

Byline



Bi-Monthly Newsletter for STC Chicago Members

President's Message

Thanks for a Great Year!

By Adam Evans



And just like that, the 2014-2015 program year draws to a close. I literally passed the gavel into Betsy Maaks' competent hands at our last program meeting, and come July 1, I'll figuratively pass it as she officially steps into the President's role.

But before we look too far into the future, I'd like to highlight some of the year's accomplishments. We've held 11 monthly meetings, offered two scholarships, sponsored one conference, and celebrated our 60th anniversary as a chapter of STC—no small achievement!

I'm very proud to announce that all of our efforts earned us a Community of Distinction Award from STC for 2015, one of STC's highest honors.

Many volunteers assisted in keeping STC Chicago's amazing offerings afloat this year, and I'd like to thank a few of them here: Cheri Noble, Betsy Maaks, John Hartigan, Cynthia Laughlin, Linda Kelley, Linda Jansak, Bill Leavitt, MaryKay Grueneberg, Josee Martens,

Dan Dornbrook, Francis Bao, Steve Napora, Jessica Daugherty, and Jessica Behles, just to name a few. They all contributed as individuals on committees and through their volunteerism, and I thank them.

It's been a remarkable year. We've seen attendance at our monthly programs increase, which makes them an excellent place for networking and learning. We've had our number of volunteers grow, which allows us to add value to our membership. And we were recognized by STC as one of the premier chapters in the organization.

As I look to the future, I'm excited at what I see, both in the near- and long-term. In the near-term, we're gearing up for the Chicago eLearning & Technology Showcase on August 18. I hope to see you all there! We're also getting ready for another program year of exciting and interesting events. Stay tuned to your email for announcements.

Continued on page 4

Registration is now open for the Chicago eLearning & Technology Showcase

August 18
Northwestern University
School of Law

[Get more info...](#)

inside this issue

New Associate Fellows	2
History of STC Chicago	4
eLearning Showcase	4
May Meeting Photo Recap	5

Find us online!



Meet Our New Associate Fellows: MaryKay Grueneberg and Francis Bao

STC Chicago is proud to introduce our two newest Associate Fellows, MaryKay Grueneberg and Francis Bao. An STC Associate Fellow is a Senior member who has been formally recognized by the Society for having attained distinction in the field of technical communication. Associate Fellows have accomplished one or more of the following:

- ◆ Been responsible for important work in the field of technical communication.
- ◆ Done notable original work that has contributed to the advancement of technical communication.
- ◆ Made significant contributions to the Society and helped to tell STC's powerful story.

Congratulations MaryKay and Francis!



MaryKay Grueneberg

MaryKay Grueneberg has spent 32 years as a technical communicator, predominantly for the computer software industry. She has a Bachelor's degree in Computer Science and Journalism, a Master's degree in Communications, and a Master's certificate in Non-Profit Management.



MaryKay joined STC in 1995 and in 2007 ran for Secretary of the Chicago chapter. Working her way up through various Administrative Council roles, she became Chapter President in 2010-11 and since then has been active at the Chapter level on several committees.

She is also active at the Society level for STC. She is on several committees on the CAC, including the CAA and Pacesetter Evaluation Committee and the Outreach Committee. She has been a Team Lead and judge for several years for the Summit Awards competition.

How long have you been working in tech comm?

I have been in the tech comm field for 32 years. My first job out of college was as a technical writer, and I've been doing writing and editing ever since. I've had many titles over the years, but most common has been "Technical Writer." By far, my favorite official title was "Queen of Words"!

Is there anything you wish you had known about STC when you first joined the organization?

I wish I had discovered the Summits from the very beginning. Despite being a member for 20 years, I did not attend my first Summit until 2010. I cannot tell you how wonderful the Summit is — for both personal and professional growth.

What's the most significant thing you've learned from being involved with STC?

I've learned the importance of networking, presenting, and mentoring. It doesn't matter how long you have been in a given field, there is always something new to learn. Mentoring and presenting are just as beneficial to you as to your mentee and attendees.

What advice would you give someone who is thinking about joining STC?

Take advantage of all STC has to offer. Attend monthly chapter meetings and webinars. Get on stc.org and explore. There is a wealth of knowledge out there, including many free webinars.

What is your favorite STC moment?

I've had many special moments and have had an opportunity to work with some amazing people. I loved my experience as STC Chicago President in 2010-11. But my truly favorite moment just happened — when I walked across the stage as part of the 2015 class of STC Associate Fellows at the 2015 Summit last week. It is an honor to join the ranks with people I've looked up to and admired during my career.

What is your favorite work moment?

By far, my favorite work experience was being selected as part of a program called the SAP Social Sabbatical. We went to Brazil for a month to do pro bono work for various non-profit organizations. My team worked with the City Hall of Porto Alegre, helping them to revamp their communications systems.

What would be your ideal vacation?

In August, I will be going on a 5-day safari in South Africa. I don't know how "ideal" it will be, I just know that it will be AMAZING!

What do you like to do on weekends?

I spend much of my free time with the Warriors' Watch Riders, doing various Welcome Home missions for Troops returning from overseas. Unfortunately, we also have had to do many Honor Missions for those we've lost. I also do a lot of work with The Heart Of A Marine Foundation, which is a non-profit organization that helps active duty troops and veterans.

Where would you like to be 10 years from now?

Well, in a perfect world, I would love to be retired and spending all my time volunteering with the various non-profits that I work with. However, in the real world, I will most likely still be writing and editing and reaching my 42nd anniversary in the field of tech comm.

Francis Bao

Francis Bao has been a senior member of STC since 2002. After serving on many committees and in almost every position on the STC Chicago Administrative Council, including Chapter President, Francis currently manages the Advertising and Sponsorship committees. He has also volunteered as a competition judge for many years.



Francis has won a number of professional awards, including STC Chicago Technical Communication Competition awards, APEX awards, the President's Award, the Distinguished Chapter Service Award, and the Robert G. Frank Award. He has written several articles for Byline, the TE SIG newsletter, the ITC-SIG blog, and the STC blog and has published theoretical papers in STC's magazine, Intercom.

Francis owns a Chicago-area technical writing and translation consulting company.

What are you working on now?

I am working on an international project for a company in Chicago. It builds up innovative parking systems in the U.S. I translate their tech documents for an overseas company in China that wants to partner with this Chicago corporation.

When and how did you first get involved with STC?

I became a member of STC in 1997. My professor from NIU, Dr. Christine Abbott, introduced me to the Society. I joined the Chicago Chapter in 2000.

What advice would you give someone who is thinking about joining STC?

Joining STC enables members to learn new cutting-edge technologies that will help technical communicators in their jobs. In addition, members have chances to network with others to receive more information about employment and educational opportunities.

What is your favorite STC moment?

My favorite STC moment was in 2009, when I was Chapter President and our chapter received the Community of

Distinction award in Atlanta. A group of our chapter members went on stage to receive the award.

How long have you lived in Chicago?

Since 1987.

What do you like the most and least about the city?

I like the Chicago skyline and Lake Michigan the most. What I like the least in the city is its unique food, such as hot dogs and pizza.

What is your favorite place to visit?

Rocky Mountain National Park in Colorado, the best national park I have ever been to.

What kind of music do you listen to?

Classic and popular music. “Blue Danube” is my favor symphony that I listen to very often. Also, I love to listen to popular music such as “America the Beautiful,” “This Land Is Your Land,” and “Battle Hymn of the Republic.” Ω

A History of STC Chicago

Chapter Historian Bill Leavitt has documented the 60-year history of STC Chicago as part of our year-long anniversary celebration. From manual typewriters to social media, you’ll find this fascinating look at the past (dues were only \$12 in 1965!) on the chapter website. [Check it out!](#) Ω



STC Chicago members (l to r) Linda Kelley, Francis Bao, Bill Leavitt, MaryKay Grueneberg, Adam Evans, Ken Cook, Trina Grieshaber, and Jessica Daugherty pose at the Summit with our Community of Distinction award.

Chicago eLearning & Technology Showcase Returns August 18

The highly anticipated eighth annual Chicago eLearning & Technology Showcase returns to the Northwestern University School of Law in downtown Chicago this year. If you’re an instructional designer or developer, trainer, technical writer, eLearning and technology marketer, training manager, content manager, or new media developer, you won’t want to miss this important event.

The Showcase provides a full day of presentations with an emphasis on the role of new media and interactive methods in organizational training. Speakers will explore all aspects of elearning — instructional design, development tools, media resources, virtual classrooms, social and interactive applications, mobile learning, rapid elearning, and more.

The cost for ATDChi, Chicago ISPI, and STC Chicago members is \$105 by July 31, or \$135 August 1 or later. The registration cost includes a light breakfast, coffee and snack breaks, and lunch.

Date	August 18
Check-in	8:00 AM
Location	Northwestern University School of Law Chicago Campus

[Register now.](#) Ω

President’s Message

Continued from page 1

In the long-term, I see STC Chicago’s offerings continuing to expand and our membership increasing in size. It’s an exciting time to be a part of STC — just check out our LinkedIn job board! The industry is making a comeback.

Finally, thank you for the opportunity to serve as President this past year. It was a growth opportunity for me personally, and I hope I steered the ship in the right direction during my short tenure at the helm. I look forward to serving in various capacities in the future. Thanks for a great year! Ω

May Meeting Photo Recap



Outgoing chapter president Adam Evans hands off the gavel to incoming President Betsy Maaks.



Speakers Andrei Essaulov and Mary Linderman describe how to build your first website for API documentation.



A plentiful Greek buffet is enjoyed by all at the Parthenon Restaurant.

2015 is STC Chicago's 60th year as a chapter of the Society for Technical Communication. Thank you to our generous sponsors!



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STC Chicago Chapter Leaders | 2014-2015

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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 Microsoft® 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.

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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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