Ragged Left

The newsletter for the Berkeley Chapter of the Society for Technical Communication

In this issue

**Volume 21, Number 4
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July 9, 2008 Meeting Notes

Developing an Interactive Tutorial with Adobe Captivate and RoboHelp

Notes by Ben Lukas

Laurie Edelman of Altera Corporation in San Jose demonstrated a tutorial project to the STC-Berkeley Chapter. The tutorials are created using Adobe Captivate to record "movies" of screen shots of the Altera software in use with voice over narration. These movies are then imported as .htm and .swf files into RoboHelp. Laurie's team uses RoboHelp to leverage its best features: a table of contents with nested entries for easy navigation within the tutorial and seamless transitions between various RoboHelp projects within the tutorials. Altera compiles the RoboHelp tutorial project into a Microsoft Compiled Help (.chm) file for installation with the demonstrated software onto their customers' PCs. Laurie noted that one could also use RoboHelp to save the project as WebHelp files for delivery over networks.

Laurie demonstrated the features of Adobe Captivate and the workflow she uses to create and edit the Shockwave Flash (.swf) files for the multimedia content. However, she also emphasized the need for planning and technical review before you begin creating the multimedia, as well as editing of the "slides" once created. Altera develops "story boards" with Microsoft Word, including a title and narrative of each slide, and submits these for technical review. After the review, they use Captivate to capture the screen usage and copy the narrative into the notes for the slide. The narrative is then read into the project. The editing process includes removing extraneous slides, inserted text block captions, creating images of menus and dialog boxes, editing mouse paths and clicks, and cleaning up the audio. Once these parts are ready, the Altera authors use Captivate to sync the audio and various slides into a timeline and create interactive steps.

Laurie shared with the audience some lessons learned over time in creating the tutorials. These "tricks" allow Altera to reuse the tutorials over time with various versions of its software as they are continually released on a six-month cycle. Altera authors edit out version numbers from the screen pictures. They use SnagIt to save dialog boxes and menus as images, then use Captivate to layer the images over the background of the software. When a menu or dialog changes, the authors just update the saved image, typically without needing to repeat the creation and editing of the slides.

Altera uses an e-learning training concept promoted by William Horton in the organization of the tutorials. The outline can be summarized as "show me, guide me, and test me." Altera structures the tutorials in a way that covers the same material three times. In the initial "show me" part, a narrated voice-over describes the steps required for a procedure, text captions emphasize key actions, and the mouse and keyboard actions are displayed to the viewer. Once the tutorial "shows me" all steps in the proce-dure, the tutorial moves on to "guide me" in using the mouse and keyboard to do the procedure within the demo. The Captivate tools allow the tutorial author to validate the appropriate actions, giving feedback to the user when the actions are correct and alternatives when the user cannot perform the

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.

THE SOCIETY FOR TECHNICAL COMMUNICATION (STC) has members worldwide. Its members include writers and editors, artists and illustrators, photographers and audiovisual specialists, managers and supervisors, educators and 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. Classic membership is $145/year with an additional $15 enrollment fee. STC also offers Limited, E-Membership, and Student Membership options. To receive additional information and an application form, via mail or email.

- Send email to membership@stc-berkeley.org
- Send mail to Berkeley STC, PO Box 1007, Berkeley CA 94701-1007

INSURANCE Members of STC can apply for health, disability, and other insurance at STC group rates. For more information, contact STC office at stc@stc.org or (703) 522-4114.

WORLDWIDE ACTIVITIES STC's annual conference brings together more than 2,000 technical communicators from around the world for educational programs, seminars, and workshops conducted by experts in the field. Upcoming annual conference: Minneapolis, May 13-16, 2007. In addition the STC sponsors many regional conferences, which feature the same sorts of programs, seminars, and workshops on a more intimate scale. STC sponsors international and regional competitions in all aspects of technical communication. STC Special Interest Groups (SIGs) bring together members with common experiences and interests to share their skills and knowledge. STC SIGs include:

- Academic
- AccessAbility
- Canadian Issues
- Consulting and Independent Contracting
- Emerging Technologies
- Environmental, Safety, and Health Communication
- Illustrators and Visual Designers
- Information Design and Architecture
- Instructional Design & Learning
- International Technical Communication
- Lone Writer
- Management
- Marketing Communication
- Online
- Policies and Procedures
- Quality and Process Improvement
- Scientific Communication
- Single Sourcing
- Technical Editing
- Usability & User Experience

STC sponsors research grants and scholarships in technical communication.

STC publishes the quarterly journal *Technical Communication*, the newsletter *Intercom*, and other periodicals, reference materials, manuals, anthologies, standards, and booklets.

Formed in 1953, STC has today become the largest professional society in the world dedicated to advancing the theory and practice of technical communication.

LOCAL ACTIVITIES The six northern California chapters of STC conduct a variety of individual and joint activities. See page 8 for contacts for these chapters. See page 10 for a list of other local organizations in which STC members may be interested.

SUBSCRIPTIONS This newsletter is free to members of the Berkeley chapter.

ADVERTISING RATES The *Ragged Left* is not accepting advertising at this time.

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 talk with the editor for details of how to submit articles and illustrations.

The deadline for unsolicited submissions is the last Friday of odd-numbered months.

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required action. When creating the "test me" part of the tutorial, the authors again use Captivate to prompt the student to perform the needed mouse and keyboard actions, but with fewer text inserts to guide them.

Adobe Captivate can be a powerful tool in creating interactive tutorials of your software in action. Only your imagination limits the ways to demonstrate software, and guide and test a user. However, Laurie has found that the tutorials are most effective when properly planned, scripted, and edited.

Ben Lukas has produced training and user documentation for several high-tech companies. He currently works for Working Machines Corporation as a Project Manager, managing customers and contractors, and producing documentation for projects from the sales, to technical development, to installation, to training phases. Ben also trains the users at the distribution centers that implement Working Machines' products.

President's Notes

by Richard Mateosian

This is a busy time for the Berkeley Chapter. In addition to our regular monthly meetings, we are putting on another workshop on September 6th. Many of us have things to say that others need to hear, but we don't know how to organize the material in a way that lets our ideas shine through. Come to the workshop with an idea, and Linda Urban will help you shape it into a presentation or workshop. See *Sharing Your Expertise: Putting Together a Presentation or Workshop* on page 6 for details. Sign up early, because it is inexpensive, and space is limited.

Touchstone

The Touchstone competition is just around the corner, and our chapter is a co-sponsor, along with the other Bay Area chapters. The deadline for entries is September 27th, so go to www.stc-touchstone.org for instructions on how to enter. We also need experienced judges, and this year there is a new twist. We will enter judges who complete their work successfully into a drawing for up to $200.00 toward 2009 STC dues. Go to stc-touch-

stone.org for a judging application. If you'd like to participate in some other capacity, send email to xrm@pacbell.net.

Touchstone benefits the STC Kenneth Gordon Scholarship. In the next week, the scholarship committee will meet to decide on awards for the 2008-09 academic year. The scholarship committee has plenty of money for awards, but the number of applications has declined in the last few years. The deadline for this year has passed, but if you know a technical communication student in Northern California, urge them to send email to lufkin@ix.netcom.com for information about next year's awards.

Financial Report

This is also the time of year when we must provide our financial reports to STC headquarters. This is routine, and our chapter is fiscally sound. Because of the increased scrutiny of charities in recent years, our chapter must now also file a simple form with the Internal Revenue Service. We don't pay any taxes, but they want to know that we are following best practices for 501(c)(3) educational, scientific, and charitable organizations.Nothing to worry about here, either, because our activities are all above board and support our mission.

Get involved!

Needless to say, all of this activity takes volunteer labor. Please let me know if you'd like to help. Also, our election is coming soon, so please send email to elections@stc-berkeley.org if you are interested in any of our elected positions. New officers will take over at the beginning of 2009. Following STC's lead, we have changed our chapter year to coincide with the calendar year. Officers for the 2007-08 year are staying in office an additional six months, through the end of 2008, to facilitate the transition.

Web usability column

Appealing Design

by Eric Hughes, Managing Director, Simplexity, LLC

In our previous columns, we discussed web development process and content. In this column, we'll discuss design.

The chaos that exists in the intersection between form and function has never been so blatant in the history of design than it is with the web. Before the web, in the world of desktop design, there was an intransigent process for developing applications. Once the programming started, the design work had to be finished. In the remote application world, there wasn't much flexibility for look & feel, as remote processors had limited, if any, support for graphics. With the web, it seems that both form and function, separately and together, are treated as fungible, never-ending processes. This is both wonderful and scary, and is the primary reason there are so many failed web projects scattered about the Internet landscape.

Here is a comment I made in the January/ February 2007 issue of the *Ragged Left*: "There has been a battle going on in the web development world that, at times, rivals the Hatfields and the McCoys. It is the battle between graphic designers and usability architects. The former are experts in creating visceral response (form), the latter in dealing with behavior (function). They both design and influence user interface (UI) and user experience (UX), the means by which visitors interact with a website. Since the mid 1980's, this confluence of form and function has typically been referred to as interaction design. There are great designers who totally get usability, just as there are usability experts who totally get design; however finding these folks can be a challenge. Even when you do, the priorities of each discipline are often at odds."

Since it has been a year and a half since I wrote that, I've been sitting here re-reading it and wondering a bit about whether it is really design or time-to-market issues that have had the most deleterious impact on web usability. In the web 2.0 world, it is probably time-to-market, with design a close second. With the rest of the web, I'd still say it is primarily design. I use the word 'design' here as a bucket for colors, fonts, logos and graphics, white space, spacing, and non-functional layout. It is presentation in its most elemental, but important form. It is form, not function. Form is not user interface until it is combined with function, and although it isn't always prudent to separate design from function, it is how web sites get built, since we can more easily review (and change) design than we can function.

I recently attended an exhibit at the Oakland museum called "The Birth Of The Cool." It is an exhibit of mid 20th century artifacts that were some of the first to be considered "cool" — the adjective borrowed from mid century jazz masters. I was struck by their simplicity: molded plastic Eames chairs that were easily stackable (but looked anything but comfortable); square houses with rectangular rooms surrounded by glass walls; speaker cabinets made to look like simple space ships. There was an emphasis on design over function, as long as 'function' was considered to be the provision of comfort rather than the provision of convenience. It got me thinking about how hard it is to get people to agree on what is usable during the development process. To the designer, 1950's furniture was perfectly usable because it looked great in its environment. Function was more about how it interacted with its other physical surroundings. Did the chairs stack easily? Did the stereo fit into the cabinet? Did the bicycle last a long time? It doesn't seem to me that a lot of thought was given to whether people would be comfortable, the true usability challenge, using any of these artifacts.

We have a similar challenge on the web, because there are multiple levels of usability to consider. All my previous columns in the *Ragged Left* have defined those levels pretty well. But what people see is design. And design needs to not stand in the way of how the web site or application is used. Design also needs to be iterated along with function,

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because one impacts the other in sometimes unpredictable ways. Hence, a well-tested prototyping strategy is paramount to a successful web site launch.

So what is a client to do? Do they look for a good designer and hope for the best with the rest of the usability challenges? In most cases, yes. But they should also keep in mind that it is not the squiggly line that is important, it is where the squiggly line is.

"You know you have achieved perfection in design, not when you have something more to add, but when you have nothing more to take away"...Antoine de Saint Exupéry

You can reach Eric at eric@simplexity.net

June 11, 2008 Meeting Notes

Technical Book Publishing Lives On

Notes by Jesse Ducker

Aspiring technical authors take heart: there are still opportunities to be had and money to be made in the publishing industry.

This was the message of Tim Cox, a local editor and member of the Berkeley STC, at the June chapter meeting. In front of an audience of a couple dozen, he explained that while it's a mistake to look at writing a tech book as a huge moneymaker, it's worth the effort. Since Amazon.com has "flattened" the market, there are more opportunities for smaller publishers to sell their books on a new playing field, he explained. The key for an author to get technical books published is a willingness to achieve expertise in your respective field of interest.

Expertise in a particular area is your best "in" to an ever-shifting publishing industry. Cox started his presentation with an overview of book publishing as it exists today, explaining that, like many industries, the Internet and the growth of corporate culture has completely changed how books are made and sold.

Cox explained how the Internet has decimated the reference book industry with public and school library institutions like Encyclopedia Britannica giving way to Wikipedia. Despite the proliferation of e-commerce, however, e-books haven't sold particularly well, he said, adding that e-books sales are growing at a much higher rate than traditional paperbacks or hardcovers.

Even though the tech book industry bottomed out in 2004, it is now improving. Cox said the biggest areas of tech book growth are collaborations, while the bottom three are web page creation, digital photography, and web programming.

Through a series of calculations, Cox demonstrated that the average amount of profit for a technical book was around $23,000. While that amount may seem modest, Cox said putting out a technical book has many benefits beyond profit from book sales. "There are many personal returns that you get from writing a technical book," he explained. "You get clout because you're 'The author of…' It can help you get speaking engagements, get jobs, and make connections."

On the subject of using an agent to secure a publishing deal, Cox was somewhat ambivalent. He said that while agents can be helpful in getting you introductions to people in the publishing industry and negotiating contracts, it is also possible to get a book deal without one.

For aspiring technical authors, Cox put much more emphasis on finding the right editor. "The editor/writer relationship is sacrosanct," he explained. "You work together to make your book better, and the editor acts as the champion for your book." He recommended that authors make themselves as visible and active as possible so that they can find the right editor.

Cox also gave pointed advice on how to use lawyers to negotiate a publishing contract, and what to look for in the contract. Aspiring authors negotiating a publishing deal should use a lawyer to get what's important for you in a contract, Cox added. He was very specific on what not look for in a lawyer: "Don't hire a lawyer who will use this as 'Your Law School Extension Scholarship

Program,'" Cox cautioned. "Find someone who knows the industry."

Cox ended by stressing that expertise is the key to getting a tech book published, and that while it might not be an easy road, it is a rewarding one. "Determination gets you to be an expert," he said. "Experts are made, they're not born."

Jesse Ducker is a technical writer for Abbott Diabetes Care in Alameda. He also freelances for a number of publications throughout the Bay Area. He's interested in opportunities to write content for websites.

Interactive Workshop

Sharing Your Expertise: Putting Together a Presentation or Workshop

Led by Linda Urban

Saturday, September 6, 2008, 9:30am - 1:30pm, refreshments will be provided.

One of the best ways to gain visibility for yourself and contribute to your profession is by giving a presentation or workshop. There are lots of opportunities, from local meetings of professional associations like STC, ASTD, and BAYCHI, to international conferences such as the STC Summit, WritersUA, eLearning Guild, IA Summit, and DocTrain. And at work, presenting to your colleagues and management can be a great way to showcase what you are working on, and raise your profile within your company.

Presenting is a "win-win" situation: Your audience gets the benefit of your knowledge and experience, and you get exposure and appreciation for your work. In addition, because you must clearly articulate your ideas in order to present them, you are forced to clarify your own thinking and refine your skills.

Still, it can seem daunting to propose a session. And the idea of presenting can be especially intimidating if you do not have much experience.

Whether you are new to presenting, or simply want a "jump start" on putting together a new proposal, this workshop

provides a good opportunity to get started in actually developing a session.

Through presentation, discussion, and practice, we will look first at what makes for a good session and then work through the steps to:
- Define your topic and clarify what you want to cover
- Consider your audience
- Define objectives and outline content that supports them
- Integrate activities to make the session interactive and help insure that the participants get the most from it

Bring your ideas for presentations and workshops. This is a hands-on workshop, focused on clarifying and developing a specific idea.

Workshop Leader

Linda Urban has been a technical communicator for over 25 years. In 1995, a friend convinced her to collaborate on teaching a class in Technical Communication, and she discovered she loved it! She's been teaching and presenting ever since, and finds that it provides a good balance with day-to-day project-focused work.

As a consultant, Linda works on training solutions, software and hardware documentation, online help systems, and product usability. She focuses on developing solutions that meet user needs and company goals, and her work has received local and international Society for Technical Communication (STC) awards. She also teaches courses in technical communication at the UC Berkeley Extension and UC Santa Cruz Extension. Her website is http://www.urbancreations.com

Fees

STC members: $35

Non-STC members: $60

Students: $25

Note: All members of the San Francisco Chapter of the IABC and members of the Northern California AMWA are welcome to register for this workshop at the member price.

Meetings

Our chapter holds a dinner meeting the second Wednesday of each month. See *Berkeley STC Meeting Location and Directions* on page 9.

Upcoming Meetings

What makes it possible to develop excellent Help Systems?
Autodesk's answer: A passion to serve your customers.
by Melanie Allen

Wednesday, August 13, 2008, 6-9:30pm
>   Highlands Country Club
>   110 Hiller Drive, Oakland, California

Program

Writing good help requires a knowledge of your customers—their needs, workflows, and learning styles—and the industry awareness to know how to best serve those needs. It also helps to work in an environment that supports you in discovering and serving those needs.

In this presentation, Melanie will give you tips on how to gather customer information, good places to research current best-practices in online help, and some suggestions for improving your work environment.

Speaker

Melanie Allen has been involved in creating user documentation for over 25 years, both as a writer and as a designer. She has been an innovator in new help design, winning numerous STC Best of Show awards. She has worked on Autodesk Help for over 10 years and is currently the lead writer for AutoCAD Map 3D, where she works with an incredibly creative and collaborative team.

Using DITA with Adobe FrameMaker
by Scott Prentice, Leximation, Inc.

Wednesday, September 10, 2008, 6-9:30pm
>   Highlands Country Club
>   110 Hiller Drive, Oakland, California

Program

DITA (Darwin Information Typing Architecture) is a new XML format that is getting lots of attention these days. It was specifically designed for topic-oriented authoring and supports efficient reuse of content. Aside from its sensible and easy-to-understand data model, a big reason for its high adoption rate is the availability of the DITA Open Toolkit (DITA-OT). The DITA-OT (free and open source) provides samples and documentation, as well as XSL transformations that generate numerous types of online output, including HTML, CHM, JavaHelp, PDF, and others. Adopting an existing and well thought out data model that comes with the tools for getting output, can save you months (if not years) of development time.

Because DITA is an XML format, it can be authored in any XML editor. However, due to DATA's special reuse constructs, it works best to use an editor that is specially designed for DITA authoring. There are a number of editors that support DITA authoring, the popular ones being XMetaL, Arbortext, and FrameMaker. An advantage that FrameMaker has is its built-in support for high quality PDF output. The only alternative to Frame's PDF output is through XSL-FO, which for reasonably complex output is very expensive to develop and maintain, and XSL-FO can't match the quality of Frame-generated PDF.

In order to author DITA content in FrameMaker, you'll need version 8 or 7.2 (with limited support in 7.1). FrameMaker 8 provides basic support for DITA authoring, and the DITA-FMx plug-in offers extended authoring features.

In this presentation you'll see the whole process of authoring and publishing DITA using FrameMaker 8. You'll see how to efficiently use DITA maps to generate different

deliverables (books or online Help) that share common topics, in addition to using conrefs to reuse content within topics. You'll also see how quick and easy it is to generate various types of output using the DITA Open Toolkit as well as building a traditional "Frame" book and generating a PDF through FrameMaker.

For more information about DITA, please visit the DITA Knowledgebase at dita.xml.org.

Speaker

Scott Prentice is the President of Leximation, Inc. providing tools and solutions for print and online publishing. He has been working in the technical publications field since 1991, some of that time as a technical writer but most as a tools developer focusing on custom online help and FrameMaker development.

Scott has been involved in DITA development for a number of years, and is the coordinator of the Silicon Valley DITA Interest Group. He developed the core plug-in that became the DITA App Pack for FrameMaker 7.2 and was involved with the development of DITA-FMx, an enhanced DITA plug-in for FrameMaker. For more information, see www.leximation.com.

Other STC chapters in Northern California

East Bay: www.ebstc.org

North Bay: www.stc-northbay.org

Sacramento: www.stcsacramento.org

San Francisco: www.stc-sf.org

Silicon Valley: www.stc-siliconvalley.org

Content Page Design Best Practices
by Luke Wroblewski

Wednesday, October 8, 2008, 6-9:30pm
Highlands Country Club
110 Hiller Drive, Oakland, California

Program

In today's social, distributed, search-driven web, customers are finding their way to web content through an increasing number of distinct experiences. Yet when people arrive at most web pages, the experience they get isn't optimized for this context. Instead, the vast majority of content pages online remain more concerned with their own context than the context of their users: where did a user arrive from and where are they likely to go next? These pages remain designed as if they were primarily accessed from a Website's home page or a carefully thought-out selection from the site's information architecture.

To address these issues and more, this talk outlines a set of best practices for Web content page design that focuses on appropriate presentations of content, context, and calls to action. Specifically: how can content be optimized to meet user expectations as they arrive from a diverse number of access points; what is the minimum amount of context required to frame content appropriately; how can the most relevant calls to action be presented to maximize user engagement? Applying these considerations enables information architects to deliver content experiences that take full advantage of emerging opportunities online and the existing assets within their websites.

Speaker

Luke Wroblewski is an internationally recognized Web thought leader who has designed or contributed to software used by more than 500 million people. He is currently Senior Principal of Product Ideation & Design at Yahoo! Inc. and Founder of LukeW Interface Designs, a product strategy and design consultancy. Luke applies design methodologies, skills, and principles to create and refine the strategy and user experience of

new or existing products.

Luke also publishes "Functioning Form," the leading online publication for interaction designers. He authored a book on Web interface design principles titled "Site-Seeing: A Visual Approach to Web Usability". Luke is consistently a top-rated speaker at various conferences and companies around the world, and is a co-founder and former Board member of the Interaction Design Association (IxDA).

Previously, Luke was the Lead User Interface Designer of eBay Inc.'s platform team, where he led the strategic design of new consumer products and internal tools and processes. Luke also taught interface design courses at the University of Illinois and worked as a Senior Interface Designer at the National Center for Supercomputing Applications (NCSA), the birthplace of the first popular graphical Web browser, NCSA Mosaic.

Meeting/Dinner Prices

STC Members Meeting and Dinner
 $18.00 if reserved on our Chapter's Website by the day before the meeting
 $21.00 per person at door

Students Meeting and Dinner
 $15.00 if reserved on our Chapter's Website by the day before the meeting
 $18.00 per person at door

Non-STC Member Meeting and Dinner
 $21.00 if reserved on our Chapter's Website by the day before the meeting
 $24.00 per person at door

Meeting-only prices (reserved and at-door are the same)
 STC Member $12.00
 Student $10.00
 Non-STC Member $15.00

Special cost notes:
• Nonmembers are always welcome to STC meetings at the non-member rates.
• All members of the San Francisco Chapter of the IABC are welcome to register for Berkeley STC General Meetings at the member price by midnight on the day before the meeting.

Meeting Agenda

6:00 Check-in, networking, and conversation.

6:30 Dinner.

7:15 Chapter business and announcements. Anyone can announce jobs that they know about.*

7:30 Formal program. Usually we have a speaker or panel of speakers on a topic related to the business or technology of technical communication.

8:30 Conversation, offline questions for the speaker, follow-up on job announcements

9:00 Clear the room. Move conversations to the sidewalk.

* Attendees, please announce open positions, and bring job listings for distribution.

Recruiters are welcome to attend meetings, place literature on a designated table, and talk with attendees one-on-one during the informal parts of the meeting. We ask them not to announce specific jobs during the formal announcement period, but they are free to stand up and identify themselves.

Similarly, we ask anyone else with commercial announcements to confine themselves to calling attention to the availability of literature on the designated table.

Berkeley STC Meeting Location and Directions

Highlands Country Club

110 Hiller Drive

Oakland, California

Information at http://www.stc-berkeley.org/MonthlyMeeting/directions.shtml

View from the Highlands Country Club
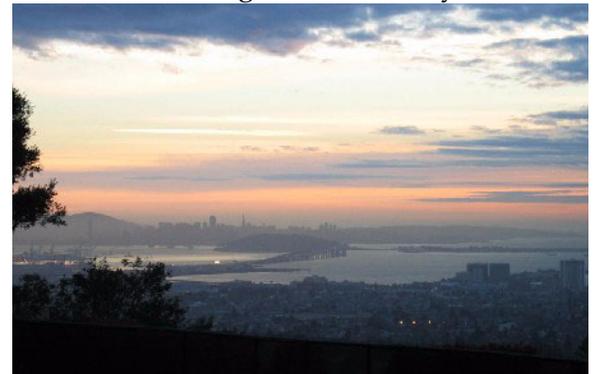
Photo courtesy of Rhonda Bracey

By Car

From San Francisco

Cross the Bay Bridge to I-580 Eastbound. Remain in the right lane, until Highway 24 Eastbound (toward Berkeley and Walnut Creek). Continue eastbound until the Tunnel Road off-ramp. Exit will loop around to the west, crossing back over Highway 24. Turn left at the stop sign. Follow Tunnel Road/ Caldecott Lane to traffic signal. Veer to the right, and follow Hiller Drive halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

From Walnut Creek

Take Highway 24 Westbound through the Caldecott Tunnel. Stay in the right-hand lane, taking the first exit after the tunnel ends, the Tunnel Road exit, going towards Berkeley. Follow Tunnel Road to the complex intersection and stop light, at Tunnel Drive, Hiller Drive, and Highway 13. Veer to the right, and continue halfway up the hill on Hiller Drive. Highlands Country Club will be on the right-hand side of the street.

From I-80 and Berkeley

Take Ashby Avenue to the Highway 13 exit. Ashby becomes Tunnel Road at the Claremont Hotel. Continue on Tunnel Road (through the split-level section) to the stoplight just before the Highway 24 overcrossing. Remain in the left lane and make a sharp left U-turn around the Firestorm Memorial Garden, on to Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

From Hayward

Take I-580 Westbound to Highway 13 north. Continue on Highway 13 past the overcrossing of Highway 24. At the stoplight, turn right, then left, onto Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

Parking

Please park on the street. The club's parking lot is for members only.

Public Transit

Prefer to take BART? The Rockridge station is closest. Send email to president@stc-berkeley.orgto ask about transportation from BART to the meeting.

AC Transit bus E from SF via MacArthur then Rockridge takes you as far as Tunnel Road & Roble Road, with a half mile walk uphill on Hiller Drive to the Hillside Country Club.

STC News

Chapter News

Leadership Positions Available

We are looking to fill several leadership positions! Contact Richard Mateosian if you are interested. See http://www.stc-berkeley.org/VolunteerOpportunities/volunteer.shtml for a list of open positions.

Other Organizations

American Medical Writers Association (AMWA) of Northern California. Meets periodically at various Bay Area locations. www.amwancal.org

American Society for Training and Development, **Mount Diablo Chapter.** Meets monthly in Danville. http://mtdiabloastd.org/.

American Society of Indexers, Golden Gate Chapter. www.asindexing.org/site/chapters.shtml#golden

Association for Women in Computing, San Francisco Bay Area chapter — www.awc-sf.org/

International Association of Business Communicators, San Francisco chapter. A network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management — http://sf.iabc.com/

National Writers Union (UAW). A labor union for freelance writers of all genres. — www.nwu.org

Northern California Science Writers' Association. Quarterly meetings & other events. www.ncswa.org