

Byline



Quarterly Newsletter for STC Chicago Members

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Robert G. Frank Award Winner	3	JohnsonRauhoff Inc., a Michigan firm that includes three STC Chicago members, received the Best in Show Award in Technical Publications for its entry in the Reference Materials category: <i>LG – User's Guide and Installation Instructions – Front Loading Steam Combo Washer</i> .
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Competition Judges	8	Awards in the international competition will be presented at the Technical Communication Summit in May in Atlanta.
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STC Summit Scholarships	11	Judges' comments on the Best in Show entry included the following: <ul style="list-style-type: none">• "Publication is well organized and clearly aimed at its intended audience."• "Very clean layout."• "Good integration of graphics and text."• "White space has been used to make the publication become more attractive to readers."• "Whether following only the images, or reading and looking at images, I understood what was supposed to happen and what the end result was supposed to be."• "In general, this guide is a high quality piece and it fits all elements of technical communication."



Society for
Technical
Communication
Spring 2009
Volume 51
Number 3

Michigan Firm Receives Best in Show Award

JohnsonRauhoff is an integrated marketing communication firm based in St. Joseph and Benton Harbor, MI. Its web site is at www.johnson-rauhoff.com.

Jackie Huie, the president of JohnsonRauhoff, has more than 30 years of experience in marketing, advertising, and promotions. Her experience in technical communication includes usability, marketing and creative strategy, graphic design, and illustration. As an STC Chicago member, Jackie has a special appreciation for the high value of product communications as a tool for decreasing customer support calls, complaints, and product returns while increasing product usability, customer knowledge, and customer satisfaction and loyalty.

Paul Leaf leads the firm's Product Communications Group, which produces and maintains product documentation for multiple clients, many of which are in the major and small appliance industries. Paul, an STC Chicago member, works closely with clients to promote usability and usability testing as a means to elevate product quality and use.

John Lindenmayer, an account manager in the Product Communications Group, has

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"Best in Show Award" - Continued from Page 1

more than 30 years of technical writing experience and has worked in the heavy equipment, appliance, military, and commercial refrigeration industries. John, an STC Chicago member, is working on the redesign of customer instruction information for two clients that are well known in their industries.

Earl Peters, a member of STC's West Michigan Shores Chapter, was the team leader and technical writer on the Best in Show entry. Earl is account director for Whirlpool Brands for the Product Communications Group and has 12 years of experience in technical writing in the appliance, power tool, and manufacturing equipment industries. His efforts were supported by Elizabeth Koehler (art director), Terry Steven and Karen Peck (illustrators), Brian Poole (graphic designer), and Neil Iwan (proofreader). Ω



Paul Leaf Accepting the Best of Show Award

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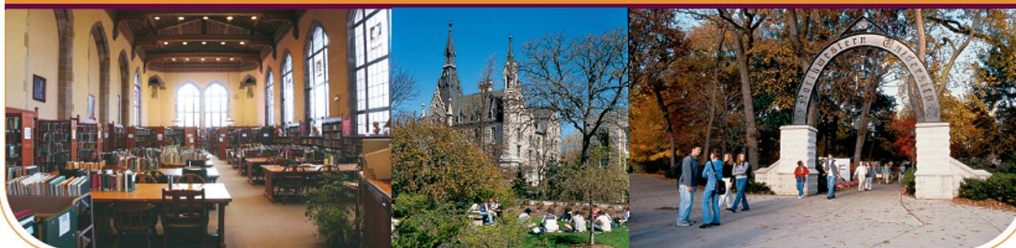
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Robert G. Frank Award Presented to Rebecca Hall

Rebecca C. "Becky" Hall received the Robert G. Frank Award from STC Chicago at the annual awards banquet on March 10.

The award honors chapter members who have played an especially active role in the chapter for 10 years or more. Recipients of the award are chosen by a committee of past recipients of the award.

Becky has more than 20 years of experience in technical communication and has been president of her own company, Rebecca C. Hall Consulting, since 1995. She has received many awards in technical publications competitions and has presented sessions at many STC annual conferences.

Becky is currently manager of the STC Chicago Nominating Committee, which identifies candidates for chapter offices, and has held many other chapter offices since 1997, including president, vice president, secretary, and co-manager of the Independent Consulting Special Interest Group (SIG).

She received the Distinguished Chapter Service Award from STC in 2002 and the President's Award from the chapter in 2001. She received the Bravo! Award in 1997 "in recognition of her tremendous effort, professionalism, and dedication to further the field of technical communication and creating the success of our chapter."

The late Robert Frank was a dedicated leader of the Chicago Chapter who worked beyond reasonable expectations to make the chapter successful. Much of his professional life was spent in support of the chapter's long-term success. The award is intended to honor Robert by recognizing STC members who characterize the dedication that he displayed. Ω



Becky Hall Accepting the Robert G. Frank Award

STC Membership at a Glance

Total members: 13,263

Members residing in the U.S.: 11,236

Members residing in Canada: 1,206

Members residing elsewhere: 821

Total communities*: 155

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

STC Chicago Membership at a Glance

Total Affiliated Members: 340

Associate Fellows: 7

Fellows: 5

Members: 112

Senior Members: 197

Student Members: 19

Ω

President's Award Presented to John Hartigan and Mike Tillmans

John Hartigan and Mike Tillmans each received a President's Award from Chapter President Francis Bao at the annual STC Chicago awards banquet on March 10.

"Both of them deserve this award, and I think this will attract more volunteers to serve the chapter in the future," Francis said.

The STC Chicago President's Award was established in 1993 to recognize significant volunteer contributions of chapter members not previously recognized at the society level. Recipients are selected by the chapter president of the current year.

"John worked very hard to organize chapter meetings, which sometimes can be a challenge. He is very responsible and has made a very dedicated contribution to our chapter," Francis said.

John started his technical communication career in 1997 as an associate technical writer for Follett Higher Education Group. He moved on to Rockwell Corp. in 2000. After rebrandings, mergers and acquisitions, John left for Orbitz, where he has worked as a senior technical writer for three years. John has won awards in STC chapter and international competitions for his work. John began his volunteer career in STC Chicago in 2000 as a judge in the technical communications competition. He was elected to the Nominating Committee in 2003 and served as committee manager in 2005. He managed the Program Committee from 2006 to 2008 and continues to assist the committee with meeting registration and venue contacts.

"Mike worked very hard to organize the Chicago e-Learning Technology Showcase last August and is working on a second e-Learning Showcase, which will take place this August. He also works with Jim Jones to organize workshops and helped Linda Jansak to pro-

mote events for the Chicago Chapter," Francis said.

Mike is co-manager of the Workshop & Seminars Committee and has been an STC member for five years. He is an independent consultant, operating Tillmans Performance Improvement, which offers services in instructional design, business/process analysis, and documentation. His clients and prior employers include Illinois Institute of Technology, Tellabs, United Airlines and Arthur Andersen. Mike has a doctoral degree in Instructional Design and Development from Florida State University. Ω



John Hartigan Accepting the President's Award



Mike Tillmans Accepting the President's Award

Distinguished Chapter Service Award Presented to Jim Jones

Jim Jones, co-manager of the STC Chicago Seminars & Workshops Committee, received the Distinguished Chapter Service Award (DCSA) at the chapter's annual awards banquet on March 10.

STC initiated the DCSA program in 1988 to acknowledge the work of chapter members who repeatedly and consistently provide exemplary service to STC through chapter activities. Chapters submit DCSA nominations to the international STC Board of Directors, which approves the final awards.

Jim has been an STC member since 1995, has volunteered with the chapter's educational programs for at least six years, and has managed the chapter's technical workshops for three years. He organizes the workshop and seminar series each year, doing much of the groundwork of finding locations, finding presenters, helping determine fees, and developing the promotional materials to be sent to members and local outlets. In addition, he served on the chapter's Nominating Committee from 2006 to 2008.

Jim's work for the chapter is more remarkable because of the extent of his physical disabilities. He can walk short distances with a walker but often uses a wheelchair. This limits his ability to attend meetings that are not near public transportation. Jim has overcome these limitations to find a niche where he has served the chapter well, taking on an area where we were deficient and helping to develop and maintain a strong and consistent program that greatly benefits chapter members.

Jim's freelance communication business offers technical communication services (technical editing, writing, and illustration, some science editing, cartoons and logos

for online) and translation services (Chinese to English, German to English, and Spanish to English). Samples of Jim's work can be seen at the Technically Visual blog: www.stc-chicago-jim.blogspot.com.

A Byline article profiled Jim in spring 2005, and a version of this article is still online at http://www.stcsig.org/sn/Achieve_aug05.shtml. This is the August 2005 issue of Achieve!, the newsletter of STC's AccessAbility Special Interest Group (SIG). Ω



Jim Jones Accepting the DCSA Award

Winners of the 2009 STC Chicago Competition

Online Communication Awards

Excellence

CorelDRAW X4 Help

- Nadezda Vladimirova
- Ludmila Minkova
- Barry Kuan

Merit

ZebraNet Bridge Enterprise Help System

- Heidi Colonna
- Advanced Technology Group

Podcast.iu.edu

- Christine Fitzpatrick
- Martin J. Wagner
- Ned Shaw

Technical Art Awards

Excellence

Emblem: World's Fastest Open Science Supercomputer

- Michele M. Nelson
- Chel Lancaster

Super Cluster

- George J. Joch

Merit

Electrostatic Discharge Corona Composite Image

- Jesse Dember

Annual Report Design Awards

Distinguished

Celebrating the Progress 1998-2008, Continuing the Journey

- Maria Morris
- Jan R. Holloway

METACyt Initiative Retrospective 2005-2008

- Malinda Lingwall
- Maria Morris

Promotional Information and Design Awards

Excellence

Sawyer Philosophy Lecture in Science, Technology, and Society Poster Series

- James Maciukenas

Merit

Computational Science at Argonne National Laboratory

- Michele M. Nelson
- Cheryl G. Drugan

Metals Technology and the Advanced Photo Source

- Richard Fenner

Promotional and Informational Materials Design Awards

Excellence

Argonne Leadership Computing Facility

- Michele M. Nelson
- Chel Lancaster

Energy Frontier Research Centers: Tackling Our Energy Challenges in a New Era of Science

- Sana Ann Sandler
- Renée M. Nault

Merit

Climate and the Advanced Photo Source

- Richard Fenner

Display Awards

Excellence

Enabling Deployment of Biobased Fuels and Products

- Sana Ann Sandler
- Renée M. Nault

Transportation Research and Analysis Computing Center: Exhibit

- Renée M. Nault
- Sana Ann Sandler

Technical Publications Awards

Distinguished

METACyt Initiative Retrospective 2005-2008

- Malinda Lingwall
- Maria Morris

Excellence

Future Science Needs and Opportunities for Electron Scattering: Next-Generation Instrumentation and Beyond

- Renée M. Nault
- Sana Ann Sandler

Continued on Page 7

Merit

What's New in Orbitz for Business - August 23, 2008

- John Hartigan
- Kimberly Myles

Reference Materials Awards

Distinguished

CorelDRAW Handbook: Insights from the Experts

- Erma Petrova
- Jody Johnstone
- Joanne Runte

Excellence

Avaya Integration Guide CIM Version 6, Release 6.6.0

- Elizabeth L. Burke

BLUE™ Administration Reference Guide, v2.2

- MaryKay Grueneberg

Online Proofing User Guide, ICS v3.6

- MaryKay Grueneberg

Zebra HC100 User Guide

- Donna Jones
- Martin Schwan
- Cabel Sholdt

Merit

Budgeting Guide for Store Managers and Directors

- Kate Carmichael

Discover Financial Services CSCB Division Style Guide

- Gretchen Quillin
- Lynne Havertine
- David Birk
- Linda Gushulak
- Dan Mason
- Stephen Neilson
- Nedra Stewart
- Meg Zold

Elevation Cross-trainer Service Manual

- Ron Shafer

Install an RJ45 Lock

- Margaret Dawn

Primex Wireless SNS™ Clock Systems Documentation – 2008

- Mike Starr

Rebranding Syntellect Product Documentation

- Elizabeth L. Burke

Survey Manager Data Dictionary and Entity Relationship Diagram (ERD) Syntellect Version 1, Release 1.0.0

- Elizabeth L. Burke
- Kim Russell

Survey Manager Quick Start Guide Syntellect Version 1, Release 1.0.0

- Elizabeth L. Burke

Win/DSS Back Office Time Module User Guide

- Hanna V. Mills

Win/DSS Discount Matrix Changes

- Nancy T. Carpenter

Zebra HC100 Quick Reference Guide

- Donna Jones
- Jesse Dember
- Carla Martinek

Periodicals Awards

Excellence

FMS Pipeline

- Nancy L. Erdmann
- Sana Ann Sandler
- FMS Pipeline Committee

Frank H. Stowell & Sons, Inc. Newsletter

- Paul Howard
- Agnes Donnadieu
- Hayward Blake

Technical Marketing Support Awards

Distinguished

Celebrating the Progress 1998-2008, Continuing the Journey

- Jan R. Holloway
- Maria Morris

Excellence

CorelDRAW Graphics Suite X4 Reviewer's Guide

- Ottawa Documentation Team
- Product Marketing Team

Scientific Discovery with the World's Fastest Open Science

Computer

- Cheryl G. Drugan
- Michele M. Nelson

Transportation Research and Analysis Computing Center:

Fact Sheets

- Renée M. Nault
- Sana Ann Sandler
- Cindi Andersen

Merit

Illinois Center for Advanced Tribology

- Renée M. Nault
- Sana Ann Sandler

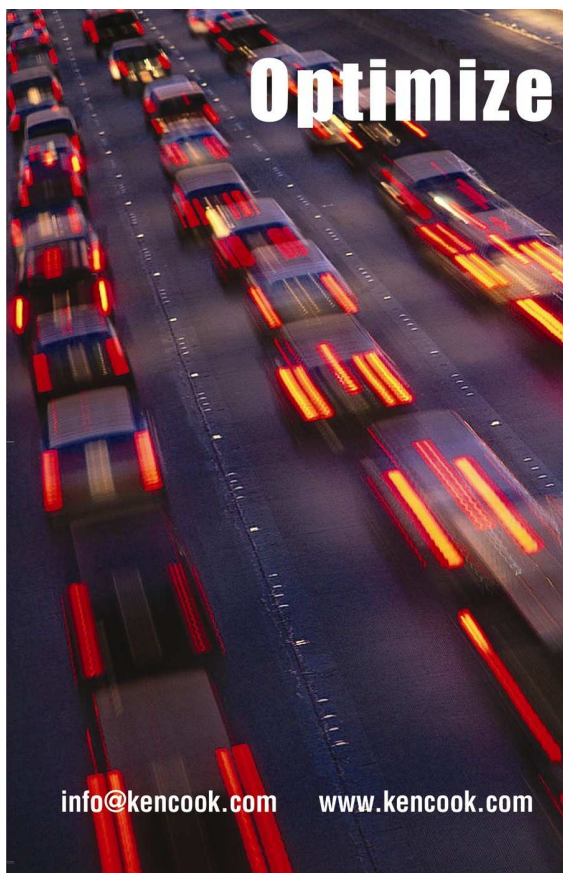
IU Stat/Math Center Brochure

- Sarah Engel
- Maria Morris
- John Samuel Ω

STC Chicago Competition Judging

STC Chicago thanks the following Judges for volunteering and making this competition a success!

Francis Bao	Carolyn Hurlburt
Dave Brock	Linda Jansak
Elizabeth Burke	Jim Jones
Heidi Colonna	Alane Landgraf
Margaret Dawn	Betsy Maaks
Jesse Dember	Carla Martinek
Dan Dornbrook	Gwynne Monahan
James Goldsmith	Pamela Nelson
MaryKay Grueneberg	Tom Reed
Beth Harker	Steve Stuff
Sharon Harney	Lisa Tallman
Chris Hester	Irene Zurek Ω



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STC Chicago Member Profile - Mary Ryba Knepper



Member Since	I truly don't know but around 20 years.
Job Title	President, Ryba Associates, Inc.
STC Affiliation	Chicago and East Tennessee geographical communities; Instructional Design and Learning Special Interest Group.
Years of Experience	Counting academe? Yikes. Nearly 35, but 26 as a consultant and owner of a small training and documentation company, with a short leg in academe.
Tech Comm Philosophy	Strive to provide useful information in a simple style, timely manner, and manageable medium with minimal drain on client resources during development and delivery. When we get the design and delivery right, users experience a "bumpless transfer" of information and SMEs do not get calls at 3:00 a.m.
Favorite STC Moment	When the Chicago STC Institute became a reality.
Favorite Work Moment	I love the jazz of initiating a new project. That final edit, however, is my least favorite!
Working on Now	Program plans for the East Tennessee chapter that reach each member through member profiles, help market STC in the community, and reach out to businesses to demonstrate the value of technical communication professionals to their enterprise. I am also reading all I can find about e-learning—principles, practices, and tools—and co-writing a book for tax professionals on writing.
Favorite Movie	<i>The Big Kahuna</i> , because a good friend wrote it. Had he not written it, I would say <i>Children of Heaven</i> , directed by Majid Majidi, an Iranian film about a kid who lost his sister's shoes, shared his with her, and learned to run so they could both wear them at optimal times.
Favorite Music	Anything live and good, including opera, Americana, jazz, classical, blue grass (a recent addition), rock, blues, folk, international.
Favorite Book	<i>The Ghost Locust</i> , because a good friend wrote it. Had she not written it, I would say Dostoyevsky's <i>The Brothers Karamazov</i> .
Favorite Technical Communicators	Joseph Williams. His books on style warrant yearly rereading. I also look to my colleagues to offer edits, ideas, and direction; STC materials; Bill Horton, Ann Rockley; Joann Hackos; and Douglas Wieringa, whose <i>Procedure Writing: Principles and Practices</i> has been helpful.
Where I'd Like to Be 10 Years From Now	Doing the same things but better; reaching more people, but more wisely; serving a broader purpose but not straying too far from the garden. Ω

Upcoming Meetings and Networking Events

Thursday, April 23, 2009: Manage Your Documents with Web-Based Tools

Our speaker, Milwaukee-based entrepreneur Ken Cook, will discuss web-based tools that technical communicators can use to manage projects. Buffet dinner featuring food from Philander's Restaurant is included. A cash bar is available. Registration deadline: Thursday, April 16. Online rates (before deadline):

- \$30 for members
- \$40 for non-members

Rates at the door (cash or check only):

- \$40 for members
- \$50 for non-members

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 (click on "Meetings" then "Meeting Registration").

For directions: Call 708-848-5000 or visit the hotel web site: www.carletonhotel.com/directions.asp.

Thursdays @ STC Chicago: Networking Events

Join STC Chicago members for lunch or dinner on the first Thursday of each month. These networking events are free. Attendees pay for their own food and drinks.

When: Lunch at 11:30 a.m. – 1:00 p.m.; Dinner at 5:00 p.m. – 6:30 p.m.

Where: A variety of locations in the city and suburbs.

For details, visit www.stc-chicago.org (click on "Thursdays @ STC Chicago").

Wednesday, June 10: Networking Happy Hour

Join us in Chicago's West Loop for a networking happy hour with hot and cold appetizers and a cash bar. This will also be our annual business meeting, introducing STC Chicago officers for the 2009-2010 program year.

When: 5:30 to 8:30 p.m.

Where: Allstar Sports Bar and Grill, 555 W. Madison St., Chicago (enter from Clinton St.)

Register by: Friday, June 5

For directions: Go to www.allstarbarandgrill.com or call 312-277-0500. Ω

Upcoming Seminars and Workshops

You can register for either of the following workshops at www.stc-chicago.org.

Saturday, April 11: Adobe RoboHelp 7 HTML

Russ Friend, an STC Associate Fellow, will present an all-new workshop. New users of Adobe RoboHelp 7 HTML will learn how to develop a basic Help project in Microsoft HTML Help format. Robohelp X5 users will learn processes and tips for updating to Version 7.

When: 9 a.m. to 3 p.m.

Where: National-Lewis University, West Suburban Campus, 850-950 Warrenville Rd., Lisle

Register by: Saturday, April 4

For directions: Go to www.nl.edu/campuses/lisle.

Friday, April 17: Personal Power Tools – Listening, Conflict Management, and Negotiating Skills

Mary Ryba Knepper, STC Associate Fellow, will present a workshop aimed at helping you work more effectively with colleagues and clients. Learn how to respond to communication malfunctions with improved skills in listening, managing conflict, and negotiating.

When: 8:30 a.m. to 4:15 p.m.

Where: Carleton Hotel, 1100 Pleasant St., Oak Park

Register by: Friday, April 10

For directions: Go to www.carletonhotel.com/directions.asp. Ω

STC Offers 250 Scholarships to Technical Communication Summit

Recognizing the impact of the current economic downturn on technical communicators, STC will grant 250 scholarships to members who have been laid off, let go, downsized, or forced to take a pay cut of 10% or more. Scholarships of \$400 will be awarded to members wishing to attend the STC Technical Communication Summit on May 3 to 6 in Atlanta.

The scholarships are open to STC members in good standing who are any of the following:

- unemployed
- employed but forced to take at least a 10% cut in salary
- consultants or business owners who have experienced a downturn in business revenue of at least 10%

Applicants must also stay at the official conference hotel (Hyatt Regency Atlanta) in order to take advantage of this benefit.

To apply for the scholarships, eligible members should download the registration form at

<http://conference.stc.org/register/scholarships.asp>.

Also in response to the economic downturn, STC is offering split payment (half in advance and half on site) for conference registration and phased payment for member dues. For more information, visit www.stc.org. For information about other help available to STC members, visit the "Resources for Members During Tough Times" page at www.stc.org/stcmembers/member-resources.asp.
Ω

Byline

Editor:

Tom Lunde, byline@stc-chicago.org

Advertising Manager:

Francis Bao, president@stc-chicago.org

Byline is a quarterly 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* at 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.

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 printings. For details, go to our web site and click on *Byline* Advertising.

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.

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Society for Technical Communication
Phone: 703-522-4114
Fax: 703-522-2075
www.stc.org

STC Chicago Chapter Leaders 2008-2009

President

Francis Bao
president@stc-chicago.org

Treasurer

Linda Kelley
treasurer@stc-chicago.org

Immediate Past President

Linda Jansak
ipp@stc-chicago.org

Newsletter Committee

Tom Lunde
byline@stc-chicago.org

Vice President

Dan Dornbrook
vicepresident@stc-chicago.org

Program Committee

Open
program@stc-chicago.org

Secretary

MaryKay Grueneberg
secretary@stc-chicago.org

Scholarship Committee

Open
scholarship@stc-chicago.org

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