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## FOR IMMEDIATE RELEASE

Appealing to the human memory

The Society for Technical Communication, in conjunction with Usability Professionals' Association, presents Human Factors expert

Dallas, Texas--October 21, 2002--Internationally noted information developer, Andrea L. Ames, M.S, will address a joint meeting of the Society for Technical Communication's (STC) Lone Star Chapter (LSC) and the Dallas-Fort Worth Chapter of the Usability Professionals' Association (UPA). The dinner meeting is scheduled for 6:30 p.m. Thursday, November 14, 2002 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

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"Information should become transparent. Users shouldn't have to think about what they are reading", said Ames. In her presentation titled "Designing for People: Human Factors for Technical Communicators," Ames will focus on memory, one of four basic human factors. According to Ames, memory has the most practical effect on technical communication.

As an information development expert with more than 18 years experience, Ames specializes in user-centered product interface and online information architecture and design, interaction design, and usability. She is currently a Senior Information Developer with IBM and teaches at the university level. Ames also sits on the STC International Board of Directors.

"Andrea is one of our favorite speakers. She is so entertaining you won't even realize how much you've learned!" said LSC President Kathryn Poe. "As user advocates, we are the user's first line of defense against the chaos behind the scenes. If we don't consider how our products are used who will?" added Poe.

Paul Sherman, President of the DFW Usability Professionals' Associations said, "We've been looking forward to a joint meeting with STC. There is some overlap in our professional skill sets and we

appreciate this opportunity to learn from each other."

The November 14 meeting is open to visitors. Registration and networking begin at 5:45 p.m., dinner at 6:30 p.m., and the program at 7:30 p.m. To attend, you must register by 5:00 p.m. on Monday, November 11, 2001. You may register by either calling 972-558-1622 or visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org). Costs for the dinner and program are \$20 for STC and \$25 for non-members. Students may attend the program at no cost.

*About STC and the Lone Star Chapter*

The Society for Technical Communication (STC) is the world's largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, web and Intranet page information designers, and translators. They make technical information understandable and available to those who need it.

The Lone Star Chapter (LSC) is one of the largest STC chapters in the U.S., drawing more than 700 members from all over the Dallas-Fort Worth area. The LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking. For more information about the STC Lone Star Chapter, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

*About the Usability Professionals' Association*

Established in 1991, the UPA is dedicated to enhancing the skills and professional success of usability professionals. With more than 1600 members, the UPA provides a network for usability professionals to communicate and share information about skills and skill development, methodology used and/or proposed in the profession, tools, technology, and organizational issues.

For more information about the Usability Professionals' Association, visit their Website at [www.upassoc.org](http://www.upassoc.org).

For more information:

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