

Jolly good Fellows: Profile of Canadians honoured by STC

By Brad Friesen and Rachel Ines

Each year the STC honours individuals by electing them as Fellows and Associate Fellows. This year three Canadians became Associate Fellows: Manuel Gordon, Geoffrey J.S. Hart and Andrew E. Quarry. Ann Rockley became a Fellow.

To be awarded the rank of Fellow nominees must already be an Associate Fellow and further distinguish themselves within the field of technical communication and attain prominence within the field. Award recipients are nominated by a committee of Fellows.

To be awarded the rank of Associate Fellow, nominees must be accomplished in the field of technical communication. Award recipients are nominated by a committee of fellows and associate fellows.

Nomination criteria and nomination forms are available on the STC website:
<http://www.stc.org/honors.asp>

We would like to congratulate all of the 2005 recipients.

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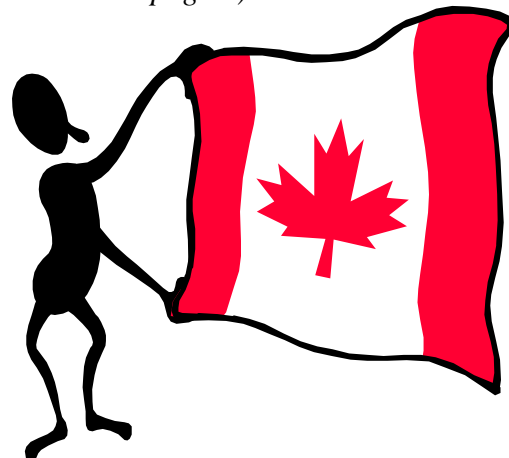


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Canada...what about it eh?

By Rachel Ines

Canada is a multinational country made up of over 31 million individuals and ranks as the world's second largest country. Diverse geographically and culturally, it is often difficult to define what is truly Canadian. Although, the Molson beer commercials seem to feel that they have figured it out.

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2005 Fellow



Ann Rockley
Toronto Chapter

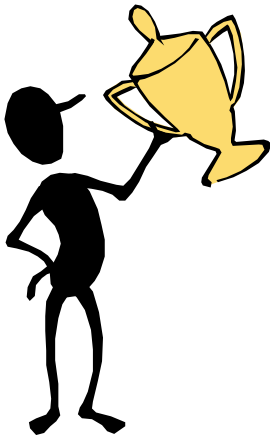
Ann is president of Content Management Professionals and the founder and president of The Rockley Group in Toronto. The Rockley Group is a consultancy with an international reputation for developing enterprise content management, unified content strategies, and information architecture for content management. With over 20 years' experience, Ann is internationally known for her expertise in enterprise content management and is the author of *Managing Enterprise Content: A Unified Content Strategy*.

When asked what becoming an STC Fellow meant to her, Ann says, "I am very proud to have received this award. It is the STC's highest level of recognition for a member. I am very honoured to have been elevated to this rare group of people." Ann says that as a Canadian STC member, "I have not noticed a distinct difference in recent years. In my early membership days, the issues of Canadians were real problems but the STC has made a concerted effort to ensure that these are no longer issues."

2005 Associate Fellows

Manuel Gordon has been a member of the STC since 1991 and volunteers for both the Montreal chapter and the Marketing Communication SIG. Along with his partner, Graham Gordon, the duo have joined forces to form Gordon and Gordon, a technical writing consultancy in which clients hire their services to explain complex products and to persuade demanding customers.

Manuel specializes in documenting server-side software, network management software, security software, APIs, and SDKs. Manuel also works as a systems analyst, develops e-learning modules aimed at programmers, and gives workshops.



When asked what becoming an Associate Fellow meant to him, Manuel says, "I am really very flattered. I did not think that my contribution to the Society was very significant since I had never held office except at the chapter level, but the people who nominated me convinced me otherwise. I owe them a big thank-you."



Manuel Gordon
Montreal Chapter

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Geoff Hart
Montreal Chapter

Geoff Hart has been an STC member since 1991 and currently volunteers for the Montreal STC chapter, and manages the Scientific Communication SIG. Outside of the STC Geoff is a freelance editor, writer, and translator, specializing in the biological sciences, and particularly in environmental biology and forestry. Geoff has many clients from around the world, particularly Japan.

Geoff says that the biggest issue that Canadian writers face “involves attaining wider recognition outside the profession about the value we bring to the process of creating information. My regular clients clearly understand this, but many (perhaps the majority) of other managers don't even know that we exist as a profession.”

When asked what becoming an Associate Fellow meant to him, Geoff says, “It’s gratifying to be recognized by my peers, and I must admit, it’s always nice to add another Canadian to the roster of fellows. I’m an unabashed promoter of all things Canadian.”

Andrew Quarry has been an active STC member since 1988 and even served as the Manitoba Chapter President in 1990 and 2001 – 2001. With over 20 years of information development, he has become one of the top leaders in his profession in Manitoba. Andrew has been involved with the development of manuals, online information systems, and curriculum materials for both large and small scale technology projects.



Andrew Quarry
Manitoba Chapter

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Canadian SIGNALs

Is the official newsletter for the STC Canadian issues Special Interest Group

Canadian SIGNALs

Is published electronically and available on the SIG’s website:

www.stc.sig.org/canadian/index.htm

Letters to the Editor

We encourage you to send comments, suggestions, and opinions regarding Canadian SIGNALs or the SIG to

hollyoleary@northrock.bm

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Newsletter	Holly O’Leary Renka Gesing Lois Marsh
Member	Carolyn Watt

This edition of Canadian SIGNALs was produced by Technical Communication students from Red River College.

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Currently Andrew works as a consultant for Cadence Human Systems in Winnipeg. For the past several years he has volunteered his services for Literacy Works, an adult literacy organization.

When asked what becoming an Associate Fellow meant to him, Andrew says “STC has

added to our awareness of market opportunities and our access to professional development opportunities. My impression is that the STC has helped Canadians offset disadvantages that we face in the continental market relative to our American counterparts.”

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Reading Will and Ian Ferguson’s *How to be a Canadian (even if you already are one)* offers a humorous look at Canadian culture and its entire natural splendor.

In interest of providing non-Canadian STC members with some insight into what it is to

be Canadian, here is a small sample of locations and information that may be of help in answering all those burning questions you may have about Canada.



1. Are you interested in seeing the natural diversity of Canada’s geography? The Parks Canada website offers information on the numerous national parks, historic sites and waterways.

http://www.pc.gc.ca/index_e.asp

2. Are you wondering what the weather will be like when you visit Canada? Depending on what month and which region you visit Canada the weather will vary. Visit Environment Canada to help you plan your packing.

http://www.weatheroffice.ec.gc.ca/canada_e.html

3. Are you interested in Canadian foreign affairs issues and live abroad or are you located in a specific region in Canada? The Department of Foreign Affairs and Trade provides travel information and keeps you updated on foreign affairs issues.

<http://www.fac-aec.gc.ca/menu-en.asp>

4. Do you want to know where all the jobs in Canada are? The Public Service Commission lists jobs open to the public within the federal government.

http://www.jobs-emplois.gc.ca/menu/home_e.htm

The Human Resources and Development website allows you to search for jobs nationally and from the comfort of your own home.

http://jb-ge.hrdc-drhc.gc.ca/Intro_en.asp

5. Do you need to figure out how to convert currency, temperature or apples and oranges? This link will assist you in converting units and measurements.

<http://www.sciencemadesimple.com/conversions.html>

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6. Are you interested in Canadian government issues? The federal government website offers links to various national departments and information for both Canadian citizens and non-Canadian citizens may require.
http://canada.gc.ca/main_e.html
 7. Are you planning to visit Canada and want to participate in celebrating national holidays but you don't know when?
http://www.pch.gc.ca/progs/cpsc-ccsp/jfa-ha/index_e.cfm
 8. Did you remember to pick up those souvenirs, but are unsure of how much PST was added? This link will help you determine how much extra tax to pay.
http://www.taxtips.ca/provincial_sales_tax.htm
 9. Do you need to figure out how much gas is across the country? Visit [gasticker.com](http://www.gasticker.com) to compare gas prices nationally and regionally.
<http://www.garnetknight.com/gas/locations.php>
 10. Are you interested in travelling around Canada but you're not sure where to start? Try Canada tourism to guide your travelling plans.
http://www.travelcanada.ca/tc_redesign/app/
 11. If you require more specific traveller information, visit the FAQs on the Lonely Planet Canada branch.
<http://thorntree.lonelyplanet.com/categories.cfm?catid=11>
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Distinguished Canadian Member: Alexa Campbell

By Rachel Ines

For Alexa, teaching has come full circle. As the lead instructor in the Technical Communication program at Red River College in Winnipeg, she originally started her professional career teaching high school English. Currently she is working on completing her Master's degree in Adult Education from the University of Manitoba.

Alexa started her technical writing career with Great-West Life as a programmer, where she wrote procedural manuals. A workshop run by Edmund Weiss gave her new insight into the technical communication profession and she has been working in the field ever since. Alexa has worked for numerous companies as a technical writer, including seven years running her own business.

STC roots

As a member of the STC since 1986, Alexa has been very involved in promoting the organization. In

1988 she was the founding president for the Manitoba Chapter of the STC and was made a Fellow in 2001. Approached in the early 90s to be part of a newly formed Canadian issues committee for the STC, Alexa has been SIG manager of Canadian Issues SIG since the SIG's foundation in 2001.



Alexa Campbell

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Canadians in the STC

As a Canadian in a largely American-based organization, Alexa was asked what it meant to be a Canadian STC member. Alexa feels it is important to “raise consciousness and acknowledge STC members not only in Canada, but also internationally.”

Canadians typically make up 9% of all STC membership. The Canadian SIG marked a departure for a SIG creation by the STC, as it marked the first time that a SIG was formed based on geography rather than project interests.

She feels that, “With the STC restructuring, it is important to address issues brought forth by

not only Canadian SIG groups, but other SIG groups as well. The STC is a viable network that provides an international venue for its members to communicate issues and share ideas with one another.”

Join the newsletter team

The Canadian SIGnals newsletter encourages all members to contribute articles or join the SIG management newsletter committee. If you are interested in joining the newsletter committee or any other aspect of the SIG management, contact Alexa at acampbell@rrc.mb.ca.

Technical Communication Certificate program at Malaspina University-College

By Brad Friesen

Malaspina University-College is located on Vancouver Island, with its main campus in Nanaimo (www.mala.ca). Malaspina offers its new part-time non-credit certificate program in Technical Communication completely online. Delivered by Technical Communication professionals, the curriculum follows the basic guidelines determined by STC professionals of the Canadian Interest Committee (1997).



Malaspina University-College

The Technical Communication Certificate Program includes training in technical writing skills, current software tools (FrameMaker, RoboHelp, Dreamweaver, Acrobat), designing documents, web design, writing manuals, and job search skills.

Students can take the program from the comfort of their own home, set their own hours for studying, and interact with the instructor and other students online. Courses are set up so that students have many options regarding scheduling their courses. Core courses are offered at least twice per year, with electives offered at least once a year.

Students have two years to complete five core courses and three electives.

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“Although this online certificate program is still in its infancy,” says Julie Clarke, program coordinator, “we have had great feedback from students in the program and continue to work hard to ensure that the training we offer meets the current industry needs.”

Malaspina's program is under continuous review by an Advisory Group comprised of industry professionals, students, faculty, and administration. “In an effort,” says Clarke, “to keep up with what is happening in the real

world in terms of development and trends in Technical Communication.”

More information on the Technical Communication Certificate program can be found through the following methods:

- Visit the website at www.pr.mala.bc.ca/techcomm.htm
- Email Julie Clarke at clarkej@mala.bc.ca
- Call (toll-free) 877-888-8890

Student edition of Canadian SIGnals!

By Brad Friesen

This edition of the Canadian SIGnals Newsletter was written, edited and produced completely by first-year students of the Red River College Technical Communication Program.

The Technical Communication Program is currently in its third year. The first ever program of its kind in Manitoba, with emphasis on real-world experience, the students of Red River College are allowed to reach their full potential before entering the job market.

Red River College offers the program over a two-year period. The first year, students focus on basic software and technical writing forms. They learn Word, PowerPoint, Excel and FrameMaker. They produce manuals, newsletters, reports, and other short documents. The summer term is a co-operative work term. Students are paid for their work in a technical writing job.



**Red River College downtown campus
Winnipeg, Manitoba**

The second year, students learn RoboHelp, web design and production, strategic planning, proposal writing and project management. They produce an applied research journal and conclude their studies with a capstone project.

Creating this newsletter is only one of the opportunities offered to the students.

Let's meet these fine young people...

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Brad Friesen

Brad has gained experience in a wide array of different fields. He spent six years managing restaurants and then decided to pursue a post-secondary education. Brad has taken several courses in civil engineering, justice and public safety, and now technical writing.

Brad decided to enroll in the Technical Communication course because he felt that he has a lot to offer as a technical writer.

Rachel Ines

Rachel has previously graduated from the University of Winnipeg with a Bachelor's Degree in Anthropology. She spent five years working in archaeology and collections management. She has worked for Parks Canada and museums in Winnipeg and New Zealand.

Rachel took Technical Communication because of her interest in writing and to take a new direction in her career.

Ashley Oreziak

Ashley's background is primarily in theatre and has found the transition from stage to classroom exhilarating. She says, "The best part about being a Technical Communication student is being able to work with such a variety of people."

Ashley is looking forward to starting her career using the skills learned in the Technical Communication program.



Brad Friesen



Rachel Ines



Ashley Oreziak



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