

Web design and Alternative Markets for Technical Communicators: November, 2004, and January, 2005, Chapter Meeting Reviews

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November Chapter Meeting Review: Website Design and Implementation

The November (2004) Chapter Meeting of the STCRMC was held on November 18, 2004, at the Tivoli Student Center on the Auraria Campus. The November meeting was also the annual membership drive, so a large crowd and numerous door prizes made for a very enjoyable evening.

In addition, Anita Larson (www.thewebmuse.com) and Victoria Munro Block (make-it-fly.com) gave a wonderful presentation on the basics of Web design and development.

Anita Larson, who happened upon Web design as a way to promote her custom sewing business, shared some new tips on how to "satisfy hungry search engines." Victoria Munro Block fascinated those in attendance with her British accent and provided further tips on Web design (citing color as the most powerful influencer).

January Chapter Meeting Review: Alternative Markets for Technical Communicators

The January Chapter Meeting of the STCRMC was held on January 20th at the Mile High Inn and Suites in Lakewood. Attendees were treated to an interesting variety of Alternative Markets for Technical Communicators, which included:

- Marketing (Phil Nugent)
- Medical/Pharmaceutical writing (Emmy Ford)
- Financial/Securities (Deb Lockwood)
- Military/D.O.D. (McDowell Graham)
- Tradebooks (Peter Kent)

In addition, Gordon Gray, a career consultant, led a roundtable on how to make career choices.

Those in attendance were so fascinated by the speakers that the meeting went much longer than usual, and many people had a hard time choosing which three of the presentations they wanted to attend!