



For immediate release

**Building Business Partnerships:
The Key to Your Success**

The Society for Technical Communication presents author and business relationship consultant

Dallas, Texas--August 16, 2002--Nationally noted business educator and consultant, Suzanne Saxe, Ed.D, will address the September meeting of the Society for Technical Communication (STC) Lone Star Chapter (LSC). The dinner meeting is scheduled for 6:30 p.m. Thursday, September 11, 2003 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"Technical expertise is no longer enough in today's demanding business environment," notes Dr. Saxe. In her interactive presentation titled Building Business Partnerships, the Key to Your Success, Dr. Saxe will provide an opportunity to learn new skills that enhance the view of technology workers as business partners. Technology workers can apply Dr. Saxe's insight to highlight the bottom-line business value of their skills and products in the current technology economy. The presentation provides strategic highlights of Saxe's The Consultative Approach workshop, which has been in use since 1990. Its success led to her best-selling book, The Consultative Approach: Partnering for Results! (Jossey-Bass/Pfeiffer 1998).

"We are excited to open our 2003-2004 schedule with such a strategic program," said LSC President Debbie Wiles. "The chapter's 2003-2004 meeting schedule includes several programs to groom technical communicators for success in difficult times."

The 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. Dinner reservations must be made by 5:00 p.m. on Monday, September 8, 2003. You may register by either calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org. Costs for the dinner and program are \$20 for STC and \$25 for non-members. Those wishing to attend the program may do so at no charge. However, we do request that they register in advance so that we have spaces reserved. Information on other charges is available at the LSC website.

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, information architects, graphic designers, videographers, multimedia artists, web and Intranet 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 600 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.

For more information

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