

STC Chicago Wins Apex Award

STC Chicago has continued on our winning streak and has, once again, earned the annual Apex Award for Publication Excellence for our newsletter, *Byline*.

Thursdays @ STC Chicago

Are you a recent graduate? New to STC Chicago? A senior STC member looking for advice or help with a project? Join us on the first Thursday of each month for our informal discussion and networking series, *Thursdays @ STC Chicago*, where practicing technical communicators discuss innovative trends in the field, present their latest projects, and network with colleagues over a meal. Open to all, the events are free and are held at a variety of Chicago-area locations on the first Thursday of every month. Attendees pay for their own food and drinks, but the camaraderie is priceless. Check our Website for monthly locations and dates.

Our next meetings will be held this Thursday, Oct. 3, at three locations from 11:30am-1:00pm.

Northern Location

Half Day Brewing Company
200 Village Green
Lincolnshire, IL 60069

Northwestern Location

Jason's Deli
1530 McConnor Pkwy (off Meacham, just south of 90)
Schaumburg, IL 60173

City Location **new location for October**

**This location changes frequently—watch the website for current location.*

Revival Food Hall
125 S Clark St
Chicago, IL 60603

Look for the writers at the tables around Lito's Empanadas and Danke Sandwiches.

Wednesday Webinar Series

Smitten with Strategy: What we got wrong (and right) about content strategy

It's not uncommon in content strategy to find ourselves focused more on the content and less on the strategy. Content is concrete: we know what we're working with and what to do with it. On the other hand, strategy is more ambiguous: is it a plan or a process? A set of tools? Project goals? Or all of the above?

Strategic thinking is a valuable skill: it makes us better problem-solvers, facilitators, and decision-makers. This webinar will introduce the basics of strategy and provide a foundation for moving from deliverable-focused thinking to a more strategic-thinking mindset, as well share why we need both ways of thinking to be truly successful.

[REGISTER NOW](#)

Wednesday, Oct 2
12:00 - 1:00 pm CST

STC Chapter Members - FREE
STC Members - \$5.00
Non-members - \$10.00

About the Speaker

Chris Hester is the Corporate Web Lead for UL, where she leads the development, management, and governance of content strategy, content design, workflow processes, information architecture, and taxonomy. She has been actively involved in the technical communication community as a volunteer and is a co-organizer of the Chicago Content Strategy Meetup group.

In this issue:

Thursdays @ STC Chicago	- 1 -
Wednesday Webinar Series	- 1 -
Friends of STC Chicago Sponsor	- 2 -
Member Congratulations!	- 2 -
Membership Renewal	- 2 -
Upcoming Oct & Nov Meetings	- 3 -
Aug & Sep Chapter Meeting Summaries	- 4 -
2019 eLearning Showcase Wrap-Up	- 5 -
Scholarships for 2020 - 2021 Academic Year	- 6 -
2019 Remaining Chapter Meetings	- 6 -
VIP Program Begins Again	- 7 -

Friends of STC Chicago Sponsor**LavaCon 2019****Enhance Your Skills. Find Your Tribe. Make a Difference.*****The LavaCon Content Strategy Conference***

The LavaCon Content Strategy Conference:

A gathering place for content Strategists, content engineers, documentation managers, and content professionals

Portland Oregon: October 27-30, 2019

Member Congratulations!

Copresco's Flagship Newsletter Wins APEX Award of Excellence!

Copresco has won an APEX Award of Excellence for its Overnight Lite newsletter. Overnight Lite is the flagship of Copresco's marketing communications program and has been published and mailed continuously for 30 years.



"We are extremely proud of this achievement. It is virtually unheard of in today's world of diminishing print publications," says Copresco President Steve Johnson

Don't miss out!**Renew your membership with STC today!**

As a technical communicator, you know the value of being a member of STC.

STC has a membership category for wherever you are in your career. Membership offers access to peer-to-peer networking, certification, professional education, award-winning publications, and much more.

[Renew](#) your membership today and continue to receive resources and discounts through 2020!

Don't forget to also select STC Chicago as your chapter and get entered into our membership drawing (see graphic for details).

Gear up for the journey

Network | Learn | Grow | Lead



STC
CHICAGO

Join or renew membership now at stc.org

Sign up by December 31, 2019, select STC Chicago chapter, and enter chance to win 1 of following:
Mobile device holder + surprise bonus | or | power bank/charger + surprise bonus

Ongoing professional development is key to advancing knowledge, skills and connections throughout the peaks and valleys of a career. Whether you are new to tech comm or you are a seasoned veteran, look to STC Chicago as a springboard to spread your wings and soar.

Don't miss this opportunity to join or renew your membership with STC Chicago. Sign up by December 31, 2019, at stc.org and select the STC Chicago chapter for your chance to win one of two prizes:

- A mobile device holder and a surprise bonus
- A power bank/charger and a surprise bonus

Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Technical Communicator

Join us downtown on October 17 as STC Chicago member **Jessica Behles** gives her Summit presentation on working in cybersecurity as a technical communicator. Even if you are not looking into transitioning into cybersecurity, she has a ton of great tips and tricks related to security.

With new high-impact data breaches being announced practically every month, cybersecurity (CS) is a thriving, quickly evolving field that is rapidly growing in importance. Cybersecurity threats are becoming more pervasive and difficult to prevent. Many of the field's problems – ranging from the need for understandable, on-time documentation for increasingly complex security products to training user to exercise good security hygiene – are inherently communication-based. Technical communicators are a natural fit to face these challenges with their blend of communications skills and technical expertise.

This session will teach you what it takes to break into and thrive in cybersecurity, a field currently experiencing a talent shortage. You will learn the skills, education, and other requirements that recruiters look for, as well as those attributes that will help you succeed in the field once you break in. You will also find out what CS technical communicators do in these positions.

[Register Now](#)

When

Thursday, October 17, 2019
6:00-6:30 Check-in + networking
6:30-7:15 pm – Dinner
7:15-8:30 pm – Program

Where

Bar Louie *Dearborn Station – Printers Row*
47 W Polk Street Chicago, IL 60605

Cost

STC Chicago Members – \$10
Other STC Members - \$20
Students – \$15
Non-Members - \$25

Breaking the Chains of Resistance: Mastering Effective Change Management

We all deal with change in our own way. We find a way that works for us as individuals. But what happens when you are a manager of a team and you need to implement change? How do you help a group of individuals collectively and successfully deal with change? STC Chicago member and immediate past president **MaryKay Grueneberg** will give us some concrete tips on helping teams to manage change.

At this session, you will learn:

- Definition of change management
- Why change management is necessary
- 6-step change management cycle
- How fear affects change
- Tips for managing change

[Register Now](#)

When

Thursday, Nov. 21, 2019
6:00-6:30 Check-in + networking
6:30-7:15 pm – Dinner
7:15-8:30 pm – Program

Where

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

Cost

STC Chicago Members – \$10
Other STC Members - \$20
Students – \$15
Non-Members - \$25

STC Chicago August 2019 Chapter Meeting Summary

By Alex Yant

The Chicago chapter of the Society for Technical Communication (STC) convened its monthly meeting on Thursday, August 15th at Bar Louie in Schaumburg. This month's theme was "Summit Remix - Three Key Takeaways from the 2019 STC Summit". The meeting was well attended, with about 18 members and non-members present. Three STC speakers - Francis Bao, MK Grueneberg and Elizabeth Burke - shared abbreviated insights from the 2019 STC Summit in Denver, CO.

Mr. Bao primarily spoke about the keynote address. The Summit kicked off with an enlightening talk by Peter Morville. Regarded as one of the "founding fathers" of information architecture, Morville's talk centered on the theme of *Tomorrow's Architects*. He stressed that shifts in technology call for new ways to think about planning and strategizing for the future. Simply put, everyone in an organization has a responsibility to shape that vision. Mr. Bao also mentioned that, throughout the summit, there were ample networking opportunities to expand one's professional circles and grow their careers.

Ms. Grueneberg discussed continuing education for technical communicators, as well as the scope of the STC Summit. With over 12 workshops and 102 presentations, there was a lot to learn in Denver. Many of the sessions were standing room only! Amidst the technical buzz, Ms. Grueneberg said one of the best talks from the Summit involved an anecdote about a juice box. The moral of her story comprised of three take-aways: never settle for the unexpected, think outside the box, and consider changing your perspective. The next STC Summit will take place in Bellevue, WA from May 15-18, 2020. Registration is now open, and all technical communicators are encouraged to attend. (Check stc.org for Summit details.)

Before the meeting concluded, Ms. Burke gave a summary presentation of STC Summit speaker Ginny Reddish's topic: "Technical Communicators: Where we've been, where we're going." She

touched on trends in the technical communication field, and where it is headed. When the Society for Technical Writers began in 1953, it was a male-dominated field with a relatively narrow focus. Rebranded multiple times, it settled on the current Society for Technical Communication title in 1971. In this tech-centered field, change is the only constant. The screens for which technical communicators write are getting smaller, and the audience is more international than ever before. Technical communicators will likely be tasked with a greater variety of challenges in the near future. With the continuing rise of social media and video sharing, consumers expect to easily find the technical information they want on these channels. No matter what the future holds, Ms. Burke emphasized that technical communication has always been (and always will be) a user-centered field. Regardless of changing technology and deliverables, technical communicators have three main objectives: *help* users find what they need, *understand* what they find, and *act* appropriately on that understanding.

STC Chicago September 2019 Chapter Meeting Summary

By Alex Yant

The Society for Technical Communication - Chicago came together for its monthly meeting on Thursday, September 19th at Olive Garden in Downers Grove. Jack Molisani, Executive Director of The LavaCon Conference and President of ProSpring Technical Staffing, presented "Increasing Your Corporate Value" to an audience of fourteen, who happily dined on hearty bowls of salad and pasta as he spoke.

Those who know Jack are aware of his dynamic presentation style. This meeting was no exception. Mr. Molisani, also an STC fellow and author of *Be the Captain of Your Career*, tossed chocolate coins into the crowd as he quizzed the audience on their personal brands. His message: everyone present was more than just a "technical writer" or "technical communicator." Those titles do not suggest inherent value to a company. Rather, lead with a succinct impact statement, such as "I solve

business problems” or “I write clear documentation to improve ROI.” Communicating a value-based brand often leads to improved recognition and appreciation from your team. It can also make a big difference when competing for an internal promotion, or an external job opportunity.

Further, Mr. Molisani discussed the scope of “value” technical communicators bring to their employers. On top of *actual* value (generating revenue and reducing costs), there is the subjective *perceived* value of each employee. To optimize your marketability, Jack suggested objectively tracking your actual value through outcome measurements, while developing a consistent impact statement to define your perceived value. Consult his slide presentation for additional information, such as “soft skills” hiring managers want to see on your resume. Here is the Slideshare link:

<https://www.slideshare.net/LavaConConference/inc-reasing-your-corporate-value>

Near the end of his presentation, Mr. Molisani encouraged everyone to attend this year’s LavaCon Conference, taking place in Portland, Oregon from October 27-30. With over forty sessions, multiple hands-on workshops, and a notable panel of featured speakers, it will be full of valuable information!



2019 eLearning Showcase Wrap-Up

On Tuesday, August 13, attendees of the Chicago eLearning & Technology Showcase chose from 22 breakout sessions presented by 30 speakers in 4 time slots. We had a productive and fun day with nearly 300 people onsite to take part in a wide variety of learning and networking opportunities.

Resources

Here are a few things we would like to share: Snapshots from the previous eLearning Showcases are posted on [Flickr](#). We’ll add 2019 photos soon. If you have photos you would like to share, [send them to us!](#)

If you are not already a member, consider joining our [LinkedIn Group](#). Network with Showcase attendees, join discussions, share information, and post job leads throughout the year.

Sponsors help make this unique event possible each year. We appreciate the generous support of our sponsors and the opportunity to learn about the products and services they offer. Visit sponsor websites by clicking on their logos, which appear on our [website](#).

Our [Twitter](#) and [Facebook](#) pages provide eLearning updates throughout the year and news about next year’s Showcase. Find us online and stay connected to the growing eLearning community in Chicago and beyond.

Program calendars for [ATDChi](#) and [STC Chicago](#) are available online. Check out upcoming meetings and join the host organizations soon at a networking or educational event.



Scholarships for 2020 - 2021 Academic Year

The Chicago chapter of the Society for Technical Communication is sponsoring scholarships for College and University students as well as High School Seniors for the 2020-2021 Academic Year.

College and University: Eligible applicants must be current students pursuing technical communication-related degrees or certificates at accredited educational institutions in the United States. Past applicants and winners can apply again as long as the entry materials were created in the last 15 months and are from publications that were not submitted before. Note that no person can win the STC Chicago scholarship more than twice.

High School: Eligible applicants must be current high school seniors considering technical communication-related degrees or certificates at accredited educational institutions in Illinois, Indiana, or Wisconsin.

Application forms, specific requirements, and deadlines are posted on the chapter website. If you are interested and eligible, please submit a completed form and the requested writing samples by the posted deadline.

A panel of senior members will evaluate all applications and notify winners. The winning recipients will be invited to attend STC Chicago's Recognition Banquet in March 2020. Scholarship monies are paid in the students' name directly to the educational institutions at which the recipients are enrolled.

If you know of a student who might qualify or an educational institution that would like to share our scholarship information, please refer them to our website (www.stc-chicago.com).

elements of technical communication. Responses are shared among team members and modified, as necessary, as the team reaches consensus on the award status of each entry.

2019 Remaining Chapter Meetings

We are pleased to share the plan for the monthly Chapter meetings for the remainder of 2019. This is just a quick summary of what is coming up – keep an eye on our webpage for the full articles and registration link for each meeting. The locations noted are tentative.

October: Jessica Behles – “**Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Technical Communicator**” – Jessica will give her Summit presentation for us. Even if you are not looking into transitioning into cybersecurity, she has a ton of great tips and tricks related to security. Her session will show you what it takes to break into and thrive in cybersecurity, a field currently experiencing a talent shortage. –This meeting will be a downtown meeting. (*Downtown Chicago – Printers Row*)

November: MK Grueneberg – “**Breaking the Chains of Resistance: Mastering Effective Change Management**” – this presentation was delivered first at LavaCon and then again at Spectrum. It was initially geared towards managers, but everyone can benefit from the change management tips. We all deal with change in our own way. We find a way that works for us as individuals. But what happens when you are a manager of a team and you need to implement change? How do you help a group of individuals collectively and successfully deal with change? How do you personally handle change? (*Oakbrook*)

December: Lightning Talks and Holiday party – we will continue our tradition of lightning talks and general networking for our December meeting. Lightning talks are mini-presentations of 20 slides in 5 minutes on either serious or light topics – if you can tie it into Tech Comm, that's great, but not required. The slide limit and time limit will be strictly adhered to, so plan accordingly! (written notes are frowned upon!)

If you would like to be considered to do a lightning talk, send an email to program@stc-chicago.com with your topic idea. (*Schaumburg*)

VIP Program Begins Again

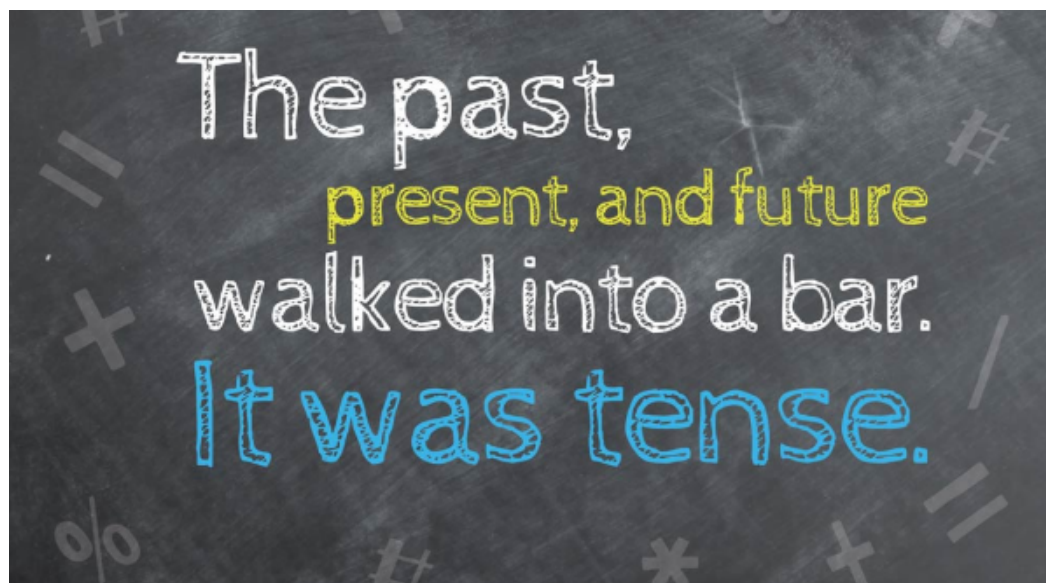
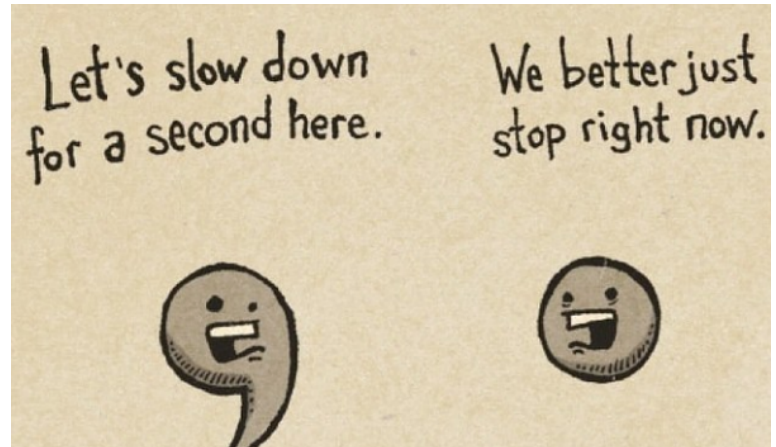
Our Volunteer Incentive Program (VIP) is back for a fourth year! During the entire program year (August 2019 through June 2020), all members who volunteer in big or small ways will be entered into a drawing for a gift card for dinner for two. Members will receive one ticket for each time they volunteer. At our end-of-year celebration next June, we will pull the name of one winner. The winner of the 2018-19 VIP program will be announced at the August Chapter meeting.

Remember...volunteer in big ways or small ways...it **all** counts! Here are just some of the ways you can be entered into this year's VIP drawing:

- write an article for *Byline*
- be a competition judge
- work check-in at a monthly chapter meeting
- print name tags for a monthly meeting
- write a meeting recap for *Byline*
- make centerpieces for our annual banquet
- help contact schools regarding our scholarship program
- secure a sponsor for a meeting

...and so much more! Let's see what ways you can come up with to volunteer!

For questions or ideas, please contact our Program Manager at program@stc-chicago.com



STC Chicago 2019-20 Officers

President

Michael Burke, president@stc-chicago.com

Vice President

Rita Hovorka, vp@stc-chicago.com

Secretary

Dan Dornbrook, secretary@stc-chicago.com

Treasurer

Pete Wagner, treasurer@stc-chicago.com

Immediate Past President

MaryKay Grueneberg, ipp@stc-chicago.com

2019-20 Committee Managers

Alliance – Linda Jansak

Bylaws – Becky Hall

Competition – Elizabeth Burke and Cheri Gerlach,
competition@stc-chicago.com

eLearning & Technology Showcase – Linda Jansak

Historian – Bill Leavitt

Byline Newsletter – Rachel Friend,
byline@stc-chicago.com

Nominating – Pete Wagner,
nominating@stc-chicago.com

Get Real! Professional Interview Program –
Dan Dornbrook,
interview@stc-chicago.com

Programs – MaryKay Grueneberg,
program@stc-chicago.com

Social Media – Dan Dornbrook,
pr@stc-chicago.com

Scholarships – Elizabeth L. Burke,
scholarships@stc-chicago.com

Sponsorship – Francis Bao,
sponsorship@stc-chicago.com

Webinar Series – Adam Evans

Web/Online – Linda Kelley,
web@stc-chicago.com

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.

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 3251 Old Lee Highway | Suite 406 | Fairfax, Virginia 22030 Phone: +1 (703) 522-4114 | Fax: +1 (703) 522-2075 Email: stc@stc.com