

The InkBlot

We write so you don't have to

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Simply Written visits Professional Writing Club

At the last PW meeting, the group was visited by two members of Simply Written, a technical communications business. The company was started by Jerilynne Sander more than ten years ago. Sander is a business graduate from IUPUI and a senior member of the Society for Technical Communication (STC). She has held several offices in the local chapter of STC, including president. She is also Indiana's only Adobe Certified expert for FrameMaker.

The Vice President of Simply Written is Tim Altom, who is also a senior member of the Society for Technical Communication and has served in the local chapter. Altom is a graduate of IUPUI and received a degree in English/Journalism. He has also served as manager of STC's national office's Certification Issues Committee.

Simply Written is based in Indianapolis, but they work internationally. They specialize in technical writing, such as complex, structures documentation for manuals (owner's, operator's, user's and training), and catalogs. They have also documented robots, enterprise software, business and manufacturing processes, and machinery operations. Simply Written is also responsible for creating the reuse plan submitted for selling the property of Fort Benjamin Harrison to the governments of Indianapolis and Lawrence. They are the creators of

the Clustar system, which is "the world's best and simplest road to efficient task-based documentation such as software manuals and ISO9000 procedures." They use this to give their clients the utmost in usability.

Simply Written uses its own methodologies in its writing and has a permanent staff that primarily does production. They often use contractors for

specific projects, but they, too, are held to the standards and use Simply Written's methodologies. The

staff of Simply Written has been involved in professional organizations on both the local and national level. They have written articles for journals, written books, and have spoken at numerous professional conferences.

At Simply Written they believe that technical writing is a creative endeavor, and have begun giving classes on technical writing.

Simply Written is participating in an upcoming free Adobe seminar sponsored by Nims Associates. The seminar will focus on FrameMaker 6.0 and will be held in the afternoon and evening on Wednesday, May 10.

For more information about Simply Written or the Adobe seminar, visit their web site at <www.simplywritten.com>.

Simply Written



The **Official Publication** of the
Purdue University Professional Writing Club



Meet our faculty!

In what will hopefully turn into a regular feature, this section will be devoted to introducing members of the Professional Writing faculty. We chose to start with two of the most visible and devoted members...Linda Haynes and Graham Smart.

Linda Haynes is an academic advisor in the department of English and the department of Health, Kinesiology, and Leisure Studies. Most of us know her through the LAEB office or have had her as an instructor, most likely in ENGL 309 and/or 515. Linda is a "townie" who, when not sleeping, can be seen being active in the community at large. She is an advocate for the Professional Writing Club, especially in helping to get the club off the ground.

Linda spent four years at Purdue as an undergraduate in Professional Writing, three years getting her M.A. in Creative Writing, seven years as adjunct faculty, and the past four years as an academic advisor. In these years she has found time to be Editor of



The Liberal Arts and Education Building

the Sycamore Review and Marketing Manager of the University Press. Basically, she's here for good. Linda is currently in the market for an old, new house, in case someone happens to know of one that is available.

Graham Smart is currently Assistant Professor in the Department of English. He received his M.A. at Carleton University, Ottawa (as in Canada) and his Ph.D. in Educational Studies at McGill University in Montreal.

Graham spent 14 years (fourteen!) as a writing/training consultant at the Bank of Canada in Ottawa. He has taught ENGL 203, 306, 420, 488, and 680T, Professional Writing Theory. Graham has also been important in encouraging students to develop and participate in the Professional Writing Club. Graham commutes from Carmel, Ind., so it's important to recognize and appreciate the extra effort he gives to stay late in the evenings with the club and other functions in Professional Writing (this also means he is *not* looking for an old, new house).

Reminders

The recipes are finally starting to trickle in, but Susan Hazel still needs many more to make her recipe book project a successful fundraiser for the Professional Writing Club. Help her help the rest of us! Send in your original recipes and some interesting biographic information about yourself to: shazel@purdue.edu

The last Professional Writing Club meeting of the school year is scheduled for Wednesday, April 19, at 7:30 p.m. in HEAV 324. Please try to attend, as we will be electing officers for next year's club.

This semester's ENGL 515 class is heading to the Lafayette Brewing Company to show off our semester projects for PW Ink. Dinner is planned for Wednesday, May 3, at 5:30 p.m. If you would like to attend, contact Anjanet Shaffer at: ashaffe2@purdue.edu.

The School of Liberal Arts will be graduating its Class of 2000 on Saturday, May 13, at 2:30 p.m. Good luck to all graduating seniors with your future endeavors!

On a related note, after the 2:30 commencement ceremony, the School of Liberal Arts will be holding a reception near the LAEB fountain. Graduating seniors will receive their Alumni pins at this time and have the opportunity to congratulate each other and mingle with family and faculty. Rain location will be inside the LAEB lobby.

