

# Content Solutions

## Content Solutions News Release

### *For Immediate Release*

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### **Coker Addressed STC National Conference Attendees**

**Seattle, Washington—May 9, 2005:** Louellen S. Coker, Publications Architect and Owner of Content Solutions, spoke to attendees at the Society for Technical Communication National Conference in May 2005. The annual conference was hosted by STC's Puget Sound Chapter in Seattle, Washington. During the conference, attendees spent 5 days tackling technical communication challenges, renewing friendships and work relationships, while enriching their skill-sets.

Coker delivered the presentation, "Professional Portfolios: Showcasing your Technical Communication Skills," to a group of technical communicators who want to present their skills through sample, presentation, and online portfolios. Coker discussed the basics of starting and maintaining portfolios in her presentation. 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."

"Creating a portfolio is sometimes a daunting task," Coker said, "With this presentation, I dispelled some of the unknown by giving participants ideas of what to include in their portfolios and how to best promote themselves."

In a separate presentation, Coker joined a panel of speakers in their presentation "STC 101: Getting the Most out of your STC Membership." They discussed ways new STC members can benefit from their membership in the Society.

"Professional organizations," Coker commented, "are vital for professional development whether you are a sole business owner or a corporate employee. Participation in your professional organization's activities allows you to learn new skills, keep abreast of current trends, and develop a network within your field."



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Coker, 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 “Experiencing Technical Communication.”

## **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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