Zen and the Art of Online Help

You wanted—or were forced—to write online help, so you learned how to use a help-authoring tool. That's like learning how to write poetry by reading a Microsoft Word manual. Now you are ready to learn a new way to approach online help development. Mark Bloom will teach you a working knowledge of Zen and how it applies to technical communication. He will present techniques that will reshape how you think about online help. He will provide help options you might have missed. He will leave you with a sense of well-being and optimism. He will do all this without leaving his body.

His presentation is not hands-on, and it's not platform-specific or product-specific. Still, in a Zen-like way that makes the ordinary extraordinary. Mark employs samples and stories, sprinkled with wit and wisdom, that have implications to all facets of technical communication. He introduces, for example, the concepts of information exchange, information transfer, and knowledge engineering.

And of course there is his advice for online help.

Mark addresses the problems of most online help systems. He discusses the theoretical and practical aspects of online help. He introduces concepts that will help you think differently about online help. He will present new ideas that will help you create truly useful and creatively effective online help. Insights will emerge. Light bulbs will begin to flicker. You might even experience an epiphany.

Mark H. Bloom is an award-winning technical communicator and an acknowledged guru of online help development. Mark currently manages Creative Services for America Online, Inc. An active member of the Society for Technical Communication, he has presented at international events and is serving his second term as President of the Orange County chapter.

Join us on Wednesday, February 14th for this lively presentation. Meeting details appear on page 2 and you can make reservations online at www.stc-berkeley.org.

Preemptive Planning Phone Seminar in February

Learn to prepare for projects, avoid nerve-wracking schedule crunches, and look like a hero in the process with STC's February telephone seminar, “Preemptive Planning.”

Inside this issue

- About the STC
- STC-Berkeley Chapter Meeting Details
- Fix Your Résumé
- Director Sponsor Elections
- Conquering Your Interview
- Create Winning Technical Communications
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. Its members include writers, editors, artists, illustrators, programmers, supervisors, educators, students, managers, and consultants.

Membership
Membership is open to everyone. Regular membership is $45/year. STC-Berkeley members receive 20% off. Membership is $15 enrollment fee the first year. Student membership is $14, and for nonmembers is $20; if you come for the program only, the fee is $12 for students and nonmembers ($10 for students). Deadline for unsolicited submissions is the fifteenth of the month prior to publication. Please contact the editor for submission guidelines.

Advertise
STC-Berkeley Chapter
Advertising Rates
Page $70, 2/3 page $50, 1/2 page $40, 1/3 page $20, 1/4 page $15. Ad deadline is the twenty-first of the month preceding publication. Deadline for unsolicited submissions is the fifteenth of the month prior to publication. Please contact the editor for submission guidelines.

Fix Your Résumé
Fixing your résumé is an important job. With the average employer taking less than a minute to look at your résumé, making hiring decisions, and reviews by people who have experience in technical writing, another pair of eyes can help present your qualifications in the right way. If you want to eat dinner, reservations are necessary so that we can order the right amount of food. Do not contact the restaurant.

Call our chapter voicemail number to leave a message. Call employment@stc-berkeley.org for review. Send your résumé to employment@stc-berkeley.org. Send a copy to the editor. Arrangements may be made at the door.

Next meeting: February 14.

STC-Berkeley Chapter
Meeting Details

Next meeting: February 14.

Secretary serves S C-Berkeley members as a resource to discuss the suggestions. A copy of the meeting notes will be sent to the member at their request.

Mission
The STC-Berkeley chapter is dedicated to the advancement of the theory and practice of technical communication, supporting technical communicators and their employers.

Vision
The vision of the STC-Berkeley chapter is to be recognized as a leader in the field of technical communication with a focus on the needs of the local community.

Goals
The goals of the STC-Berkeley chapter are to:

1. Promote awareness of trends and technology in technical communication.
2. Support the professional development of technical communicators.
3. Foster a sense of community among technical communicators.

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**Conquering Your Interview**

"I y u u h f f e x y u u x y u x e b e b e a e a e a e.

What's the Ben franklin rules interviewers, Andrew Davis, dt ve el u d u d during this presentation at January's S C-Berkeley meeting.

get the n y u want, Mr. Davis aped strategies that you can play at. The interview.

Before an interview, y u u h f f e x y u u x y u x e b e b e a e a e a e.

"Passion is the key to a successful interview." Davis contended.

During the interview, e u u h f f e x y u u x y u x e b e b e a e a e a e.

"If you talk money first, you'll leave money on the table."

Andrew Davis can be reached through sara@stc-va.org.

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**How to Create Winning Technical Communications**

STC SAN FRANCISCO CHAPTER
WEDNESDAY, FEBRUARY 21ST, 2001
6:00 P.M.: NETWORKING AND SELF-SERVE HORS D'OEUVRES
7:00 P.M.: PROGRAM

Ever wonder what it takes to create award-winning technical communications? On February 21st, STC San Francisco will discuss the process evaluating entries at the 2000 competition. He will explain the judging criteria and offer tips on how to produce winning entries. Details:

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Next Meeting:

Wednesday February 14

Zen and the Art of Online Help

with Mark Bloom

Meal reservations required by Monday, February 12.

See page 2 for costs and RSVP online.

Credit cards accepted at www.stc-berkeley.org.
Please do not call the restaurant!

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

STC-Berkeley Meeting Location and Directions

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

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

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

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

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