

Ragged Left

AUGUST 2001

Vol. 15, No. 8

THE SOCIETY FOR TECHNICAL COMMUNICATION

BERKELEY CHAPTER

Making Feedback Meaningful

Our August meeting will feature our own VP of membership, Paul Sinaohn, talking about the art of reviewing documents. What should you do as a reviewer? How should you approach a peer review? How is reviewing printed material different than art, online items, or websites? Are there any special considerations to be aware of when you look at marketing documents?

Of course, you'll learn by doing, as Paul will have examples of feedback to critique and discuss as you learn to present polite and productive feedback.

Coming Next to STC Berkeley

On September 12, 2001, the Berkeley Chapter is pleased to host a presentation by Shlomo Perets, *Creating Interactive PDFs*. Mr. Perets is in the United States to present a two day intensive workshop on FrameMaker-to-Acrobat Advanced Techniques at Caxton, Inc. in San Francisco.

At our meeting on September 12 he will review outstanding PDF projects including an illustrated parts catalogue, product information CDs, and an interactive eBook, *How to Read a Film*. Learn some of his tips and tricks about PDF interactivity, display and print quality, find and search functionality, bookmarks and links, and testing guidelines. An acknowledged expert in FrameMaker and Adobe Acrobat, Mr. Perets started MicroType in 1993 to train technical communicators how to get the most out of these powerful tools. He is the developer of the FrameMaker-to-Acrobat Advanced Techniques course and regularly contributes to *PlanetPDF* and other Acrobat and FrameMaker forums and con-

ferences. Join us for an informative and interesting presentation.

Audience Participation Requested

At our October 10 meeting, Eric DeMund will talk about *What Technical Communicators Need to Know about Linux*. He is working on the details of his presentation now and wants to hear in advance about your questions and ideas. Email our VP of Programs, Ruth Wright, at programs@stc-berkeley.org about your burning Linux questions and we will make sure Eric works them into his talk.

President's Message

The Ragged Left welcomes our first President's column from our new Chapter President Kathryn Munn.

The STC-Berkeley Chapter board has been hard at work this month mapping out a great year for you, the members of the Society. You will notice in this month's newsletter that we are publishing the presentations planned for the next three months so you can plan your calendar accordingly. By popular demand we have scheduled a party this year for our January 9, 2002 meeting to celebrate the New Year and recognize the people who have made and continue to make an outstanding con-

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Ragged Left

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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 155 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, August 8.

The Silver Dragon Restaurant serves STC-Berkeley members delicious Chinese food. The meeting begins at 6 P.M. with networking and conversation, and dinner 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 Ruth) no later than 12:00 NOON the Monday before the meeting (August 6). Reservations are necessary so that we can order the right amount of food. Do *not* contact the restaurant.

Send checks to Ruth Wright, 586 Vernon Street, Oakland, CA 94610.



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 \$20, for student members is \$17, and for nonmembers is \$23; if you come for the program only, starting at 7:30 P.M., the fee is \$12 for members and non-members (\$10 for students). If you are not eating, payments may be made at the door.

Résumé or Portfolio Review

Does your résumé or portfolio present your qualifications in the best light? If you're new to the field, or just concerned that your résumé or portfolio may not be up to snuff, sign up for a free 30-minute review. We have a cadre of seasoned tech writers with hiring experience who can review your material and give you expert feedback.

To sign up for a review, email employment@stc-berkeley.org by the Thursday before the monthly meeting.

State your name and the meeting at which you're hoping to have the review.

Be sure to write *resume review* or *portfolio review* in the subject heading of the email message. If it's for a résumé, paste your résumé into the body of the message. If it's a portfolio review, bring your portfolio to the appointment.

After you've sent the email, look for a reply from the Employment Manager, confirming that you are booked for a review. The message will also specify your review time (6 or 6:30) and who your reviewer will be.

Reviews are booked on a first-come, first-served basis. Since our reviewers are volunteers, the number of slots available varies for each meeting.

STC Region to Meet in Irvine

The STC Region 8 Conference to be held in at the Marriott Hotel in Irvine, California, November 1-3, 2001. Richard Lederer, celebrated linguist and author of scores of books and articles on the English language, will be the keynote speaker.

The most recent additions to Lederer's notable career are his post as Usage Editor of The Random House Dictionary of the English Language, Third Edition, Unabridged, and his regular guest slot on the radio show *All Things Considered*, hosted by Lisa Simeone. He also writes a syndicated column, *Looking at Language*; hosts his own radio show, *A Way with Words*; and maintains a busy schedule of speaking engagements with various educational and corporate groups.

Lederer's career as a wordsmith began when, after earning the Master of Arts and Teaching at Harvard University, he became a teacher of English and media at St. Paul's School in Concord, New Hampshire. While he taught at St. Paul's, he earned the Ph.D. in English and Linguistics at the University of New Hampshire and began writing books about the English language. The success of his books, starting with *Anguished English*, enabled him to explore other career opportunities. Since his days at St. Paul's, Lederer has written numerous additional books; contributed to such diverse publications as *Writer's Digest*, *Annals of Improbable Research*, *Mensa Bulletin*, and *Farmers' Almanac*; and appeared on numerous television and radio shows. For his speaking prowess, the San Diego Toastmasters awarded him the Leadership and Communications Award (1999) and the International Platform Association (the oldest speaking organization in the United States) awarded him first place among their showcase speakers (1994).

This year's STC Region 8 Conference has a timely and exciting theme, *The Guerrilla Conference*. The conference will be packed with information to help you thrive professionally during the uncertain economic times ahead. For more information about the Region 8 Conference—including proposal submittal, conference pricing, conference registration, and hotel accommodations—visit the conference Web site at <http://stcregion8conference.org>. Be sure to return to the site frequently, as it will be updated regularly.

A narrative summary and photographs of the STC 48th Annual Conference in Chicago may be found at www.stc.org/conferences.html

Freelance Rate Results Released

Want to know the going rates for freelance editorial work in the San Francisco Bay Area? Get a copy of *2000 Freelance Rate Survey Results*, released in June 2001 by the Bay Area Editors' Forum (BAEF). The report presents the prevailing rates our members

received for a range of services in different industries, as well as their most successful strategies for finding work and conducting business. The report is free to members, \$10 for nonmembers.

BAEF is an association of 300 staff and freelance editors, writers, and others offering related services. We provide opportunities for professional development and mutual support through monthly evening programs, an online members' directory, a newsgroup, job bulletins, and marketing activities.

To receive a copy of the Rate Survey Results, send your \$10 check, payable to BAEF, to the Bay Area Editors' Forum, PMB 338, 2040 Polk Street, San Francisco CA 94109. To learn more about our organization and the benefits of membership (\$40 per year), and to download a membership form, visit us at www.editors-forum.org. When you join, we'll send you a copy of the Rate Survey Results.

Communicating Chapter Concerns

BY BONNI GRAHAM

Hello members, and welcome to the 2001-2002 program year. We've had a number of changes at the society level this year. We've rolled out a new logo and branding program, reorganized the Board of Directors, and addressed a number of concerns and issues. I will report more on those in subsequent columns.

In the meantime, I want to talk a little bit about the keyword of my term in office: relevance. As your representative on the Board of Directors, I take your concerns, issues, and feedback to the Board and bring back information about what's happened and what decisions have been made. Despite this two-way flow of information, I hear a number of concerns that what the Main Office and Board do have no real effect on the chapters. Since, at least as it appears from my first board meeting, we (the D-S's, anyway) actually live, sleep, eat, and breathe chapter concerns, and since I'm a Professional Communicator (it says so, right on my business card), I plan to spend time communicating about this.

I also want to serve as a conduit for information back to the Board. I plan to include a survey at least once a quarter on some issue that I know will be coming before the Board at the next meeting. I encourage you to visit the regional web site and fill in the survey so that I can always have a current picture of our regional concerns

I will also keep you up to date on current regional events, so watch your email boxes and this space for more information. We will also be recruiting for competition judges (this year we're experimenting with having Touchstone serve as the focal point for regional competitions), so be ready to jump in.

I'm looking forward to serving you over the next three years!



Every month new members join the STC Berkeley Chapter. Some transfer and others are first time members of STC. In this new Ragged Left column we'll be introducing you to your newest colleagues.

Meet the New Members

by Larry Lynch

Melanie Booth currently works as a training and learning specialist, focusing on the documentation of training materials and content—paper-based, online, and face-to-face. She began her career eight years ago as a college composition and journalism instructor, transitioning into the training field four years ago. She has done the majority of her work within the educational sector and currently works for SCORE! Educational Corporation in Oakland. In her “free” time, she freelances as a grant writer and consultant for nonprofit organizations. Melanie holds a BA in English and an MA in rhetoric & writing studies. She also has graduate certificates in online teaching and learning and applied linguistics. She joined STC in February 2001.

Originally from San Diego, she now resides in Emeryville with her husband and two cats. Her hobbies include reading, kayaking, backpacking, and cooking.

David Fleming is a new STC member this year. Originally from Annapolis, Maryland, he transferred to the University of California, Santa Cruz, halfway through college, completing a BA in psychology in 1988. After several years of working in administrative positions following college, David began teaching an adult job skills course in 1992.

His experience in creating materials for that course led him to apply for a position that included technical writing in 1994 and become a full-time technical writer with his next position in 1997. He has worked as a technical writer for DOMICO (a small Berkeley company), Alternative Resources Corporation (contracting), Century Analysis, and New Era of Networks (recently acquired by Sybase).

David enjoys camping, sailing, playing guitar, computer games, and many other hobbies. He currently lives in Berkeley and works in Pacheco, California.

Zenobia Redeaux, a graduate of San Francisco State University's Journalism Department, began her career in technical communications in 1988 writing software manuals for Bank of America's payroll processing system.

Since her start at Bank of America in Concord, California, Zenobia has written documentation for BOC Coating Technology, Phase Metrics Automation, and Shared Medical Systems. She is currently writing for Sybase, Inc. (formerly New Era of Networks, Inc.) which is relocating to Dublin, California, in early 2002.

Zenobia is a resident of Vallejo. She is a third-degree brown belt in kung fu, is working on a degree in computer science from Solano Community College, and plans on completing her master's degree in counseling psychology from Sacramento State University in the near future.

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STC Berkeley Ragged Left Resource Corner

Each month rotating guest writers offer resources that benefit the technical writing industry. If there is a topic you would like to cover for a future edition, email newsletter@stc-berkeley.org.

Web Resources for Writers

By Karen Armstead

Two websites, *TECHWR-L*, at www.raycomm.com/techwhirl, and *Technical Writing with Gary Conroy*, at techwriting.about.com, serve professional technical communicators and interested others by offering information and resources. Each site does different things well, and both are worth checking out.

TECHWR-L's site was developed in 1993 to support a listserv of the same name and sports an abundance of quality writing, and a clear editorial intelligence at work in sections like *Writing/Related*, which currently features the articles *Writing Corporate Newsletters*, by Moira Allen, and *Taking Advantage of Reflexive Responses*, by Geoff Hart—about how an annoying online advertising strategy broadened one author's approach to creating accessible information. If you visit *TECHWR-L*, don't spend too much time in the *Humor* section—which affords only occasional chuckles amid the tired, Dilbert-esque japes, or *Employment Central*, which, among other serious flaws, gives readers no way to filter a job search geographically. On the other hand, do be sure to check out *From the Sidelines*, by the vinegary *TECHWR-L* regular Lisa Higgins. Memorable archived columns of Higgins's include: *Marketing Writing: Not Just Cheesy Ads Full of Lies and Starbursts*, and *Family Computing: I Use My Carefully-Honed Skills to Put the Screws to My Own Mother*.

Technical Writing with Gary Conroy, out of Britain, provides exhaustive links to international tech comm resources, mostly in English-speaking countries, as well as several authoritative articles on XML. Any new tech writer looking for ideas for his or her own portfolio will want to check out *Samples* in the main menu. This is a collection of technical writing projects posted by various tech writers, and includes online help and manuals on subject matter as diverse as API functions and Tennessee judicial policy. The site's humor section boasts a selection that will have you shaking your head and mumuring, “Only in England.”

STC Berkeley *Ragged Left* Biotech Column

The Berkeley Biotech SIG is taking a hiatus. In lieu of meetings, STC Berkeley offers this monthly column. If you would like to write a column of your own to run in this space, or you'd like to ask a question or make a comment, please contact Ruth Wright at programs@stc-berkeley.org.

Better Archeology Through Genetics

How Sequencing the Genetic Code Has Helped Us See Our Past

BY RUTH WRIGHT

We all know that genes mutate. Mutation is a serious threat to any organism, including us. Within our cells, DNA nucleotide sequences must be accurately replicated and conserved from one generation to the next. Cells in fact have elaborate mechanisms that allow them to spot and repair incorrectly reproduced DNA sequences, and for the most part they work flawlessly. It has been calculated that only about one nucleotide pair in a thousand gets randomly changed and left unrepaired within a time frame of about 200,000 years – pretty mind-boggling, although a short span of time in relation to the evolution of species.

Most of the variation created this way will be disadvantageous to the affected organism and it won't get reproduced within the population. On the rare occasion that a chance genetic change proves to be advantageous, it will be reproduced, and organisms with that change will become a larger fraction of the population, and, if the change is really beneficial, they will eventually become the majority.

In any given species, the functions of most genes are optimized in exactly this way—by what is called point mutation, or the change of a single nucleotide pair, and the subsequent action of natural selection to promote the spread of the improved trait.

Point mutation is useful to fine-tune the genome, as it were, but to produce major evolutionary changes, more drastic things have to take place.

We tend to think that genetic recombination is something that only happens in a lab, not out in the world, or within us. In fact, a number of mechanisms of genetic recombinations occur in living beings. Genetic recombination is the exchange of gene material among chromosomes. They cause major rearrangements of an organisms' genome, and they happen with a surprising frequency, when compared to random point mutations.

Genomes expand and contract through the duplication of stretches of DNA or through their accidental deletion. Pieces of genetic code get transposed from one chromosome to an entirely different place, possibly on a different chromosome. Component parts of genes, pieces that code for proteins that regulate a chemical process or turn a genetic function on or off can get separated from the rest of their gene and put elsewhere. If they still work, they may contribute to creating a new protein that performs an entirely new task.

As magical or scary as this may sound, this is how genomes as a whole evolve to become increasingly complex. In mammals, almost every gene that exists has multiple forms. DNA sequencing studies have shown that many apparently different genes actually share related modular segments, like the stretch of code that makes that protein or shuts the gene on or off. Those genes that share these modules likely end up doing dramatically different things.

In higher organisms like humans, accidental gene translocation is an important first step in the evolution of new genes. Among other things, it allows the translocated sequence to begin to evolve independently, away from the influence of its former associates. This is the necessary first step to its acquiring new functions that might benefit the organism as a whole.

You're probably wondering about the relation of archaeology to all this. We can use the blood component hemoglobin as an example. Hemoglobin binds the oxygen in the lungs and transports it throughout the body, releasing it to the tissues and their cells. In evolutionary terms, the development of hemoglobin could be said to have been crucial to the development of multi-cellular organisms of any appreciable size. One-celled

organisms respire by diffusion of molecules across their cell membranes, obviously not an option for us. Hemoglobin-like molecules are consequently found in all vertebrates, which are creatures with a spine, and in many organisms without one. The most primitive oxygen-carrying molecule is found in marine worms, insects and primitive fish. Apparently, about 500 million years ago, during the evolutionary development of higher fish, a series of gene mutations similar to those I described created two slightly different hemoglobin genes, both of them present in the same individuals, an alpha and beta version. In modern vertebrates like us, each hemoglobin molecule is made up of two of each of these same alpha and beta versions joined together. The more complex molecule does a better job of binding and releasing oxygen molecules than the single gene version.

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Not every newly created gene sequence proves to be as useful as hemoglobin. Genomes, including our own, are full of nonfunctional variants of gene code

Genetic Code, continued from page 5

Sequencing the Genetic Code

Later in the evolution of mammals, one of the genes underwent a change that expressed itself only in a growing fetus in the womb, allowing easier transfer of oxygen to the baby from the mother, fetal hemoglobin, which is only created during that stage of our lives to optimize in utero development. So we've evolved a diversity of hemoglobin genes from that original primitive gene sequence.

Not every newly created gene sequence proves to be as useful as hemoglobin. Genomes, including our own, are full of nonfunctional variants of gene code. And the nonfunctional sequences aren't easily lost, either; hence the term "junk DNA".

Scientists looking at gene sequences of, say, a common enzyme, are doing amazing things like pinpointing the rough time of convergence between us and bacterial cells, which are different from our cells in a number of very important ways. By studying an enzyme common in nature that is important in the metabolism of sugar, scientists can tell roughly when animals diverged from plants, and exactly how similar or different that enzyme within us is from the same enzyme found in a corn plant for instance. The surprising answer – they're more alike than not.

So, you're no doubt wondering where the archaeology went in this story. DNA that dates back as far as 17 million years has been examined by gene sequencing, allowing us to compare the DNA of a creature back then with the same creature or whatever close equivalent exists that is here today. The exercise has brought out some interesting historical coincidences. The sequencing of DNA from a fly fossilized in amber was accomplished shortly after the book *Jurassic Park* was published. An analysis of Abraham Lincoln's blood taken from objects nearby at the time of the assassination indicates that he was suffering from a hereditary disease that likely would have ended his life early anyway. He actually outlived the average life span for people with that disorder. The stomach of a 4-ton mastodon killed by prehistoric hunters and sunk in a peat bog has yielded everything from plant seeds to intestinal bacteria, now available for further study. And of course the result of this kind of testing is now being used to establish the guilt or innocence of people charged with violent crimes.

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Meet New Chapter Members

Dan Dosick, a new STC member in 2001, has lived in the Bay Area for over twenty years and now lives in

Berkeley with his wife and two children. Originally from Massachusetts, he received a Journalism degree from Boston University.

Dan has worked as a technical writer for Hitachi, InVision Technologies, and Tom Sawyer Software. His interests include woodworking, music (mostly classical and jazz), and cooking.

Carol Schwarz: This month Carol lives in Richmond at Marina Bay. Who knows where she'll be next month?

She grew up in Albuquerque, New Mexico; survived 11 years living in the Dallas/Fort Worth area; spent three years hanging out at the beach in Southern California—Laguna Beach—before heading to the Bay Area. She has lived here for five years and plans to stay.

Carol received a BA in journalism/communications from the University of New Mexico and spent 18 months as a reporter for radio and TV in Albuquerque. She got into technical publications the usual way—by accident. Most of her career has been spent in technical publications/engineering management (nine years at the director level), so she claims she really doesn't know how to do much any more. Comfortable in the high-tech arena, Carol names Tandy Electronics (part of Radio Shack), AST Computers, and HP Pavilion PC as some of her past career homes. Trying out a new career, Carol is currently selling the outsourcing of technical publications services.

As an Aquarius and as an Enneagram Epicurean, she has a wide variety of interests and hobbies. Some of the ones that have stuck include herb gardening and use of herbs (all legal), yoga, rollerblading, and of course reading and writing.

President's Message, continued from page 1

Planning Ahead in Berkeley

tribution to the organization. Don't miss this fun evening of food and music. We are also planning to extend our calendar of training opportunities to include beginning and advanced FrameMaker, API documentation, and managing technical communication projects.

As always we want to hear about what the Chapter can do to support you in your professional goals as a technical communicator. Email president@stc-berkeley.org with your ideas, suggestions, and especially any ways you might be willing to contribute your own talent and time. See you soon at one of our meetings.

STC Sacramento Chapter

FIRST WEDNESDAY OF EACH MONTH
DETAILS: WWW.STCSACRAMENTO.ORG

No Meetings for the summer. Check Website for September meeting information.

STC East Bay Chapter

SECOND THURSDAY OF EACH MONTH
TONY ROMA'S IN DANVILLE
5:30 P.M. - NETWORKING
6:30 P.M. - DINNER
7:30 P.M. - CHAPTER BUSINESS/PROGRAM
RSVP IN WRITING, TWO DAYS IN ADVANCE
DETAILS: [HTTP://WWW.EBSTC.ORG/](http://WWW.EBSTC.ORG/)

No August Meeting

Next meeting: Thursday, September 13th, 2001

STC San Francisco Chapter

THIRD WEDNESDAY OF EACH MONTH
LONDON WINE BAR, SAN FRANCISCO
6:00 P.M.: NETWORKING AND SELF-SERVE HORS D'OEUVRES
7:00 P.M.: PROGRAM
NO ADVANCE RESERVATION REQUIRED
DETAILS: [HTTP://WWW.STC-SF.ORG](http://WWW.STC-SF.ORG)

Monday, August 15, 2001

Program: How to Market Yourself as a Technical Communicator: A Recruiter's Perspective

In this presentation a panel will offer advice on how technical communicators can best market themselves in today's competitive environment. The panelists will present material on strategies and techniques for job hunting and answer audience questions.

STC North Bay Chapter

THIRD THURSDAY OF EACH MONTH
PARKER COMPUTER, ROHNERT PARK
5:30 P.M. - NETWORKING
6:30 P.M. - INTRODUCTIONS & ANNOUNCEMENTS
6:45 P.M. - PROGRAM
8:00 P.M. - CONVERSATION, IDEA SWAPPING
NO RSVP NEEDED

DETAILS: [HTTP://WWW.STC-NORTHBAY.ORG/](http://WWW.STC-NORTHBAY.ORG/)

Check Website for update

STC Berkeley Chapter

AUGUST 8, 2001

Paul Sinasohn, *Making Feedback Meaningful*

FUTURE PROGRAMS:

SEPTEMBER 12, 2001

Shlomo Perets, *Creating Interactive PDFs*

OCTOBER 10, 2001

Eric DeMund, *What Technical Communicators Need to Know about Linux*

Email our VP of Programs, Ruth Wright, at programs@stc-berkeley.org with your burning Linux questions and we will make sure Eric works them into his talk.

STC Silicon Valley Chapter

FOURTH THURSDAY OF EACH MONTH
FOUR POINTS SHERATON, SUNNYVALE
6:00 P.M. - NETWORKING, JOBS CORNER, AND DINNER
7:00 P.M. - ANNOUNCEMENTS
7:15 P.M. - PROGRAM
RSVP BY MAIL, ONE WEEK IN ADVANCE
DETAILS: [HTTP://WWW.STC-SILICONVALLEY.ORG/](http://WWW.STC-SILICONVALLEY.ORG/)

Thursday, August 23rd, 2001

Presentation: The 16 "Most Popular" Interview Questions

Have you ever been asked a question in a job interview that made your mind go blank? Any of these "popular" questions could cause problems if you're not prepared. In this Q&A session, everyone can participate by giving suggested answers to these questions. The variety of responses will help you to handle almost any interview situation, even those dreaded team-style interviews.

Speaker: Carole Hall, through her company, HallTech, has provided writing and training consulting services for Bay area businesses and organizations for several decades. Currently, she instructs technical communication courses for local universities and companies and is the author of several books, including *Instructions & Procedures That Work*, a how-to guide that has helped hundreds of her students and others to write better on the job.

This presentation is based on her ongoing classes in how to prepare a selling resume and portfolio and, of course, how to handle an interview.

East Bay Editors Guild

THIRD MONDAY OF EACH MONTH
ROCKRIDGE LIBRARY
5366 COLLEGE AVENUE (AT MANILA),
OAKLAND

7:00 P.M. - PROGRAM

Monday, August 20, 2001

Program: Open discussion, planning for future.

The meetings are held in the Rockridge Library's community room. Enter through the front door and come up the stairs. The front door may appear closed, but should not be locked; slide it open by hand.

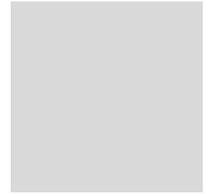
Optionally, some members meet in front of the library at 5:40 for a no-host dinner at a nearby restaurant before the meeting. Check the door for a note naming the location.

Editors Guild welcomes everyone interested; there are no dues, fees, or membership required. To be added to the Editors Guild listserv, email jyl@dolby.com.

Ragged Left

P.O. Box 1007
Berkeley, CA
94701

Forwarding and
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Next Meeting:

Wednesday

August 8

Making Feedback Meaningful

with Paul Sinasohn

Meal reservations required by Monday, August 6.
See page 2 for costs and meeting details.

RSVP online: Credit cards accepted at
www.stc-berkeley.org.

Silver Dragon Chinese Restaurant:

835 Webster Street (at 8th) in Oakland

Dinner 6:30 - 7:30

Announcements and Program 7:30 - 9:00

Please do *not* call the restaurant!

STC-BERKELEY MEETING DIRECTIONS

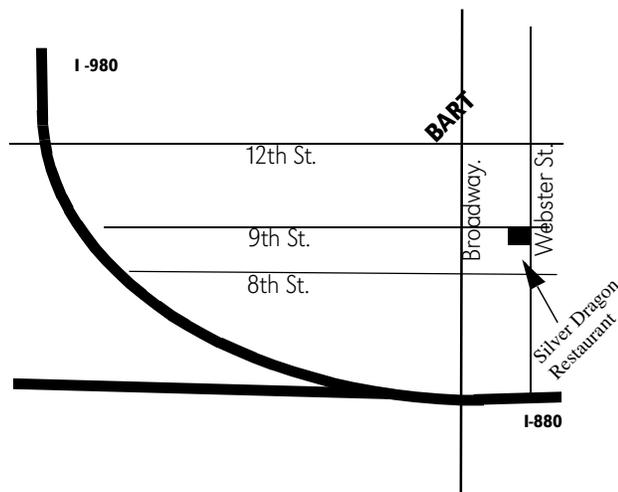
From north of Oakland: Take the I-880 North. Merge onto the I-580 East ramp towards downtown Oakland. Merge onto I-980 W. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St. and proceed to 8th & Webster.

From south of Oakland: Take I-880 north from San Jose through Oakland. Take the Oak Street exit towards Lakeside Dr. Turn right onto Oak St. Turn left onto 8th St. Turn right onto Harrison St. Turn left onto 10th St. Turn left onto Webster St.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, take the I-580 East ramp towards downtown Oakland (CA-24)/Hayward-Stockton. Merge onto I-580 E. Take I-980 West ramp towards downtown Oakland. Merge onto I-980 W. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St.

From far East Bay: Take Highway 24 west through Caldecott Tunnel. Highway 24 west becomes I-980 west. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St. and proceed to 8th & Webster.

EAST



Join us in our New Meeting Location in Oakland

By BART: Exit the 12th Street Oakland station. Walk south for two blocks, to Webster St. Turn right and walk west to 835 Webster St.