

Ways to Add Value and Make Money

How chapters can increase the services they offer and make more money while doing so

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Comment: I've dashed this article off to present a whole bunch of information quickly and effectively. I haven't edited it extensively, so there will probably be errors here and there. Please let me know if you find something that needs correcting or if I've left out a great idea.

We should always be thinking of ways in which we can provide more service to ourselves and to other STC members. By extending the services offered through your chapter or the local branch of a virtual community, you can enrich the skills, educational opportunities, and, yes, even your chapter's coffers. This article will tell you about some tried-and-true ways in which you can provide lots of value to your community's members that will generate interest and enthusiasm as well as providing a way to draw in new members, new sponsors, and an answer to the eternal question "What *am* I getting for my dues, anyway?!?"

The Rulez

Okay, there are some rules about what I'm going to tell you. First, **none of these ideas require you to spend any money.** (Dig it!) All of these things can be done through applied effort, wheedling, and perhaps a bit of whingeing as well, but no bucks. Second, **you can expect to see results in 3-6 months.** None of these things will show immediate results; they all take some lead-up to pull off, even if it's just advertising that they're going to happen. Third, **if you do any of these, you have to do them and follow through.** One or two things (like the library) can be done slowly and even stall for a while, but for the most part, it's better to not do these at all than to do them halfway.

You'll probably want to forget about everything you've done so far. Well, maybe not *everything*, but very possibly a lot of what you know and have been doing. Remember, the definition of insanity is doing the same thing over and over and expecting a different result. What I mean by this is, if you've been doing things one way and they haven't been generating money or interest in the community or the STC, it's probably time to do something different.

Also keep in mind that "**non-profit**" **doesn't mean "no money."** The STC is a non-profit, 501(c)3 organization. We have some specific reporting and operating requirements to qualify for and to maintain this status, most of which will land on the local treasurer's lap. However, a common and self-defeating misperception is that because we're a non-profit, it's a bad idea for us to make money at all. I am pleased to tell you that **it's okay for STC chapters and groups to make money!!** You can charge for meetings, seminars, books, teleconferences, coffee mugs, and local SIG group memberships. The key thing is that the group must maintain a focus of being an educational and professional organization, with the idea that you'll be doing things for the benefits of the members of the group or of other sister groups. If you're successful at creating better programs, enhancing the job opportunities, and running auctions, you're going to make your members very happy. Happy members show up at more meetings, volunteer for things, and

they get their friends to join up, too. They get more jobs and are more likely to stay with the STC because there's a clear value to them. The bottom line is that if you make your members happy and more successful, your group will make buckets of money as well. (Actually, it's a really good idea for your chapter or group to work on generating your own sources of income so you're that much more self-sufficient. With the belt-tightening that's been happening, having your own funds at your disposal will make it a lot easier to do things than if you have to get money that may or may not be available from the STC office.)

Finally, if you are successful at what you're doing, sooner or later, someone's going to come tell you that you're (a) doing it all wrong, (b) destroying the STC or some variant theme thereof, or (c) a fool for even attempting this in the first place. **You'll probably have at least one dissenting opinion no matter what you do**—a plan that doesn't offend somebody couldn't possibly interest anybody, after all—so don't figure you're going to be able to please absolutely everyone. But do listen to the opposing views, particularly if there are a lot of them (they could be right after all).

Okay, that's enough pontificating. Let's get started!

What You Can Do

Here are a bunch of ideas for things you can do to add value and make money. I've done all of these as VP and President of a chapter and they all have worked wonderfully.

1. **Present better programs.**

Are your chapter's meetings being attended by only a small percentage of your members? You may need to perk up the program schedule. There's always some room for improvement. When I was VP & President of the Puget Sound chapter, I raised meeting attendance from 20-30 people/meeting to over 150/meeting and made a bloody great pile of money, too! (150 people was about 20% of the chapter membership at that point.)

The key is to have meeting topics that are FUN. Don't go for the humdrum; try to get something sparky, rather than things like "Serial Commas, Pro or Con: A Panel Discussion" (I've included some ideas that have worked really well in a list below.) Some topics are always going to sound a bit on the flat side, but the program topic and write-up can help a lot. STC members respond well to fun stuff. You should be able to see an immediate increase in meeting attendance.

Other than coming up with good program topics, I only did one thing different for publicity: I stopped sending a reminder postcard—it was costing the chapter its profit margin and didn't have a good return. Instead, I put together the program schedule 4-6 months in advance, published a tear-out sheet in the printed newsletter that could be posted on a cubicle wall, and sent regular (2-3x/month) email reminders to the entire chapter plugging the upcoming current program/activity and also reminding them about the subsequent programs or activities.

Once I had a general email template for this (shown below) and had created an email list (which I did from the STC HQ supplied spreadsheet of current member data for the chapter and student chapter), announcing anything was a matter of five minutes or less. I'd just plug in a blurb about whatever it was—frequently able to lift the text from a previous email or the newsletter columns—and send it.

Tips:

- Get interesting speakers. There are a lot of speakers who are willing to come to your chapter for minimal expenses and do a presentation on a wide variety of topics. If you've got a great idea but can't figure out who to have present it, check with your director for resources on people who could fill the bill. And there's an STC speaker's bureau being assembled at the Society level to help coordinate speakers for events. (Check with the STC office for more information on where to find this.)
- Door prizes are good. Get local authors, software companies, others, to donate goodies to give away. Figure 2 or 3 door prizes/meeting.
- Don't stop for the summer. Have some kind of activity each month, even if it's only a picnic or a lighthearted meeting. There was a handwriting analyst in the Puget Sound chapter one year, a guy who talked about how to make effective presentations another year, and a freelance graphic artist who showed us the wide variety of work that he did as (with many slides to illustrate) a third year. Take a tour of a printing plant, even—most communicators these days have never seen what actually happens when they fling their stuff over the transom to be printed. There are always lots of printers in the area who would be glad for the PR plug of showing their potential customers how they do things. The reason for not stopping is that you keep the momentum going.

The key is to be active. Keep people informed at all times about what's coming up now as well as what's coming up over the next few months and keep reminding them in the newsletter, in email, and at any of the events as part of the prefatory comments prior to the beginning of the activity.

The payoff: If you get people coming to meetings, you'll have more money from the meetings themselves. Members will network more, which is 60% of the value of any professional organization. You'll also have a chance to keep hammering home the other values of the STC: help with jobs, upcoming seminars, competitions, conferences, and so on.

2. Maintain an active job line.

If you don't have a job coordinator, appoint one for your chapter right away. The job coordinator should do two things: they should solicit businesses for job listings as a free service and they should maintain a book of resumes for STC members.

As part of their job, the job coordinator should encourage local job shops and agencies to send reps to meetings to make announcements and recruit. The chapter has an advantage in that they're getting the ear of people who can help them get jobs; the agencies have a source of qualified people. It all works out.

The job coordinator should post new job orders on the chapter website and/or send them out to the members via email. Depending, you may also want a chapter job line with an answering machine that's updated regularly. Access to the jobline should be free for chapter members and student chapter members, and should have a small charge for non-members.

The payoff: An active job line reminds members that the STC is interested in helping people get jobs and also shows employers that the STC is a strong resource for them when they need contract or permanent communicators.

3. **Start a job fair.**

Once you've got a good relationship with agencies and employers in the area, it's time to have a job fair. The economy is still pretty bad, but things seem to be picking up a little and there's always some turnover that needs to be filled. If you have enough volume, consider having a job fair.

Contact all the high-tech contract agencies and as many of the larger fulltime employers in the area as you can. For the agencies and companies with a number of positions, give them a table or part of one. They're going to be the presenters, collectively. Charge all the attendees, STC and non-STC members alike, say, \$5/head. What if you have just one or two positions that you're looking to fill? Prepare a job sheet that lists the following:

- Job Title
- Job Description
- Company
- Location
- Salary/Salary Range
- Contact Information
- Qualifications for the position
- How to apply
- Who to talk to for more information

Have prospective employers provide 50 copies of each job sheet (don't be surprised if you have a couple hundred people at the job fair, so be ready to get copies on short notice). One copy will be taped up on a white board in the room; the other copies will be left on a table for people to pick up. As an employer, you'll also have a gold star on your name badge so people will know to talk to you directly (if possible, have little café tables and chairs for this purpose).

Consider a door prize or two for this event, donated by one of the companies/agencies. You might even have a door prize an hour or every half-hour depending on volume. Regardless, all the contact with the agencies and companies is the perfect time to hit them up for donations of goods, services, and even sponsorships.

This is a great PR opportunity for the STC. With so many communicators out of work and/or looking for work, there's plenty of opportunity to bang the STC drum loudly. Make sure you've got lots of STC brochures, membership applications, sample copies of the newsletter, the next 4-6 months of programs on that 8-1/2" x 11" sheet I was mentioning earlier, and anything else you can think of.

The key concepts here for the job fair at first are "cattle call" and "free PR." You want to get as many potential employees going past as many potential employers and picking up sheets on as many potential positions as possible. You also want to plug the STC as much as you can and tell absolutely everyone why they should show up at meetings and talk about jobs and/or why they should join the organization and participate.

The payoff: Just like an active job line, job fairs provide opportunities for STC members to get more work. (If there's a better draw for STC communicators, I've not run into it yet.) Job fairs also are a great draw for non-STC members who might be interested in what we have to offer, particularly when we're clearly offering more of it.

4. **Present a series of Saturday mini-seminars.**

Mini-seminars are 4-hour or 8-hour seminars on a specific topic of interest to STC members, students, and other technical communications professionals. These sessions are designed to provide specific technical skills, let you brush up your already existing skills, or give you enough information on a topic to go out and learn more on your own. The focus of mini-seminars is to provide extensive technical or professional skills and knowledge that can't be communicated in a meeting format. Sample mini-seminar topics appear below.

Mini-seminars should cost \$40-50/STC members, \$45-60/non-members, and \$25-30/students for the half-day sessions and \$75-100/STC members, \$85-120/non-members, and \$50-60/students. (Offer non-members an opportunity to combine a seminar registration with an STC membership so they get a slight discount over and above the member rate; it'll all work out nicely.) For some seminars, there may be a materials fee, too. Registration at the door is on a "space-available" basis. In all cases, add a \$5 or \$10 surcharge for registration at the door.

Mini-seminar instructors should be paid for their work: \$100-200/half-day session and \$200-350/full day session. Consider a small bonus if a topic draws a larger crowd, too. Mini-seminars are higher priced than most STC functions but they should be worth it. Publicize them for 3-6 months in advance heavily and keep track of registration. Consider canceling any mini-seminar that doesn't have, say, 3 people in attendance.

The payoff: Mini-seminars should feel 'meaty' compared to monthly meetings. Participants should come out of them with the impression that they've gotten a lot of information that they didn't have before that they'll be able to use fairly directly in their jobs or careers. Mini-seminars in the Puget Sound chapter would net as much as \$5000-10,000/year for the chapter.

5. **Have a fund-raising auction**

Many chapters have a fund-raising auction, frequently as part of the May or June investiture meeting for the new officers. You'll get donations of goods and services from members, non-members, and companies, and auction them off.

Publicize both the event and the list of auction items for several months prior to the event in the newsletter and the chapter website. Let people know the latest goods that have been added to the list, too; there *will* be interest in this.

Tips:

- Be adventurous when it comes to ideas for donations. The sample auction list below shows typical goods and services available in an STC auction. Don't just hit up companies or people that know what the STC is or even what a technical communicator is. Range far afield and see who would like a tax write-off. *We are* a 501(c)3 organization, after all; here's one place it pays off. Consider bakeries, delis, landscapers, toy stores, book stores, picture framers (that'll go over big with STC members, believe me), and anywhere else that you can think of. Also hit up the vendors at the regional and annual STC conference, or other conferences, for goodies. Shucks, try to get some of them to show up and present at a meeting, too; lots of them *live* for that kind of PR.
- Have a *lively* auctioneer! You want someone who can jazz the crowd up and get them to bid more. The difference in return for a good versus a dull auctioneer is easily 2x.

- If you've never done a benefit auction before—or even if you have—immediately go out and buy a copy of “Benefit Auctions: A Fresh Formula for Grassroots Fundraising,” by Sandy Bradley, available on Amazon and at many other stores. Sandy's book will tell you things you never suspected about running an auction that will reduce your workload, increase everyone's satisfaction, and make more money.

The payoff: Auctions are a great fund-raiser, a nice tax write-off for individuals and companies, and make for a really lively evening. Auctions can raise anywhere from several hundred to several thousand dollars depending on the donations and how many people are in attendance.

6. **Set up a chapter lending library.**

To remain competitive, technical communicators must continually be learning and expanding their skill sets. The easiest way to do this is read technical books and magazines in our fields or out of them. Unfortunately, technical books and magazines are expensive and it can be hard to find the exact book or magazine you need. Similarly, buying copies of every software product that you may need to learn is highly impractical. In fact, if you bought one technical book a month, subscribed to two magazines, and bought two new products a year, you could easily spend over \$1000—a tidy sum.

Training budgets are one of the first things to get slashed by companies in tough times and the same thing applies to individual technical communicators. It's a short-term fix but it's hard to justify putting more things on the credit card if things are looking dicey. Public libraries are a resource that every technical communicator should use regularly, but most of the recent or highly technical books and magazines will not be available. The solution is for chapters to set up their own technical lending libraries that pools resources to create a permanent collection for technical communicators.

Briefly, you can get book and magazine donations from members, authors, software companies, vendors, publishers, companies, and magazine publishers. (If you're interested in details on how to do all of this for free, email me and I'll send you more information on how to do all of this.)

When you've got enough resources, you'll need to set the library up. The typical chapter technical lending library is housed at an easily accessible location. This is usually a few spare bookcases in someone's house, but it can be anywhere where there is reasonable control for checking out materials. (The mechanics of this are going to be ad hoc from chapter to chapter, particularly chapters that are spread across a wide geographic area.)

You don't need to catalog the library extensively. A simple list of the books, magazines, and software can be created and maintained on the local chapter website. Checkouts can be done with an online file or 3x5 cards. All the materials should be stamped or labeled with something that says “Property of the <groupname> Library.”

Check-outs should be allowed for one month for books, and two weeks for magazines and software. Popular books or software can be restricted to one week. Late fees can be assessed as deemed appropriate; software, particularly new or expensive products, should be lent with the clear understanding that failure to return it in a usable condition will carry the requirement of replacing it with a like product.

The payoff: A chapter technical lending library is not much for raising money as a rule, but it's a great value-added feature for your chapter. Not only a great technical resource for the members, it is a great marketing resource for the chapter. The best policy is to provide the library's services as a free benefit for chapter members and for the associated student chapter and charge a small, per-book fee for lending privileges to non-members.

7. **Look for corporate donations and sponsorships.**

This pretty much speaks for itself. Check with local companies, both high-tech and not, for their gifts-in-kind and their donations programs. (Start with HR or the PR group; they'll probably be able to route you to the right people.) One thing you may be able to get is donated equipment or software. For example, would your chapter benefit from a donated older computer or laptop, an LCD panel, or surplus copies of software? Here's another tack: would the company be willing to donate meeting space, underwrite refreshment costs at a meeting, or do things for the annual STC banquet. Be profuse in your thanks, sending TY notes in the mail and making a big fuss on the website and in the newsletter and also at meetings: "This meeting has been subsidized by the great folks at MumbleCo, Inc., makers of FrabbusWare 9.7, a copy of which has also been donated as tonight's door prize. Please take a look at MumbleCo's website and see what great stuff they're doing right now and don't be shy about dropping them a brief TY note for their sponsorship."

The payoff: The corporate sponsors pay for things, meaning you don't have to. They donate things, enriching the attendee's experience. They give you energy from outside the community resulting in a net increase of resources available to the group.

8. **Consider setting up a local freelancing SIG.**

Depending on the percentage and number of freelancers in your community, it may be productive to have a local SIG that focuses on freelancer issues. This is going to be a subset of the local group initially but it's aimed at helping freelancers be more productive, more competitive, and find more/better jobs. As the group gains momentum, you'll have freelancers inviting people that they work with and you'll be able to tell them about the wonders and glories of the STC and of your local group, too.

Have monthly meetings (that don't conflict with anything the local group is doing, naturally) that have announcements of job orders, a brief discussion of what's happening in the community, and a speaker on topics of direct interest to the group, such as marketing yourself, finding new business, how to fire a client, making cold calls, and so on. A good technique is to have everyone in the group introduce themselves at the start of the meeting with a short description of what you're doing and what you hope to get out of the meeting/SIG. (And everyone should be encouraged to bring resumes and business cards.)

I recommend charging nothing or only a minimal amount for membership in the freelancing SIG. The costs will probably be very small—just a meeting space usually and the newsletter can easily be done online. Make it really easy to show up and get benefit.

The payoff: While the initial payoff is low, members of your local community will feel like you're doing a lot for them... and you are. Freelancers tend to be a vocal group about wanting programs and activities that focus on their needs; this is the very thing for providing that. The longer term effect is a feeder group to the community and a core of strongly motivated members and non-members who will talk about the STC at each job they go to.

9. **Have a local competition.**

Competitions can be a great value-added feature for your chapter or community as well as a dependable moneymaker. There's a lot of information about running a successful competition in your community available from the STC office that says things better than I can, so let me just add that you'll want to keep the competition interesting. Change the theme, make the award certificates different and attractive from year to year, have the awards banquet at different locations, and consider having a few door prizes for banquet attendees as well.

Hot tip: You can solicit competition entries in languages other than English. ("Nooooo!!!" I hear you cry.) What you can do is figure out what languages you'd like to solicit and then line up judges. Judges can be found in the following places:

- Translation firms (who get their axes ground by getting a lot of publicity w/r/t their competition)
- Bilingual writers, particularly native speakers, who are now technical communicators themselves
- Language departments in universities

The payoff: The local competition is a strong bonding experience for communities when done well. Entry fees can be a substantial source of revenue, particularly with money coming in from non-members and organizations.

10. **Solicit bequests to the chapter.**

A lot of us are getting to the point (i.e., past 40) where having a current will seems like a Really Good Idea. A note in the community newsletter about identifying the STC or the local community as a beneficiary in one's will is adequate. Talk to the STC Office for information about how this has been done in the past.

The payoff: It is a shame and a sorrow to lose people, but many people feel a sense of satisfaction in knowing that there is a scholarship fund or educational project they're endowing.

Summary

What started as an article of a couple of pages of quick tips has morphed into an 8-page monster... and you haven't even seen the examples yet! In the interests of some shred of brevity, I'm going to call a halt to the explication here, but if you want more information about any of these ideas, please feel free to get hold of me and I'll be glad to tell you lots more about whatever you'd like to know.

Chapters can do lots of things for their members that will enrich their STC experience while at the same time enriching the chapter. Chapters don't have to be impoverished. It's certainly true that it can be hard to raise money but STC chapters are actually in a good position to do so. There's room for everyone to become happier and more prosperous as a result.

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Sample program topics

The following topics aren't organized in any particular way. I'd encourage you to read the whole list and see what appeals to you.

[These are topics that I tried with great success in the Puget Sound chapter.]

Writing Intentional Fiction—writers of SF, fantasy, and mysteries spoke about writing fiction for a living. [There are writers available almost everywhere—drop me a line and I'll find some for you.]

Cartooning—four professional cartoonists came to talk about the comic and cartoon business.

Finding a Job Overseas—a panel discussion by people who've found jobs and done them overseas.

A presentation on user interface design for online help—UI folks talking about what we need to do to make better online help.

A presentation on FrameMaker—The FrameMaker Product Manager from Adobe (an all-round great guy) did several presentations and miniseminars for us. This one was very popular.

Project Management—a panel of managers talked about managing doc projects

What Tech Pubs Managers Look For—More along the “How you can get hired” lines. A discussion of the kinds of things that a panel of mgrs like to see in prospective candidates.

The Printing Business: What Really Happens After You Hand Your Files Off—A fascinating presentation by printers' reps or print brokers about the printing biz and how best to deal with printers. (I remember one of them talking about getting printers to work up a special ink for Jiffy Lube so they could print those little plastic window stickers—cost to customer: \$0. The printer then had a new ink they could offer to other customers.)

[here's an example of the long range write-ups for programs in the newsletter]

AUGUST: The meeting on August 19th is "Shameless Self-Promotion." [Speaker] of [companyname] will teach you effective, inexpensive ways to increase your visibility so potential customers have an easier time finding you! This program is aimed at contractors, people who are thinking about contracting, or anyone whose current marketing isn't getting them the job they want. There will also be handouts.

SEPTEMBER: The meeting on September 16 is the STC Job Fair! Are you looking for a job? Looking for an employee? Meet many of the high-tech contract agencies—[name list]—and some of the larger fulltime employers in the area at the STC Job Fair. Bring your resumes and business cards and be prepared to network. (Hot tip: if you're about to embark on a job search, come to the August meeting to find out how to shamelessly promote yourself, then show up at the Job Fair ready to get the job you want.) This meeting runs from 6:00 pm to 10:00 pm. Entrance fees will be \$5 for everyone (to cover the cost of the room).

OCTOBER: The meeting on October 21 is "How to Prepare an Effective Portfolio." Only 10% of all writers use a portfolio even though it's one of the most powerful interview tools a writer has. [name] of [company] will tell you how to create an effective portfolio that helps sell you to an employer. She will show you how to get samples, how to lay them out for the best presentation, and how to use the portfolio in an interview. [name] will also cover some of the issues related to electronic versus print portfolios and will describe how to assemble a portfolio if you're a student and have not yet worked professionally. There will be handouts.

NOVEMBER: The meeting on November 18 is "Learn about Adobe Acrobat." The wonderful folks at Adobe are going to give another presentation to the chapter, this one on Adobe Acrobat. Find out the basics on Adobe Acrobat and the popular .PDF document format and what this can do for you.

DECEMBER: No meeting! Enjoy the snow instead.

JANUARY: No meeting! Everybody should go to the Competition Awards Banquet instead.

FEBRUARY: The February meeting is "HTML Help." [name], Program Manager for Microsoft HTML Help, will come tell you about HTML Help, what it does, how you can take advantage of it, and what to expect in the upcoming HTML Help 2.0 release.

MARCH: The March meeting is "Basics of Documentation Project Management." This presentation is aimed at anyone who wants to find out how to manage documentation projects and has either had no experience as a project manager or who wants to refine their skills. [company name] will present this exciting presentation. Bring your favorite project management problems and questions. There will be handouts.

APRIL: The April meeting is "Creating Effective Content for Web Marketing." Too often, Web sites equate sizzle with marketing effectiveness. Learn how applying basic marketing principles in a targeted way can improve your Web content and a visitor's experience. Speaker [name] is author of two books on marketing, "[title]" and "[title]."

MAY: May 19—Annual Auction and Investiture of New Officers (maybe even you?).

Here's another example of a program write-up I used:

February Program: "Writing for Periodicals"

The program for the February meeting is "Writing for Periodicals," a practical look at how to find work writing magazine articles. This program is a brief seminar on how to get into the fascinating and occasionally high-paying field of freelance magazine writing. Topics will include:

- Assessing your skills
- Identifying potential markets
- Writing a strong cover letter
- Selling yourself
- Writing the article
- Dealing with your editor
- Following up and getting more assignments

There will also be handouts available demonstrating some of the concepts in the presentation.

More program ideas from around the country

These are sample programs from chapters around the country. (You can also check out <http://www.hedtke.com/speaking.htm> for a list of other program ideas.)

Introduction to Active Server Pages

What You Need to Know About Everything Tuesday

Programming Basics for Tech Writers

OCSTC International STC Seminar attendees: Bringing the Seminar Home

The Value of STC Membership

Past Meets Future: A Discussion with Former and Current OCSTC Presidents and Leaders

Your Resume is Not Your Tombstone, by Brian McCaleb

Winning at Office Politics: Strategies for the Technical Communicator--Lance Gelein

Don't Forget the Humans--Lance Gelein

Andrea Ames: Just What They Need, Just When They Need It: An Introduction to Embedded Assistance.

John Hedtke: Jazzing Up Your Website with Free Resources

John Hedtke: Freelance vs. Captive: Making an Informed Decision. (This can be a program meeting, or a half-day or full-day workshop.)

Brenda Huettner: Becoming Indispensable: Increasing Visibility and Demand for Technical Communication Skills

Andrea Ames: Document Usability

Mark Hanigan--The Plug and Play Technical Communicator

George Rimalower--Crossing Borders: Overcoming Cultural and Linguistic Barriers

Bonni Graham--Psst! Wanna Buy Some Doc?

Bonni Graham-- Management by Leveraging Your Personality Flaws

John Sands, The Pre-Broadband Era: Revolution, Evolution, and Convergence for Interactive Multimedia

Jack Molisani, 10 Common Mistakes Writers Make When Looking for a Job

Jim Desmond & Patti Booher, Running a Documentation Business

What Makes a Winning Technical Communication Entry with Richard Mateosian. Richard Mateosian will talk about the process of evaluating entries at the local and international levels. He will explain the criteria the judges use, and he will give you tips on how to produce winning entries.

Introducing WebWorks Publisher and single-sourcing from Adobe FrameMaker with Andrew VanConas. Single-source publishing is the only way to produce multiple formats efficiently. "Write once, publish anywhere" is a model that not only serves as a philosophy of efficiency, but also acts as a method to universally control content revisions and preserve look and feel. In this session, we will introduce WebWorks Publisher Professional and all of its new features, as well as focus on single-source publishing technical documentation from FrameMaker 6.0 to output print, Internet, and numerous online Help formats, using WebWorks Publisher Professional 6.0.

Best Practices for a Tech Writer--what makes a tech writer the best?

Career Tactics for Technical Communicators—Brenda Huettner. This is actually a half-day workshop, perfect for a mini-seminar.

"How not to get pigeonholed" -- Looking for dead-ends

Warning signs that it's time to move on--panel discussion

Business Tips and Taxes by Barbara Aue, CPA

"2001 and Beyond: Trends for Technical Communicators" by Muriel Zimmerman.

"Community Building on the Internet" by Jim Semick

Annual Chapter Picnic

"Communication Jobs in Santa Barbara" by Gary Kravetz

"We're Just Like You, Only We Use Words" by Bonni Graham

"Enhancing the Usability of Online Help" by Jack Molisani

Chapter planning meeting

"Igniting the Passion Within" by Beverly Kirkhart

"Writing Tutorials that Teach" by Yvonne DeGraw

"Communicating Effectively in Our Changing World" by Laurie Sheppard

"We're All Students: Celebrating Student Writers, Collaborating for Successful Internships, and Continuing Our Professional Development Through UCSB's Extension Program"

"PageMaker Tips and Tricks" by Carol Fell.

"HTML Buffet: It's All on the Table" by Bobbie Offen
Technical Writer Table Talk
"Write It! The Two-Draft Document" by Dr. Jerry Bradley
Large-Scale Communication Architectures by Gary Reel
Indexing Workshop by Lori Lathrop
"Programming Concepts and Terminology for Communicators" by Andrea Ames
"Working in Word" by Wayne Kliman
"Good Graphics: How to get them from your illustrator--even if that's you" by Cynthia Brock
Working on the Outside: Contracting and Telecommuting
Roundtable Discussion Topics (as suggested by attendees)
"Dear Santa, I Was Very Bad All Last Year, But I Liked It!" by Michele Jackman
"Countdown to the Regional Conference"
"Creating Software to Elevate User Performance" by Bob Dick.
"Communication and the Anne Frank Exhibit" by Sarah Wersan
"You Can Create Video Scripts" by Jerry Bradley
"Today's Resumes and What Makes Them Effective" by Kathy Johnston
Student Technical Writing Contest Awards and "Managing Large Documentation Projects:
Academic Principles and Workplace Realities" by Kevin Brown, Stephen Hinck, Chris Putman,
Claudia Quesada, and Amy Richter
"Advanced FrameMaker Features" by Don Rose
"Museums as Communicators" by Mary Gosselin
"Technical Crises: Breakdowns and Breakthroughs" by Dr. Roger Dunham
"Communicator, Get a Job!" by Cindy North. Spotlight: "What I Spoke on at the Region 8
Conference" by Cynthia Brock, Doug Bradley, Jerry Bradley, and LeeAnne Kryder
Questions and Answers with the Regional Director
How to Create Usable Documents, with John Breckenridge, Hewlett-Packard
Future Trends in Technical Communications, with Don Watterson, Hewlett-Packard
Visions of the Scribe Show (STC competition winners), with Rich Julius
Introducing the Internet, with Jerry Peek, O'Reilly and Associates
Powerful PowerPoint Presentations: How to get your message across effectively—Brenda
Huettner
The Art of Presenting Information Graphically on Paper and Online, with Dick Silver, Hewlett-
Packard
Downsizing Documents, with Edna Hetchler, Hewlett-Packard

The Levels of Editing, with Carol Wade-Lundberg, Santa Rosa Junior College

What Does a Hiring Manager Look For?, with Rich Logie, Hewlett-Packard Broadening Your Horizons through Professional Organizations (joint meeting with the Redwood Empire Chapter of the National Society for Performance and Instruction (NSPI))

North Bay Career Resource Center: An Outline of Services, with Diane Larson

Publishing Olympics: Games for the Holiday Season, with local members

Information Swap Meet (book and software reviews), with local members

Do you need a HAT or WAT?--Evaluating Help Authoring Options—Brenda Huettner

The Art and Science of Project Management (a full-day workshop)—Brenda Huettner

Literacy: A Given or a Dream?, with Donna Champion, Sonoma County Adult Literacy Program

The Writer as Designer: Tools of the Trade, with Curt Stoddard, owner, Riley Street

The Alphabet Soup: Standard Generalized Markup Language (SGML), with Rich Logie, Hewlett-Packard

The STC Annual Conference (Washington, D.C.): Reports from Local Members

FrameMaker, with Michelle Davis, Territory Manager, Frame Technology Corporation

The American Society of Indexers, with Elinor Lindheimer

The Impact of the World Wide Web/Creating Effective Home Pages, with the Novato Internet Users' Group

The Creative and Fun Home Page, with Craig Robinson

How to Find Everything You Ever Wanted to Know, with Karen Capadona, Research Resources

Adobe Acrobat, PDF Distillers, and Other Mysteries of the Universe, with Becky Hollingsworth

Publishing Olympics/Potluck, with local members

Ergonomics for Writers, with Mic Van Der Sluis, Parker Compumotor

Usability Testing, with Scott Lockhart, Usability Engineer, Hewlett-Packard

Introducing Doc-to-Help: Windows Help Tools, with Anne Marie Smith, InfoPros

Graphic Design for Writers, with Lorraine Fiamengo, Sonoma County Ad Club

The STC Annual Conference (Seattle): Reports from Local Members and Winning Publications

Relieving Computer-Induced Stress, with Karen Kramer, Ph.D.

Winning Over Your Reviewer Before You Submit Your Manuscript, with Heather Pengra

Planning for Our Chapter, with local members

Information Mapping, with Michael Learned of Information Mapping, Inc.

Taking the User's Point of View, with Henry Korman of Wordplay Consulting

Intra/Internet Publishing: Getting There, with Meryl Natchez of Tech Prose and Master Software

Video Editing Tools and the World of Nonlinear Games, with Rich Logie, Hewlett-Packard

Managing Complexity, with Robert Colman of Environmental Ingenuity Group, Inc.

What Recruiters Are Looking For, with Dorothy Webster of Webster Associates

Technical Writing and Multimedia, with Orson Kellogg

A Review of the Touchstone Competition and Some Winning Entries, with Gary Hayes, Diana Wilcoxson, and Gwaltney Mountford

Alternative Methods for Interfacing with Computers, with John Simkovitch of Keyboard Alternatives

Using FrameMaker to Generate HTML, with Jerry McBride of Hewlett-Packard

Determining the Right Rate for You, with Gary Hayes, First Vice-President, NorthBay Chapter

The Latest from Adobe Systems, with Craig McLellan of Adobe Systems, Inc.

Evolving as a Technical Communicator in the Software Industry, with Andrew Davis of Synergistech Communications

From the Cutting Room Floor?, with Michael Meyer of Hewlett-Packard

Good Writing and Technology: How to Learn What You Need to Know When You Already Need to Know It, with Carol Wade-Lundberg of Santa Rosa Junior College

Document Improvement Workshop: Scenarios and Strategies, with Gary Hayes, President, NorthBay Chapter

Project Tracking: One Writer's Approach, with Diane Joerger of AFC

Now You are the Interviewer: So Now What Do You Do?, with Jim Kennedy of Management Team Consultants, Inc.

The Information Mapping Method, with Lisa Gardner of Information Mapping, Inc.

Functional Reading of Functional Specs, with Barbara Herbert of AltaLingua Strategic Documentation Solutions

Technical Documentation Usability: Concepts for Beginners, with Andrea Ames of verbal imagery

More Than Just My Job: A Narrative Approach to the Competency-Based Resume, with Steve Ross of Harris Corporation

Lots o' Fun with Show 'n' Tell, with just about everyone

Want to Be a Better Indexer?, with Joan Dickey; Kira Kelley of Autodesk; and John Dibs of Fair, Isaac

Making Sure It's HELP..., with Shelley Horwitz of Pacific Technical Documentation

An Evening with Adobe, with Richard Capone of Adobe Systems, Inc.

Document Management: Reusing and Repurposing Technical Documents, with Richard Heintze of Caxton, Inc.

Visual Language: Global Communication for the 21st Century, with Robert E. Horn of MacroVU

Introduction to Telecommunications, with John McNaught of Alcatel USA

Delivering Value as a Writer, and Other Useful Tips, with Andrew Davis of Synergistech Communications

Writing for Programmers, with Andrea Aames of verbal imagery

Come to Terms [telecommunications "technospeak"] with Wayne Gibson of Next Level Communications.

Programming Ideas from the Mid-Valley Chapter (Eugene, OR) (with contact person where appropriate):

- Contractor/client issues
- CWE (cooperative work experience or whatever it is now called) Tech
- Writing Program at LCC
- Huyandai Tour —Mark
- HMT (some company) Tour—Denise
- Indexing—Joanna
- Sierra Online Tour
- UO (u know, the one here in eugene) Computing Center/Tech Writing Program
- OSU Visit—Tech Writing Program
- LCC (Lane Community College) Tour—Flight Technology Program
- Panel on employer/employee/customer relations
- proving your worth
- proving the value of documentation
- value/quality issues
- Translation/Localization (Terra Pacific as model)
- UO Prof with multi-media grant—Michael
- Usability (Judith Ramey)
- Presentations from National/Regional STC conferences
- Visit with Portland chapter
- OIT (Oregon institute of technology) visit
- UO Disability Resource Center
- Day trip to Bend for tech stuff
- Luncheon meetings, some as more or less social gatherings aside from regular STC meeting
- Visits/contacts with other writers groups (science, reporters, etc.)

- SAO (software association of oregon)
- STC Bowl Game (Jeopardy-like game with questions, answers, prizes)
- Terra Pacific visit - John
- Avon Murphy visit—Mark
- PSC (don't remember what this is, some company) visit
- Aster Publishing visit
- Symantec demo of 'Visual Page'—Michael

Writers Annual Physical

This intensive workshop focuses on the trouble spots that technical communicators wrestle with every day. You'll relearn the rules for punctuating technical documents, distinguish between pairs of frequently misused words and phrases, write lists that are parallel and properly punctuated, practice using gender-neutral language, and more. Even the most experienced writers and editors will benefit from this review of writing skills and usage considerations.

Achieving Success as a High-Tech Marketing Communicator

The Consultant's Toolkit

User Interface Design

Localization and Translation

Say It with Pictures

Resources for Technical Communicators

Electronic Document Management

Designing a Web Site

Print and Electronic Document Design and Layout

Getting Your Technical Masterpiece Published

Creating Multimedia Products with QuarkImmedia

A Formative Evaluation Method for Designing Websites

Progression Session

Creating an Effective and Dynamic Team on a Limited Budget

Competition Winners Banquet

Getting Started in Technical Communications

Internet Presentation Software

Moving From Technical Writing to Multimedia Author

Sample email template

Comments: the subject should always start with "STC:" or "OC STC:" or something that identifies the email quickly (and is easy to filter on). Always include a blurb up front about not receiving emails; some STC members can get surprisingly cranky about getting emails, no matter how few you send. Include full contact information for yourself and be sure to repeat the time and location information for every event; never assume anyone will remember anything. <G> Actually, if one's grabbing a printout of the meeting on the way out the door to the meeting, it's nice to have this all in one place and it makes it easy to forward the info to non-STC members, too.

Subject: STC: <topic>

(Note: if your email or mailing address is not correct or if you don't wish to receive any STC mailings, please send email to both john@hedtke.com and Merrick Bechini <Merrick@stc.org> with updated information. Thanks!)

The meeting on February 17, 1998 is "HTML Help." Kate Harper, Program Manager for Microsoft HTML Help, will come tell you about HTML Help, what it does, how you can take advantage of it, and what to expect in the upcoming release. Pre-registered: \$7/members, \$10 non-members, students free. If you show up and want to pay at the door, there is an additional \$5 late fee, so be sure to pre-register! To pre-register or for more info, please call Association Services at 206-623-8632.

The drawing for the year's big door prizes will be happening at the February meeting, too. All the entries from previous meetings will be in the hat, so if you've been attending a lot of meetings, you have a better chance of winning... but you must be present to win! The 10th Annual Ugly Tie, Scarf, and Hat competition will also be held (details were in the January newsletter).

To get to the Tyee Yacht Club:

* From 520 Westbound, take the I-5 North/Roanoke St. exit. Keep right at the fork in the ramp, then turn left onto E Roanoke St, then turn right on Eastlake Ave E. and....

* From the north end, take I-5 South. Get off on the Boylston/Roanoke exit. Turn right onto E. Roanoke, then turn right on Eastlake Ave E. and....

- From the south end, take I-5 North. Take the Mercer St. exit and get into the far right lane and proceed to Fairview Ave. N. At the intersection of Valley, turn right to stay on Fairview Ave. N. After about 1/2 mile at a light, turn onto Eastlake Ave E. and....

...after about a mile, turn left on E Allison St. (You'll see the Bridges restaurant at the corner.) Turn right on Fairview Ave. E. and go down about 1/4 mile. The Tyee Yacht Club is on the left.

Upcoming Meetings

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The meeting on March 17, 1998, is "Basics of Documentation Project Management." This presentation is aimed at anyone who wants to find out how to manage documentation projects and has either had no experience as a project manager or who wants to refine their skills. Wasser, Inc., will present this exciting presentation. Bring your favorite project management problems and questions. There will be handouts.

The meeting on April 21, 1998, is "Creating Effective Content for Web Marketing." Too often, Web sites equate sizzle with marketing effectiveness. Learn how applying basic marketing principles in a targeted way can improve your Web content and a visitor's experience. Speaker Janice King is author of two books on marketing, "Web Marketing Cookbook" and "Writing High-Tech Copy That Sells."

To register for a meeting (hint, hint!) or to get more information or directions, call Association Services at 206-623-8632. You can also find the current meeting information at the interim chapter web site, <http://www.oz.net/~jhedtke/pugetstc.htm>.

Yours Truly,
John Hedtke
President, Puget Sound chapter STC

Sample mini-seminar descriptions

[This is a sample of the write-up for one season's mini-seminars to give you an idea of how they're presented and the types of topics covered. Again, publicize the heck out of them for as far in advance as possible.]

STC Miniseminars

It's time once again for the STC's annual miniseminars! Each year, the local chapter of the STC presents a series of half or whole day seminars on topics of interest to STC members, students, and other technical communications professionals. These sessions are designed to provide specific technical skills, let you brush up your already existing skills, or give you enough information on a topic to go out and learn more on your own.

The seminars will be held at the University of Washington, Seattle campus, in Loew Hall, Room 105. Loew Hall is located on the east side of the UW campus, across the street from the Student Union Building (the HUB). Half-day classes are \$40 for STC members, \$45 non-members, \$30 students; whole-day classes are \$75 for members, \$85 for non-members, \$50 for students. Classes fill up quickly, so be sure to register early. **Registration at the door is on a "space-available" basis.** In all cases, there will be a \$5 charge for registration at the door. Morning sessions go from 9:00 am to noon; afternoon sessions go from 1:00 to 4:30 pm. There is ample parking nearby at the UW.

March 28: Basics of HTML (all day). Learn how to create a web page and speak HTML like a native! This class, taught by Elisabeth Knottingham, is aimed at the raw beginner who has no experience with HTML but would like to learn how to create a web site. The seminar will describe HTML tags, how to create simple web pages, how to link to other pages or sites, how to insert graphics, how to add downloadable programs or files, how to use HTML editors and generators, and how to upload documents to a web server. By the end of the class, you will be able to create a web site of your own. (*Note: if you're interested in more advanced HTML, be sure to look at Elisabeth Knottingham's "Advanced HTML" class on May 9th.*)

Elisabeth Knottingham has two Bachelors, one in Physics and one in English. She has been amassing career credits quickly, including planning and writing approximately 200 pages about web design and maintenance for the Peachtree Complete Business Toolkit (Osborne/McGraw-Hill, 1998), working as a writer and an HTML designer on a suite of online documentation with an international telecommunications project for US West, and designing and creating an automatic status and reporting web site for a national cable and telephone provider.

April 4: Creating Superior Indexes (all day). Wasser is offering their very popular beginning indexing course, taught by a seasoned indexer, Brenda Morris, who has been teaching the course at Wasser for the past 4 years. This one-day course addresses all aspects of indexing, from the basics to breaking new ground. Hands-on practice in traditional indexing methods during the class will reinforce your learning, and you will take away written course materials, as well as valuable resource information, to help you with future indexing projects.

Brenda Morris has ten years of experience creating indexes for both print and online documents. In her five years as Aldus's Usability Coordinator, Ms. Morris focused on documentation usability and information accessibility. She currently conducts training, usability assessment, editing, and indexing through Wasser, Inc. and through her own business. Ms. Morris is a

certified educator with a BA in Education from Pepperdine University and has completed graduate programs at San Francisco Theological Seminary and Oxford University.

April 11: Manual Design (all day). Pam Johnson and Jan Archer will show you the basics of manual design and production on the computer. Learn the steps for taking a completed but unformatted manuscript through all phases of print production to produce an award-winning finished manual. This class covers both the editorial role in the preparation of text and visual materials for product, as well as the editor's responsibilities and prerogatives as they relate to those of other professionals in the production process. Areas of emphasis include typesetting, layout, printing, binding, and distribution.

Pam Johnson is a graduate of the UW Technical Communications program, a past president of the local STC chapter, and is currently serving on the chapter's Board as Secretary. Jan Archer has over a decade of experience in production editing, project management, and training. She owns and operates her own company providing training and desktop publishing for Fortune 500 companies and other major industries internationally.

April 18: FrameMaker (morning session). Back by popular demand! The incomparable Les Hirsch of Adobe will teach you the basics of FrameMaker, a powerful tool for creating and publishing long documents. This class will introduce you to FrameMaker 5.5, show you how to use it, and describe how to integrate it into your writing and production process. You'll learn how to create and to import documents, do page layout, and print to printer or printer-ready files. (*Note: This seminar was sold out last year, so be sure to register early!*)

Adobe Acrobat (afternoon session). Les Hirsch continues with an afternoon session on Adobe Acrobat. Acrobat lets you distribute "frozen" documents electronically that can then be printed exactly as they were created without releasing your source document files. This class will introduce to Adobe Acrobat, teaches how to create Acrobat files ("PDF files") using tools such as Adobe Exchange and Adobe Distiller, and describes ways to distribute and use PDF files.

Les Hirsch is an evangelist for Adobe FrameMaker with a profound understanding of all of Adobe's products. He has made many appearances at local, regional, and international STC events and is an exciting and lively speaker.

April 25: Portfolio and Resume Preparation (all day). Everyone looking for work benefits from a good portfolio, but only 10% of interviewees have a portfolio at all! This class is for both the new job seeker and the experienced writer who needs to add a bit of polish to their presentation. Lynn McManus will teach you the basics of portfolio and resume preparation in the morning, then will help you assemble your portfolios in the afternoon. Bring portfolio supplies, paper, scissors, glue, boxes of samples, all of your samples, even the samples that you may not think are relevant), markers, and so on.

Lynn McManus is a graduate of the UW Technical Communications program. At various times, she has been a committee chair, competition manager, and served on the local STC board. Professionally, she has been a technical writer, professional recruiter, and contributing author.

May 2: HTML Help tutorial (morning session). Kate Harper, Product Manager for HTML Help at Microsoft, will teach you how to create HTML help. (Some knowledge of HTML prior to attending this seminar is strongly desirable.) This class will show you how to convert a WinHelp project to HTML Help, how to create an HTML Help project from scratch, and how to

use the HTML Help ActiveX control. (*Note: if you're interested in basic HTML, be sure to look at Elisabeth Knottingham's "Basics of HTML" class on March 28th.*)

Kate Harper is a former president of the PS chapter of STC and has been involved in this business for longer than many of her children have been alive.

Project Management (afternoon session). Project management is a fascinating, complex, and often frustrating process not unlike herding cats. In this class, courtesy of Wasser, you will learn how to manage documentation projects. Barbara Pickering of Wasser will teach you how to set up a budget, create estimates and plans, and work with your team and your managers. This class is for both beginners who have had no experience in project management and for experienced managers who want to refine their skills.

Barbara Pickering has been managing outsourced technical documentation projects with various high-tech companies at Wasser for over three years. She says that growing up in New York, and learning to survive in that environment, almost prepared her for surviving in the software and hardware industries.

May 9: Advanced HTML (all day). For those with some basic HTML knowledge, this class will teach you how to incorporate scripts and programs into your HTML code using Java, Visual Basic, CGI, and other tools. This class, taught by Elisabeth Knottingham, will provide an overview of the various languages and describe their strengths and weaknesses. Basic examples of each language will be given. At the end of the class, you will have an appreciation of each language and be able to make an informed decision about the languages and tools that you wish to explore further and that are likely to be most effective for your particular web applications. (*Note: if you're interested in basic HTML, be sure to look at Elisabeth Knottingham's "Basics of HTML" class on March 28th.*)

May 16: Writing and Editing for the Web (all day).

More and more companies are using the World Wide Web as their primary means of communication. This explosion in online communications is revolutionizing technical documentation as well. Technical writers are creating traditional print manuals and simultaneously publishing and maintaining them on CDs, company intranets, and public Web sites. This one-day course, courtesy of Wasser, explores some of the unique aspects of online media, particularly as they differ from or challenge the traditional print techniques. (*Note: This course focuses on the content of online material, and not the technical aspects of HTML conversion or online design, except as they have bearing on the writing and editing.*)

For the past 15 years, Marcelle Amelia has developed and implemented communication and information management plans that have fulfilled a wide variety of audience and client needs. She has project managed, written or edited environmental and software documentation and training for clients such as Weyerhaeuser, Microsoft, Active Voice, and the Puget Sound Regional Council. Currently the Content Manager for Wasser Studios, her focus is on producing content for print, online, and training applications.

Sample auction list

This is an auction list from a chapter auction several years ago.

1. A tabletop garden <i>Donated by ---. Value: \$80</i>
2. Mind & Matter Adventure Club Membership & \$100 Gift Certificate <i>Donated by ---. Value: \$220</i>
3. A one-hour massage <i>Donated by ---. Value: \$45</i>
4. An autographed hardbound copy of "Superluminal" <i>Donated by ---. Value: \$25</i>
5. certificates for rolfing (deep-tissue massage) <i>Donated by ---. Value: \$80 each</i>
6. Two ornamental wreaths <i>Donated by ---. Value: \$60 each</i>
7. Microsoft Office 97 <i>Donated by ---. Value: \$249</i>
8. MS Office 97 Step-by-Step courseware <i>Donated by ---. Value: \$40</i>
9. A brunch for four <i>Donated by ---. Value: \$120</i>
10. A gift certificate for a class at Bellevue Community College <i>Donated by ---. Value: \$139</i>
11. A crystal sculpture <i>Donated by ---. Value: \$125</i>
12. Dilbert & Dogbert cutouts <i>Donated by ---. Value: \$25</i>
13. Wallace & Gromit plush figurines <i>Donated by ---. Value: \$30</i>
14. Adobe Acrobat v3.0: Classroom in a Book <i>Donated by ---. Value: \$40</i>
15. Two certificates for handmade pasta <i>Donated by ---. Value \$25 each</i>
16. Two gargoyle sculptures <i>Donated by ---. Value \$125 each</i>
17. ipublish 2.0 <i>Donated by ---. Value: \$99</i>

18. MS Office 97 Step-by-Step courseware <i>Donated by ---. Value: \$40</i>
19. Microsoft Internet Information Server Training Kit <i>Donated by ---. Value: \$199 each</i>
20. An evening's entertainment <i>Donated by ---. Value: \$75</i>
21. Hardcore Visual Basic <i>Donated by ---. Value: \$50</i>
22. Advanced Visual Basic <i>Donated by ---. Value: \$50</i>
23. Active Visual J++ <i>Donated by ---. Value: \$40</i>
24. Two PS/2 Microsoft mice <i>Donated by ---. Value: \$60 each</i>
25. A Microsoft bus mouse <i>Donated by ---. Value: \$70</i>
26. Microsoft SideWinder 3D Pro joysticks <i>Donated by ---. Value: \$50 each</i>
27. A large assortment of "Magic: The Gathering" stuff! <i>Donated by ---. Value \$250</i>
28. A Logitech "MouseMan" mouse <i>Donated by ---. Value: \$50</i>
29. The Dilbert "Corporate Shuffle" card game <i>Donated by ---. Value \$15</i>
30. "Super" Passes to the Pacific Science Center <i>Donated by ---. Value: \$40 for all</i>
31. Adobe Illustrator v5.5 (Unix) <i>Donated by ---. Value: \$895</i>
32. Adobe FrameMaker v5.0 (Macintosh) DEMO ONLY! <i>Donated by ---. Value: \$895</i>
33. Adobe Photoshop v3.0 (Unix) <i>Donated by ---. Value: \$895</i>
34. Adobe FrameMaker v5.0 (Windows) DEMO ONLY! <i>Donated by ---. Value: \$895</i>
35. Adobe Premiere v4.0 (Windows) <i>Donated by ---. Value: \$895</i>

36. Adobe FrameMaker v5.5 (Macintosh)

Donated by ---. Value: \$895

37. WebWorks (Windows, Mac, or Unix--your choice)

Donated by ---. Value: \$495 (W/M), \$795 (U)

38. AuthorAssistant (Windows)

Donated by ---. Value: \$495

39. Hours of Housekeeping or Yardwork

Donated by ---. Value: \$160