



LION'S TALES

2011 First Quarter Review

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Website Extreme Makeover



If you have visited our website recently, you may have noticed our new site design. Not only did we give the site a fresh, new look, but we have also added many new features!

Now, visitors can register on the site and have access to special features and information, such as white papers, demos, and case studies. You can also sign up for this newsletter on the registration page, or on any other page of the website. Users of this feature may also manage their profile with us in order to get the latest product and service information.

In addition to the registration feature, all users will have access to more information, such as a definition and acronym page, detailed information pages on how ONEIL serves its differing markets, new solutions, and a new search feature. We are adding new information almost daily.

Visit www.oneil.com today!

iPad Giveaway Results

To celebrate and promote the launch of our new website, we held a web contest and the winner received a free iPad and case. For two weeks ending January 31, anyone who registered on our site became eligible to win.

We would like to thank everyone that participated. It was a great turnout! Unfortunately, we couldn't award the iPad to everyone. The lucky winner is Darryl Mellot from RAMTECH Support Services. Congratulations Darryl!



Dayton Chamber of Commerce Features ONEIL in Focus Magazine

The Dayton Area Chamber of Commerce featured O'Neil & Associates in their first quarter *Focus* magazine. The three page article highlighted how ONEIL has used technology to stay competitive in the technical documentation arena, and how that has taken the company into new avenues of product support.

Even though what we do is harder to define, we have found more ways to bring our customers the support they need in a world where the means of communication seem to change daily. That is what we continually evaluate as our end goal -- helping our customers help their customers.

To read the article, [click here](#).

ONEIL Is Now LinkedIn

ONEIL is expanding its presence on LinkedIn. We will soon have product and service spotlights, as well as standard company information. Visit [ONEIL on LinkedIn](#).

ONEIL Teams with Camber Corporation to Support the Army TLM Program

ONEIL's support will include a thorough analysis of existing DATMs and converting them from four to two levels of maintenance. Each manual will also be converted from its existing format to current Army specifications and standards using the Army's EMS-NG authoring and publishing system. The first delivery of almost 42,000 pages was made at the end of March, with over 140,000 more pages left on the contract.

Five Keys To Great Technical Documentation

1. Subject Knowledge

Great information starts with a good understanding of the topic. Most of the time, it requires a subject matter expert (SME). That is someone who knows everything about your topic. You have to get the information from the SMEs brain to paper.

2. Great Writing

The ability to get technical information into wording that your audience can understand. If you're writing about rocket science for rocket scientists, its not too difficult. But if you are writing about rocket science for a group of people who work in the launch facility, it becomes more challenging.



3. Outstanding Illustrations

The old saying is right: A picture is worth a thousand words. A technical illustration can replace pages of text, making building or repairing something fast and easy. A good animation or video can replace pages and make almost anyone feel like an expert.

4. Editing

Good editing pulls writing and illustration together and makes sure that your documentation flows correctly. In addition to checking grammar and style, an editor ensures that illustrations and writing work together, and that they are both saying the same thing at the same time.



5. Quality Review

A quality review is an often overlooked, yet very important step. Just because your documentation is well written doesn't mean that it is correct. A quality review will ensure that what you say a product will do in the documentation aligns with what the product actually does.

If you can't provide all five of these requirements, your documentation is not as good as it could be and could even be incorrect. When documentation is incorrect or shoddy, consumer confidence and satisfaction go down, and it can affect future sales and service opportunities.

ONEIL can provide documentation that is professionally written and reviewed. Give your customers easy to read, easy to understand documentation. They will be more satisfied and more likely to buy again or recommend your product to their colleagues.

Contact us today for more information about creating great technical documentation. Email us at oneil-news@oneil.com, contact us on the web at www.oneil.com/contactus, or call us at 937-865-0800.

Tradeshaw Calendar

If you are planning to be at an industry tradeshow or conference, chances are, we will be there! We will have subject matter experts on-hand to explain our products and services and will be showing demos of most of our tools. Here is a list of shows through April and May.

- April 12 - 14: **MRO Americas/Military**, Miami Beach, FL
- April 17 - 20: **AAAA Convention**, Nashville, TN
- April 26-29: **Field Service Symposium**, Chandler, AZ
- May 10 - 12: **AUSA ILW Sustainment Meeting**, Richmond, VA
- May 22 - 25: **Windpower 2011 Conference & Exhibition**, Anaheim, CA

You can get our complete tradeshow schedule online, also. Visit www.oneil.com/news/.

ONEIL Is Finalist for the Freedom Award



ONEIL and LexisNexis are both finalists from Miamisburg for the national Secretary of Defense Employer Support Freedom Award. The award is given to companies that support the National Guard and Reserve. The Freedom Award is presented annually to the nation's 15 most supportive employers.

The Freedom Award is the highest recognition given by the U.S. Government to employers for their support of their employees who serve in the National Guard and Reserve. Nominations must come from a National Guard or Reserve member who is employed by the organization they are nominating, or from a family member. The award was created to publicly recognize employers who provide exceptional support to their National Guard and Reserve employees. It is the highest in a series of employer recognition awards from the Department of Defense. For more on the award, visit www.freedomaward.mil.