

# Byline



Newsletter for STC Chicago Members

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## Winners of the 36th Annual Technical Publications, Art, and Online Communication Competition

### Books

#### Merit

*History and Conduct of Project Ranch Hand*

Elizabeth Smeda  
Margaret Yeager

#### Documentation Sets

#### Excellence

*Apropos Product Specification & Hardware and Software Specifications for Apropos Servers and Client Workstations*

Elizabeth L. Burke

*Zebra® ZM400/ZM600 Documentation Set*

Donna Jones  
Robert Wilson  
Carla Martinek

### Informational Materials

#### Excellence

*Get Connected*  
Charles Rondot  
Les Teach  
New Student Orientation Team

*Packaging Certification Program: Success Stories, Challenges, and Strategic Directions*

Kevin A. Brown  
Sana Ann Sandler

#### Merit

*Effective Risk and Crisis Communication During a Water Security Emergency*

Mark Van Hook  
Scott Minamyer  
Vickie Reddick

*GE Monogram Wine Vault Owner's Manual*

Earl Peters  
Terry Steven

*Hamilton Beach Commercial International Tempest Blender Manual*

Earl Peters  
Karen Peck

*Illinois Institute of Technology's Mail and Copy Center's Price List*

Anna S. Wilkins

*What's New in Travelport for Business? January 20, 2007*

Kimberly Myles  
John Hartigan

*The Health Consequences of Involuntary Exposure to Tobacco Smoke: Secondhand Smoke and What it Means to You*

Vickie Reddick  
Peter Xiques  
Mark Van Hook



SOCIETY FOR  
TECHNICAL  
COMMUNICATION

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**Newsletters**

**Distinguished / Best of Show**

*STARS Com*

Miriam B. Kapfer

Merrilee A. Potdar

**Excellence**

*UPPSdate*

Miriam B. Kapfer

Lynne M. Gotsch

**Organizational Manuals**

**Merit**

*PACE Process Manual*

Bethany G. Harker

James M. Rehberger

Jesse M. Dember

**Promotional Materials**

**Distinguished**

*Plug-In Hybrid Electric Vehicle Promotional Materials*

Suzanne D. Williams

Renée M. Nault

Sana Ann Sandler

**Excellence**

*Hydrogen and Fuel Cells: Power for the 21st Century*

Renée M. Nault

*Missouri End-of-Course Assessments Technical and Cost*

*Proposal*

Jon Wittkamp

Kurt Rogahn

**Merit**

*Nota Bene - Lewis Department of Humanities, Spring 2007*

James Maciukenas

*Science and Engineering Careers in Search of Young Women*

Renée M. Nault

**Quick Reference Guides**

**Excellence**

*Proficiency-Based Routing Apropos Version 6, Release 6.6.0*

David Brock

Joseph Lorenzini

Elizabeth L. Burke

**Merit**

*BLUE™ Quick Reference for DIAL® Project Administrators*

MaryKay Grueneberg

*FTD Mercury 8.0 Quick Reference Guide*

Eric Thomas

**Scholarly/Professional Articles**

**Merit**

*Managing Scarce Resources in Training Projects*

Richard D. Busby

James J. Goldsmith

**Software Guides**

**Excellence**

*BLUE™ User Guide, v1.4*

MaryKay Grueneberg

*BLUE™ Administration Reference Guide, v1.4*

MaryKay Grueneberg

*Upgrade Notes Apropos Version 6, Release 6.6.0*

David Brock

Elizabeth L. Burke

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*"Award Winners" - Continued from Page 2*

**Merit**

*Guide to Reconciling CourseTracks™ Buyback Activity*

Margaret Dawn

*Load Application User Guide, v5.1*

MaryKay Grueneberg

*Lock Box Payments User Guide*

Nancy T. Carpenter

Kate Carmichael

*Microsoft SQL Server Database Administration Reference*

*Apropos Version 6, Release 6.6.0*

David Brock

Elizabeth L. Burke

*ShoreTel TAPI/WAV Integration Guide Apropos Version 6, Release 6.6.0*

Elizabeth L. Burke

*Survey Manager Implementation Guide Syntellect Version 1, Release 1.0.0*

Elizabeth L. Burke

**Training Manuals**

**Merit**

*A Writer's Tasks During a Proposal Project*

Diane M BorgwardtΩ

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## **History of STC Chicago Chapter Competitions**

*By Bill Leavitt - STC Chicago Chapter Historian*

It is likely that the Chicago Chapter of STC has held more communication competitions with larger participations than any other chapter of STC. The first Chicago Chapter Technical Publications and Art Competition was held in 1971, after Ernie Mazzatenta visited the Chicago Chapter to promote the idea. Ernie probably was responsible for the first STC chapter competition, which was held around that time in the Ann Arbor/Detroit area (Southeastern Michigan Chapter).

I was chapter president at the time and appointed Edmund J. Wanat to be competition manager. The first awards banquet was held at Stouffer's Restaurant in the Chicago Loop, and out of just 14 entries to the competition, five awards were presented. Chicago Chapter was one of just a few chapters to run competitions at that time.

The next Chicago Chapter competition was not held until two years later, in June 1973. However, since then, the Chicago Chapter has held a competition and awards banquet almost every year, with a total of 36 competitions and banquets as of 2007. Due to date shifts, no competitions were held during calendar years 1977, 1980, or 1991, but two were held in 1979 and 1982.

Locations for our awards banquets have included the Drake Hotel, the Art Institute, the Marriott Hotel, the Nikko Hotel, the Allerton Hotel, and the Chicago Sports Hall of Fame, all in the Loop, as well as Pheasant Run Resort in St. Charles. You can find a full list on the History page of our web site, [www.stc-chicago.org.Ω](http://www.stc-chicago.org.Ω)

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## Two Honored with the Robert G. Frank Award for 2008

*By Christine Abbott*

After careful deliberation, the Robert G. Frank committee has decided unanimously to present two Robert G. Frank Awards for 2008, in part because the two recipients both made important contributions to the creation of the Institute for Professional Development: one award goes to Anna Miller and another one goes to Mary Ryba Knepper. Each has made significant contributions to the field of technical communication and to STC Chicago and international levels.

### **Anna Miller**

Anna Miller has 23 years of experience in technical communication as an independent consultant specializing in technical writing and instructional design. She has been active in many chapter committees since she joined STC in 1994. As a new member she co-managed the Independent Consultants Special Interest Group (SIG) and was a member of the Nominating Committee. In 1995, she re-established the Education Committee and was instrumental in developing the Institute for Professional Development and in creating a separate Institute Committee that took nearly two years to plan the Institute's mission, structure, administration, courses, faculty, and mentors. Anna was among the Institute's first mentors and guest speakers, and she received the STC Chicago President's Award and Distinguished Chapter Service Award. In her work for STC Chicago and the Institute, Anna met many local and regional members, learned about various chapter committees and roles, and learned to work within the international level of the organization. The international STC has recognized the Institute as a unique entity and has given special awards to STC Chicago for its pioneering efforts in helping merge the theory and practice of technical communication through its Institute courses. Because of Anna's efforts in representing our chapter and navigating the STC's administrative structure, the Institute was approved and has become a

model of the kind of collaborative relationships that can exist between professional organizations and colleges and universities, and between practitioners and professors of technical communication.

### **Mary Ryba Knepper**

Mary Ryba Knepper was a principal in one of the first consulting firms in business and technical communication in the Chicago area, starting in the mid- to late-1970s. Today, she is as active as ever in her own firm—Ryba Associates, Inc.—which offers communication courses, manufacturing and systems training, document design and delivery, instructional design, and project management. Her clients include Fortune 500 companies, non-profit organizations, and colleges and universities. Her contributions to STC Chicago (where she has been a member for about three decades) have been intensive and extensive, including serving on the Nominating Committee and as a competition judge. Most notable has been her service on the Education Committee and the Institute Committee (mid-1990s to early 2000). Since then, she has served as an instructor, mentor, and guest speaker in the Institute for Professional Development throughout its 11-year existence, even up to this year. Mary has also been active at the international level, where she is a member of a committee developing online training modules to enhance the leadership of STC's communities. She has presented at the Annual STC Conference and has been an adjunct professor at Northern Illinois University and at the University of Chicago. In 1997, she was made an associate fellow of the STC. Mary has informally been called the "Mother" of the Institute, for it was her idea originally. From the beginning, the Institute has reflected Mary's creativity, wisdom, energy, professionalism, and generosity. Ω

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## President's Message – A Banquet to Remember

By Linda Jansak

The 2008 STC Chicago Awards Banquet was a stellar event! A capacity crowd was on hand at Francesca's Amici in Elmhurst as more than 50 awards were presented to winners in this year's Technical Publications, Art, and Online Communication Competition. On behalf of the Administrative Council of STC Chicago, I have the pleasure of congratulating all who participated in our competition and banquet.

At our awards banquet this year, we had the honor of welcoming longtime STC leaders, including STC Fellows Ken Cook and Christine Abbott, and Associate Fellows Mary Ryba Knepper, Russell Friend, and Daniel Brantley. With colleagues and friends from Chicago and beyond in attendance, we celebrated our community, its leaders, and the work we do as technical communicators.

One of the many highlights of the evening was the presentation of the Robert G. Frank Award to Anna Miller and Mary Ryba Knepper. Congratulations to you both, and thank you for your dedication to the Chicago chapter. To learn more about these longtime STC Chicago members and the lasting contributions they have made to the community, see Christine Abbott's tribute article on page 4 of this newsletter.

### STC Chicago President's Award Presented to Tom Lunde

In another of the evening's highlights, Tom Lunde received the STC Chicago President's Award. Tom has been editor of *Byline*, our award-winning newsletter, for three years. In 2007, *Byline* received the APEX Award of Excellence for significant achievement in graphic design, editorial content, and overall communications effectiveness. Our newsletter regularly includes STC member profiles, employment

success stories, volunteer spotlights, and member photos. Congratulations, Tom, and thank you for helping to shine a light on the stories that matter most to our members.

### A Thank You to all...

Thank you to all who helped organize this year's awards banquet. Our volunteers were truly inspired this year. Competition Committee members Carla Martinek, MaryKay Grueneberg, Chris Hester, Dan Dornbrook, John Hartigan, and Linda Kelley made the planning process look easy. I enjoyed collaborating with them all.

Thanks to Elizabeth Burke, Malcolm Culbertson, and MaryKay Grueneberg, who helped us to stay on course throughout the evening's presentation of awards. Our photographer, Jesse Dember, captured the evening's highlights for posterity. Our banquet photos are now available at Flickr.com. Again, congratulations to all of the volunteers who helped organize this special community celebration. It was a banquet to remember!

### Thank You to Our Sponsors:



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## STC Chicago Member Profile - Beth Lisberg Najberg



<b>STC Member</b>	Beth Lisberg Najberg
<b>Member Since</b>	1986
<b>Job Title</b>	Instructional designer / technical writer
<b>STC Affiliation</b>	Chicago
<b>Years of Experience</b>	21 years
<b>Tech Comm Philosophy</b>	Information should be easy to find and easy to use.
<b>Favorite STC Moment</b>	Being nominated as an Associate Fellow by my peers: receiving the award at the Conference was frosting on the cake!
<b>Favorite Work Moment</b>	When working on a machine that cancelled echoes on telecom equipment, the SME said, "This calculus equation will easily explain how the echo canceller works." I convinced him that we needed something a little easier and more graphic.
<b>Working on Now</b>	Training for marketing generalists, certification training for a professional association, training for operating measuring equipment.
<b>Favorite Movie</b>	<i>Mary Poppins</i> and <i>Chinatown</i> . Go figure.
<b>Favorite Music</b>	Bartok's Concerto for Orchestra has been my favorite since I was 15.
<b>Favorite Book</b>	<i>Creating More Effective Graphs</i> by Naomi Robbins, and <i>Information Graphics: A Comprehensive Illustrated Reference</i> by Robert L. Harris. (I met Naomi at the 1998 STC conference in Anaheim. We've presented at STC conferences together and been good friends since.)
<b>Favorite Technical Communicators</b>	Saul Carliner, Naomi Robbins, Edward Tufte, Anne Rockley, Neil Perlin.
<b>Where I'd Like to be 10 Years From Now</b>	Looking for a new volunteer project, since by then everyone, including self-employed STC members, will have access to affordable healthcare.
<b>Website and/or Blog</b>	<a href="http://www.beginningsdesign.com">www.beginningsdesign.com</a> and <a href="http://www.seeingthebottomline.com">www.seeingthebottomline.com</a> (coming soon!)

### Reader Survey

We want to hear from you, our readers, so we can serve you better.

1. How do you prefer to receive Byline? in  print  online  both
2. How big should each issue be?  4 pages  8 pages  12 pages  other
3. How many issues do you want to receive each year?  2  4  6  other

Comments:

Please reply by any of the following:

fax to 815-377-1578

email to [byline@stc-chicago.org](mailto:byline@stc-chicago.org)

mail to P.O. Box 1745, Palatine, IL 60078

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## The Chapter Thanks the Following Judges for Volunteering and Helping to Make This Year's Competition a Success

Francis Bao

Elizabeth Burke

David Brock

Pietr Butteltmann

Heidi Colonna

Malcolm Culbertson

Jesse Dember

Diane Dillon

Dan Dornbrook

Andi Dunn

Liz Duong

MaryKay Grueneberg

Sharon Harney

Chris Hester

Nancy Hix

Will Husa

Linda Jansak

Donna Jones

Cynthia Laughlin

Teri LeDantec-Boswell

Beth Lisberg

Betsy Maaks

Carla Martinek

Gwynne Monahan

Carla Nelson

Tom Reed

Lisa Tallman

Darnell Thomas Ω

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## The Value of Volunteering

*By Jim Jones*

Serving your STC chapter, like most things done for a good cause, is not a financially lucrative undertaking. But the value that STC provides to you—to all of our members—depends upon the efforts of those who volunteer their time and talents.

This effort should not be thought of as entirely selfless, especially for younger and newer members of the organization. Volunteering with STC Chicago lets you get an inside look at how your professional society really works. When you volunteer with STC Chicago, you will also better appreciate all of the effort that goes into keeping STC vibrant.

Each spring, STC Chicago elects (1) a slate of Administrative Council officers (AC) and (2) a four-member Nominating Committee (Managers of other chapter committees are appointed). The Administrative Council is a governing board—setting goals and policies,

planning activities to support those goals, budgeting, and coordinating the efforts of committees that contribute to the strength and well-being of the organization.

Elected officers on the AC are the treasurer, secretary, and vice president. (The chapter president ascends from the vice president position each year.) Newer chapter members may consider the position of secretary to be an excellent introduction to serving on the AC and learning about its responsibilities. Treasurer is also a rewarding position for those who want to develop some accounting or bookkeeping skills.

The Nominating Committee recruits candidates for the chapter election and nominates members for STC honors. It generally contains of a good mix of newer and more experienced members. Participation in the nominating committee will help you develop your personal

*Continued on Page 9*



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*“Value of Volunteering” - Continued from Page 8*

and professional network and learn more about STC Chicago’s membership and history. (People who might have difficulty attending regular meetings note: Serving on this committee is not a large investment of time.)

A key benefit that you derive from participating in chapter offices and other positions is mentoring, according to a certain past president of the Chicago Chapter who has been an STC member for a long time. “I’ve found that serving in a chapter office is a great way to give something back to all the folks who helped me along the way,” he notes, “teaching others some of the things that I’ve learned.”

There’s one other thing you’ll learn from joining in—what a great time you can have working with your peers. I found that what I had taken on with a grim sense of responsibility (after receiving “that call” from a Nominating Committee member) actually became

one of the highlights of my month. It’s a chance for serious business but also serious camaraderie—and developing the personal and professional relationships that keep you connected to STC and STC Chicago.

Please feel free to ask any questions--about running for STC Chicago chapter office--by sending an email to [nominating@stc-chicago.org](mailto:nominating@stc-chicago.org)

## STC Chicago Membership News

### New and Transferring Members:

Kim Anderson  
James P. Grotts  
Freddrick Logan  
Kristine Ramsay-Schnor  
Pamela Richardson  
Cynthia RobisonΩ

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## Upcoming Meetings

### Tuesday, April 17: Grammar - Grimace or Grin?

Dr. Mary Ryba Knepper, an Associate Fellow and long-time STC Chicago member, will discuss often-quoted grammar rules “up with which I will not put” and how to write with style in spite of those rules.

**When:** 6 p.m. (presentation at 7). A deli buffet and soft drinks (hot and cold) are included.

**Where:** Carleton Hotel, 1110 Pleasant St., Oak Park.

**Register at:** [www.stc-chicago.org](http://www.stc-chicago.org) (click on “Meetings” then “Meeting Registration”).

**For directions:** Call 708-848-5000 or visit the hotel web site: [www.carletonhotel.com/directions.asp](http://www.carletonhotel.com/directions.asp).

### Tuesday, April 22: CIC SIG Meeting: Uncovering New Projects

The Consulting and Independent Contracting Special Interest Group is starting up again, with goals of generating group synergy and building a sense of “coopetition” through which independent consultants cooperate to better compete. Many of our meetings will be in a group discussion format guided by SIG managers.

**When:** 6 p.m. (meeting at 7).

**Where:** Daniel F. and Ada L. Rice Campus, Illinois Institute of Technology, 201 East Loop Road, Wheaton, Illinois

**Register at:** [www.stc-chicago.org](http://www.stc-chicago.org) (click on “Meetings” then “Meeting Registration”).

**For directions:** Call 630-632-6000 or visit [www.rice.iit.edu](http://www.rice.iit.edu)



## STC Membership at a Glance

As of March, 2008:

Total members: 15,995

Members residing in the U.S.: 13,430

Members residing in Canada: 1,526

Members residing elsewhere: 1039

Total communities\*: 155Ω

\*Includes 104 professional chapters, 30 student chapters, and 21 SIGs. Ω



## STC Chicago Membership at a Glance

As of April, 2008:

Total Members: 383

Associate Fellows: 9

Fellows: 8

Senior Members: 218

Members: 134

Student Members: 13Ω

## Society Events

### April 16–18 Conference

The TransAlpine Chapter STC—representing Austria, Germany, Italy, Slovenia, and Switzerland—will hold its 2008 conference at Hermes Softlab in Ljubljana, Slovenia. The event begins with a one-day workshop on April 16, followed by the two-day conference on April 17–18. For more information, please email [daniel.jones@zurich.com](mailto:daniel.jones@zurich.com) or visit [www.stc-on.org/transalpine](http://www.stc-on.org/transalpine).

### May 15 Live Web Seminar

Sharon Burton will present an STC live Web seminar, “Doing More with Less: Using Topic-based Content Development,” from noon to 1:30 p.m. CDT. This seminar will introduce participants to topic-based content development, including how to plan and leverage the content they develop, regardless of the tool used and staff resources available. For more information or to register for this seminar, please visit [access.stc.org/iMISPublic/Core/Events/Events.aspx](http://access.stc.org/iMISPublic/Core/Events/Events.aspx). Ω

## Byline

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### Advertising Manager:

Francis Bao, [vicepresident@stc-chicago.org](mailto:vicepresident@stc-chicago.org)

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**News guidelines:** Send articles, news, and kudos to Byline at [byline@stc-chicago.org](mailto:byline@stc-chicago.org). Preferred format is a Word for Windows document file via e-mail. We reserve the right to edit for style and space.

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Half page (7.5"x4.5"): \$300 (1 issue)  
Whole page (7.5"x9"): \$500 (1 issue).  
Discounts for multiple printings.

The advertisement and payment must be received by the 20th of the month before the next published issue of the newsletter (e.g., submit ad and payment by November 20th for the December issue). 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.org](mailto:byline@stc-chicago.org).

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STC Chicago Chapter  
[www.stc-chicago.org](http://www.stc-chicago.org)

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## STC Chicago Chapter Leaders 2008

### President

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[president@stc-chicago.org](mailto:president@stc-chicago.org)

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### Vice President

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[vicepresident@stc-chicago.org](mailto:vicepresident@stc-chicago.org)

### Secretary

MaryKay Grueneberg  
[secretary@stc-chicago.org](mailto:secretary@stc-chicago.org)

### Treasurer

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### Chapter Historian & Advisor

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### Consulting and Independent Contracting SIG

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### Institute for Professional Development Liaison

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### Workshops and Seminars Committee

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### Regional Conference Committee

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### Web/Online Committee

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### Program Committee

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### Science Fair Committee

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### Academic Outreach Committee

Mary Sojoodi-Whalen  
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# Byline

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