

# Byline



Bi-Monthly Newsletter for STC Chicago Members

## President's Message

by Elizabeth Gecas

This is no trick! We are offering a basket of goodies for the remaining months of this year. Many of these are detailed further in this article and the newsletter. We are bringing the Volunteer Incentive Program back from the dead. For those who remember, if you volunteer your time to STC Chicago by writing articles, speaking at events, helping committees, etc. you will be submitted into a raffle to win a gift card for a nice dinner for two at a local restaurant. If you join or renew your membership for 2018 and select STC Chicago as your chapter, before the end of this year, you will be entered into a drawing to win an Amazon Echo! Finally, our STC Chicago 2017 competition is open for submissions. This is a great opportunity for you to get your writing reviewed and possibly awarded - a good addition to your resume. Ω

## VIP Program

At our end-of-year celebration in June, 2018, we will award one of our VIPs with a \$100 gift certificate to a local restaurant.

How can you volunteer?

- ✚ Write an article for Byline on a tech comm topic
- ✚ Be a competition judge
- ✚ Work check-in at a program 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! Ω

## STC Chicago 2017 Tech Comm Competition Open Now

Submission deadline extended to **November 6**.



**In this issue:**

President’s Message .....- 1 -

VIP Program .....- 1 -

STC Chicago 2017 Tech Comm Competition.....- 1 -

Congratulations! .....- 2 -

STC Member Publishes Novel .....- 2 -

eLearning Showcase – 10th Anniversary .....- 3 -

STC Chicago 2017 Tech Comm Competition.....- 4 -

Call for 2017 Competition Judges .....- 4 -

September STC Chicago Program Review.....- 5 -

STC Chicago: October Program .....- 5 -

Meet the Officers: Treasurer .....- 6 -

Remembering.....- 6 -

STC Fellow and Associate Fellow .....- 6 -

Wednesday Webinar Series Returns! .....- 7 -

Join \* Network \* Grow \* Lead .....- 8 -

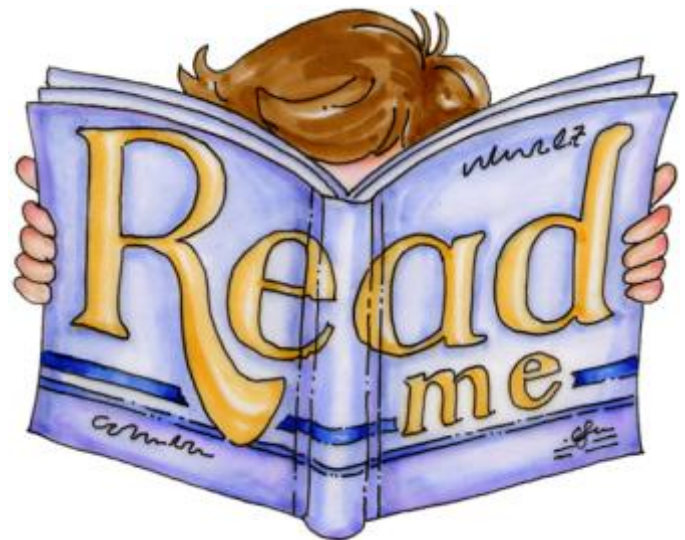
STC Members Go Back to High School.....- 8 -

“I’m honored that Steve Johnson and his award-winning column is now appearing in every issue of *Printing Impressions*,” says Mark Michelson, editor-in-chief of the international graphic arts publication. “Aside from his keen wit and humor, Steve brings the first-hand experiences and unique perspective of a successful printing executive into the topics that he writes about.” And he’s also a visionary, as exemplified by his early industry adoption of digital printing—long before it became a mainstream technology.”

Johnson, an executive with 40 years of experience in the graphic communications industry, has written his column for the past 14 years for three printing trade magazines and has won four APEX Awards for Publication Excellence. He has extensive skills in business management, marketing and sales, and business process development. He founded Copresco, a pioneer in digital printing technology and printing on-demand, in 1987.

**Congratulations!**

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



**STC Member Publishes Novel**

A literary debut novel, [Tarantella](#), was recently published by Scot T. O’Hara, a long-time Senior Member of STC.

In the novel, the main character, Anthony struggles to understand his family and its relevance to his life. According to Italian legend, once bitten by a tarantula, you begin dancing slowly, at first; then,

**Johnson’s World**

Steve Johnson: “Johnson’s World,” a column written by Copresco President Steve Johnson, is now a monthly feature of *Printing Impressions* magazine.

faster and faster. Either you sweat the poison from your system, or you die. Tarantella follows Anthony as his dance unfolds. Anthony dances through the relationships and loves in his life that leads him closer to healing and understanding. Can he complete his tarantella and discover his own truth to break the generations of family dysfunction? Or, will the poisonous relationships in his life destroy him?

The novel is available from Amazon in both print and Kindle (ebook) formats. Please check Amazon for [Tarantella](#).

Scot T. O'Hara has worked in technical communications, including nearly two decades as the Director of Knowledge Management at a major financial firm. Before that, he was an award-winning journalist for a Gannett newspaper in Florida. Scot earned a BSJ degree from Northwestern University and an MFA in Fiction Writing from Columbia College Chicago.



*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*

## eLearning Showcase – 10th Anniversary

by Linda Jansak

The 2017 Chicago eLearning & Technology Showcase was an unqualified success! We had a great day with nearly 350 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 past 10 eLearning Showcases are posted on Flickr. 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 their generous support 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](#), [Chicago ISPI](#), and [STC Chicago](#) are available online. Check out upcoming meetings, and join the host organizations soon at a networking or educational event.



## Prize Winners

The following attendees received STC gifts at the eLearning Showcase.

- ✚ Eileen Terrell – Starbucks Gift Card
- ✚ Sarah Meyer – SnagIt Software
- ✚ Cynthia Rosario – Kindle Fire

All will receive a free meeting registration. Ω



## STC Chicago 2017 Tech Comm Competition Deadline Nov 6

Everyone is eligible to submit entries to our competition; you do not need to be a member of STC. *The entry must have been produced or substantially revised within the 24 months prior to September 1, 2017 and cannot have been submitted previously to any STC competition.*

**Pricing change:** The new, reduced pricing for the 2017 competition:

- \$75 for STC Chicago chapter members
- \$100 for other STC members
- \$35 for full-time students
- \$125 for non-STC members\*

**\*Non-STC members:** If you join STC in October of 2017, you can take advantage of a pro-rated/discounted membership fee and receive all basic membership benefits, including member rates for the competition.

For full competition and submission details, see our competition page at <http://www.stc-chicago.com/competition/>.

**Note:** The STC International Summit Awards competition will not take place in 2018 and therefore, winners of the 2017 STC Chicago Technical Communication Competition will *not* move on to another competition.

If you have any questions, please contact our Competition Committee via email at [competition@stc-chicago.com](mailto:competition@stc-chicago.com). Ω

## Call for 2017 Competition Judges

We are recruiting judges for the annual STC Chicago Technical Writing Competition.

Where do I sign up? [Click here to apply](#).

If you have any questions, please contact our Competition Committee via email at [competition@stc-chicago.com](mailto:competition@stc-chicago.com). Ω

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## September STC Chicago Program Review

### Updating Your Content Strategy

By Linda Kelley



On September 21, 22 STC Chicago members and guests gathered at the offices of CARA Group in Oak Brook to hear Ruben Martinez of Quark Enterprise Solutions explain how to align our strategy goals with those of management and help our companies stay competitive. Along with a few jokes, Ruben shared some stories of how many companies still rely on outdated methods of creating, managing, and distributing their content, even as they attempt to modernize their output. These days, it is more important than ever for content to be memorable (making it interactive is one way to achieve this), easily accessible, and often portable. He made an effective case for updating our content strategies to reduce or eliminate inefficient manual processes that slow us down and cost us money.

Attendees enjoyed a meal of sandwiches, salads, and desserts catered by Jason's Deli and learned of job opportunities and upcoming STC Chicago events. Ω

## STC Chicago: October Program

### *Hello World! RIP Traditional Content Strategies and Methodologies*

October 26

**Speaker:** Pam Noreault

To adapt to changes in content consumption and learning preferences, documentation teams are employing alternative content strategies, which employ aspects of crowdsourcing, social media, gamification, and YouTube. In this interactive session, you will gain insight, ideas, and knowledge about how to shift away from traditional content delivery mechanisms.

#### *About the Speaker*

**Pam Noreault** has over 20 years of experience in technical communications, education, and management. She specializes in content strategy, customer engagement, content conversions, and social networking strategies. She has an undergraduate degree in education from The Ohio State University and a master's degree in English and Professional Writing from Wright State University. When not trying out new gadgets or trying to innovate in the business world, she is hiking with her two dogs.

Location for this meeting: Olive Garden, Downers Grove. Ω

## Meet the Officers: Treasurer

### Another day, another dollar...

By Pete Wagner

After coming on board in 2016, I have gone through the full Treasurer cycle, and I am happy to continue for the current program year. I have been involved in chapter activities for many years, most notably teaching RoboHelp seminars, but 2016 was my first plunge with an elected position on the Administrative Council (AC).

What does the Treasurer do? Well, thanks to the well-oiled machine left behind by my predecessors, the time-hit is minimal. The Treasurer keeps track of bank and PayPal accounts, and pays for chapter expenditures (monthly meeting venues, competition costs, banquet expenses). A Google spreadsheet helps keep track of these activities and is used to help prepare the twice-a-year financials. These activities probably take up an hour or two each month.

Twice a year the Treasurer must prepare financial documents for international STC (ISTC), which takes about a day each. The first is preparing the proposed budget, which ISTC reviews and uses to provide appropriate funding for our chapter activities. The second is the financial report due in May each year, where we document what the actual expenditures were, versus what we asked for in the fall. Thanks to our not-for-profit status, the tax report to Uncle Sam is filling out a simple form online.

The one thing I would emphasize is that volunteering does not require huge amounts of time. Many small tasks need to be done each month. Every little bit helps greatly and is appreciated! Getting involved in chapter activities is a great way to network within your profession, and honestly, hang out with some really nice people!

If you have any questions about the Treasurer position, or the state of our finances, please ask me at a chapter event or give me a holler at [treasurer@stc-chicago.com](mailto:treasurer@stc-chicago.com).



## STC Fellow and Associate Fellow

Applications for STC Fellow and Associate Fellow are due November 1.

If you would like to nominate a candidate or be considered for the honor of Associate Fellow, now is the time to begin the process. See <http://www.stc.org/membership/recognition/honors> for eligibility requirements and instructions. Ω

## Remembering...



### Malcolm, Andrew

STC Rochester is very sad to announce that Andrew Malcolm, long-time STC member, and Fellow, has passed. We remember and appreciate his many years of service to STC and the profession. Our deepest sympathy to his family and friends.

For the last sixteen years, Andrew was best known as Santa Andy at Hansen Nature Center, Hochstein School of Music, and Andrus, where he lived during his teenage years. He taught English for 29 years at the National Technical Institute for the Deaf at RIT. He also served on the Zoning Board of Appeals in Henrietta and IRT Theater Board in New York City, and was active in the IEEE and STC.

### Dorothy Warshaw Green Saxner Johnson

A Fellow of STC, Robert G. Frank Award recipient in 1978, and STC member throughout her professional career, Dorothy Saxner died October 8, 2017.

Dorothy was instrumental in building the Chicago Chapter of what is now STC. At the local level, Dorothy served STWP as program chairperson, secretary, and vice-chairman. She was chairperson of the chapter in 1962–63 and chair of the nominating committee in 1964–65 and 1971-72.

At the international level, she was chairman of the nominating committee in 1965–66; vice-chairman of the program committee for the 1966 International Technical Communications Conference in Fort Worth, Texas; chairman of the Printing Coordinating Committee for the 1967 Chicago ITCC; member of the Standards Council; director-at-large; and assistant to the President . Ω



## Wednesday Webinar Series Returns!

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. See the information below for upcoming webinars.

### November: Ready. Aim. Video!

*Presented by Tracy Hatfield*

Wed, Nov 1 @ 12:00 – 1:00 pm CDT

[REGISTER](#)

### December: Finding Your Groove in this Brave New World

*Presented by Kate Steyer*

Wed, Dec 6 @ 12:00 – 1:00 pm CST

[REGISTER](#)

### January: From Paperweight to Conversation Piece: Building a Portfolio You Love (and Love to Talk About)

*Presented by Chris Hester*

Wed, Jan 10 @ 12:00 – 1:00 pm CST

Visit our website to register. Ω

## Join \* Network \* Grow \* Lead

*No need to ask Alexa: Best time to join STC Chicago is now!*

- ✚ Receive a chance to win one of two free Amazon Echo when you join or renew your STC membership
- and -
- ✚ Select STC Chicago as your chapter

The 2018 STC membership registration is now open. When you join or renew your STC membership and select STC Chicago as your chapter by December 31, 2017, you are automatically entered in a drawing to win a free Amazon Echo! Two winners will be selected.

Do not miss this "Amazon" opportunity to grow professionally and expand your network.

### STC Chicago membership offers:

- ✚ Deep discounts on monthly meetings and programs
- ✚ Access to continuing education and the annual international STC Summit conference
- ✚ Support of colleagues and experts for advice and feedback
- ✚ Information on job opportunities, including a Yahoo! mailing list for sharing leads among members
- ✚ The right to vote in chapter elections

...and much more

Go to <https://www.stc.org/membership/> to join or renew today!

Winners of the Amazon Echo drawing will be announced at the January Chapter meeting and in the February issue of Byline\*.

\*First winner is not eligible for a second drawing. Ω

## STC Members Go Back to High School

*by Adam Evans*

When I was in high school, I was more concerned about social events and who was and was not going than I was about what I wanted to be when I grew up. So, you can imagine my surprise when I visited a York Community High School English class last month with five other STC members to talk about our careers in technical communication, and we were greeted with thoughtful questions about our jobs.

MaryKay Grueneberg, Elizabeth Burke, Josee Martens, Linda Kelley, Matt Miller, and I visited Andrew Bendelow's senior English class on Sept 11, 2017. We each took a turn introducing ourselves and our backgrounds, and then we broke into small groups to be interviewed by students. Each student was tasked with writing a paper profiling one of us or a career in tech comm. And despite it being an assignment, their questions seemed to come from a place of genuine curiosity.

Our role that day was to enlighten students about technical communication, but the unintended result was that we learned from each other. I was impressed with my fellow STC members' rich experience in the industry, and I was reminded that we work in comprehensive field that allows us to do anything we want. MaryKay and Elizabeth spoke about how their skills have evolved over the years, and they have been able to transition to various industries. Josee and Linda spoke about the flexibility of the career, and how their jobs have allowed them to work with global teams from the comfort of their own work-from-home roles. Matt spoke about how his role as a technical writer has exposed him to smart and innovative coworkers that he never imagined working with.

We have a chapter of seasoned professionals with diverse backgrounds. At your next STC event, I encourage you to take on the mindset of a curious high schooler and delve into your neighbor's experience. You might just get inspired! Ω



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## STC Chicago 2016-17 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,  
[competition@stc-chicago.com](mailto:competition@stc-chicago.com)

**eLearning & Technology Showcase** – Linda Jansak

**Historian** – Bill Leavitt

**Newsletter** – Elizabeth L. Burke,  
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**Nominating** – MaryKay Grueneberg,  
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**Get Real! Professional Interview Program** –  
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**Programs** – MaryKay Grueneberg,  
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**Social Media** – Mandy Morgan,  
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**Scholarships** – Elizabeth L. Burke,  
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**Sponsorship** – Francis Bao,  
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**Web/Online** – Mandy Morgan,  
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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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