

# Content Solutions

## Content Solutions News Release

### *For Immediate Release*

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### **Coker Addressed STC Region 5 Conference Attendees**

**Salt Lake City, Utah—October 23, 2004:** Louellen S. Coker, Publications Architect and Owner of Content Solutions, spoke to attendees at the Society for Technical Communication Region 5 Conference in October 2004. The annual conference was hosted by STC's Intermountain Chapter in Salt Lake City, Utah. During the conference, attendees spent two days tackling technical communication challenges, renewing friendships and work relationships, while enriching their skill-sets.

Coker delivered the presentation, "Achieving New Heights: Challenges and Opportunities of Your Small Business," to a group of technical communicators who were long-time consultants and who were considering starting a consulting business. Coker shared tips about reaching career goals with practical steps for starting out, growing consulting services, and maximizing consulting opportunities.

"Starting a consulting business is a difficult endeavor," expressed Coker. "I shared my experiences along with specific information about what an entrepreneur must consider before opening for business and throughout the lifetime of the business."

With co-presenter Louise Keeton, Program/Project Coordinator, University of North Texas, Coker also discussed the basics of starting and maintaining portfolios in their presentation, "Hard Copy and Digital Portfolios: A Both/And Solution." Participants learned what types of artifacts to include, how to package, and how to integrate different types of portfolios into their job search.

"A portfolio is a technical communicator's most important marketing tool," stated Coker. "It showcases talents and abilities while giving prospective employers an opportunity to learn about the candidate. Often, communicators either do not have a portfolio or have not presented their works in the best possible manner."



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“Creating a portfolio is sometimes a daunting task,” Keeton, STC Lone Star Community member, said, “With our presentation, we dispelled some of the unknown by giving participants ideas of what to include in their portfolios and how to best promote themselves.”

Coker, First Vice President of the Lone Star Community of STC, was selected as a presenter by a panel of judges who sought quality presentations that would allow communicators to equip themselves with expert tools and updated approaches to providing information that is accessible, usable, and reliable. The conference theme was “Ascending the Summit, A Technical Communication Expedition.”

## **About Content Solutions**

Content Solutions is a full service publications business that meets the content needs of clients by using technical, creative, and communication skills to create award-winning publications that are innovative, engaging, and purposeful. Just a few of the publications we create include annual reports, newsletters, presentations, training materials and web content. Content Solutions is a certified Woman-Owned Business Enterprise (certified by the Women’s Business Council-Southwest, a certifying affiliate of Women’s Business Enterprise National Council) and Historically Underutilized Business (certified by the Texas Building and Procurement Commission). For more information about Content Solutions, visit their website at [www.yourcontentsolutions.com](http://www.yourcontentsolutions.com).

## **About Society for Technical Communication and the Lone Star Community**

The Society for Technical Communication (STC) is the world’s largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, web and Intranet information designers, and translators. Members make technical information understandable and available to those who need it.

The Lone Star Community (LSC), one of the largest and most active STC communities in the U.S., received the Distinguished Chapter of the Year award for 2003-2004. Drawing over 400 members from all over the Dallas-Fort Worth, the LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking. For more information about the STC Lone Star Community, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

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