

## **Show YOU Are A Good Return on Your Employer's Investment**

***The Society for Technical Communication presents practical ROI workshop***

**Dallas, Texas—August 25, 2006**—Local project manager and technical communicator, Robert W. Crump, will address the September meeting of the Society for Technical Communication (STC) Lone Star Community (LSC). The dinner meeting is scheduled for 6:15 p.m. Thursday, September 14, 2006, at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"In order to demonstrate the value we bring to our organizations, we must be able to speak the language of business," states our scheduled speaker, Robert W. Crump. "By expressing our value in business terms, we give people who don't understand what we do something to glom onto."

His interactive presentation, titled *ROI and Measures of Value Added from Technical Communication*, addresses both financial and non-financial measures of Return On Investment (ROI) from technical communications. Measures include Social ROI, Net Present Value, and Internal Rate of Return. Attendees will learn about sources of ROI and how to perform financial ROI calculations, both with and without a financial calculator. Mr. Crump will lead attendees through the calculations step-by-step, and then demonstrate how to perform them with a financial calculator. He assures us that after the presentation, attendees will be able to demonstrate clearly the value they bring to their organizations.

"As technical communication professionals, we must prove our value to our employers every day" said LSC President Mel Haughton. "Sometimes we forget to communicate like business people. Just because we're writers, doesn't mean that we can't be savvy with numbers! Mr. Crump will give us the tools we need to prove our worth mathematically!"

Mr. Crump has over 10 years' experience as a technical writer and holds a Master's degree from Walden University. He has been active in STC for many years. Currently, he is serving the Lone Star Community as the Scholarship Manager and has previously been Parliamentarian, as well as a judge and team lead in numerous documentation competitions. Additionally, he has presented at both local STC meetings and at workshops in Texas and Oklahoma.

He is currently employed at the Rent-A-Center headquarters, where he provides project management support and has established standard measures and methodologies for determining project ROI.



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.; the program begins at 7:00 p.m. and concludes at 8:00 p.m., with additional networking for anyone interested. September's SIN SIG Topic is: "*What are STC competitions? How can you get involved?*" Dinner costs \$20 for LSC 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, September 11, 2006. You can register by visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org). Information about any 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 Distinction in the international STC Community? Achievement competition for 2005-2006. The LSC has received awards in this competition for four consecutive years. Drawing over 270 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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