way, we also went through STC's "rechartering" process successfully, and headquarters has been getting its quarterly president reports.

**Trimming things down.** We dropped or put on hold any programs that did not attract member interest or volunteer interest.

Well, that was "then;" this is "now." There are important things to do in the upcoming year. I'm confident that Chuck Petch (whose election seems quite likely) will build on our accomplishments and make next year an even better one.



### Treasurer's Report: April

*Robyn Adams*

**End of month bank balances:**

<b>Checking:</b>	\$8154.82
<b>Savings:</b>	\$3015.43
<b>Total:</b>	\$11,170.25

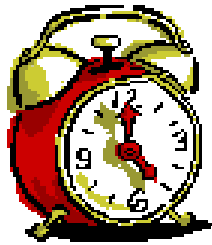
Details available upon request. [robynka@comcast.net](mailto:robynka@comcast.net)



# May Meeting

## XML and Content Management

### WVS Staff



Wednesday, May 17

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)  
and Friends of Sacramento STC

Non-Members and Limited STC members – \$5

Guests – First meeting is free.

Here's a link for the map at yahoo.com

[Coco's Bakery and Restaurant, 7887 Madison Ave. Citrus Heights](#)

It's the hot topic of the day, the latest fad in technical writing, but does it have any substance? Should you switch to XML? Buy a content management system? Come hear the WVS staff talk about their experience with Arbortext Epic Editor and the Vasont Content Management System.



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**WIW Conference Coordinator**

OPEN



April Meeting Report



## Employment

**Allow Me to Introduce Myself***Paul Mooney*

As a newbie to the Sacramento job market, I felt a little, shall we say, “anxious” about taking on the employment manager role. “Where do I start,” I thought. “What do I do?” Normally I go to Google for everything, but this time I went straight to the employment pages on the Sac-STC web site. Good start, lots of references to employers, staffing agencies, and job sites. What next? I started spot checking a few back issues of the Capital Letter and ended up reading all of Chuck Petch’s past articles. What a gold mine! As I read through his articles, ranging from “Finding Your Next Job by Phone” to “Surviving in Any Job Market,” I wondered how many members (and non-members) landed a job or successfully redirected their careers thanks to Chuck’s insight and tireless efforts. His will be a tough act to follow.

Truthfully, my interest in the Sacramento job market began a year ago when Hewlett-Packard’s new CEO announced he planned to cut IT by 50% over the next three years. In my case it took far less than three years! Fortunately, I landed a long-term contract within a few weeks and enjoyed a period of complacency while casually surveying the Sacramento job market through Dice, Monster, and Hot Jobs. Some of you may remember my email to the Sac-STC employment yahoo group lamenting the fact that I had detected only four permanent job openings over a five-month period (I’m proud to report that I did manage to get one interview). Knowing that my long-term, temporary contract would be over by the Fourth of July (too much independence!), I started picking Chuck’s brain. “Networking, cold-calling,” he said. But I persisted with Dice, Monster, and Hot Jobs. “How,” I pondered, “could something as big as the Sacramento job market be so hard to see?” And that’s what really led me to accept the employment manager role. I’m going to figure this out; I plan to become a student of the Sacramento job market and apply the strategies from Chuck’s great articles. Along the way, I plan to share what I’ve learned.

How ‘bout you? Are you interested as well? I plan to send a weekly email to the Sac-STC employment yahoo group asking a few questions or sharing some ideas about a particular employment or job market topic. How is the job market changing, what are the trends? Are we seeing job growth; if so, where? Has “contract-to-hire” become a dominant practice? Are companies relying more on contingent employees and less on permanent employees? Is High-Tech continuing to move into the area or is it in decline? What are the alternative career paths for technical writers? What’s a smart “continuing education” plan? As I sift through the dialog, I’ll post the results of our discussions on the Sac-STC employment page.

One last thought: Is anyone interested in doing a salary survey? It’s been several years since the last survey (I heard Barry has the results in his garage somewhere). I think I have enough budget to conduct an anonymous survey via snail mail. Perhaps this should be our first email discussion, starting June 1<sup>st</sup> or thereabouts. Meanwhile, if you have any comments on this article, I’d love to hear from you ([paulmooney33@yahoo.com](mailto:paulmooney33@yahoo.com)).



## Subsetting and customizing DITA

### (Part Two)

Bernard Aschwanden

*(Editor's note: This is part two of a two part series. Part one appeared in the March issue of The Capital Letter. It can be downloaded or viewed from the archive page at [www.stcsacramento.org/06\\_newsletters.htm](http://www.stcsacramento.org/06_newsletters.htm).)*

### Subsetting tags

There are close to 200 tags in the DITA specification. One of the easiest things you can do to make a DITA implementation simpler is to reduce the number of tags.

By identifying the elements and attributes that are not required, a major task associated with customization is accomplished. Aside from identifying these, it is also necessary to determine if they are required or optional. Fortunately, many of the tags are logically grouped together and therefore easier to work with. The DITA specification allows most content to be optional using the asterisk and question mark occurrence indicators, often further simplifying the removal of elements and remaining true to the DITA specification.

### High level DITA elements

Numerous high level elements exist in the DITA specification and several can be safely removed when subsetting. It is important to first plan your document set and then begin to subset as the removal of high level elements and all associated child element is difficult to undo later. Also ensure that any element that is removed is not required elsewhere in the DITA specification. If it is, ensure you make appropriate modifications in all locations.

The primary element groupings in the DITA specification include:

- Topic
- Concept
- Reference
- Task
- Body
- Table
- Domain
- Miscellaneous
- Prolog
- Related link
- Specialization
- Map

If you realize your documentation does not include, for example, tables or tasks, then the bulk of the elements associated with these two high level elements could be removed from your implementation. In the same way, if you do not use related links or maps, another set of elements can be removed.

### Common attributes

There are also several attributes that are commonly used throughout the DITA specification that may not be required. As with elements, it is important to plan your document set and then begin to subset. Remember that many of the attributes are reused throughout the DITA specification and it may be better to remove them on an element by element basis rather than removing them from the DITA specification completely.

The primary attribute groupings in the DITA specification include:

- Display attributes
- Global attributes

*Continued on next page*



## Subsetting and Customizing DITA, continued

- ID attributes
- Relational attributes
- Select attributes
- Universal attributes

### Subsetting occurrence indicators and order

The frequency of elements in the DITA specification can be subset. Since the majority of elements are optional, removing them poses no significant impact in the compliance of your content with the DITA specification. Several examples are provided that demonstrate a subset of tags, or a modification to the frequency and order of elements. This is not to say that any of these examples are the only way to subset the DITA specification, but they do ensure a more clearly defined order to content and custom limitations on the number of elements.

#### Example: Subset step

As seen earlier in this article, the element step can be subset as required.

Another example of a subsetting of the default definition of the element step may appear as seen below:

```
cmd, info?
```

This new rule still matches the DITA specification. However, it has been customized to specify that a cmd must be inserted. Then, if required, info may be added, but only once.

#### Example: Subset paragraph

Consider an example of the default definition for a paragraph, represented in the DITA specification though the use of the element p.

```
(<TEXT> | ph | codeph | synph | filepath | msgph | userinput | systemoutput | b | u | i | tt | sup | sub | uicontrol |
| menucascade | term | xref | cite | q | boolean | state | keyword | option | parmname | apiname | cmdname |
msgnum | varname | wintitle | tm | lq | note | dl | parml | ul | ol | sl | pre | codeblock | msgblock | screen | lines
| fig | syntaxdiagram | imagemap | image | object | table | simpletable | draft-comment | required-cleanup | fn |
indextermref | indexterm)*
```

This allows huge variations in the content of a paragraph. One of the first things that can be done with this element is a subsetting of content. Perhaps a review of the elements identifies a lot of options that may not apply in your environment.

The paragraph allows numerous elements for text formatting (such as b, u, i, tt). It also allows for elements that are more clearly defined in function such as filepath, userinput, uicontrol, cmdname and so on. If we decide that formatting on the fly (that is, applying bold, underline, italic, typetext) is restricted in our document we can drop these. In their place elements such as filepath, userinput, uicontrol and cmdname may be more useful. These elements define the purpose as opposed to arbitrary formatting.

Further review may identify other elements that we do not need to use in a paragraph and we end up with a subset that might appear as follows:

```
(<TEXT> | filepath | userinput | systemoutput | uicontrol | xref | keyword | cmdname | image | table | indexterm)*
```

This subset has removed many of the elements that we do not need, but has left the order up to the author. At present, the author is limited in the number of elements, but not in the frequency. Therefore, we may also consider modifications to the order and frequency of the remaining elements. If we rewrite the rule once more we may end up with:

```
(<TEXT> | filepath | userinput | systemoutput | uicontrol | xref | keyword | cmdname | indexterm)*, (image | table)?
```

This custom rule matches the DITA specification. However, it now specifies text and text objects must occur first. After text, if desired, a single image or table may be added. This still meets the rule set by the DITA specification, but is stricter.

*Continued on next page*

Subsetting and Customizing DITA, continued

## Drawbacks to subsetting

There are two key drawbacks to consider before subsetting: *tab limitation* and *stricter rule requirements*. If a DITA implementation is well planned neither should be a major problem in managing the way DITA is used.

### Tag limitation

While subsetting helps to implement a stricter implementation of the DITA standard, it also deviates from it. By only supporting a key set of tags you restrict the ability to import other content that complies with the DITA specification.

For example, if you redefine the element *p* to not allow *b*, *i*, *u*, *tt*, *sub* and *sup*, you may have to manage these elements when importing content from other sources. If your implementation clearly defines that *p* should contain *varname*, *uicontrol*, *keyword* and other tags, you can review the use of other elements and decide on how to manage their import. In this example, you may decide that, on import, *b* should be converted to *varname*, *i* to *uicontrol* and so on.

While there may be additional work when first importing content, the use of logical named objects (as opposed to format driven conventions) provides more value to content. Logical application of conventions generally supports far more reuse and clearly defines content based on purpose rather than on appearance.

### Stricter rule requirements

By redefining the order of elements and their frequency, you effectively rule out some combinations of elements that others may use. In doing so, you may be limiting the usefulness of content that others provide that match the DITA specification.

When content from other sources that adhere to the DITA specification is imported to your system it may be necessary to review the content and, perhaps, reorganize it. This must be done to ensure that your stricter rules are followed.

The net result may be a limitation in the organization of information and the need to rework content provided to you.

## Conclusion

Subsetting the DITA specification and modifying the default rules can provide many benefits to an organization. A restricted set of elements reduces the need to develop formatting and transformation rules for all possible combinations of elements. It also allows organizations to further control the types of content used and the way that they are used. This results in far more consistent documentation.

As long as any subsetting and modification of the rules is done in such a way that compliance with the DITA specification is assured in your output, then subsetting can be beneficial. The key is to plan based on your current documentation environment and to also plan for any future implementations that are expected.

By subsetting, you still follow the DITA specification and therefore ensure all content is 100% compliant with the DITA specification. This allows you to use default transformations, multiple third party tools and any future utilities that manage DITA content with very little modification. Software and hardware that works with DITA will, by default, work with your subset. Very little, if any, additional effort is required.

Custom implementations of most XML architectures from DocBook to S1000D to the DITA specification happen all the time. By restricting tags and enforcing custom order your DITA implementation can be done quicker, with more reliable results and at a lower overall cost of development, training and implementation.

## Upcoming events

The author of this article is involved in several events in 2006.

FrameMaker and DITA Seminar, May 5

*Continued on next page*

## Subsetting and Customizing DITA, continued

Presenting an online seminar on developing a DITA and FrameMaker interface.

[www.pubsnet.com](http://www.pubsnet.com)

DITA Summit, June 7

An online summit bringing together original designers of DITA, and early adopters who have successfully implemented DITA in their organizations.

[www.pubsnet.com](http://www.pubsnet.com)

## Related materials

A variety of related materials can be found online, including a set of FrameMaker specific documents for developing and publishing DITA content using a custom subset:

Introduction to DITA

[www-128.ibm.com/developerworks/library/x-dita1/](http://www-128.ibm.com/developerworks/library/x-dita1/)

[docs.oasis-open.org/dita/v1.0/archspec/ditaintro.html](http://docs.oasis-open.org/dita/v1.0/archspec/ditaintro.html)

Overview of XML

[www.w3.org/XML/](http://www.w3.org/XML/)

[www.publishingsmarter.com/pages/teach/xml\\_primer.html](http://www.publishingsmarter.com/pages/teach/xml_primer.html)

Author Site, including a fully functional DITA and FrameMaker sample document set.

[www.publishingsmarter.com](http://www.publishingsmarter.com)

## Tools used to develop this article

As the saying goes “we eat our own dog food”. In an effort to prove that DITA can be used to author content, and to deliver it in numerous formats, we created this entire article using readily available tools. Content was converted as required via numerous transforms provided with the DITA toolkit.

This article is created using *Adobe FrameMaker 7.2* and a subset of the DITA specification created by the author; it is freely available by request. The DITA XML output was tested using *XMetaL DITA Edition* for compliance and to review content online. The XML files are transformed using *OxygenXML* for output to HTML. As a proof of concept, the source code of the article is available in XML that is compliant with the DITA specification. It may be downloaded and tested as required.

## Author information

A recognized publishing technologies expert, Bernard Aschwanden presents at conferences and events across Europe and North America. Bernard is an Adobe Certified Expert, a Certified Technical Trainer and the author of numerous publications on publishing and single sourcing including *Advanced FrameMaker*, published by TIPS Publishing.

The founder of Publishing Smarter, a senior member of the Society for Technical Communication, the Vice President of the Toronto STC and Past President of the Computer Trainers Network, Bernard has helped hundreds of companies implement successful publishing solutions. Bernard is focused on publishing better, publishing faster and publishing smarter.

Home Page: <http://www.publishingsmarter.com>

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## Technical Writing As A Non-Technical Writer

Suzanne Davignon

### High hopes

I had high hopes for obtaining employment as a technical writer before moving 3,000 miles to a new city and a completely different climate. I researched my area for approximately six months before relocating. The region appeared to be a growing area for technologically innovative companies. Just one problem after I arrived: no suitable technical writing positions were available for a year. I began to get a little concerned after a few months – but I had planned for a lapse in employment. Then, several more months passed without a nibble from the job boards. I began to explore which skill building classes were offered at the local university and community college.

After researching the university's degree programs, I decided to continue my education. Ah, but this requires money, and so much was spent on the relocation; also, there has been an allergic reaction to guaranteed student loans in the past. Previously, a job on campus paid for my education.

### What happened next

I found an on-campus job pertaining to customer service, which was nothing new after working in casinos for seven years. But the job was something - because we need to pay for tuition, bills, groceries, kitten chow, and of course for my treasured STC membership; also, the utility companies like to receive payment for their services. So I found a job that did not include stress, but did include benefits and a salary.

### How I began work outside of Technical Writing and continued to be a Technical Writer:

1. Find employment:

**Problem:** Find a job with good benefits, at almost any pay rate.

**Found:** Customer Service at the university library check out counter.

**Solution:** Enjoy a stress free work environment.

Technical writing is everywhere, all one needs to do is look. I enjoy technical writing and searched for opportunities to document something—anything. Documenting any procedure was better than standing still at a service counter observing the late night library patrons.

2. Do the required work, then begin documenting the position's procedures:

The plan: Save procedures with screen shots for the portfolio and then work to “get the job you want, not the one you have”; also discover a degree program to pursue. I began to document every procedure and policy, becoming the employee who wrote down everything. Many co-workers' observations included: “she isn't scribbling on that notepad, and wow, she has a list stating how to do what, when, and why”. Eventually, co-workers began to ask for procedure writing and editorial advice.

3. For fun and editorial practice, help college students edit their writing and presentation assignments.

It was hard to resist requests for editing and writing advice from co-workers who are students – especially PowerPoint presentations that were all text and no bullets, or all large graphics and no text. The papers were a fun exercise while working swing shift hours. It occurred like this: cross out grammatical errors, give directions and assistance to patrons, and then direct the student/coworker to additional research resources that may improve their presentation. (Including STC articles)

4. Practice multi-tasking.

For example: Take an ID, scan a book, stamp a book, and then wish the patron a nice day, evening or good luck with that project – all while working on step number three.

5. Share my procedures with new employees and veterans of the department.



## Technical Writing As A Non-Technical Writer, continued

My co-workers discovered just what I had been incessantly noting during the training period. Sharing my procedural notes with co-workers led to a great team dynamic. I had documented which procedures had multiple solutions.

Luckily this position loosely related to my preferred profession. For example, to retain interviewing techniques I obtained a customer service position in a university library. Probing question techniques used with Subject Matter Experts are also useful when a student patron doesn't know the name of a book the instructor reserved for their review and research.

**Question:** I'm supposed to get a book saved for my class; can you get it for me?

Q: What is the name of the book?

A: I don't know.

Q: What is the name of the class?

A: Gee, I don't know that.

Q: What is the name of your Professor?

A: I can't remember.

Q: Do you have your syllabus?

A: No...but can't you just look all that up for me (said with a sweet smile or great impatience.)

### To cap it all off

I reposted my resume' on the job sites after several months at the library. A realization had come to me that constant face-to-face customer service was just not for me. I kept working at the library for the moment. I honed skills used in technical editing and SME interviewing. Also, I discovered which degree program related to Technical Writing to pursue; then, a week after the resume' was re-posted, I found a great technical writing position at a software company with a documentation team. Hallelujah!

If I had not taken the library job, I would probably have driven my husband nuts asking questions while he prepared a location in the backyard for a cement patio. I can hear and see myself now: "Why do you tie the steel rods in that manner? Why do you place a metal mesh over the rod grid? Move a little to the left while I snap this picture. And then how do you..." you know, it is all documentation.



## Technical Writer Ranks High Among Best Jobs in America

Patrick Lufkin

*Money* Magazine has ranked technical writer high among the best jobs in America.

Of 216 jobs reported on, technical writer ranked 13, a little behind Computer/IT analyst (7), but ahead of such related fields as curriculum developer (18), editor (19), and just plain writer (25). It also placed well ahead of a number of jobs that are better paid, but which have downsides in other areas, such as lawyer (37), dentist (43), and sales engineer (48).

As vocations go in America, technical writing does very well. The magazine found that 50 percent of technical writers make more than \$57,230 and that 5 percent make more than \$95,538. Projected 10 year job growth for the field was 23.22 percent.

Technical writing also did well when given letter grades on the basis of job satisfaction criteria: stress (B), flexibility (B), creativity (B), and difficulty (C).

The job of software engineer topped the list based on strong growth prospects, high average pay (\$80,500) and potential for creativity. College professors placed second, based on a variety of factors including compensation, flexibility, creativity, low number of work hours, and high number of vacation days.

The study was conducted by *Money* magazine, published by Time Inc., and Salary.com, compensation experts based in Needham, Massachusetts. Starting with data on some 250 job fields from the Bureau of Labor Statistics and salary data from Salary.com, they eliminated job fields with low pay, a small employment base, dangerous work environments, or few openings.

They followed up with online surveys to 26,000 people to rank the remaining job fields based on a number of job satisfaction criteria, including stress levels, flexibility in hours and working environment, creativity, and ease of entry and advancement. Finally the positions were ranked, with double weight given to compensation and projected growth rates.

The findings were released on the Internet on April 12, and will appear in *Money*'s May issue. Full details can be found at *CNNMoney*, the online home of *Money* magazine. Go to <http://money.cnn.com/magazines/moneymag/bestjobs/> and follow the links.

*Patrick Lufkin is a Senior Member of STC, past-president of the San Francisco Chapter, and current Membership Manager of the STC Management SIG.*



## Sacramento member to Speak at California Writers Club

STC-Sacramento member Ken Umbach will be speaking to the meeting of the California Writers Club, Sacramento Branch, on May 20, 2006, on the topic of "Internet Research: Some Starting Points." The title is a catch-all for a look at some of the many high-quality free sites for information on public issues, economics, and demographics, as well as other valuable Web-based information for writers, including historic photographs and other images. Ken also will talk about using websites for access to information about library-based resources, including the phenomenal resources of the California State Library and other publicly accessible libraries.

The meeting will be at 11:30 a.m., Ohana Garden (formerly Luau Garden Royal Buffet), 1931 Zinfandel Drive, Rancho Cordova 95670. From Highway 50, take Sunrise Blvd. north; make first left at Zinfandel. Restaurant is on the left. Cost for CWC members is \$11.00; for non-members, \$13.00. For luncheon reservations, contact Mike Finch by e-mail, [Finchfarms@juno.com](mailto:Finchfarms@juno.com), or just drop in.

