

Lines & Letters

Vol. 18, Issue 4

Northeast Ohio Chapter May/June 02

Tools and Tips: PDF Primer

In This Issue

| | |
|--------------------------------|----|
| Tools & Tips: PDF Primer | 1 |
| Chapter Calendar | 2 |
| On The Front Lines | 3 |
| 2002-03 Election Results | 4 |
| Regional Opportunities | 5 |
| Chapter Member Awards | 6 |
| The Esoteric Editor | 6 |
| Banquet Recognition | 7 |
| Book Review | 8 |
| TechcommCareers.org | 9 |
| President's Notes | 10 |
| April Meeting Wrap-Up | 12 |

Lines & Letters Editors

Sharon Ambro
sharon.ambro@grc.nasa.gov

Karla Caldwell
kcaldwell@parker.com



Designing the
future of
technical
communication

SOCIETY FOR
TECHNICAL
COMMUNICATION

901 N. Stuart St. Suite #904
Arlington, VA 22203
stc@stc.org www.stc.org
703-522-4114

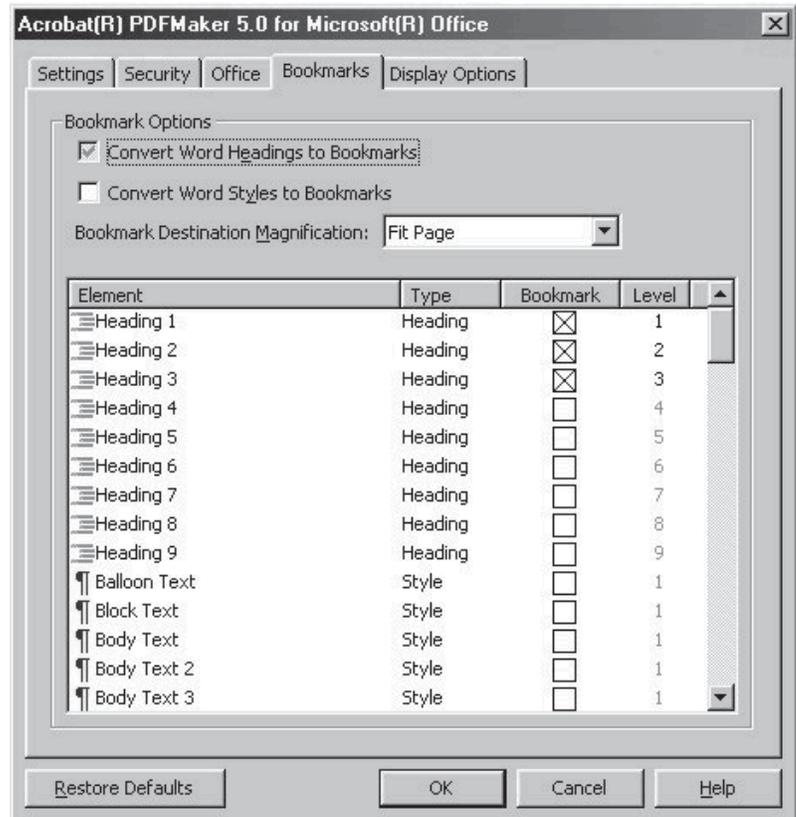


Figure 1: Bookmark options

By Robert P. Mohr, Pittsburgh
Chapter Senior Member

Turning your Word documents into PDF (Portable Document Format) files is an excellent way to share your documents with readers across a wide spectrum of operating systems and hardware platforms. Adobe's free Acrobat Reader makes it possible to read PDF files on machines running Windows, UNIX, and Apple OS. A version of the Reader is also available for handheld computers. So, how do you turn those beautifully crafted Word documents into PDF files?

The process boils down to printing the Word document to a postscript file and then "distilling" it to a PDF. Although there are a few shareware utilities and third-party services that can create PDF files for you, I prefer to use Adobe Acrobat for all of my PDF work. It automates the distillation process, integrates well with Microsoft Office, and is the best way to customize a PDF file. More information is available at <http://www.pdfzone.com>.

See PDF Primer, page 11

General Information

Lines & Letters is published bimonthly for members of the Northeast Ohio Chapter of the Society for Technical Communication.

This newsletter invites writers to submit articles for publication via e-mail.

Deadlines

Deadlines for submissions are as follows:

| | |
|----------|-------------------|
| July/Aug | Submit by 7/01/02 |
| Sept/Oct | Submit by 9/01/02 |

Advertising Sizes/Rates

Full col. (2.25 x 10 in.)

1 issue – \$35.00
2 issue – \$66.50
3 issue – \$94.50

Half col. (2.25 x 5 in.)

1 issue – \$25.00
2 issue – \$47.50
3 issue – \$67.50

Quarter col. (2.25 x 2.5 in.)

1 issue – \$15.00
2 issue – \$28.50
3 issue – \$40.50

Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editor know if the article has run elsewhere, and if it has been submitted for consideration to other publications.

Unless otherwise noted, copyrights for all newsletter articles belong to the authors. Design and layout of this newsletter are copyright STC, 2001.

Reprints from the printed newsletter are allowed if permission is obtained from the original author, credit is given to the author and the newsletter, and a copy of the reprint is sent to both the current newsletter editor and author. Photocopying of portions of the newsletter is permitted, provided this is done for nonprofit, educational purposes. For other uses of newsletter material, please contact the editor for permission in advance.

Chapter Calendar



June 13: Networking Lunch

Winking Lizard, 1615 Main St. (RT 303), Peninsula.

July 12: Networking Lunch

Weia Teia, Great Northern Blvd. in Great Northern Mall, North Olmsted.

August 22: Networking Lunch

Bronte at Joseph-Beth Booksellers, Shaker Square, Cleveland.

NOTE: Chapter networking lunches begin at noon. If you plan to attend, contact Jill McCauslin at jmccauslin@radcominc.net or Angie Dianetti at adianetti@radcominc.net so they can save a seat for you.

Membership News

New NEOSTC members, membership status changes, and more.

Congrats on a Great Job!

Senior member Patricia A. Toth recently published a book review in *Technical Communication*.

The book reviewed was *In Your Face Too! The Best Interactive Interface Designs*.

Look for it in your May 2002 issue of *Technical Communication* or online at <http://www.techcomm-online.org/issues/v49n2/reviews/0515-8.html>.

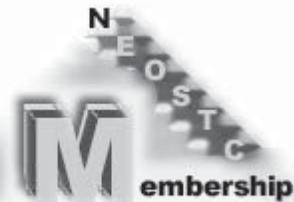
Welcome to New Members

The spring brought us four new members. Please welcome:

- Nora Ebie
- Steven P. Olay
- Erika M. Weliczko
- Candace Wintering

We would also like to welcome transfer member Susan L. Schultz.

We hope to see you at our upcoming networking lunches this summer.



STC Membership Counts

April membership counts for the chapter and for the Society come to:

Chapter: 177
Society: 19,052

You're a Member of a Chapter of Excellence!

For the second year in a row, the Northeast Ohio Chapter won Chapter of Excellence at the International Conference. To be recognized for this award, the chapter must complete an in-depth list of member services and be recommended by its region director-sponsor. Way to go, NEO!☺

On The Front Lines

Student Competition Winner Receives Honorable Mention

Mikael Vincent Tien Doe Chan, first place winner of the NEOSTC student competition, received an Honorable Mention in the International Competition for his paper "A Brief Look into Dark Matter: The Missing Mass." Mikael is a student at Westgate Mennonite Collegiate in Winnipeg, Manitoba, Canada, and the sponsoring teacher was Janis Thiessen.

Congratulations to Mikael and Janis, and thanks to NEOSTC senior member Bege Bowers and the judges.

For info about our next student competition, go to <http://www.neostc.org/info/STCohio02.pdf>.

April Meeting Survey Results: Our Greatest Work Challenges

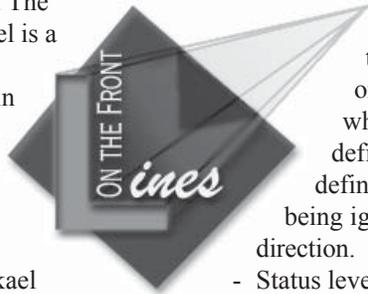
The April meeting featured Leslie Yerkes and her discussion on conquering our greatest work challenges. For the meeting wrap-up, see page 12. Special thanks to Kim Lindsey for compiling this list.

Time and Project Management

- Finding work and clients.
- Managing and prioritizing multiple projects simultaneously and efficiently.
- Staying motivated — focused on one project at a time when there are a dozen or so projects looming overhead.
- Balancing home and work time.

Communication

- Dealing with a lack of communication between individuals and groups (deliberate and unintentional) that results in different individuals and groups doing the same thing in different ways, doing their own thing, or reinventing the wheel. This results in no defined standards (or defined standards that are being ignored) or sense of direction.
- Status levels — keeping everyone up-to-date.
- Keeping everyone informed on the structure of the project.



is usually too busy.

- Having to interview clients' employees who aren't willing to answer questions and the manager offers no support.
- Getting people to meet their deadlines so I can meet my deadlines.
- Trying to obtain approval signatures from people in a different city. Before releasing a document for distribution, we need to obtain approval signatures from various technical and business experts.

Office Interfacing

- Standards.
- Dealing with various personality types, especially those who think that you can't take your work seriously unless you're glum. Life should be a jolly thing!
- Cooperation.
- Teamwork with individuals who don't see the value in the project/company.
- Figuring out what an "open door policy" really means.
- Discerning corporate culture and the real power structure (as opposed to the organizational chart).
- Being stifled or stuck and unable to work out from under management thumbs.
- Convincing co-workers (all engineers) that I'm more than a Microsoft Word "expert."
- Dealing with challenging co-workers.
- As a consultant, I do not feel that I am really part of the "gang" at work.
- Co-workers constantly coming up to you to socialize.☺

Knowledge

- Keeping up with new technology and techniques.
- Being knowledgeable about any type of documentation needs a client may have. From developing user manuals, to maintaining Web sites, to updating help systems. As a consultant, I sort of have to be a jack-of-all-trades.

Resources

- Getting all the information I need about a product.
- Availability of subject matter experts (SMEs), technical support, etc.
- Getting feedback.
- Getting valuable information on reviews instead of vague comments.
- Getting people to take the time to do a real technical edit; everyone

2002-2003 Chapter Election Results

The Northeast Ohio Chapter of the Society for Technical Communication is pleased to announce the results of its election for 2002-2003.

Executive Board

| | |
|--------------------------|----------------|
| President | Beth Williams |
| Vice President | Lori Klepfer |
| Secretary | Kim Lindsey |
| Treasurer | Dennis Verbiar |
| Immediate Past President | Kris Henige |

Committee Managers

Contracting & Independent Consulting SIG
Joe Piar

| | |
|----------------------|--------------------------------|
| Employment | Myron Shawala |
| Membership | Tricia Olesky |
| Networking Lunches | Angie Dianetti |
| Newsletter | Sharon Ambro Karla Caldwell |
| Nominating | Kris Henige |
| Programs | Stephanie Webster |
| Public Relations | Jessica Hendricks |
| Technicom Conference | Maria Hlas Jill McCauslin |
| Web Site | Ken Rogers |

Officer and manager contact information will appear in the July/August edition of *Lines & Letters*. ☞

2002-2003 Society Election Results

The Society for Technical Communication is pleased to announce the results of its election for 2002-2003.

President
Edward J. See, a senior member with the New York Metro chapter, assumes the office of president after a year of service as first vice president.

First Vice President
Thea Teich, a senior member with the Southwestern Ohio chapter, assumes the office of first vice president after a year of service as second vice president.

Second Vice President
Andrea L. Ames, an associate fellow with the Silicon Valley chapter, has been elected second vice president.

Secretary
Andrew Malcolm, a fellow with the Rochester chapter, has been elected secretary.

Director-Sponsor, Region 1
Jonathan W. Baker, a senior member with the Boston chapter, has been elected director-sponsor of Region 1.

Director-Sponsor, Region 5
Linda L. Oestreich, a fellow with the Houston chapter, has been elected director-sponsor of Region 5.

Director-Sponsor, Region 7
Rahel Anne Bailie, a senior member with the Canada West Coast chapter, has been elected director-sponsor of Region 7.

Nominating Committee
M. Katherine Brown (Kit), a senior member with the Snake River chapter, has been elected to serve a two-year term on the nominating committee.

Nominating Committee
Nan J. Fritz, an associate fellow with the Boston chapter, has been elected to serve a two-year term on the nominating committee. ☞

Northeast Ohio Chapter STC Officers

President: Kris Henige
khenige@parker.com

Vice President: Beth Williams
bwilliams@software.rockwell.com

Secretary: Kim Lindsey
ke.lindsey@att.net

Treasurer: Dennis Verbiar
cverbiar@centurytel.net

Im. Past President: Jill McCauslin
jmccauslin@radcominc.net

Membership: Michelle Kastro
mpkastro@core.com

Mentoring: Rick Elliott
rellakrn@att.net

Programs: Stephanie Webster
swebster@ppipubs.com

Public Relations: Linda DeLonais
ldelonais@accinternet.com

Employment: Elizabeth Simeral
elisim@nls.net

Myron Shawala
myron.shawala@software.rockwell.com

Competitions: Jeanette Evans
evans24408@aol.com

Cheryl Bennett
sdblue@earthlink.net

Carol MacKay
CMacKay224@aol.com

Gail Pogue
poguega@aol.com

Student Competition: Bege Bowers
bkbowers@cc.yzu.edu

Networking Lunches: Angie Dianetti
adianetti@radcominc.net

Web Site: Kristen Jackson
kjackson@radcominc.net

Mark Blake
mbimages@hotmail.com

CIC SIG: Barb Philbrick
caslons@aalltel.net

Newsletter: See cover



Regional Opportunities

Workshops, conferences, and events in and around Ohio.

How to Design a Training Program (So That Anyone Can Present It Successfully)

Seminar By: Padgett-Thompson One- and Two-Day Seminars
Phone: 800-255-4141
Location: Cleveland
Date: June 13
Cost: \$179
Web URL: <http://www.ptseminars.com>

Learn to design training courses and develop training materials that are incredibly easy to understand even when you're not the person presenting them.

What you will cover:

- Identifying performance gaps
- Examining learner analysis methods
- Investigating task analysis techniques
- Creating learning objectives
- Determining training effectiveness
- Developing appropriate training products
- Designing effective training
- Piloting new training programs
- Avoiding unnecessary training
- Applying the learner analysis process to your target audience
- Ensuring your training accomplishes the intended results
- Organizing course content for flow and timing
- and more

Web Site Concepts

Class By: Lakewood Public Library
Phone: 216-226-8275
Location: 15425 Detroit Ave., Lakewood - Library Technology Center
Date: June 21, July 26, or Aug 23 from 7 PM - 9 PM
Cost: Free
Web URL: <http://www.lkwdpl.org/>

Learn the elements of Web sites including tables, frames, and image maps.

HTML Authoring

Class By: Lakewood Public Library
Phone: 216-226-8275
Location: 15425 Detroit Ave., Lakewood - Library Technology Center
Date: June 22, July 27, or Aug 24 from 10 AM - Noon
Cost: Free
Web URL: <http://www.lkwdpl.org/>

Get an overview of HTML and Javascript programming languages and learn how to make a Web page.

Creative Graphics

Class By: Lakewood Public Library
Phone: 216-226-8275
Location: 15425 Detroit Ave., Lakewood - Library Technology Center
Date: June 22, July 27, or Aug 24 from 2 PM - 5 PM
Cost: Free
Web URL: <http://www.lkwdpl.org/>

Learn how to scan and manipulate digital pictures. Bring a picture to scan and a computer disk for your work.

Brown Bag Seminars

Build an Organization

Seminar By: Cleveland Public Library
Phone: 216-623-2800
Location: 325 Superior Ave., N.E., Cleveland
Date: Thursday, June 20 - Noon
Cost: Free
Web URL: <http://www.cpl.org/>

See below for description.

Legal Organization of Your Business

Seminar By: Cleveland Public Library
Phone: 216-623-2800
Location: 325 Superior Ave., N.E., Cleveland
Date: Thursday, July 11 - Noon
Cost: Free
Web URL: <http://www.cpl.org/>

An expert panel of successful retired executives from the Business Advisers of Cleveland will present these free informative seminars to answer your questions and offer advice. Join us in Room 218E of the Louis Stokes Wing, (2nd floor north), at noon. Refreshments will be provided. ☺



Chapter Members Bring Home Awards Fifteen Awards Given to Competition Winners

The May awards banquet, held on Friday the 17th, brought members from across northeast Ohio together to recognize some exceptional accomplishments.

The NEOSTC topped off at 15 awards this year in the online and print competitions.

Online Competition - Award of Excellence



Peggy Coyne June Muhic

Peggy Coyne and June Muhic for Marconi Medical Systems IntelliView Web Help

Gigi Kolt for RSLogix 5000 Online Help System

Technical Publications Competition - Award of Distinguished Technical Communication

Scott Mills for ControlLogix Redundancy System

Best of Show

Scott Mills for ControlLogix Redundancy System

Technical Publications Competition - Award of Excellence



Maria Hlas

Maria Hlas and Douglas Tittle for PPG Accu-Systems System Administrator's Guide



Laurie Harrison

Laurie Harrison and Douglas Tittle for PPG Accu-Systems Interface Installation and Troubleshooting Manual



Lori Moreland

Lori Moreland and Tony Molica for DeviceNet Selection Guide

Lisa Adair for Compact DeviceNet Adapter User Manual

Technical Publications Competition - Award of Merit



Jennifer Square

David Donaldson, Jennifer Square, and Jack Wellmerling for National Billing Platform Intranet Documentation Set



Robert G. Young

Robert G. Young for CourtView 2000 User Guide

Robert G. Young for JuryView 2000 User Guide



Margaret Znidarsic

Margaret Znidarsic for Electronic Report Solution (ERS) Manual

Lisa Adair for I/O Products System Overview

Lori Moreland, Jonathan Bradford, and Claudia Griesmer for DeviceNet Communication Card Installation Instructions

Laurie Harrison and Thomas Schmidt for GED Application Table for 3M Accentrin Products Manual ☺

The Esoteric Editor

By Karla Caldwell, Co-Editor

Another STC year has passed and Sharon and I have agreed to stay on as *Lines & Letters* editors. I can't say officially just yet, but I think we're going to have two new volunteers on the team as well. Keep your eyes peeled for the July/August issue to find out more.

Our big news for this issue is that we brought back an Award of Merit for the newsletter at the international competition. We'd like to thank you all for your support and encouragement this year — we couldn't have done it without you!

Next year, we plan to enter the competition again, but to make our efforts a success, we're going to need your help too. One of the criteria for winning an Award of Excellence is to publish letters to the editors in each issue.

With that in mind, we need to hear from you! Tell us how we're doing. Let us know if there's something you'd like to see. Share your favorite technical communication resources.

And above all, remember that this is YOUR newsletter! ☺

Dear editors,

The Competitions Committee would like to offer a special thank you to RADCom Inc. for providing the laptop computers for the display of the online entries at the banquet. The company was inadvertently left off the acknowledgements section of the awards banquet program.

Gail Pogue

Banquet Recognizes Hard Work, Dedication by Member Volunteers

By Karla Caldwell,
Co-Editor

Once again, the Northeast Ohio Chapter has received a Chapter of Excellence award, but that would never have been possible without the hours of hard work donated by our member volunteers.

Each year, the chapter recognizes two special volunteers, without whom we couldn't have made it to where we are today. These members are awarded the Distinguished Chapter Service award and the Volunteer of the Year award.

This year, we also chose to present a new Committee of the Year award. The Competitions Committee, made up of Jeanette Evans, Cheryl Bennett, Lori Klepfer, Carol MacKay, and Gail Pogue, put forth an exceptional effort in preparing and presiding over our chapter's online and technical publications competitions and in planning this year's awards banquet.

This year's Volunteer of the Year is Stephanie Webster, manager of the Programs Committee. Stephanie arranged the details of our excellent series of meetings this year, from setting up locations and dinner menus to arranging speakers and planning topics.

And, we can rest assured that we'll have the same level of quality and exciting programs next year with Stephanie's continued efforts as the Programs Manager.



Vice president Beth Williams (left) recognizes Competitions Committee Members. From left to right, Cheryl Bennett, Carol MacKay, Gail Pogue, and Lori Klepfer. Not pictured: Jeanette Evans



Bob Dianetti

Last, but not least, the Distinguished Chapter Service award was presented to a man who has logged hundreds, if not thousands, of volunteer hours for the NEOSTC. Bob Dianetti has made numerous contributions to the chapter, including finding a host for the chapter's Web site, working behind the scenes on several committees (sometimes at once!), serving in chapter offices, and being an all-around great role model.

We'd like to congratulate the members mentioned here as well as all the other members who volunteered their time and efforts to make the NEOSTC one excellent chapter. ☺

Note: The photos on pages 6 and 7 were taken at the May 2002 awards banquet by Karla Caldwell and are copyrighted 2002 by the NEOSTC.

How Much is a Degree Worth?

Earning a professional or doctorate degree could be worth \$2.8 million in added income over 40 years.

Degree Income

- Professional or doctorate degree: \$2.8 million
- Master's degree: \$2.3 million
- Bachelor's degree: \$2 million
- Two-year vocational degree: \$1.5 million
- High school diploma: \$369,818

Source: Employment Policy Foundation analysis of Bureau of Labor Statistics (BLS) Current Population Survey ☺

Free Meeting or Networking Lunch!

Winners of the competition survey drawing for free admission to a meeting or a networking lunch:

Dennis Verbiar

Carol MacKay

Gigi Kolt

Congratulations and thanks to all who participated! ☺



Mark Your Calendar

The Region 4 Conference and Annual Leadership Workshop will be hosted by the Central Ohio Chapter on November 8 - 9, 2002. Don't miss out! ☺

Book Review - *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*

By Al Brown, Philadelphia Metro Chapter Member

Reprinted from the Mar/April 2002 issue of *News & Views Online*. <http://www.stcpmc.org/newsviews/index.asp>

Janet Murray aspires to be the Aristotle of the Information Age. Just as the latter's *Poetics* codified classical Greek drama, Professor Murray attempts to identify the unique storytelling qualities of the emerging interactive digital technologies and to suggest how they will fit into the human narrative tradition.

According to Professor Murray, there are four principal properties of the digital medium that make it "a powerful vehicle for literary creation," namely that digital environments are procedural, participatory, spatial, and encyclopedic. Of these properties, perhaps the most important are that computers function by process, rather than by events (as traditional narratives do); and that the audience (or user) can influence the process. The ability to create a believable visual environment and to fill it with objects based on information from worldwide sources result from advances in technology that make large-scale information processing possible. The core of *Hamlet on the Holodeck* elaborates on these properties.

From the audience's point of view, the technological characteristics of digital literature resolve into a similar set of qualities that the author of a digital narrative must consider. The first is the audience's ability to immerse itself into the narrative and accept it—at least temporarily—as reality. This can occur through role playing, graphic

avatars, or other means. Second is the sense of *agency*: The feeling on the part of the audience that it can change the course of events. This seems to be the most problematic issue: In an electronic narrative, how much control should be ceded from the author (whatever that means in this context) to the reader/audience? Finally, digital environments are capable of transformation:

The computer captures processes, and it therefore is always suggesting processes to us even when it is just displaying information. Anything we see in digital format — words, numbers, images, moving pictures— becomes more plastic, more inviting of change.

Interactive narratives, simulations, and games can be designed to change point of view, setting, character, and—especially significant for narrative—outcome.

Storytelling techniques have always changed with technology—writing, printing, movies, TV—and each change has begun with the imitation of previous technologies until the possibilities of the new were recognized and exploited. As a corollary, those who were brought up with the old technology were convinced that the new would bring civilization down around their shoulders. The issue, as Murray points out, is that all of these storytelling modes, from bards to computer games, have drawn people into a form of what we used to call willing suspension of disbelief and now call virtual reality. This has always been perceived as dangerous—look at what it did to Don Quixote. She argues that regardless of the

technology, storytelling serves the same function:

Narrative beauty is independent of medium. Oral tales, pictorial stories, plays, novels, movies, and television shows can range from the lame and sensational to the heartbreaking and illuminating. We need every available form of expression and all the new ones we can muster to help us understand who we are and what we are doing here.

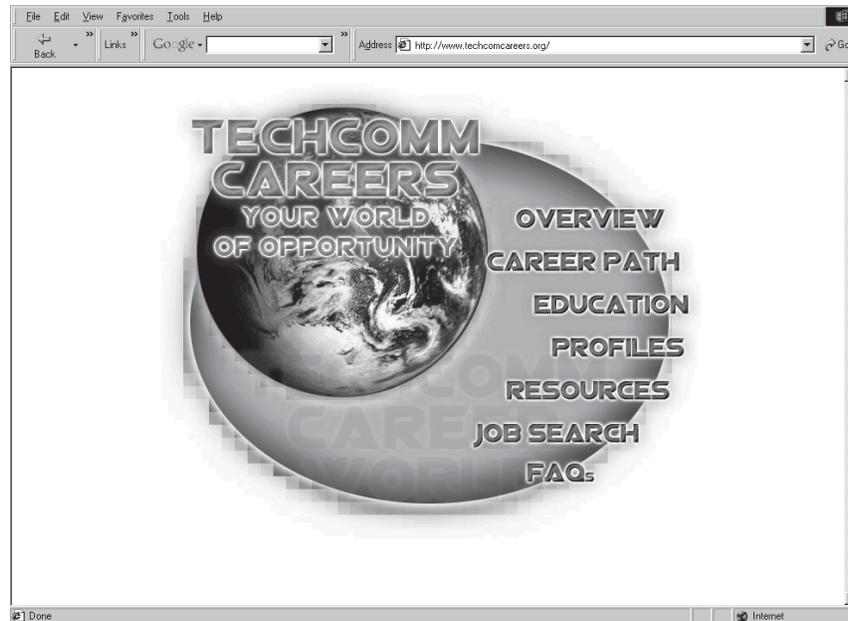
That's all very well for our souls, but the question, as always here, is what good does this do us as technical communicators? Many of the insights into the digital world help us who have to document it, or at the very least work in it. The notions of process, immersion, agency, and transformation give us fresh ways of looking at how to explain our products. It doesn't really matter that the five years since the book was written have dated the examples and predictions. Who could have thought in 1997 that DVDs would provide the viewing options that Murray expected of interactive television? The book's Web site, <http://web.mit.edu/jhmurray/www/HOH.html>, may have some broken links, but it does show the direction of current thinking about electronic literature.

In short, we must understand the properties and organizational principles of the new information media if we are to use them ourselves and explain to others how to use them. *Hamlet on the Holodeck* is a stimulating place to start. ☪

Murray, Janet H., *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. Cambridge: MIT Press, 1998 [1997]. ISBN 0-262-63187-3 (paper), 336 pages, \$21.95.

Al Brown is Editor/Team Leader at Oki Data. He has a Windows daughter and a Mac son.

www.TechcommCareers.org Provides Online Job Resource for Technical Communicators



Techcomm Careers Home Page

By Karla Caldwell, Co-Editor

Funded by a grant from the STC, the Techcomm Careers site (<http://www.techcommcareers.com>) has been developed through the cooperation of one STC general chapter and two student chapters including Ohio's own Cedarville University Chapter. The purpose of the site is "to introduce you to the range of careers available in the field of technical communications and provide information about the skills needed in today's and tomorrow's workplaces and academies."

With sections on career paths, education, profiles, resources, and job searching, the site is packed with ideas and experiences that will benefit not only people new to the field, but also seasoned veteran technical communicators looking for a change in pace.

For example, the Job Search section contains links to online databases of jobs, tips, and ideas for portfolio development, resources for finding internships, and even a list of software packages that technical communicators should be familiar with. ☺

Challenges cont., from back

communication and are more attitudinal than concrete.

Stage 5 – Brainstorm ideas to minimize the impact of restraining forces

Because of time, we were unable to perform stage 5, but Yerkes suggested this for another NEOSTC meeting. She

proposed that we come up with the top three ways for minimizing the effects of restraining forces and then work as a team to reduce these in the technical communication profession in northeast Ohio.

Leslie Yerkes is president of Catalyst Consulting Group in Cleveland and helps companies with leadership coaching, managing change, team

XML Training Offer for STC Members

ClearlyOnline, Inc., is pleased to announce "XML for Writers, Editors, and Publishers," a two-day course that presents XML from the perspective of those who work with print and online content. It focuses on and explains the XML concepts and issues relevant to writers and publishers, rather than programmers. The course gives content professionals, who are in an excellent position to guide XML initiatives within their organization, the basic understanding needed to assess the benefits of XML and implement an XML system.

As a special introductory offer to STC members, ClearlyOnline is discounting registrations made by June 11 for the course scheduled in Pittsburgh, PA, on June 24-25: 15% discount for individuals (\$680 instead of \$800) and 35% for groups of three or more (\$520 instead of \$800). Please see <http://clearlyonline.com/xml/training.html> for more information or e-mail xml@clearlyonline.com if you want to take advantage of the June discounts.

If you are not able to attend the course in June, see the Web site for a list of other course dates and locations. You can also call ClearlyOnline at 724-942-1912 for more information or to register. ☺

building, and training. She is a lecturer and keynote speaker, has taught at several local universities, and serves on the faculty of the Weatherhead School of Executive Education. Yerkes also co-authored the book 301 Ways to Have Fun at Work.

See page 3 for results of Yerkes's survey for NEOSTC members. ☺

President's Notes



Our chapter was well-represented at the recent STC International Conference in Nashville. Speakers from our chapter included

Mike Bates, Audrey Cielinski-Kessler, Angie Dianetti, and Jill McCauslin. Bege Bowers was recognized as a new Associate Fellow at the Honors Banquet.

To view handouts and other materials from the sessions, go to http://www.stc.org/49thConf/Session_Materials/show_IE.asp.

.....

The following committee managers and members are stepping down from chapter service this year:

- Barb Philbrick, CIC SIG
- Jeanette Evans, Competitions
- Cheryl Bennett, Competitions
- Carol MacKay, Competitions
- Gail Pogue, Competitions
- Elizabeth Simeral, Employment
- Michelle Kastro, Membership
- Heidi Fronheiser, Membership
- Linda DeLonais, Public Relations
- Kristen Jackson, Web Site
- Mark Blake, Web Site

My thanks to them for their efforts.

Former Mentoring Manager Rick Elliott will become a member of the Web Site committee, where he will be joined by Brian Baddour and new committee manager Ken Rogers.

Immediate Past President and Nominating Committee Manager Jill McCauslin will co-manage our spring 2003 Technicom conference with past president Maria Hlas.

I will become Immediate Past President and Nominating Committee Manager next year, and I know the chapter is in good hands with incoming President Beth Williams and incoming Vice President Lori Klepfer at the helm. We are also fortunate to have chapter member Mike Bates continuing as our Region 4 Director-Sponsor.

A list of other committee managers for 2002-2003 is on page 4.

.....



As our Award of Excellence indicates, we've accomplished a lot this year, including the following new initiatives:

- Started a listserv
- Successfully nominated our first Associate Fellow, Bege Bowers
- Awarded three free international conference registrations
- Developed a strategic plan
- Created meeting evaluation cards
- Created chapter business cards that members can give to prospective members
- Developed an e-mail list to keep members informed
- Held a charity food drive at our holiday meeting

Be sure to join us at our networking lunches this summer, and look for our evening meetings to resume in September.

It's been an honor serving as your president this year. Have a great summer! ☺

Techcomm Trivia!

Can you name the prime time TV character who describes him- or herself in the following way?



"I'm a struggling short story writer who makes a living writing technical manuals for a giant and totally

indifferent company. I like to tell stories about my life, but not just the stuff that actually happens, but also what could have happened, what should have happened, and sometimes what I'm thankful didn't happen. Actually, those are the best ones but can't be seen on network television. How much is cable per month?

Oh, I also have conversations with the dead founder of the company - but that only happens some of the time..."

If you can, and you're the first one to e-mail us the answer along with one topic you'd like to see covered in the upcoming volume of *Lines & Letters*, you could win an STC magnetic poetry set.

Send e-mails to Sharon and me at lleditors@hotmail.com. Make sure to include your name and mailing address so that we can contact you if you win.

Good luck!



Note: The chapter president and newsletter editors cannot participate.

PDF Primer cont., from cover

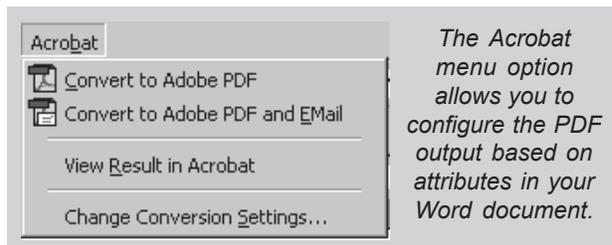
After you install Acrobat, you'll notice when you open Word that a two-icon toolbar has been added. There is also an Acrobat menu option on the main menu bar. Both of these are supported by the PDFMaker suite of macros that are installed with Acrobat. (A similar toolbar and menu option is also installed in PowerPoint and Excel.) The Acrobat menu option allows you to configure the PDF output based on attributes in your Word document. For example, selecting the **Change Conversion Settings** option on the drop-down menu displays the **Settings** dialog box. Figure 1, on page 1 shows the Bookmark options.

The term *Bookmark* here is different from a Word bookmark. PDF bookmarks appear as dynamic table of contents entries when viewed in the Acrobat Reader. They can be based on your document's heading or style structure. Clicking the **Display Options** tab lets you control how links and bookmarks will be displayed when the PDF file is opened.

Once saved, the settings remain in effect until you change them. You may find a need to make changes to these on a document-by-document basis. The **Settings**, **Security**, and **Office** tab settings are a bit more global in scope. I set them once and haven't had a need to change them since. To generate a PDF from a Word document, simply click the **Convert to Adobe PDF** icon on the toolbar. PDFMaker prompts you for the PDF's file name and creates the file. If you've selected the **View Result in Acrobat** option from the Acrobat drop-down menu, then Acrobat is automatically called by PDFMaker and displays the new PDF.

Once the file is in Acrobat, there are a myriad of tools with which you can put the finishing touches on your PDF file. Here are just a few:

- Select **File > Document Security** from the main menu to protect the finished file from tampering. Using password protection, you can prevent readers from printing, copying, or altering the contents.



- Select **File > Document Options** to add document summary information and specify the appearance of the PDF when it is opened.
- Select one of the **Insert**, **Delete**, **Extract**, or **Replace** pages under the **Document** menu option to perform those operations on one or more pages. These are especially useful when compiling a single PDF file (such as a book) from several (chapter) PDF files. Use the **Crop** and **Rotate** options to alter a page's appearance.
- Add a bookmark to the Bookmarks window at any time by selecting text from the document (using the **Text Select Tool** icon) and pressing Ctrl+B. The bookmark entry can be further modified by right-clicking on it and altering its properties.
- Delete a bookmark by right-clicking on it and selecting **Delete** from the shortcut menu.
- Rearrange the bookmarks and change their hierarchy by clicking on a bookmark and dragging it to the new location.

You can also add several dynamic and custom effects to a PDF file:

- Pop-up notes
- Graphics
- Highlighted text
- Hyperlinks
- Video clips
- Input forms
- Javascripts

If you want to create a PDF from an existing paper document, you'll have to scan it:

Select **File > Import > Scan**.

When scanned, the resulting PDF is stored as an "image" rather than text. You can save the PDF as is, but it will not be searchable. In order to convert the scanned file into one that is text-based and searchable using Adobe Acrobat 5.0, you'll need to download and install the Paper Capture utility. You can obtain it at:

<http://www.adobe.com/products/acrobat/pluginreg.html>

After installation, a **Paper Capture** option appears in the **Tools** drop-down menu. Selecting the paper capture option invokes an optical character recognition engine that scans through the file and creates words and numbers from the image. Graphics are ignored. The accuracy of the conversion is usually very good, but you should review the contents before distributing the file.

Regardless of how you create your PDF files, or the modifications you make to them, PDF is an ideal way to distribute documents to a diverse audience. ☪

Bob Mohr can be reached via email at: rpmohr@writemohr.com

Reprinted from the May 2002 issue of The Pittsburgh Chapter's newsletter, The Blue Pencil.

http://www.neostc.org
Orange, Ohio 44022
4570 Lander Rd.
Northeast Ohio Chapter STC

April Meeting Wrap-Up: Conquering Your Greatest Work Challenges

By Sharon Ambro, Co-Editor

On April 18, NEOSTC members and guests gathered at the Clarion Hotel in Middleburg Heights to listen to Leslie Yerkes discuss conquering our greatest work challenges. At the start of the meeting, Yerkes stated that she planned to hold the meeting using the new philosophy of management. She intended to guide us through the meeting while we all worked as a team instead of the audience just listening to her talk.

The meeting took place in five stages and each table of people worked together as a team.

Stage 1 – Share your vision for your ideal job and work environment

Yerkes stated that we spend more time at work than anywhere else. We also spend more time with our co-workers than with our family and friends. As a

result, we want our work environment to be positive and fulfilling. Yerkes asked, “Under what conditions can our energies be positive and can we work to our highest purpose?” Stage 1 involved each team member sharing with his or her team his or her answer to this question.

Stage 2 – Perform a force field analysis

Yerkes asked each team to examine the driving and restraining forces that act on our vision for the ideal job and work environment. Driving forces create a work environment that allows us to make our best contribution. Restraining forces inhibit this type of work environment, making it difficult for us to work to our highest purpose.

Stage 3 – Evaluate the list of restraining forces

Yerkes asked each team to evaluate its list of restraining forces, and then

answer the question, “Is this restraining force within our circle of influence to affect it?” We crossed out those forces outside of our circle of influence, such as office politics and bureaucracy, and focused on those restraining forces we had some control over, such as office gossip and lack of project direction. If we minimize the negative effects within our circle of influence, over time we’ll have greater influence throughout the organization.

Stage 4 – Prioritize the list of restraining forces

Out of the restraining forces that we can influence, Yerkes asked each team to rate the top four forces that are most restraining in the workplace. We noticed several key themes among those forces that we considered to be most restraining. They all involve

See *Challenges*, page 9
