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**For immediate release**

**Build Upon Your Gifts for Success  
by Bryan Dodge**

Dallas, Texas October 23, 2003 -- Members and guests will be treated to the dynamism of motivational speaker and educator Bryan Dodge at the November meeting of the Society for Technical Communication (STC) Lone Star Chapter (LSC). The dinner meeting is scheduled for 6:30 p.m. on Thursday, November 13, 2003 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

“One must realize that the key in life is the ability to have the discipline to find your gift,” states Dodge. Attendees will share in Mr. Dodge’s 16 years of motivational and marketing experience. The program, entitled “How to Build a Better You,” focuses on three key areas: outlook, growth, and memory. Dodge asserts that life simply asks us to develop our talents to the fullest extent possible. As technical communicators jockey for positions in a continually changing market, realizing and developing their talents are key to success.

"We're excited to have Bryan Dodge address our members this month. His insights on interviewing techniques and self-motivation will speak to the foremost challenge facing DFW technical communicators today—getting a job,." said LSC President Deborah Wiles. “Successfully communicating the value of your gifts can land that job.”

The meeting is open to visitors. Registration and networking begin at 5:45 p.m., dinner is served at 6:30 p.m., and the program begins at 7:30 p.m. Dinner reservations must be made by 5:00 p.m. on Monday, November 10, 2003. You may register by either calling 972-558-1622 or visiting the LSC website at <http://www.stc-dfw.org>. Costs for the dinner and program are \$20 for STC and \$25 for non-members. Members and guests are welcome to attend the program only for no charge, but they are asked to register in advance. Additional charge detail 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, 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), one of the largest STC chapters in the U.S., received the Distinguished Chapter of the Year award for 2002-2003. Drawing more than 500 members from all over the Dallas-Fort Worth, 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).

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