Ragged Left

THE SOCIETY FOR TECHNICAL COMMUNICATION   BERKELEY CHAPTER

JUNE PROGRAM

Networking Night at STC-Berkeley

BY BILL KRITZBERG, VP PROGRAMS

he Berkeley chapter of the Society for Technical Communication is packed with knowledgeable people who want to share and expand that knowledge. In fact, the opportunity to network about professional topics is one of the biggest draws at our monthly chapter meetings.

Consequently, we're planning a somewhat different format for our June meeting—rather than a stand-up speech by a single presenter, we'll offer *two* featured events (described below) and a number of "table topics," so that you can pick and choose the area or areas that interest you.

Featured will be résumé and portfolio reviews all evening long, conducted by our Employment Committee. These reviews are very popular, and now we're making it easier for you to participate. No advance reservations are required, so be sure to arrive early and put your name on the list to receive either one 15-minute review of your résumé, or one 30-minute review of your portfolio.

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About the STC

TECHNICAL COMMUNICATION is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.

STC has more than 20,000 members and 144 chapters worldwide. Its members include writers, editors, artists, illustrators, photographers, audiovisual specialists, managers, supervisors, educators, students, employees, and consultants.

STC strives to:
- Advance the theory and practice of technical communication.
- Promote awareness of trends and technology in technical communication.
- Aid the educational and professional development of its members.

Membership
Membership is open to everyone. Regular membership is $110/year, with an additional $15 enrollment fee the first year. Student membership is $45/year.

To receive additional information and an application form, via mail or email:
- Call our chapter voicemail number 510-466-5464 and leave a message.
- Send email to *bkymbrs@stc.org*.
- Send mail to STC-Berkeley, PO Box 1007, Berkeley CA 94701-1007.

Advertising Rates
Page $70, 2/3 page $50, 1/2 page $40, 1/3 page $30, 1/6 page $20, business card $10. STC members receive 20% off. Ad deadline is the fifteenth of the month prior to publication.

Submissions
Ragged Left publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please contact the editor for details of how to submit articles and illustrations.

Deadline for unsolicited submissions is the 21st of the month preceding publication.

Other STC publications are hereby granted permission to reprint articles from *Ragged Left*, provided such reprints credit the author and the specific *Ragged Left* issue, and a copy of any publication containing such a reprint is sent to the *Ragged Left* editor.

STC-Berkeley Chapter Meeting Details

Next meeting: Wednesday, June 14.

Café de la Paz serves STC-Berkeley members delicious South American food. The meeting begins at 6 P.M. with networking, conversation, and a no-host bar, followed by the buffet at 6:30 P.M. Chapter business and announcements are made around 7:15 P.M., followed by the speaker.

If you want to eat dinner, reservations are required and *must* be received (by Bill) no later than 12:00 NOON the Monday before the meeting (June 12). Reservations are necessary so that we can order the right amount of food. Do *not* contact the restaurant.

Send checks to Bill Kritzberg, 401 Melrose Avenue, Alameda, CA 94502.

Checkout

RSVP online: Use your credit card to order meeting reservations via the chapter Web site, *www.stc-berkeley.org*.

With a reservation, the meeting fee with food for members is $17, for student members is $14, and for nonmembers is $22; if you come for the program only, starting at 7:30 P.M., the fee is $10 ($8 for student members). If you are not eating, payments may be made at the door.

Fix Your Résumé

STC-Berkeley offers free résumé reviews to all comers, whether they are members or not. If you know someone who is a technical writer and would like some help with his or her résumé, we offer résumé reviews by people who have experience making hiring decisions.

With the average employer taking less than a minute to look at your résumé, another pair of eyes can help present your qualifications in the best light, *and* get you hired.

Résumés for review must be received the Friday before the monthly meeting (June 9). Send résumés to *employment@stc-berkeley.org*. Arrangements will be made to meet at the monthly meeting and to discuss the suggestions.

FrameMaker Guru Reviews Version 6.0

BY XANNA SCHWEICKARDT

The following is a brief summary of the chapter's May program.

Doug Yagaloff, of Caxton, Incorporated, joined an eager bunch of chapter members and guests in describing some of the new features included with Adobe's latest version of its long-document champ, FrameMaker 6.0. Yagaloff has been working with FrameMaker for 14 years, since version 3.0, so, he came well-qualified for an evaluative discussion.

The first item addressed was Adobe's commitment to supporting FrameMaker. Notorious for lack of support and for rumors of its demise, Adobe appears to have rededicated support for the program's future, according to Yagaloff. He assures us that, yes, there will be a version 7.0.

Yagaloff asked the group how many use FrameMaker. About 25% of those indicated that they use it as their main authoring tool. And those 25% dominated the conversation, interjecting their advanced-level questions at every pause in the presentation.

There are three exciting new things about FrameMaker 6.0, Yagaloff said:

- A revamped book window including building blocks with chapter and volume numbers. You can now do more through the book window, such as search entire books for items.

- Closer integration with Acrobat and more distiller options. When you have a book with a few chapters changed, the program knows which were changed and distills only those, saving time formerly lost "re-distilling" material that didn't need it.

- Quadralay WebWorks is now included. Instead of the old HTML export function, which didn't work so well anyway, Adobe bundled WebWorks with it to cover HTML exporting.

Yagaloff emphasized that structured documentation is the wave of the future in technical documents and noted that FrameMaker + SGML is a highly powerful tool that can help get you there.

Designing a Biotech Certificate Curriculum

Next meeting June 7: Join us for a roundtable discussion on the types of courses biotech writers would like to see in a certificate program. Our input will be very helpful to our guest, Rebecca Lynne Palmer, so she can put together a program that will be useful for both newcomers and experienced technical writers in the biotech and pharmaceutical industries.

Ms. Palmer is a freelance technical writer and editor specializing in the biotech and pharmaceutical industries. A former biomedical researcher, she also teaches technical writing at SJSU. Ms. Palmer is in the process of developing a curriculum for a Biotechnical Writing Certificate.

Rebecca wants the biotechnical writing certificate program to help technical writers in the real world of job hunting, interviewing, and working in biotech, which is quite different from computer documentation. Her goal is to help technical writers to develop the skills needed to research biotech companies, interview well, land the job and perform it with confidence.

If you are currently employed as a technical writer in the biotechnical field, this certificate would demonstrate your commitment to your field, broaden your outlook and give you the tools to take advantage of new opportunities in a variety of areas. (This certificate would also look neat hanging on the wall of your new office when you get the job or promotion!)

For more information contact Wynette Weaver, Biotech SIG Chairperson, at (510) 524-2459 or email: *wynette22@yahoo.com.*
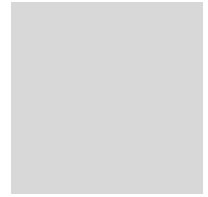
Directions to the Chiron Cafe

The Chiron Cafe is opposite the old main Chiron building in Emeryville. From Highway 80, take the Powell St. Exit and go East towards the hills. At the bottom of the overpass is Hollis St. Turn right on Hollis St. Go approximately two long blocks until you see a large geometric masterpiece of architecture painted in purple and orange ahead. This building is at an intersection with a traffic light. Turn right at the traffic light. Turn left at the stop sign and continue until you see an open driveway gate on the left (~ 500 ft.). Go through the gates and bear left. Plenty of parking available to your right. Park and walk to the circle (with the large vaguely DNA-like sculpture). The Chiron cafe is a small separate building on the left.

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Next Meeting:

Wednesday
June 14

Special Networking Night

Meal reservations required by Monday, June 12. *See page 2 for costs and meeting details.*
Available now: Credit card RSVP for meeting fees at *www.stc-berkely.org.* Please do *not* call the restaurant!

Café de la Paz: 1600 Shattuck Avenue (at Cedar)
Buffet and No-Host Bar 6:30 - 7:30
Announcements and Program 7:30 - 9:00

STC-BERKELEY MEETING LOCATION AND DIRECTIONS

By BART: Exit the Berkeley station (Richmond line) at Center and proceed north six blocks up Shattuck Ave. to 1600 Shattuck at Cedar.

From north of Berkeley: From I-80, take the University Avenue exit. Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From south of Berkeley: Take I-880 north from San Jose through Oakland. Follow the highway as it curves sharply to the right (where traffic merges) and becomes I-980. Continue on I-980 to Highway 24 (toward Berkeley/Walnut Creek). Take the first exit from 24 (Martin Luther King Jr./51st). Turn right on 51st St. and make first left onto Shattuck Ave. Proceed north on Shattuck to downtown Berkeley. Turn left on University Ave., then right again at first light (north) onto Shattuck. Go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, stay in the left-hand lanes and head towards Berkeley and Sacramento. Proceed two miles and exit onto University Avenue (on the exit ramp, stay in left lane of split). Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From far East Bay: Take Highway 24 west through Caldecott Tunnel, exit Ashby Avenue. West on Ashby to Shattuck Ave. Right on Shattuck to downtown Berkeley. Turn left (west) on University Ave., then right again at first light (north) onto Shattuck for seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

North

Shattuck Avenue

Cafe de la Paz
1600 Shattuck Ave.

Cedar Street

North Berkeley
BART Station

Hearst Avenue

UC Berkeley

University Avenue

6 blocks

To I-80
I-580

Berkeley BART Station

Downtown Berkeley