



For immediate release

Advance Your Career with New Business Savvy

Local STC Community Offers Good Deals on Career Knowledge Workshops

Dallas, Texas—February 2, 2005—The Lone Star Community (LSC) of the Society for Technical Communication (STC) is offering two workshops, open to the general public, 8:30 a.m. to 11:30 a.m. February 18, 2005 at Richland College, 12800 Abrams Road, Dallas, TX.

From 8:30 - 11:30 Robert Crump and Sherry Michaels will present, *Project Essentials: Planning, Estimating and Measuring Techniques for Tech Writers* in three sessions:

- Project Planning
- Project Estimating
- Project Return on Investment (Bring a financial calculator.)

Ms. Michaels, President of Michaels & Associates and STC Region 5 Director, has served technical writers, instructional designers, and their managers for over twenty years. Mr. Crump has an MBA in Finance and Management of Technology and 12 years experience as a technical writer. He currently provides project management support for IT projects at Rent-A-Center.

In this workshop participants will learn project planning, accurate documentation estimation with metrics and norms, and measuring financial and non-financial returns on investment. The speakers will discuss project management tools for controlling projects and communicating more effectively with customers and Subject Matter Experts. Additionally, participants will receive templates to use in their future projects.

From 9:30 - 11:30 Louellen S. Coker and Louise Keeton will present, *Virtual Portfolios; Real Results*.

Ms. Coker is the owner of Content Solutions, a Denton, Texas, communications and publications firm, and an adjunct instructor at North Central Texas College. She is also the current President of the STC Lone Star Community. Ms. Keeton is a technical communicator at PDX-NHIN-Rx.com in Fort Worth, Texas and has served on the Public Relations Committee of the STC Lone Star Community since 2003, which has won several awards in the society-level PR competition. Ms. Keeton was inducted into Sigma Tau Chi, STC's honor society, in 2003 and was awarded the STC Distinguished Chapter Service Award in 2005.

Because a portfolio is an important marketing tool showcasing talents and abilities and as indispensable as a résumé, workshop participants will go through the steps of planning, organizing, and presenting electronic portfolios that present their works in the best possible manner. Participants will have the opportunity to create a Web site map and learn tips and tricks for getting their electronic portfolios noticed and winning important interviews.

The workshops are open to all. For those registering online at www.stc-dfw.org or at an LSC Community meeting by 5 p.m. February 10, either workshop costs \$40 for members and \$45 for non-members.

Those registering at the February LSC community meeting, *The Top 10 Mistakes Writers Make When Looking for Work* with Jack Molisani, will receive an additional \$5 discount. Without reservations, the workshops cost \$50. The workshops cost \$15 for all students with ID.

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.

For more information

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