
The President's Message



By Jeff Cox, President

John Cleese of Monty Python fame once said, "The one thing I remember about Christmas was that my father used to take me out in a boat about ten miles offshore on Christmas Day, and I used to have to swim back. Extraordinary. It was a ritual. Mind you, that wasn't the hard part. The difficult bit was getting out of the sack."

Perhaps you have found yourself in this same kind of situation at one time or another in relation to your technical communication career. You knew you had the training and the talent and would be an excellent employee, but were in the sack of not knowing how to land that first job or, having outgrown your current job, not knowing where to find your next one.

How can you get out of this sack? The easiest way is to find

someone to help you out using networking.

Networking is not a new concept, but is important and essential in all stages of your career. A reference received from a trusted source can literally land you a job with a potential employer.

The statistics show the facts: 60 percent, or more, of jobs today are found through networking and 65 to 74 percent of executive management and professional positions are unadvertised. This is the "hidden" job market of unadvertised jobs, which can be found using networking.

Although you can network in STC by attending the annual conference and joining online SIGs, a wonderful, convenient source for getting to know local technical communicators is our networking luncheons. These are held almost every month, are scheduled as 90-minute events so that you can come and go as you need and often have a guest speaker so you can learn skills or gain information to help you grow as a technical communicator.

Our membership luncheon is scheduled for October and a networking luncheon is scheduled for November. Both of these are great opportunities

to get in the swing of networking. If you know a fellow technical communicator who does not know about STC, why not bring him or her along?

The person you meet at a networking luncheon may be able to provide a tip that could lead to a job or, if you are a student, an internship or a mentor to provide career guidance.

There are also other ways to network locally, such as writing an article for this newsletter, volunteering to help with an STC event or serving on the board.

James Kouzes, co-author of *The Leadership Challenge*, a premiere book on becoming a leader, refers to networking as social capital. The people we know and what they do for us, and we do for them, creates a number of positives: trust, reciprocity, information flow, collective action, happiness and wealth. All of these can be found here in our HNA community.

I encourage each of you to network with your HNA community. Who knows? Your next job may be in the bag.



This Issue: Focus on the WWW

By Mary Holder, Editor

Recently I noticed a rise in the number of projects I was working with that would end up on the World Wide Web (WWW).

I asked about, and several people graciously took the time to

write about their experiences with writing and publishing to the WWW.

The articles in this issue on publishing to the Web are written by newbies and gurus. I thank each of these generous

people for taking the time to share their stories.

If you haven't written for, or published to, the WWW yet, chances are you will in the future. I hope these articles help.