President’s Message

Rick Lorenz
President

The chapter's executive council has begun planning an active though fiscally prudent year. We got ideas from last May's AGM, and then further suggestions over the summer from fellow members. We explored these ideas with a survey in August, and got enough feedback to set policy. A follow-up survey in January will allow the membership to endorse our policy changes.

This year we will spend money more carefully to avoid an unsustainable deficit. So expect higher charges for services provided by the chapter, as well as some cutbacks. However we are committed to providing substantial value to our members through chapter activities.

The first monthly event is the Wine and Cheese, which will be held at Dow's Lake Pavilion on Monday, September 22 starting at 6:30 PM.

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This year members of the American Medical Writers Association (AMWA) have been specially invited, as have students from the Technical Writing program at Algonquin College. Attendance is free for members and students, and $5 for non-members, but don't forget to RSVP at www.stceo.org. Chapter members can pick up their membership directories at the Wine & Cheese. We have published our schedule for subsequent monthly meetings, so mark the dates on your calendar. We will choose speakers as the year passes. In addition, the survey revealed a very high interest in day-long seminars. We plan to hold one in the fall and one in the spring.

We have held a competition for many years, and are continuing that tradition. We encourage you to enter. Even if you don't win, you will benefit from the peer review: it's an astonishing value, especially for members. If you are an experienced technical communicator, you should also volunteer. Judging gives you great ideas for your own work, and really lets you know where you stand. Look for the Call for Entries on www.stceo.org.

90% of those surveyed consider the website and associated job bank to be important or very important. This shows our membership to be clearly committed to online communications, and we will continue to use the website to full advantage.

We are producing our annual membership directory. It will be organized differently to reduce page count, with the Occupations and Tools listed in the Members section. We will also post an online version of the membership directory for those who specified that they wanted it posted. It will include only members who specified that they want their entry posted. The online version will be updated monthly with new members and changes to contact information. Interestingly, the survey reported that the membership was neatly divided on whether to post an online version.

The chapter is actively conducting PR this year, by developing contacts in the local media. This fits into the STC Strategic Plan, which seeks to ensure that the technical communication profession is well-known and respected.

The STC turns 50 this year, and we turn 47. This sets our minds to the past, and makes us curious about technical writing in the olden days. If you have any material related to earlier days in Ottawa, please bring it to the Wine and Cheese.

Stimulus Direction

Chris Hallgren
Editor of STCEO Stimulus

We plan to produce 8 issues this year, instead of the small number in the past few years, in order to keep the members informed. We also will produce (PDF on Web all months, print every other month) the issue before the program, and have description of the program event in the newsletter. Issues are scheduled to come out in the first week of the months Sept., Oct., Nov., Jan., Feb, Mar., Apr., and May.

We want the publication to reflect the chapter, and to provide education, entertainment, and news. We are also including ads for the first time, so we encourage your employer to consider advertising with us. The rates for ads are based on $200 per page. Please consider writing an article of interest to our members and to others in our field.

Send your draft articles to Jackie Connors at jackie_connors@yahoo.com.

That is an underscore between the two names. This year we have a Stimulus Committee, and a publication schedule, so the issues should be more reliable. We look forward to a publication of which STCEO can be proud.

❖ ❖ ❖
September Program Message

Barbara Jordan
STCEO Program Manager

Wine and Cheese Party

Our first event will be the Wine and Cheese party at the Dow's Lake Pavilion, Monday, September 22 at 6:30 pm. The Ottawa chapter of AMWA (American Medical Writers Association) is co-hosting this event. We extend a special invitation to Algonquin technical writing students. This event is free for STC members, AMWA members, and students. The cost is $5 for others. The membership directory will be available for pickup at the party. Please RSVP on the www.stceo.org website before September 15!

Challenges

Our challenges this year are to increase participation in program events and keep costs down. In order to increase turnout, we are planning events on different days of the week and inviting AMWA members and Algonquin technical writing students. We will send out email reminders before each event.

To keep costs down, we are choosing less expensive venues and providing light refreshments instead of full meals before the presentations. We will also ask you to RSVP for each event to allow us to estimate refreshment requirements.

Planned Events

We have a schedule of events but topics and locations are not yet determined. Check the www.stceo.org website for details.

- Monday, September 22, 6:30pm Wine & Cheese Party, Dow's Lake Pavilion
- Tuesday, October 21, 6:30pm Details to be announced
- Wednesday, November 19, 6:30pm Details to be announced
- Thursday, December 18, 6:30pm Social Event. Details to be announced
- Monday, January 19, 6:30pm Details to be announced
- Tuesday, February 24, 6:30pm Details to be announced
- Wednesday, March 24, 6:30pm Awards Ceremony. Details to be announced
- Thursday, April 22, 6:30pm Details to be announced
- Wednesday, May 19, 6:30pm Annual General Meeting (AGM)

At the AGM, we received a few topic suggestions: web-deployed documentation, localization, career opportunities, presenting at an STC conference, and overseas experiences of technical writers. If you can present on any of these topics or if you have other suggestions, please contact me (program@stceo.org).

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Web Indexing

Treasure Trove of Information

By Fred Brown
Allegro Technical Indexing

In ancient Egypt, the famous librarian, Callimachus of Cyrene, created a subject index to the 120,000 scrolls in the great Library of Alexandria’s collection. Indexes continue to guide readers today — helping them find information using a variety of keywords and gathering similar information under a single topic. While I largely index print books and manuals, I thought I’d practice the art of the ancient Egyptian librarians in a new medium: the Web. When I stumbled across Writer’s Block, a web magazine for writers, Alexandria loomed before me.

Writer’s Block www.writersblock.ca is a quarterly web magazine that publishes insightful and entertaining articles for and about “Canadians in the writing trade.” Published online since 1995, Writer’s Block offers a treasure trove of information that is still relevant today. In reading through its back issues, I discovered topics ranging from the state of sexual expression in Canada and managing a complex technical documentation project to understanding the changing art of Chinese calligraphy.

Until recently, you could search for these topics in the magazine’s archive — if you happened to know the issue and title of the article in which the relevant information was discussed. Or, you could search through the archive by article category — Feature, Essay, Interview, Business Word, Book Review, Origins, Letters to Writer’s Block, and Technology — with each category listing every article it ever published. While it was possible to locate interesting and useful information, much time could be involved if you didn’t already have a good idea of where to look.

Since the magazine invites it readers to make article submissions, I thought I’d supplement its archive by submitting an index instead. Indexes work particularly well in web sites that have a flat structure with only one or two levels of hierarchy. Indexes complement search engines on larger web sites; for smaller sites, like Writer’s Block, they provide a cost-effective alternative.

The Challenge

Writer’s Block magazine has over 150 individual articles in its archive covering a diverse range of subjects and points of view. Unlike a printed book, for example, the site has no chapters or thematic sections to organize related information. A strong analysis of topics was required in the index to bring like material together.

When printed, many of the articles are several pages long. In the absence of page numbers, I had to choose between...
linking to an article as a whole or to a specific spot within an article. To create a useful resource, I decided that most of the index entries would address an article as a whole, but that some specific information within an article would also need to be indexed.

I began the indexing process by printing out each article and reading it through. Next, I noted the index entries, as well as potential “See” and “See also” cross-references, in ink while in the margin of the printed copy. Finally, I entered the index headings, related URLs, and cross-references into a program called Macrex www.macrex.com, a sort of wordprocessor for creating indexes, for final editing and production of the HTML code.

Macrex works like a stack of index cards in which you make one index entry per card. The software keeps these “electronic index cards” sorted in alphabetical order while you work and provides quick tools for various indexing tasks. Once completed, Macrex generates the index in HTML format.

The resulting Writer’s Block index is fully hypertext-linked with regular index entries linking to articles. “See” and “See also” cross-references link to the specific heading within the index. For example, clicking indigenous community. See Native community takes you directly to the heading Native community in the index.

When creating the index, I kept Macrex and Internet Explorer open at the same time. I located the relevant article in Internet Explorer and copied the URL into Macrex with the index entry.

I entered only one URL for a given index entry. If a topic was discussed in two separate articles, I created two different, more specific index headings—one for each article. For example, the topic “brainstorming when writing” was subdivided into two subheadings:

- brainstorming when writing comedy
- brainstorming when writing greeting cards

While most of the index entries pointed to the top of an article, Writer’s Block staff entered HTML targets in each paragraph of each article to accommodate the indexing of specific information. It is often advantageous for index entries to point to the top of an article so the readers can see where they are; however, many of the Writer’s Block articles were too long for readers to easily scan. I decided that, in some cases, a direct link to the specific information would be more useful to readers. For example, Bradbury, Ray, on the art of writing creatively links directly to the top of the article entitled “Zen in the Art of Writing: Essays on Creativity” while libel chill, effect on freedom of speech links to the subheading “Looking Forward: The Threat of Libel,” which is three quarters of the way down the page in an article entitled “Under Attack: An Update on Censorship and Freedom of Expression in Canada.” Where possible, links to specific information were aimed at “targets” located in subheadings within an article in order to provide at least a minimum of context for the reader.

Indexing the magazine’s original works of poetry and short fiction presented an intellectual challenge. Because analyzing topics in such creative works as “From little flashlights,” “Ashes to Stourhead” and “Ode to a Pickle in a Pinetree” proved difficult, I simply listed each title separately in the index. Perhaps someday I’ll have the courage to go back and try to distill their essential meanings.

While the original works of fiction were listed under the heading fiction and the original poetry under poems, articles that addressed aspects of writing fiction or poetry were listed under the separate headings of fiction writing and poetry writing. The separation kept the lists from getting mixed up with fuller index subheadings that addressed aspects of a topic.

Web Indexes Are a Living Thing

Because Writer’s Block is published quarterly, the index will be a living document that must be updated with each new issue. With this in mind, I designed the index to facilitate easy maintenance.

For example, I used “See” cross-references rather than double-posting subheadings under different synonyms.

careers. See jobs

... employment. See jobs

... jobs

brain research in relation to Canada Council grants career change to technical writing creating an impression effects of automation effects of technology finding consulting contracts interviews for technical writing literary versus non-literary writing management skills

... Unexpected Treasure

The indexing exercise also uncovered some changes to capitalization that have occurred over the years: “Web” to “web” and “Intranet” to “intranet.” This discovery prompted the magazine’s editors to consider whether they would update the entire magazine for consistency or maintain it with different capitalization as a record of the change in language practices.

Is there treasure at Writer’s Block? Yes, but it’s no longer hidden. You can search the index for a specific topic from marketing to literacy to Native publishing. Or you can let serendipity take you for a stroll. Regardless of how you use it, the Writer’s Block index provided additional—and much-needed—search capabilities to a site that deals with a myriad of topics.

Fred Brown is a double bass player who loves indexing almost as much as making music. You can reach him at Allegro Technical Indexing www.allegrotechindexing.com/index.htm.
Terminology Management in Today’s Fast-Paced Environments

Barbara Inge Karsch and LoyAnne Searle
J.D. Edwards, Denver, CO

Introduction

In scientific disciplines, terminology management has always had its place. In recent years, the nature of the products we need to describe has changed; the speed of delivering a product to the market has increased; and the volume of data has grown exponentially. Language has suffered in the process. To ensure understanding, manufacturers have to communicate clearly and efficiently. Terminology management can help get the message across. But terminology is also a corporate asset that, when properly managed, can result in great cost savings. Based on the experience we gained by implementing a terminology management system, we will address the following:

- Terminology theory and practical management for writers, editors, and translators
- The potential return on investment (ROI) and a vision for terminology management at both department and enterprise levels
- A brief description of the proprietary terminology database tool used at J.D. Edwards.

Past and Present

The advent of mass production brought about the need for more and better documentation. No longer did only one person invent, build, and name the one product produced. Today, large corporations design, produce, market, and sell complex product lines that are used by millions of consumers in many countries. While in the past, the inventor might have delivered the instructions himself and in his own language, today manuals are written and possibly translated in separate departments—sometimes these services are even outsourced.

Furthermore, the nature of present-day products is very different. It is comparatively easy to write about a product that the writer can examine, touch, or try out. Highly complex software developed for the expert user, however, is hard to understand even if the writer or translator has gone through training. In addition, while subject matter experts are familiar with and use the correct terminology, programmers, writers, and translators are generally experts in their own fields but not necessarily with the product described.

If we consider how fast a product needs to be out in the market, the worst-case scenario could be: many non-experts producing a highly complex product with volumes of documentation in no time. The result can be internal and external miscommunication.

Environments

A terminology management system is no panacea, but it can standardize the terminology used, disseminate correct content, and support clear communication both within the company producing the product and with its customers.

A product team often consists of people with different backgrounds and different knowledge. Frequently, even the people who design and create the product are inconsistent in their use of terms. Sometimes glossaries or term lists are to help spread the information. But the further downstream in the “virtual production line” we go the wilder the interpretations. By the time a product hits the market in English, the product message might have changed considerably. If we add translation to this production line, a customer might be lucky to understand what he bought.

Terminology management is ideal in environments with many product contributors, a large volume of documentation, and a need for translation.

Terms describe many concepts

If one physician talks about “deoxyribonucleic acid,” another physician knows exactly what he means. If one
programmer talks about an “item,” he might mean an item on the screen, an item on a purchase order, an item on a bill of material, or an end item. The expert, of course, will know from the context of the term what concept is being described in each case; but remember, many non-experts are involved and in many cases not much context exists. The solution: choose one precise term for one concept and use it consistently.

Terms and their short forms
If that same physician talks about STD, his colleague will understand. If the programmer talks about STD, it could be the abbreviation for standard, Short Term Disability, or Software Test Description, depending on the system or context. The acronym MRP could stand for Manufacturing Resource Planning, Materials Requirement Planning, Mid-Range Plan, or Maintenance Recovery Period.

On the other hand, the term “business unit” could be abbreviated BU, B/U, bus. unit, business u., and so on. The solution: choose one short form to abbreviate one term and use it consistently.

One concept can be described by many terms
When a physician talks to his patient, he talks about a tumor in the brain. When he forwards the information to a specialist, he will call it a micro-prolactinoma at the pituitary gland. Both terms describe the same condition, but one term is more granular than the other. The physician chooses the term according to the audience.

One writer might use the term outsourcing, and another might write about buyout. Although both terms are correct and describe a similar, if not the same, concept, they should not be used in the same context. Since we rarely communicate verbally with our audience and do not always know their level of expertise, we have to decide how granular we want to be. The solution: choose the correct term to describe one concept and use it consistently.

Ontology
An ontology is a system of related concepts. A chemist knows immediately where aluminum is on the periodic table of elements and can derive from it its characteristics. It would be great if you could look up what the difference is between quantitative and qualitative forecasting and how they fit into the larger context of your forecasting software. Furthermore, would you like to know what types of quantitative forecasting methods exist or how they differ from one another?

Seeing all of the information about a product at one glance gives you a better understanding of the product. Consequently, your contribution as a writer, trainer, translator, and so on will be more precise. The solution: understand the details about a concept and put them into a larger context.

For example:

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Tools
The previous examples showed how much of an advantage the precise sciences have over the rapidly changing business world. Fortunately, a number of products are on the market that can help a project team keep track of their terminology.

These systems have been developed to assist translators, but why limit those benefits to the people at the end of the production line?

At J.D. Edwards, we examined all available major systems, such as Multiterm and Termex. We decided to develop our own tool because we had the following requirements:

- Relational database
- Integrated workflow and security
- Prescriptive approach

Terminology Management – the company level
From a leadership perspective, the most daunting task in terminology management is educating “up” and implementing across departmental lines within an organization.

For an ROI perspective, there is no substitute for doing it right the first time. Terminology is a corporate asset that, when appropriately managed, can shorten new employee ramp-up time, ensure consistency in all languages, improve product and documentation quality, shorten authoring and translation time, and pave the way to machine translation. The greatest challenge in recognizing an ROI for terminology management is in revealing and tracking the duplicate and compensatory work that occurs when terminology is not managed. If even some of these costs can be gathered, a break-even ROI is not difficult to recognize. If more than one language is involved, the return on investment is exponential.

When documentation or translations are outsourced, terminology management is more than useful—it is required. There are few guarantees on outsourced projects that the same writer or translator will be available a year later to update their previous work. The next person on the job will have the same learning curve, duplicate the previous research, question the work of their predecessor, and most likely rework an acceptable deliverable. Terminology management will not solve all of these problems, but it will substantially reduce duplicate research, the learning curve,
and unnecessary rework. Given the right tools and processes, expertise and knowledge can be retained.

Terminology management can also provide a means for measuring quality. Whether a term is valid or invalid is quantifiable, and compliance can be measured and enforced.

The J.D. Edwards Terminology Tool

Content

The J.D. Edwards terminology database (TDB) contains 6000 core terms, and new terms and concepts are added every day. An entry for a term consists of the unit itself, grammatical information (e.g., unit type, singular/plural), a definition and its source, context, notes on usage, synonyms, and orthographic variances. Most entries also contain related terms as well as a superordinate term and the type of relationship a unit has with its superordinate.

Workflow

A simplified version of the workflow looks like this:

- Vertical terminologist creates entry
- Terminologist group does cross-vertical as well as format check
- Writer or subject matter expert checks for content issues
- Editor checks for linguistic issues
- English terminologist approves the entry.

On the translation side, the workflow is as follows:

- Translator requests a term
- Language terminologist researches and provides entry
- Translator checks for content and linguistic issues
- Terminologist approves the entry.

Users

At the moment, Education Services, with its 250 writers, editors, information designers, translators, and terminologists, is the sole user. Future plans include rollout via our intranet to the full enterprise.

Summary

Terminology management is worth it. Although the task of managing terminology seems daunting, the results are convincing. With a dedicated team of terminologists and a network of subject matter as well as linguistic experts, a reliable company database can be established relatively quickly and a reasonable return on investment can be recognized within one or two release cycles.

Presenters

Barbara Inge Karsch
Barbara_Karsch@jedwards.com, holds both a Bachelor’s equivalent (Sprachen-und Dolmetscher-Institut, Munich, Germany) and a Master’s Degree in Translation and Interpretation (Monterey Institute of International Studies) for English and German. In 1996, Barbara joined J.D. Edwards as a full-time translator and soon became the terminologist for the German team. In 1997, she developed the J.D. Edwards internship program with the Monterey Institute. This program, now in its fifth year, has grown to include more than 10 universities around the world. Since 1998, Barbara has been involved in developing a company-wide terminology database. She participated in the requirements and design phases, wrote and delivered training sessions to writers and translators, and created standards for the research and documentation of terms.

LoyAnne Searle
Loy_Searle@jedwards.com, is the Director of Worldwide Translations at J.D. Edwards. Loy has worked in the software industry for the last 18 years. She has a degree in Information Systems and a background in Instructional Design. She has worked for J.D. Edwards for the last nine years and has led the Translation organization for the last four years. Prior to that, she managed the Technical Documentation team.

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The Scoop

Penny Lange
Penny Lange and Associates

Chris Hallgren, Managing Editor of Stimulus, has started a new contract with The Technology Centre, whose Computers for Schools program refurbishes discarded computers and donates them to schools and not-for-profit organizations. Chris will be updating The Technology Centre’s website, writing marketing material and training people in computer assembly and refurbishing. He may even travel to Africa or South America, to help train people for similar centres.

The latest issue of STC’s international magazine, Intercom, features two STCEO members. Among the International Technical Communication Competition winners is STCEO member Barbara Jordan, who won an Award of Merit for the SVME/DMV-712 Technical Documentation CD-ROM.

Penny Lange’s article “A Field Guide to Technical SMEs” offers a light-hearted look at different types of subject matter experts and advice on dealing with each type.

If you have an item you’d like to share in this column a new job or contract, mention of a paper you’ve given at a conference, or other newsworthy happenings, please send an email to stimulus@stceo.org.

Competition Works!

Harley Rubisch
STCEO Competition Manager

From time to time we have all asked ourselves whether the act of competing holds any value other than being forced into a “category” imposed upon us by someone else’s criteria. For many, competition can be an intimidating and terrifying concept.
and yet for others, it is a chance to “strut their stuff”. Can some forms of competition be healthy? You bet they can!

Over the past the STCEO has held annual competitions in Online Communication and Technical Publication, identifying and recognizing exemplary works of technical communication throughout our professional community. Winners of these competitions go on to the international level, where they vie with other technical communicators from around the world.

The first, and perhaps greatest, value in the competition stems from the opportunity of having your work reviewed by a group of peers who will act as competition judges. They will assess your work and provide feedback, helping you to further enhance your professional development.

Secondly, if your work is of a high enough caliber, you (and possibly the company you work for) will receive public recognition which can be used to provide that little extra “value added” to any résumé or product press release. As one recent competition winner so astutely mentions on their corporate news web site:

STC Award Win idea Connect Marketing and Communications has brought home an Award of Excellence from the 2003 STC competition for work on the Canadian Automotive Repair and Service website and CD-ROM. One judge commented that ‘the overall context is exploration and discovery – a well-known and effective learning mode. I could see this CD-ROM as part of an exhibit at the Museum of Science and Technology’.

As you can see, this type of competition is healthy and it does work!

The STCEO will once again host a regional technical communication competition in 2003-04, open to both STC members and non-members alike. I encourage you to visit the STCEO website regularly for further information and updates on the Competition and look forward to seeing you at the Awards Ceremony on March 24th, 2004.

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Critical Illness Coverage

The differences between income protection and critical illness coverage can be confusing. Many people wonder if they need both coverages, or any at all. Why have both?

Income protection insurance protects you if you are sick or injured and unable to work. It can help ensure an individual’s or family’s financial security by providing a substantial portion of income that can be used for normal daily expenses. On the other hand, critical illness coverage provides a lump sum benefit in the event you are diagnosed with a covered condition such as a heart attack, bypass surgery or cancer. This financial benefit can be used at your discretion for any special needs you may have, such as specialized medical treatments or modifications to your home and automobile. You might choose to use these funds to hire a home health care provider during your recovery, or this benefit may enable a family member to take a leave of absence to assist you. This flexibility provides the best coverage for the high costs and treatments associated with a critical illness.

Are you and your family well protected? The risks of critical illness are higher than you may think. For example,

♦ 1 in 3 Canadians will contract some form of a life threatening cancer1 and 125,000 new cases are diagnosed annually;

♦ 50,000 Canadians suffer a stroke each year2, and 1 in 4 Canadians will be diagnosed with heart disease.

Critical illness coverage can protect you financially, but a disease involves much more than a diagnosis and financial considerations. A critical illness can affect you physically, mentally and emotionally. There are many obstacles to overcome in the healing process, and you will need support along the way. That support is available through many Critical Illness policies. When a critical illness strikes, a critical illness policy can offer you the financial protection you need, and assistance services that help you focus on getting well.

These services can include:

♦ Best Doctors® – Access to the best specialists worldwide, providing you with expert medical evaluations, customized referrals based on peer-review and access to top experts and treatment centers in the United States.

♦ Daily Living Assistance – Information and resources to help you manage day to day activities such as arranging child care or elder care, transportation and household tasks like grocery shopping.

♦ Healing the Whole Person – Support to help you deal with the fear and anxiety associated with a critical illness. This program offers emotional and psychological support to enhance your recovery.

Source: 1 Canadian Cancer Society; 2 Heart and Stroke Foundation
Best Doctors is a trademark of™ Best Doctors, Inc. in the United States and other countries.

By offering these assistance services, a critical illness policy can provide you with more than a claim cheque. These comprehensive services give you the resources and support you need when facing a critical illness, allowing you to fully focus on your recovery.

♦ For more information on this or other products offered exclusively to STC members, please visit www.grbairdfinancial.com and click on BairdBenefitsPlus.

New offerings such as office contents and business liability are now available. More information will be posted soon or contact us at (613) 792-3385 ext. 103.
Welcome to the first puzzle in the entertainment page. The point is to supply a word that is made up of the letters in the bold word in the sentence that makes sense in context. It is similar to Jumble word puzzle. Good luck. Answers next month.

1. It wasn’t **atropism** after all, merely a ________ overdose.
2. He spouted, “I’m the best!” as he ________ the rest.
3. He’s even ________ when he’s rewired on coffee.
4. He ________ motels, using an asterism instead of an asterisk.
5. He’s breaking the soil by ________ it.
6. His chute was faultily ________ so his life was briefed. Debrief his next of kin.
7. She prayed for ________ from the pestier guest.
8. “Put an ________ next to your name, if you’re so special,” he said in the sarkiest manner.
9. The ________ minded are kin to the doomily disposed.
10. There are two sides to every story that the verbose tell: so ________ the obverse as well.
11. The tennist said, “You ________, I deduce!”
12. This ________ delves into dustier books.
13. There is an inequity twixt ________ and bovinity.
14. Some seem softspoken but those more ________ make their points with tridents.
15. ________ contains the entirety of time.
16. The artist sees farmable fields as a ________ scene.
17. Cats finish their nine lives finitely, yet with ________.
18. It was his ________ assumption that groundsels would sell.
19. He lost his marbles. That’s why he ________.
20. He mispled his innocence on account of his ________.  

We are looking for new ideas, suggestions and articles for future issues of Stimulus. Please submit them to stimulus@stceo.org.