



## President's Message

by Elizabeth Gecas

We've finally transitioned into spring and with that comes another transition in selecting officers for the new term. The election will open soon and I encourage everyone to go out and vote so we can ensure a strong group of officers for the 2018 – 2019 term.

Great news: STC Chicago earned Platinum level for the STC Community Achievement Awards again! The award "recognizes a SIG, professional, or student chapter's outstanding accomplishments in achieving the Society's goals through a wide range of programs and activities." The award is presented to chapter representatives at the Leadership Program at the annual STC Summit in May in Orlando.

Our citation reads: *"For actively engaging the local community through a myriad of educational programs, networking sessions, webinars, and special events; promoting technical communication careers at the high school level; and providing university scholarships and STC membership to students studying technical communication."*

Please continue to read to learn more about our other accomplishments over the past month, including the 46th Annual Volunteer Recognition and Competition Awards recipients, high school scholarship winner, and banquet booklet design contest winner. Ω

## April STC Program

*From moment-of-need to moment-of-WOW: Fostering proficiency and self-sufficiency through on-demand performance support*

It's a common conundrum for learners and learning professionals alike: After an engaging training the participant returns to his or her desk to realize that while they remember the concepts they cannot recall specific tasks, workflows, or action steps. Frustration ensues, and productivity is lost, right when they need the knowledge the most. So how can we continue guiding learners when training ends and the real work begins?

Enter performance support and the technical writer. Performance support provides writers an opportunity to expand their customer and project base by constructing content that is accessible at the moment-of-need and that connects knowing with doing. This session defines what performance support is and looks like and explains how it reinforces the formal instructional experience by enabling workers to be proficient and self-sufficient. Through a blend of case studies and activities participants will also be able to identify documentation types and various content assets that can promote quick-wins for instituting performance support at their organization to move workers from moment-of-need to moment-of-WOW!

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**Congratulations!**

**Please** join us in congratulating our fellow technical communicators.

***MaryKay Grueneberg, STC Fellow***

Let it be known throughout the land that MaryKay Grueneberg, Vice President of STC Chicago, has been conferred the honor of STC Fellow. By definition, "Becoming an STC Fellow is a lifelong journey of achievement, an honor bestowed by the Society upon Associate Fellows who have continued to make exemplary contributions to the arts and science of technical communication, and for sustained and significant service to STC. These contributions involve significant achievements that advance the profession and its recognition."

MK will receive her certificate at the Honors Event at the annual STC Summit in May. Her certificate will read:

*“ For your dedication to helping others succeed and improving communication through all areas of your life in the US and throughout the world.”*

Check [here](#) for full listing of the 2018 Class of STC Fellows and Associate Fellows. Congratulations to all!

***Copresco Wins Third Gold Ink Award***

Copresco won a third Gold Ink Award for color printing a healthcare marketing booklet.

The Gold Ink program, sponsored by Printing Impressions magazine, is considered the industry’s most prestigious print competition.

“The winning award entry is an example of the highest standards in the graphic communications industry and shows the versatility of our digital printing services,” says Copresco President Steve Johnson. “You get a major winner when you combine the high quality of digital printing with the economy of short press runs.”

According to Printing Impressions, thousands of Gold Ink Award entries are received each year from printers around the world who are looking to be recognized by their customers, prospects and industry peers for their superior craftsmanship.



*Is there something you or a fellow colleague is celebrating in a technical communication career? Share the news with us and we will include it in a future issue of Byline. Ω*

**Wednesday Webinar Series**

STC Chicago provides FREE webinars to its chapter members on the first or second Wednesday of every month. These online events exist as a supplement to our monthly in-person chapter meetings.

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## ***From moment-of-need to moment-of-WOW***

At the end of this session, you will be able to

Define what performance support is and explain how it supports the “moment-of-need”

Explain how performance support reinforces and strengthens the formal instructional experience by enabling users to be proficient and self-sufficient

Identify quick-wins for instituting performance support at your organization—regardless of budget—to move worker from moment of need to moment of WOW!

### **REGISTER NOW**

**When:** Thursday, April 19, 2018

6:00-6:30 Check-in and networking

6:30-7:30pm – Dinner

7:30-8:30 pm – Program

**Where:** CARA offices

2215 York Road  
Oak Brook, IL 60523  
Lower Level Conference Room

### **Cost:**

STC Chicago Members – \$5

Other STC Members and Students – \$15

Non-Members - \$25

### **About the Speaker**

Beth Wolfe is a learning and performance enthusiast with more than 20 years of instructional design, performance support, and content-strategy experience. She currently leads of team of technical writers and instructional designers who develop just-in-time user assistance at the K–12 EdTech company Houghton Mifflin Harcourt (HMH).

Before HMH, Ms. Wolfe brought her vision of connecting and knowing with performing to many organizations including BrainLAB, Hewitt Associates, and RR Donnelley.

Beth previously presented at the Chicago eLearning & Technology Showcase and the Association for Talent Development (ATD) international conference. She holds a BA in Journalism and an MA in Organizational Communication from Eastern Illinois University. Ω

## **Platinum Community**

STC Chicago is very excited and proud to announce that we earned Platinum level for the STC Community Achievement Awards again this year. The award, which "recognizes a SIG, professional, or student chapter's outstanding accomplishments in achieving the Society's goals through a wide range of programs and activities," was awarded to our chapter based on the activities and programs offered throughout the 2017 calendar year.



The award will be presented to chapter representatives at the Leadership Program at the annual STC Summit in May. Our citation will read:

*"For actively engaging the local community through a myriad of educational programs, networking sessions, webinars, and special events; promoting technical communication careers at the high school level; and providing university scholarships and STC membership to students studying technical communication."*

Congratulations to the entire membership of STC Chicago, our very hard working volunteers, and to all who support the chapter in any way.

## STC Chicago 46<sup>th</sup> Annual Awards and Recognition Banquet

Participants were unlikely to complain of going hungry at the STC Chicago 46th Annual Volunteer Recognition and Competition Awards Banquet at Texas de Brazil in March. There was nothing “small plate” about this affair! We began our feast at the buffet tables, where salads and tempting chilled appetizers such as salmon, sushi rolls and asparagus spears were just the tip of the iceberg. The aromas of lobster bisque and other crowd-pleasing dishes that lay steaming under silver domes were sure to whet the appetite. And, despite the large plates, most of us needed a second time through to sample all of our favorites.

Soon after the first salad plates were clean, we received a warm welcome from our president, Elizabeth Gecas, followed by introductions of our other officers, including banquet coordinators MaryKay Grueneberg (Vice President) and Elizabeth Burke (Immediate Past President), Pete Wagner (Treasurer), and Dan Dornbrook (Secretary). Our “Gold” corporate sponsors, Ken Cook Co. and Dakota Systems, who make so many things possible for our membership – including the night's fine dining at a very affordable price – were lauded, as well.

Then the gauchos arrived, circulating with speed and grace, carving mouth-watering cuts of beef, lamb, pork, chicken and Brazilian sausage from sword-like skewers into the tongs of the waiting guests. As the plates were filled with roasted meats, garlic mashed potatoes, fried bananas and cheese bread, experienced diners could be overheard sharing their personal strategies for making the most of the repast.

And, although it is a banquet, it isn't ALL about the food. STC Chicago graciously holds this fete both to recognize the contributors of award-winning entries in the 2017 STC Chicago Technical Communication Competition, and to honor the chapter volunteers who donate time and talent to support the activities of the STC Chicago and keep

newsworthy offerings available for all of us, throughout the year.

The opportunity to see some of the winning entries from the competition is another popular feature of the event. Not surprisingly, we had many excellent entries once again this year, and those that were printed, rather than electronic, were displayed. It is always interesting to see what kinds of technical documentation organizations are submitting, and the caliber of material that is “prize-worthy.”

Catching up with old friends and new acquaintances as the meal wound down, the moment we all waited for (I know I did!) had arrived at last – the delivery of our desserts – prepackaged for a safe trip home, if they should make it that far. The Bananas Foster or Key Lime Pie proved to be the exact amount of sweetness needed to cap off a very savory evening.

### *Recognition Awards*

**President's Award:** The STC Chicago President's Award was established in 1993 to recognize significant volunteer contributions of chapter members.

*Elizabeth Burke:* A resource to STC Chicago for many years.

- ✚ Served as manager for Competition, Byline, and Scholarship committees.
- ✚ Participant in Mentorship programs including Interviews and a high school panel
- ✚ Liaison with CARA to name a few of their many accomplishments

*“In appreciation of your exceptional effort, continued dedication, and countless contributions to the STC Chicago chapter and its membership.”*

**Volunteer of the Year Award:** Initiated in 2010, this award was established to acknowledge ongoing dedication to the chapter through volunteer efforts and commitment to the technical communication profession.

*Adam Evans:* This individual served STC Chicago in many ways. However, the contributions made this year lead to the reestablishment of the Wednesday Webinar series and provided much-needed help with our Website issues

*"For your dedication to STC Chicago and outreach to the Tech Comm community with the reinstatement of the Webinar series."*

**Above and Beyond Award:** STC Chicago established the Above and Beyond Award in 2012 to recognize an individual that accepts the responsibilities for a unique and challenging chapter event or experience. In the role, the individual contributes an extraordinary effort and substantial personal time to ensure the successful completion of the experience

*MaryKay Grueneberg:* Deserves a halo for all she did to ensure STC Chicago continues to provide the exceptional services to members and interested individuals. This year, we encountered a unique issue with our website displaying multiple errors as it was transferred to a new hosting service under the Society level.

MaryKay jumped on the issues that arose and did not rest until the website was up and running again. In fact, if it wasn't for MaryKay's collaboration with the Society level staff, the hosting service and revitalization of our website could not have happened as quickly.

*"For exemplary service to the chapter by navigating the twists and turns of our website hosting services and ensuring a successful transfer."*

**Chapter Star:** STC Chicago established the Chapter Star Award in 2011 to acknowledge a Chapter member for outstanding service and volunteer efforts for a single major event.

This year, we awarded two Chapter Star Awards. Stacey Lohman and Heidi Hanson stepped up this past fall to develop a membership renewal drive. They put together the plan, developed the tag lines, and even created the tweets and posts for social media. As you know, membership growth in the

Chapter is important and something we need to continue to tender. Therefore, we rely heavily on creative, effective membership drives each year. In appreciation of their efforts, their award citations read:

*"For invaluable help in stepping up to plan and organize the 2017 Membership Drive for STC Chicago."*

**Distinguished Chapter Service Award (DCSA):**

The Society initiated the Distinguished Chapter Service Award (DCSA) program in 1988 to acknowledge the work of those chapter members who repeatedly and consistently provide exemplary service to the Society through chapter activities. This is a society level award given at the chapter level. It is not awarded every year.

This year, we are very pleased to give this award to Donna Templeton. Donna is one of the biggest supporters and champions of STC Chicago. When we began our First Thursdays lunches six years ago, she volunteered to lead one of the suburban locations. She has rarely missed a lunch in all those years. She is quick to promote the chapter and the society to all who could benefit. Donna also might arguably be one of our most consistent attendees at the monthly chapter meetings.

*"For sustained contributions to the Chicago chapter by leading the First Thursdays meetings in Schaumburg and promoting the chapter to all interested Technical Communication professionals."*

**Robert G. Frank Award:** A recipient is usually a member of STC Chicago for ten years or more and served in an active role for all or most of these years. Robert Frank was a dedicated leader of the chapter who worked beyond reasonable expectations to make it successful. Much of his professional life was spent in support of the long-term success of STC Chicago. The Robert G. Frank Award is intended to honor Robert Frank by recognizing STC members who characterize the dedication he displayed.

The recipient of this year's Frank award, Andi Dunn, began her involvement with STC in 1993. Even before, she was involved in communication. At the University of Wyoming, she founded the Owen Wister Review, Laramie's first literary magazine. The magazine has been in continuous publication ever since.

Andi worked for different companies in technical communication. She is also the president of her own technical communication consulting company since 2001.

- ✚ Andi has served in many positions in STC.
- ✚ Chaired the Consulting and Independent Contracting Special Interest Group Chair (2002-2004)
- ✚ Served twice on the Nominating committee
- ✚ STC Chicago Program manager (2010-11)
- ✚ Panelist in our monthly meeting on independent consulting
- ✚ Competition judge (multiple years).

Andi also volunteered for other organizations such as 1-to-1 Connection and Greater Chicago Chapter HIMSS.

Please visit our website, [www.stc-chicago.com](http://www.stc-chicago.com), to see the full list of competition winners!



## STC Chicago Recognized with Pacesetter Award

STC Chicago representatives will be recognized during the Leadership Program on Sunday, May 20, at the 2018 Summit in Orlando, FL. with a Pacesetter Award for 2017! Our citation reads:

*"For your dedication to student outreach by bringing together a panel of technical communicators to speak and conduct interviews at local high schools."*

Congratulations to all members of the Chicago Chapter on a job well done!



### *Mark Your Calendar & Join Us*

This year's Chicago eLearning & Technology Showcase will be Tuesday, August 14 at Northern Illinois University (NIU), in Naperville, Illinois. The west suburban conference center is easily accessible just off Interstate 88.

Registration rates to be announced in the spring and registration opens in May.

### *Volunteers Needed!*

Did you know that the Showcase is attended by 325+ people each year – and is run entirely by volunteers? We are beginning to plan this year's event and need additional help.

Review the wide range of volunteer opportunities and then complete the volunteer interest form. In thanks for your contribution, you will be invited to attend the Showcase at a reduced rate.

Feel free to contact [info@chicagoelearningshowcase.com](mailto:info@chicagoelearningshowcase.com) with any questions. Ω

## MSI Science Fair 2018

by Pete Wagner

My wife Nancy and I had the honor of being special judges in March for the 2018 Chicago Non-Public Schools' Science Exposition, sponsored by the Illinois Junior Academy of Science (IJAS). There were 429 participating students, in grades 5 through 12, representing 47 non-public schools in IJAS Region 2. The participants were spread out over three wings at the Museum of Science and Industry on the morning of March 3. Each student or pair of students had to complete a science project in one of 19 scientific categories, write a project paper following strict IJAS guidelines, create a project display and give live presentations of their projects.

The Science Exposition is judged in three parts. The written papers are judged by a select group of judges in a separate judging session. At the museum project sessions there are two types of judging: regular judging and special judging. Each project was evaluated and graded by three regular judges. The regular judges were assigned to six projects from specific categories to evaluate the students' projects and live presentations based on IJAS criteria. Award winners advance to the state exposition.

In addition to the standard judging, a number of professional organizations provide special judging based on criteria reflecting the organization's specific field. The STC Chicago chapter has provided special judges for almost 20 years for the Chicago Non-Public Schools, and almost as many years for the Chicago Public Schools. Our judging focuses only on the students' display posters (not the project's subject matter or how it was executed) and how well they reflect excellence in technical communication. The project display posters are a unique opportunity for students to learn about the importance of technical communication. Nancy and I reviewed all posters at the exposition, not just a single category, and gave monetary awards on behalf of STC Chicago for the two displays that we felt demonstrated excellence in technical

communication, including basic principles of good writing and effective design and layout.

Although these students are young, they are held to high standards. Judging criteria include:

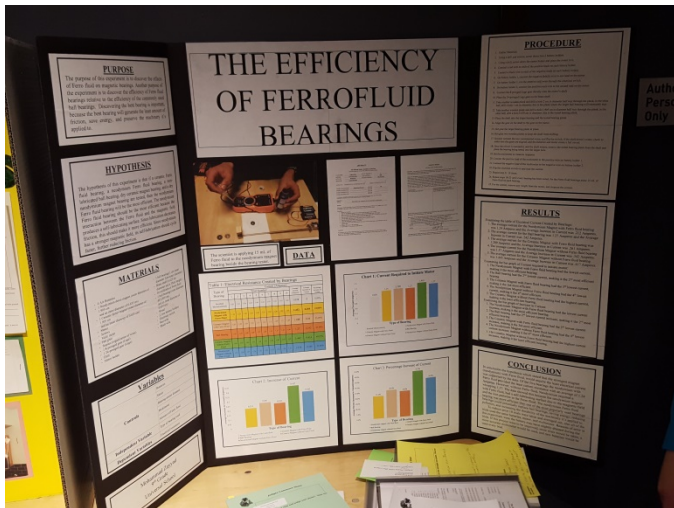
- ✚ Project Title – Did it clearly reflect what the project was about?
- ✚ Poster Design – Was the layout clean? Was it appealing to the reader? Was the typeface inviting or the handwriting neat and legible?
- ✚ Graphics – Did the graphics and photos add value?
- ✚ Writing – Was the tone of the written pieces appropriate? Was the writing free from grammar and spelling errors? Were lists, tables, and graphs presented in a clear manner?
- ✚ Overall Perception – Did the poster display clearly convey the purpose and results of the project?

The energy and creativity of the students and these projects was amazing. Through this special judging, students learn that the technical science is not the only factor, but that communication of that technical content is equally important. Chicago STC hopes to impart the importance of technical communication in all aspects of their academic lives, and that they will take these lessons with them into their future careers. I think it was mission accomplished based on this wonderful email I received shortly after the competition from our first prized winner:

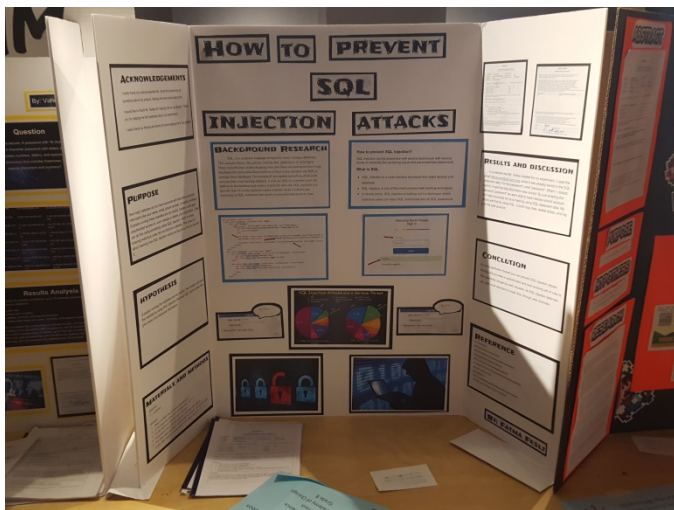
*Hello,*

*I'm Mohammad Zayyad and I participated in the Region 2 Science fair. To begin, I really think it's amazing what you guys do. You go and fund a special award, that will be given to a project, which deserves it. This is already worth a special thanks, because even if I wasn't the recipient of this award, I'm 100% sure it would have went to a worthy project. Giving these special awards has an immeasurable effect, because it not only encourages the student to continue advancing in education, it also shows the student that anything is possible, with hard work and dedication. The fact that you guys used your own resources to make this feeling/experience possible is an act worthy of appreciation in and of itself. However, I also*

received your special award, so I have an even greater amount of thanks on the personal level. There were so many great projects, and the fact that you chose me to both receive and represent your reward inspires me to achieve more. Now I can't wait to improve my project, and present it and it's improvements to even more people. Thank You!  
Ω



First Place



Second Place

## STC Program Meeting Recaps

### February: Making an Impact Using Animated Videos – Karen Kostrinsky

By Becky Hall

February's STC Chicago meeting featured Karen Kostrinsky speaking on "Making an Impact Using Animated Videos." Karen presented a timeline of her experience filled with examples of her move from just "watch the computer" videos to incorporating animation as part of her eLearning bag of tricks.

Key elements of successful training include setting the stage, sparking curiosity, and providing the WIIFM (*What's In It For Me*) factor. Animation can help with all of these. Karen uses audio from her organization's leadership with animated characters instead of a person stiffly sitting in a chair or behind a desk. The animated characters can move through "sets" she creates and reuses. Using real people from the organization instead of professional voice actors works well for internal videos and increases the credibility of the content.

Karen often uses animated sections to break up screen demos. For longer courses and for series of related courses Karen creates "Intro" and "Outro" segments that she appends to screen capture videos, breaking up the monotony of watching the screen with short bursts of animation.

Karen closed by reminding us to make the best use of time. Once you're up to speed on the tools, a 3 minute animated video could take a week to produce, including everything from research and scriptwriting to final video.

Karen's tool of choice is GoAnimate. GoAnimate offers free trials on their website, <https://goanimate.com/>. Ω



## STC Chicago 2017-18 Officers

### President

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

### Vice President

MaryKay Grueneberg, [vp@stc-chicago.com](mailto:vp@stc-chicago.com)

### Secretary

Dan Dornbrook, [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com)

### Treasurer

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

### Immediate Past President

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

## 2017-18 Committee Managers

**Alliance** – Linda Jansak

**Bylaws** – Dan Dornbrook

**Competition** – MaryKay Grueneberg,  
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**eLearning & Technology Showcase** – Linda Jansak

**Historian** – Bill Leavitt

**Byline Newsletter** – Elizabeth L. Burke,  
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## 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](#).



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