

Ragged Left

OCTOBER 2000

Vol. 14, No. 10



THE SOCIETY FOR TECHNICAL COMMUNICATION

BERKELEY CHAPTER

Localization Tips: Writing for the World

American technology companies earn more than half of their income from foreign markets. That means technical communicators need to know what's required for their work to go successfully abroad. At our October 11 chapter meeting, Rob Sellin of Okada & Sellin Translations will give us:

- An insider's view of the translation and localization industry
- Techniques for recognizing culturally biased and difficult-to-translate materials; making appropriate edits
- Suggestions on selecting translation resources and managing translation projects
- Graphic design DOs and DON'Ts
- Techniques for working with interpreters at meetings and conferences

Okada & Sellin Translations, LLC, founded in Berkeley in 1996, works with all major Asian and European languages and specializes in technical, software-user documentation, legal, and Internet-based translations. A Senior Berkeley chapter member, Rob has extensive experience in the translation and localization industry. He has lived and worked in Mexico, Germany, and Brazil and is fluent in English, German, Spanish, and Portuguese.

For a preview of this presentation, visit www.ostrans.com or www.bena.com/ewinters and go to Cross Cultural Communication for materials by Rob Sellin and Elaine Winters.

We hope to see you at our next chapter meeting, at Café de la Paz on Wednesday,

October 11, for this fascinating and useful presentation. Meeting details appear on page 2 and you can make reservations online at www.stc-berkeley.org.

Still Time to Register For Hawaii Conference

As you read this, the Region 7/8 Pan-Pacific Conference is only a couple of weeks away. Like those of you lucky enough to attend, we're looking forward to a remarkable conference in one of the most beautiful places in the world. October 19-21: we hope it's on your calendar! To learn more and to register, see the conference Web site: www.pan-pacific.org.

For those of you who have considered attending: *there's still time!* Over 400 communicators have already registered, and there's still space for you, too.

For best travel rates, contact the conference travel agency, Seawind Tours and Travel, at 1-800-424-3324, or email stcppc@seawindtours.com. For any other question, contact conference chair Jack Molisani, jackm@ClarityTechnical.com.

Inside this issue

- About the STC 2
- STC-Berkeley Chapter Meeting Details 2
- Biotech SIG Meeting News 3
- September Biotech Meeting Summary 3
- Where are the Entry-Level Jobs in Biotech? 3



Ragged Left

Editor: Andrew Bearman
510-841-4758
newsletter@stc-berkeley.org

Contact Us

Chapter voicemail: 510-466-5464
Chapter email:
secretary@stc-berkeley.org
www.stc-berkeley.org

STC Headquarters

901 N. Stuart Street #904
Arlington VA 22203-1854
703-522-4114
www.stc-va.org

email: stc@stc-va.org
fax: 703-522-2075

Exec. Director: William Stolgitis
bill@stc-va.org

Membership: Christopher M. Ruck
chris@stc-va.org

STC President: Mary R. Wise
mary_wise@manu.com

STC Region 8 Director: Andrea Ames
408-522-7116
andrea@verbal-imagery.com

Officers and Volunteers

President: Sarah Lee Hauslinger
415-664-2645
president@stc-berkeley.org

VP Programs: Bill Kritzberg
510-864-7544
programs@stc-berkeley.org

VP Membership: Paul Sinasohn
membership@stc-berkeley.org

Treasurer: Kathryn Munn
510-865-9045
treasurer@stc-berkeley.org

Secretary: Frank Lucchese
415-664-2645
secretary@stc-berkeley.org

Employment Manager:
Robert Brown
510-261-1510
employment@stc-berkeley.org

Web Manager:
David Alt
internet@stc-berkeley.org

Address, phone, or email changes:
VP Membership (see above)

About the STC

TECHNICAL COMMUNICATION is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.

STC has more than 20,000 members and 144 chapters worldwide. Its members include writers, editors, artists, illustrators, photographers, audiovisual specialists,

managers, supervisors, educators, students, employees, and consultants.

STC strives to:

- Advance the theory and practice of technical communication.
- Promote awareness of trends and technology in technical communication.
- Aid the educational and professional development of its members.

Membership

Membership is open to everyone. Regular membership is \$110/year, with an additional \$15 enrollment fee the first year. Student membership is \$45/year.

To receive additional information and an application form, via mail or email:

- Call our chapter voicemail number 510-466-5464 and leave a message.
- Send email to bkymbrs@stc.org.
- Send mail to STC-Berkeley, PO Box 1007, Berkeley CA 94701-1007.

Advertising Rates

Page \$70, 2/3 page \$50, 1/2 page \$40, 1/3 page \$30, 1/6 page \$20, business card \$10. STC members receive 20% off. Ad deadline is the fifteenth of the month prior to publication.

Submissions

Ragged Left publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please contact the editor for details of how to submit articles and illustrations.

Deadline for unsolicited submissions is the 21st of the month preceding publication. Other STC publications are hereby granted permission to reprint articles from *Ragged Left*, provided such reprints credit the author and the specific *Ragged Left* issue, and a copy of any publication containing such a reprint is sent to the *Ragged Left* editor.



STC-Berkeley Chapter Meeting Details

Next meeting: Wednesday, October 11.

Café de la Paz serves STC-Berkeley members delicious South American food. The meeting begins at 6 P.M. with networking, conversation, and a no-host bar, followed by the buffet at 6:30 P.M. Chapter business and announcements are made around 7:15 P.M., followed by the speaker.

If you want to eat dinner, reservations are required and *must* be received (by Bill) no later than 12:00 NOON the Monday before the meeting (October 9). Reservations are necessary so that we can order the right amount of food. Do *not* contact the restaurant.

Send checks to Bill Kritzberg, 401 Melrose Avenue, Alameda, CA 94502.

Checkout



RSVP online: Use your credit card to order meeting reservations via the chapter Web site, www.stc-berkeley.org.

With a reservation, the meeting fee with food for members is \$17, for student members is \$14, and for nonmembers is \$20; if you come for the program only, starting at 7:30 P.M., the fee is \$12 for members and non-members (\$10 for students). If you are not eating, payments may be made at the door.

Fix Your Résumé

STC-Berkeley offers free résumé reviews to all comers, whether they are members or not. If you know someone who is a technical writer and would like some help with his or her résumé, we offer résumé reviews by people who have experience making hiring decisions.

With the average employer taking less than a minute to look at your résumé, another pair of eyes can help present your qualifications in the best light, *and* get you hired.

Résumés for review must be received the Friday before the monthly meeting (October 6). Send résumés to employment@stc-berkeley.org. Arrangements will be made to meet at the monthly meeting and to discuss the suggestions.

Where are the Entry-Level Jobs in Biotech?

Next meeting October 4, 7p.m. at the Chiron Cafe: The next meeting of the Biotech/Medical SIG will offer a presentation by the new biotech chair, Ruth Wright, about how to break into the industry. We'll examine some entry-level job descriptions, some employers you might approach first to gain experience, and some educational options to improve your employability. If you are an employer who has some job information or job search advice to offer, we welcome your attendance. For more information, contact Ruth Wright at 510-206-9192 or by forgntrp@lmi.net.

November 1 meeting: Our featured speaker will be Richard Hemingway, a senior consultant for Coverdale, Inc., a U.K. based firm that helps businesses develop efficient teams. He'll teach us some communication techniques to assist us in getting the information we need from professionals in other disciplines.

Coverdale, Inc. won England's 1999 Management Consultancies Association's Best Management Practice Award for its work in averting the closure of a poorly performing plant for Shell Oil in the early 1990's. Richard Hemingway is heading their efforts to open a branch on the West Coast.

Directions to the Chiron Cafe

The Chiron Cafe is opposite the old main Chiron building in Emeryville. From Highway 80, take the Powell St. Exit and go East towards the hills. At the bottom of the overpass is Hollis St. Turn right on Hollis St. Go approximately two long blocks until you see a large geometric masterpiece of architecture painted in purple and orange ahead. This building is at an intersection with a traffic light. Turn right at the traffic light. Turn left at the stop sign and continue until you see an open driveway gate on the left (~ 500 ft.). Go through the gates and bear left. Plenty of parking available to your right. Park and walk to the circle (with the large vaguely DNA-like sculpture). The Chiron cafe is a small separate building on the left.

Final Call for Entries STC Regional Competition

What: TOUCHSTONE 2000, the STC Northern California Technical Communication Competition.

Deadline for Entries: Thursday, October 5, 2000 For Details: <http://www.stc-touchstone.com>.

Questions? Leave a voicemail at 925-485-4733, if you need additional information after visiting the Web site. If you are interested in participating as a judge or other volunteer, email [soon](mailto:herrj@home.com) to herrj@home.com.

Using Recruiters Effectively

BY RUTH WRIGHT, BIOTECH SIG CHAIRPERSON

The Biotech/Medical SIG September meeting focused on recruiters and career coaches. Andrew Davis, founder and president of Synergistech Communications spoke to attendees about how to productively make use of these services as well as how to evaluate different companies' offerings to pick the specific one that is best for you.

Ideally, working with a recruiting firm can take you a step beyond a search on your own with want-ads in hand, acting as an intermediary between you and your potential employer. They can evaluate your background and skill set, realistically tell you what you're qualified to do, inform you about the work environment of the employers you're interested in and provide you with a current salary range for someone with your skills. They can also advise you on how to present yourself to a specific employer, and can assist you with the back and forth of salary and benefit negotiations.

Recruiting firms have something to offer the job seeker even in this job market. Generally, the employer pays the recruiter, so there is no charge for their services at your end. If they've accepted your resume they know the field you work in, or want to. They also know the employers and what the employers want and need. The job search, however, is yours. Only you can determine whether any recruiting firm is doing everything they should on your behalf and whether they're sending you on interviews and giving you advice that's really in your best interest.

One unique feature of Mr. Davis' firm is that it is the only local firm that will assist you in finding employment while helping you to maintain your status as an independent contractor. Synergistech will let you set the price for your services, arrange to collect your own checks, and pay your own taxes without acting as an intermediary in any way that would jeopardize your independent contractor status.

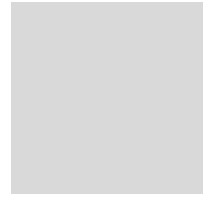
Roommate Needed for Hawaii STC Conference

Due to a cancellation, Elaine Winters is looking for someone to share a room at the Pan-Pacific STC Conference later this month. If you are interested, contact Elaine at ewinters@ix.netcom.com, Instructional Systems Design, Cross Cultural Issues, <http://www.bena.com/ewinters>.

Ragged Left

P.O. Box 1007
Berkeley, CA
94701

Forwarding and
Return Postage
Guaranteed



Next Meeting:

Wednesday October 11

Localization Tips: Writing for the World

with Rob Sellin of Okada & Sellin Translations

Meal reservations required by Monday, October 9.
See page 2 for costs and meeting details. **RSVP online:**
Credit cards accepted at www.stc-berkeley.org.
Please do *not* call the restaurant!

Café de la Paz: 1600 Shattuck Avenue (at Cedar)
Buffet and No-Host Bar 6:30 - 7:30
Announcements and Program 7:30 - 9:00

STC-BERKELEY MEETING LOCATION AND DIRECTIONS

By BART: Exit the Berkeley station (Richmond line) at Center and proceed north six blocks up Shattuck Ave. to 1600 Shattuck at Cedar.

From north of Berkeley: From I-80, take the University Avenue exit. Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From south of Berkeley: Take I-880 north from San Jose through Oakland. Follow the highway as it curves sharply to the right (where traffic merges) and becomes I-980. Continue on I-980 to Highway 24 (toward Berkeley/Walnut Creek). Take the first exit from 24 (Martin Luther King Jr./51st). Turn right on 51st St. and make first left onto Shattuck Ave. Proceed north on Shattuck to downtown Berkeley. Turn left on University Ave., then right again at first light (north) onto Shattuck. Go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, stay in the left-hand lanes and head towards Berkeley and Sacramento. Proceed two miles and exit onto University Avenue (on the exit ramp, stay in left lane of split). Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From far East Bay: Take Highway 24 west through Caldecott Tunnel, exit Ashby Avenue. West on Ashby to Shattuck Ave. Right on Shattuck to downtown Berkeley. Turn left (west) on University Ave., then right again at first light (north) onto Shattuck for seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

