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**For immediate release**

**Designing for People  
by Andrea Ames**

The Society for Technical Communication in conjunction with the Usability Professionals' Association host Human Factors expert

**Dallas, Texas—September 19, 2003**—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. Wednesday, October 8, 2003 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"Information should become transparent. Users shouldn't have to think about what they are reading," said Ames. In her presentation "***Designing for People: Human Factors for Technical Communicators***," Ames will describe some basics of human factors and then demonstrate the impact of two important factors on information design and architecture.

Ames explains that "human factors" are those characteristics of users that influence or affect their experiences while using our products—the way users think, solve problems, and learn, as well as their background, past experiences, and attitudes.

"Andrea is one of our favorite speakers. She is so entertaining that you won't even realize how much you've learned!" enthuses LSC President Debbie Wiles. "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?" adds Wiles.

Paul Sherman, President of the DFW Usability Professionals' Association, is looking forward to this joint meeting with STC. "While there is some overlap in our professional skill sets," he says, "we appreciate this opportunity to learn from a speaker who addresses issues that affect both professional organizations."

Ames, a technical communications expert with more than 19 years' experience, specializes in user-centered product interfaces, online information architecture and design, interaction design, and usability. A Senior Information Developer with IBM, Ames also teaches at several universities. Ames is an Associate Fellow with STC and a member of the STC International Board of Directors (She will be President in 2004–05.).

The October 8 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, October 6. 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. You may attend the program only at no cost, but you must register in advance.

**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).

### **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).