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**For immediate release**

## **Key Strategies for Global Information Management**

**The Society for Technical Communication presents Specialist in Globalization and Localization**

**Dallas, Texas—October 26, 2005**—Director of Strategic Business Development at SDL International, Brian Hertz, will address the November meeting of the Society for Technical Communication (STC) Lone Star Community (LSC). The dinner meeting is scheduled for 7:00 p.m. Thursday, November 3, 2005, at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"Global Information powers the global enterprise," states our scheduled speaker Brian Hertz. "It drives decisions, facilitates communications, and supports commercial transactions."

In his presentation, *Key Strategies for Global Information Management*, Mr. Hertz will discuss crucial strategies for managing global information and reducing the time and cost of delivering it.

"We are happy to have Brian address such an important area of technical communication," said LSC President, Louellen S. Coker. "Brian has a wealth of information to share in regard to globalization and localization. Meeting attendees will undoubtedly benefit from this presentation no matter what their area of specialty."

Mr. Hertz has over 15 years experience working with technical documentation and technology and holds degrees in Technical Communication and Mechanical Engineering. He is a specialist in the area of globalization and localization and develops global information management solutions for large corporations supporting key strategic business goals in foreign markets. His background includes expertise in multilingual enterprise content management, XML authoring and translation processes. Mr. Hertz is also an active member of the Society for Technical Communication, Manchester Who's Who, Metroplex Technology Business Council, the International Association of Business Communicators, and the American Marketing Association.

The meeting is open to visitors. Registration and networking begin at 5:30 p.m.; the Newcomers (SIN) SIG meets at 5:45 p.m.; dinner is served at 6:15 p.m.; and the program begins at 7:00 p.m. Dinner costs \$20 for STC members and \$25 for non-members, with reservations. Without reservations, costs for the dinner and program are \$25 for members and \$30 for non-members.

The cost for "program only" attendance is \$5 for members and \$10 for non-members, with reservations. Without reservations costs for the program only are \$10 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is 5:00 p.m. Monday, Oct 31, 2005. You may register by calling 972-558-1622 or visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org). Information on other charges is available at the LSC website.

### **About STC and the Lone Star Community**

The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 18,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—anyone whose work makes technical information available to those who need it.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Award of Merit in the international STC Chapter Achievement competition for 2004-2005. The LSC has received awards in this competition for three consecutive years. Drawing over 250 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 Community, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

### **For more information**

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