

# Byline



Bi-Monthly Newsletter for STC Chicago Members

## President's Message

By Elizabeth L. Burke



*"The scariest moment is always just before you start." ~Stephen King*

I find this quote to be so true. No matter how long I pursue these careers called Technical Writing and Instructional Design, I feel this slight twinge of fear every time I start... a new job, a new contract, a new document, a new help system, a new tool, a new (fill in the blank). I consider this is a good thing. It's not a paralyzing fear... most times, and it keeps me thorough and quality-driven in my work. I like to think that it keeps me from overlooking the details needed for my audience. I hope it inspires me to ask the questions others may not. Therefore, I wish for you these scary good moments too.

I hope that you have seen our announcements about the honors STC Chicago received at the Summit...Community of Distinction, Pacesetter award, and Community of the Year. What wonderful recognitions for our Chapter, our officers and volunteers, and our membership. As a Chapter, other chapters view us as a very successful group. I have had many conversations with members and leaders of other Chapters and they frequently compliment us for our successful activities, programs, and community projects. So please take a moment and pat yourself on the back for a job well done.

Once again, I am writing my final President's article and it is at this point that I feel that the year has

flown by way too fast. At the start of each of my years as Chapter President, I feel a sense of that fear, "how we will get the many things planned and needed accomplished." In addition, at the end of the year, I think, "how did we get the many things planned and needed accomplished." We accomplish our long list of project with the dedication and contributions of our AC Officers and Volunteers. We could not do it without you. We appreciate you greatly. Again, pat yourself on the back for a fantastic job this year.

Soon we will pass the baton to the 2017-2018 AC Officers. Working with each of the new Officers in many roles before, I am confident that we can expect a fantastic 2017-2018 term. Please join me in congratulating our new AC members and join us at our end of year meeting to welcome them.

I am very excited to share that this summer we are offering a program in *July* featuring one of our favorite and very successful speakers, Jack Molisani. See the Upcoming Programs article in this newsletter for details on his presentation and more.

I would also like to share a bit of sad news, Dan King, CEO of the CARA Group passed recently. Dan was a strong supporter of our Chapter and our diverse professions. I know many of our Chapter members have in the past or currently work with the CARA Group and Dan's passing is very sad. Please keep Dan's family in your thoughts.

My final words in this last president's message...thank you for allowing me to serve once again as your president. It was an honor.

I wish you a happy and relaxing summer! Ω

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## STC Chicago is an Award-Winning Community

It is with pride and honor that we announce that STC Chicago was named STC’s **2017 Community of the Year!** The announcement was made at the Honors Reception at the annual STC Summit that took place a couple of weeks ago at Gaylord National Resort and Convention Center in Washington, DC. Our citation reads:

*“For a truly impressive 2016 Community Achievement Award year, packed with many strong programs, including your continued growth and success with the annual Chicago eLearning & Technology Showcase. STC Chicago is a solid example of a successful STC chapter that fosters communication, education, and outreach in the technical communication profession.”*

In addition, STC Chicago has once again earned the title of **2017 STC Platinum Community**, an STC Community Achievement Award for activities, programs, growth, and outreach during the 2016 program year. Our CAA citation reads:

*“For endless promotion of the Society, trailblazing list of programs, active community outreach, and systematic planned leadership transition. For coming up with innovative ideas for education promotion and formulating the Volunteer Incentive Program.”*

And, to make the perfect trifecta, we are also excited to announce that STC Chicago has been named a **2017 Pacesetter Community**. Our Pacesetter citation reads:

*“For your excellent Volunteer Incentive Program (VIP) that encourages and rewards an active membership at all levels of involvement.”*

Many thanks to EVERYONE involved in making STC Chicago a success! Ω



*STC Chicago members with Chapter honors at the 2017 STC Summit in National Harbor, MD*



*CAA and DCSA honors banners at the STC Summit*





## 2017 Scholarship Winners

The Scholarship Committee is pleased to announce that due to the great quality of submissions, STC Chicago has awarded three scholarships this year.

A \$1000 scholarship and STC student membership has been awarded to **Rachelle Hayes**.

In addition, a \$500 scholarship and STC student membership has been awarded to both **Will Sullivan** and **Bernadette Cash**.

Rachelle lives in Salem, MO, and is a Master's student at Missouri State University where she is on track to earn an MA in Writing in the Professional Writing track) this month. Rachelle was the managing editor of MSU's *LOGOS: A Journal of Undergraduate Research*. She will be attending NYU's Summer Publishing Institute in New York this summer.

Will lives in Swarthmore, PA, where he is a student at Swarthmore College working toward a BA in Mathematics. Will has a great interest and focus on environmental science journalism and plans to use his "scientific knowledge and communication skills to inspire a more socially conscious and socially active public."

Bernadette lives in Normal, IL, where she is working towards an MA in Technical Communication through the Minnesota State University. Bernadette won the STC Chicago scholarship last year and is an active member of STC Chicago, where she recently served as Judging Manager for the 2016 Technical Communications Competition. She is also involved with the Technical Editing SIG and was temporarily a part of the student chapter in Texas.

Congratulations to Rachelle, Will, and Bernadette.  
Ω

## Welcome to Our New Officers

Thank you to all the members who voted in the recent election. We had a 25% voter rate this year. As a result of the election, STC Chicago welcomes the following officers for the 2017-18 program year:

Immediate Past President – *Elizabeth Burke*  
 President – *Elizabeth Gecas*  
 Vice President – *MaryKay Grueneberg*  
 Secretary – *Dan Dornbrook*  
 Treasurer – *Pete Wagner*

The official hand-off to the new Administrative Council officers will take place at our June meeting. Please plan to attend! Ω

## And the winner is...

The winner of our year-long VIP volunteer program drawing will be announced at the June 15 chapter meeting. We had over 150 tickets in the drawing, with 35 unique participants. THANK YOU to every single one of our volunteers! Your donation of time and talent, no matter how big or how small, plays an important role in forming our STC Community. It is because of you that we are an award-winning community. Ω

## Chicago Alliance TEDx Plans

The Chicago Alliance is currently in the planning stages for a TEDx event, which tentatively scheduled for the spring of 2018. If you'd like to learn more about this event, or how to become a volunteer, consider joining us this Friday, June 2 to discuss current plans.

See the Chicago Alliance [Facebook](#) page later this week for details. Ω

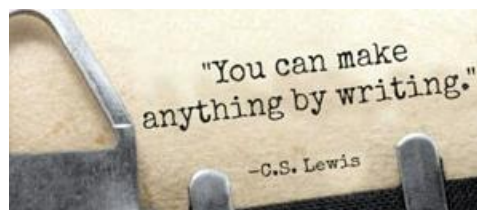


Photo cred: Burlington Public Library

## STC Chicago Upcoming Programs

Watch [www.stc-chicago.com](http://www.stc-chicago.com) for full details and registration links

June 15

### Celebration, Business Meeting, and Trivia!

Our June meeting is all about introducing our 2017-2018 chapter officers, celebrating our community's success, having fun, and trivia! This meeting is about socializing and relaxing, and best of all, it's *free* to STC Chicago members.

We'll celebrate the past year and look forward to the year to come with new officers as well as a few new committee managers. We hope you plan to come meet the officers and introduce yourself to a member you've never met.

The meeting will take place on Thursday, June 15, 2017, at Manny's Ale House in Elmhurst. The meeting registration will include a buffet dinner, networking, and trivia!

#### Sample Trivia Questions

- How many individual tunnels make up the Chunnel?
- Is a dunnock a bird, a lizard, or a fish?
- In the Tom Petty song "Learning to Fly", what is he learning to fly without?
- What color are the stars on the official flag of China?

*Want the answers? Come join us at the meeting!*

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July 20

### People First Content Strategy: What I Learned from Facebook for Business

Speaker: Jack Molisani

We normally take the month of July off from our program schedule, but we have an opportunity to bring back one of our favorite speakers, Jack Molisani, so we decided to offer a special summer program.

Jack Molisani will share how the content strategy team at Facebook for Business enables success for billions of customers in over 100 languages worldwide.

In this meeting, you will learn:

- How Facebook for Business sets the tone for content
- How they research and identify for whom they are writing
- How content is just the tip of the Content Strategy Iceberg

Jack will also share the Facebook case study that lead to a realization that fundamentally changed his own approach to content strategy and his ability to enable customer success!

About the speaker:

Jack Molisani is the president of ProSpring Technical Staffing, an employment agency specializing in technical writers and other content professionals. He's the author of *Be The Captain of Your Career: A New Approach to Career Planning and Advancement*, which hit #5 on Amazon's Career and Resumé Best Seller list. Jack also produces the LavaCon Conference on Content Strategy and Tech Comm Management, which is in Portland this November.

Location for this meeting TBD.

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August 24

### Summit Remix

Speakers: MK Grueneberg, Chris Hester, Linda Jansak, and Linda Kelley

For those who could not attend the annual STC Summit, this meeting will have four members each do a 15-minute presentation on their best takeaways from the Summit. They will share their thoughts on specific sessions and the Summit as a whole.

Our mini-presentations will include a look at the top tips and tricks learned at some of the sessions, thoughts on how attending the Summit and other professional conferences can help you in your career, and a discussion of the networking and other "non-sessions" available at the Summit,

including the expo, special lunches, board meeting, and honors reception.

Location for this meeting TBD.

September 21

### **Why Content Strategy is more important than ever during this Digital Transformation Era**

Speaker: Mark Lewis, STC Fellow, Quark Enterprise Solutions

Time for a new Content Strategy – It's not surprising to learn that most global businesses have transitioned away from print-centric communications strategies to accommodate demands for digital and mobile content. What IS surprising? Most businesses continue to rely on outdated methods of creating, managing, and distributing content, regardless of the intended output.

These methods, which range from managing review processes with email and PDF's to storing content in insufficient content management systems, are loaded with manual processes that make them increasingly inflexible, time-consuming, and expensive, not to mention require constant rework.

Meanwhile, consumer demand for the right content at the right time and on the right device and in an enriched self-service experience is growing exponentially. Without a new content strategy, most teams will remain overwhelmed - which leads to drops in productivity, missed opportunities, and lost revenue.

How can we educate and align content strategy goals with upper management and help our organizations stay competitive? STC Fellow Mark Lewis, of Quark Enterprise Solutions, will tell us!

About the Speaker

**Mark Lewis** is a content strategist, author, STC Fellow, and DITA Metrics educator. In his book, DITA Metrics 101, Mark proves the value of moving static content to XML and intelligent content. He is recognized throughout the industry for his ability to build clear business cases that shows the benefits of aligning content strategy and corporate strategy.

Location for this meeting TBD.

October 26

### **Hello World! RIP Traditional Content Strategies and Methodologies**

Speaker: Pam Noreault

In order to adapt to changes in content consumption and learning preferences, documentation teams are employing alternative content strategies which employ aspects of crowdsourcing, social media, gamification, and YouTube. In this interactive session you will gain insight, ideas, and knowledge about how to shift away from traditional content delivery mechanisms.

About the Speaker

**Pam Noreault** has over 20 years of experience in technical communications, education, and management. She specializes in content strategy, customer engagement, content conversions, and social networking strategies. She has an undergraduate degree in education from The Ohio State University and a master's degree in English and Professional Writing from Wright State University. When not trying out new gadgets or trying to innovate in the business world, she's hiking with her two dogs.

Location for this meeting TBD.

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## **2017 eLearning Showcase: It's Our 10<sup>th</sup> Anniversary!**

**Help** us celebrate the 10th anniversary of the Chicago eLearning & Technology Showcase at NIU's Naperville campus on August 15.

We've got a great selection of sessions for this year's conference. You'll be able to choose from 22 breakout [sessions](#) presented by 38 [speakers](#) in 4 time slots. We'll announce the schedule closer to the event date.

This year our keynote is Connie Malamed (a.k.a. The eLearning Coach). Connie is a consultant, author, and professional speaker in the fields of

online learning and visual communication and the author of two books: *Visual Design Solutions* and *Visual Language for Designers*. Visit The eLearning Coach [website](#). Connie's podcast available on iTunes. Access is available [here](#).

Join us on August 15 for another great gathering of eLearning, training, and instructional design professionals. At the end of the day, stay for our after-party. Prize giveaways and interactive entertainment will be featured. Don't miss the opportunity to network with 100s of colleagues at NIU in Naperville. Registration is scheduled to open in mid-June. Hope you can attend and help us celebrate Chicago as a leader in innovative eLearning and training. Ω

## STC Chicago 2016-17 Officers

### President

Elizabeth L. Burke, [president@stc-chicago.com](mailto:president@stc-chicago.com)

### Vice President

Elizabeth Gecas, [vp@stc-chicago.com](mailto:vp@stc-chicago.com)

### Secretary

Cheri Gerlach, [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com)

### Treasurer

Pete Wagner, [treasurer@stc-chicago.com](mailto:treasurer@stc-chicago.com)

### Immediate Past President

Betsy Maaks, [ipp@stc-chicago.com](mailto:ipp@stc-chicago.com)



For membership information, contact STC at Society for Technical Communication 9401 Lee Highway | Suite 300 | Fairfax, Virginia 22031 Phone: +1 (703) 522-4114 | Fax: +1 (703) 522-2075 Email: [stc@stc.com](mailto:stc@stc.com)

## Byline

Byline is a bi-monthly publication of the STC Chicago chapter of the Society for Technical Communication (STC), a non-profit membership organization serving the needs of technical communication professionals.

**STC mission statement:** Creating and supporting a forum for communities of practice in the profession of technical communication.

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**Subscriptions:** The current issue of Byline and all archived editions are available on the [STC Chicago Website](#).

## 2016-17 Committee Managers

**Alliance** - Linda Jansak

**Bylaws** - Dan Dornbrook

**Competition** - MaryKay Grueneberg,  
[competition@stc-chicago.com](mailto:competition@stc-chicago.com)

**eLearning & Technology Showcase** - Linda Jansak

**Historian** - Bill Leavitt

**Internships** - Elizabeth Gecas

**Membership** - Dan Dornbrook,  
[membership@stc-chicago.com](mailto:membership@stc-chicago.com)

**Newsletter** - Michael Burke,  
[byline@stc-chicago.com](mailto:byline@stc-chicago.com)

**Nominating** - Dan Dornbrook, Linda Jansak,  
Donna Wampach, Cheri Gerlach,  
[nominating@stc-chicago.com](mailto:nominating@stc-chicago.com)

**Get Real! Professional Interview Program** -  
Josée Martens, [interview@stc-chicago.com](mailto:interview@stc-chicago.com)

**Programs** - MaryKay Grueneberg,  
[program@stc-chicago.com](mailto:program@stc-chicago.com)

**Social Media** - Elizabeth Gecas, [pr@stc-chicago.com](mailto:pr@stc-chicago.com)

**Scholarships** - Russ Friend,  
[scholarships@stc-chicago.com](mailto:scholarships@stc-chicago.com)

**Sponsorship** - Francis Bao,  
[sponsorship@stc-chicago.com](mailto:sponsorship@stc-chicago.com)

**Web/Online** - Mandy Morgan, [web@stc-chicago.com](mailto:web@stc-chicago.com)