

Byline



Bi-Monthly Newsletter for STC Chicago Members

President's message

By Linda Kelley, President

As I sat at the dinner table at our December program meeting, I heard some good things going on.

An experienced writer gave helpful interviewing advice to a recent graduate. Attendees warmly greeted old friends and introduced themselves to potential new ones. People who knew of available positions exchanged business cards with those who were looking for work.

Amanda Jackson, Betsy Maaks, Chris Hester, and Adam Evans shared their knowledge in the crazy-short five minutes allotted. Paul Lockwood, who was courageous enough to let me create his slide deck for him, spoke extemporaneously based on the slides he was seeing for the first time at that moment. And there was much laughter. And party favors.

For me, this one meeting had all the ingredients of what makes STC such a valuable resource. We supported one another, we swapped stories, we stretched ourselves, we learned something, we had a few laughs. Add a serving of pasta and unlimited salad and breadsticks, and what more could you ask for?

I wish all of you a joyful holiday season and a happy and prosperous new year. See you in 2013! Ω

Check out the blog!

Did you know STC Chicago has a blog? Check it out for event recaps, new software and apps for our industry, and Tech Comm Friday - a weekly roundup of all things technical communication.

www.stc-chicago.blogspot.com

inside this issue...

President's message	1
Chapter candidates sought	2
Competition progress	3
Meeting recaps	4
Scholarships available	5

Find us online!



North side location for Thursdays @ STC

Do you live or work on the north side or in the near north suburbs? STC Chicago member Brad Moldofsky is working to start a Thursdays @ STC gathering in this area. If you're interested, email Brad at brad@moldofsky.com. Ω

STC Chicago seeks program manager

By Linda Kelley

Have you ever wanted input into the speakers, topics, venues, or dining options offered at STC Chicago's monthly meetings? Are you looking for a fun volunteer opportunity within the chapter? Do you want to be involved in making STC Chicago programs come to life? Have I got a great offer for you!

STC Chicago is looking for a program manager for the remainder of the 2012-13 program year (January through June), with the opportunity to continue on into 2013-14. Most of the meeting plans for the first half of 2013 are already underway, so you'd just need to handle some of the logistics, such as ordering food and sending out meeting announcements. (Think of it as a trial run, or Program Manager Lite.)

I served as program manager for three years several years ago, and I can honestly say that it was one of the most personally and professionally rewarding jobs I've had within the organization. Please contact me at president@stc-chicago.com if you think you might be interested or want more information.

(Note: This job can also be shared, if two people would like to be co-managers.) Ω

Candidates Sought for 2013-14 Chapter Offices

By Paula Ludmann and Beth Najberg

Holding a chapter office offers many benefits. You can add a new skill to your résumé like leadership or managing financial records. You can "pay it forward" by giving back to your profession. Some people get involved because they want to address an issue. Other people believe STC is an organization that helps expand their professional growth and want to work more closely with the leaders as well as encourage newer members to become more involved. Don't be bashful. You can nominate a colleague or yourself, or ask someone to nominate you.

The Chicago chapter is now accepting nominees for the following offices:

- vice president (becoming chapter president in 2014 and immediate past president in 2015)
- secretary (one-year term)
- treasurer (one-year term)
- 2 members for the nominating committee (two-year terms)
- 1 member for the nominating committee (one-year term)

Candidates for all elected positions must be chapter members in good standing when the election is held in the spring of 2013. All terms begin in July 2013.

If you or someone you know is interested in one of these positions, please contact the committee at nominating@stc-chicago.com. Ω

Have you renewed?

All our events feature reduced pricing for STC Chicago members. So if you haven't renewed your STC membership, now is the time to do so!

Read about the many **benefits of membership** and join or renew online **here**. Ω

Technical Communication Competition Progress

By Cheri Noble

Advertising is done, judges have volunteered, teams are created, and the entries are sorted and distributed! This is the second best time of the competition. Now the tough but rewarding part begins. Judging team leads have worked out a schedule so their team can be working on the same entry at the same time. We received a total of 51 entries this year, and most teams had five to six entries to judge. Entries this year have come from Georgia, New Mexico, Iowa, Indiana, Minnesota and Illinois.

We have 31 judges who volunteered for this year's competition. Nine of the 31 are first-time judges. We are so excited with the number of entries and with the judges we have this year. Once the judges have completed the evaluation for their entries, they may or may not recommend an award. The team of judges then compares their recommendations to come to a consensus for each entry. Once a consensus is reached, the team lead sends the evaluations with the recommendations to the Competition and Judging Managers. This continues until all entries have been evaluated and sent to the managers.

On January 5, the judges meet to return all the entries and the evaluation forms to the Competition and Judging Managers. Once the evaluations are returned, the senior judging panel then reviews the entries and the evaluations to be sure the comments on the evaluations match the recommended award/no award to verify that it is appropriate. Shortly after this meeting, the Competition Manager contacts the entrants with the award or no award recommended for each of their entries.

Mark your calendar for March 28, 2013. This is our STC Chicago Annual Recognition and Awards Dinner held in Elk Grove Village, IL. It's a fun evening to socialize, network and celebrate the past year's events and all of our entries for this year's competition.

Awards are presented to some of our members, the competition awards are presented and all of this year's competition entries are on display. It's always interesting to see what other companies are doing with their materials. All of the competition entries are returned as well. We hope you plan to join us and celebrate another great year and another great competition! Ω

Update on Competition Judging

By Cynthia Laughlin

The annual technical communication competition is in full swing. Thanks to our wonderful members and their contacts, we were able to find enough judges for our windfall of entries. These entries have been handed out, and our judges are busily reviewing them.

For the remainder of November and December, the teams will be reviewing their entries, sharing their opinions with each other, and coming up with award recommendations. All award levels must be finalized at Consensus Judging on January 5th; however, the sooner we get the award recommendation, the sooner we can complete the process! Our senior judging panel has 51 entries to review and would love to get done early.

Finally, remember to sign-up for Award and Recognition Banquet in March. At the banquet, entrants will receive their awards as well as a wonderful meal. Ω

October Meeting - Good Food, Fantastic Meeting!

By MaryKay Grueneberg

On October 17, fourteen STC members met at Rocky Vanders Café and Bar in Prospect Heights to listen to fellow STC member Leigh White speak on "Taxonomy: Your Road to the Future." Leigh gave a very insightful presentation on taxonomies, not only explaining what they are but why they are so incredibly important to good technical documentation.

Leigh walked us through some mini business cases in order to show the clear importance of having a good taxonomy.

Attendees enjoyed some delicious hand-tossed pizza and homemade mostaccioli. In addition to the good food, there were plenty of networking opportunities both before and after the presentation. Door prize winners were Dan Dornbrook (STC mug), Bill Cowlin (STC mug), and Donna Templeton (leather STC card holder).

Special thanks to Corel, our sponsor for the evening. You can find information about Corel [here](#). Ω



November Meeting

By MaryKay Grueneberg

Twelve STC members gathered at the conference room at the Comfort Inn in Des Plaines on November 14 to hear Michael Asquith's presentation "Overcoming Obstacles and Common Missteps with eLearning Translation." Michael, EC Innovation's EVP of Americas, showed us the advantages of "building-in" rather than "bolting-on" localization in our projects.



Several of the attendees do not currently work with translated documents but wanted to get a feel for what is involved with preparing technical documentation for translation. Michael was not only able to give us all a great overview of what is involved, he also gave us some insight as to what we can do now to be prepared for translation or localization of our materials in the future.

As always, the evening provided attendees with networking opportunities and a chance to socialize. There were several door prize winners for the evening. Jessica Behles won an STC mug, Paula Ludmann won a leather STC business card holder, and Adam Evans and Dan Dornbrook both won credit card style flash drives, provided by EC Innovations.

Thank you so much to LavaCon, our sponsor for the evening. You can find information about the LavaCon Conference [here](#). Ω

Two Scholarships Available for 2013-14 Academic Year

By Josée Martens

The Chicago chapter of the Society for Technical Communication is offering two \$250 scholarships to undergraduate or graduate students enrolled in a certificate or degree program in or related to the field of technical communication.

Application forms and specific requirements and deadlines will be posted on the chapter website. If you are interested and eligible, please submit a completed form, along with the requested writing sample, by February 15, or if you know of a student who might qualify, please refer them to our website (www.stc-chicago.com).

A panel of senior members will evaluate all applications and notify the winners in March. The winning recipients will be invited to attend STC Chicago's Recognition Banquet in March. Scholarship monies will be paid in the students' name directly to the educational institution(s) at which the recipients are enrolled. Ω

Readers write in

By Kim Sikora

Submit a 2-3 sentence response to the following question and your name and response could be published in a future issue.

This issue's question: **What's the most unexpected present you've ever received?**

Submit responses to byline@stc-chicago.com to be featured in an upcoming issue! Ω

October meeting sponsor

Corel **DESIGNER**[®]
Technical Suite **X5**
a CorelDRAW[®] product

November meeting sponsor

LavaCon 2012
The LavaCon Conference on Digital Media and Content Strategies

STC Chicago Membership at a Glance

Total Affiliated Members: 152
Members: 43
Senior Members: 81
Student Members: 17 Ω

STC Chicago Chapter Leaders 2012-2013

President

Linda Kelley
president@stc-chicago.com

Immediate Past President

Elizabeth Burke
ipp@stc-chicago.com

Vice President

Cheri Noble
vicepresident@stc-chicago.com

Secretary

Donna Cleary
secretary@stc-chicago.com

Treasurer

Chris Hester
treasurer@stc-chicago.com

Competition Committee

Cheri Noble
competition@stc-chicago.com

Membership Committee

Dan Dornbrook
membership@stc-chicago.com

Newsletter Committee

Kim Sikora
byline@stc-chicago.com

Nominating Committee

Paula Lundmann
Linda Jansak
Francis Bao
Beth Najberg
nominating@stc-chicago.com

Public Relations Committee

Adam Evans
pr@stc-chicago.com

Scholarship Committee

Josée Martens
scholarship@stc-chicago.com

Byline

Editor

Kim Sikora, byline@stc-chicago.com

Advertising Manager

Francis Bao, advertising@stc-chicago.com

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.

News guidelines: Send articles to byline@stc-chicago.com.

Preferred format is a MS Word® document file via email. We reserve the right to edit for style and space.

Advertising: We encourage advertising that follows STC guidelines and promotes services to STC Chicago members.

Half page (7.5"x4.5"): \$300 (1 issue)

Whole page (7.5"x9"): \$500 (1 issue).

Discounts for multiple issues.

The advertisement and payment must be received by the 20th of the month before the next published issue of the newsletter (Byline is published in February, April, June, August, October, and December). We will not run your ad until payment is received. Submit ad files in electronic copy only in .tif, .gif, or .jpg format to byline@stc-chicago.com.

Publication and reprints: Entire contents Copyright © 2012 STC Chicago. Permission to reproduce any part of this publication is granted if printed credit is given to Byline, the author (if known), and STC Chicago, and if a printed copy is sent to the editor.

Copyright statement: Byline invites submissions for consideration for publication. By submitting an article, you implicitly grant a license to Byline to run the article and for other STC publications to reprint it without permission. The writer holds copyright. In your cover letter, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

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

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