

Byline



Bi-Monthly Newsletter for STC Chicago Members and Supporters

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Inside This Issue

President's Message	Cover
2019-20 Officers	Cover
Chicago Platinum Award	page 2
June Trivia Meeting	page 3
June Webinar—DITA	page 3
eLearning Showcase	page 4
Scholarship Winners	page 5

Welcome to Our 2019-20 Officers

Thank you to all the members who voted in the recent election. As a result of the election, STC Chicago welcomes the following officers for the 2019-20 program year:

- Immediate Past President – MK Grueneberg
- President – Michael Burke
- Vice President – Rita Hovorka
- Secretary – Dan Dornbrook
- Treasurer – Pete Wagner

The official hand-off to the new Administrative Council officers takes place at our June meeting. Please plan to attend! •



President's Message

by MaryKay Grueneberg

"A lot can happen in one year."



Yes, it certainly can. As my year as chapter president comes to an end, I am filled with mixed emotions. I am sad for the end of an amazing year but also excited for the beginning of something new.

Hopefully you have seen the announcements about the honor we received at the recent STC Summit: STC Platinum Community. Actually, we *received the certificate* at the Summit, but we *earned the honor* through our wealth of programs and events.

The Community Achievement Award (CAA) is awarded on a points-based system where each of the items on the application is worth a specific number of points.

The line items on the application represent things that an STC community can and should be doing for their members in order to offer the best possible STC experience. The application for the activities completed in the 2018 calendar year held a possible 70 base points with an opportunity to earn an additional 13 bonus points. STC Chicago earned 68 points, placing us in the Platinum level which started at 65 points and above.

President's Message continued on page 2

STC Chicago Earns Platinum Community Achievement Award

We are so very proud to announce that once again STC Chicago has been named an STC Platinum Community! We received the certificate at the Honors Event during the Summit recognizing our programs and events during the 2018 calendar year. The citation reads:

“For developing excellent and creative membership promotion, forging partnerships with professional organizations, offering a breadth of quality programs, and multi-channel communication with chapter members.” •



Chicago STC members accepting the award (left to right): Francis Bao, MaryKay Grueneberg, Linda Jansak, Cheri Garlach .



President's Message continued from front page

The CAA application is actually touted as a community activity guideline. It asks the communities to document things such as number and types of in-person meetings and programs, virtual program offerings, fiscal responsibility, workshop offerings, mentoring, contests, member recognition, student outreach and more. Proudly, we were able to submit something for every category of the application. That is a testament to our robust programs and outreach. A huge “thank you” to everyone who helped out in any way to make STC Chicago one of the top communities in STC.

I am very honored to have served this second term as STC Chicago president. The hand-off to the new president and 2019-20 officers will take place at the June meeting and they will begin their roles on July 1. I leave you all in good hands and I look forward to another great year with STC Chicago. •

Mark Your Calendar!

The 2019 Chicago eLearning & Technology Showcase will be held on Tuesday, August 13 at the Northern Illinois University Conference Center in Naperville. Follow the event on Twitter or Facebook for upcoming announcements about registration, keynote, and speakers. Hope to see you in August!

See related **eLearning Showcase Registration Opens Soon** article on page 4. •

June 20, 2019 – Celebration, Business Meeting, and Trivia!

Our June meeting is all about introducing our 2019-2020 chapter officers, celebrating our community's success, fun, and trivia! You can socialize, relax, and best of all, it's *free* to STC Chicago members.

We will take time to celebrate the past year and look forward to the year to come with new officers as well as a few new committee managers. We hope you plan to come meet the officers and introduce yourself to a member you've never met.

Date and Time

Thursday, June 20, 2019

6:00 – 7:00 pm – Dinner and networking

7:00 – 8:30 pm – Brief business meeting and trivia

Location

[Manny's Ale House](#)

683 St Charles Rd

Elmhurst, IL 60126

Cost

STC Chicago Members – *No charge*

Other STC Members and Students – \$5

Non-members – \$10

Dinner Menu

This meeting includes a soft beverage and buffet dinner. Cash bar is also available. Greek salad, Veggie pizza, BBQ chicken pizza, Beef sliders, Chicken mari-

June Webinar Series - DITA Nuggets: How to Get the Most Out of DITA Today

DITA has been around for almost two decades as an open standard for authoring and publishing content. Over that time, the architecture and the tools supporting it have evolved and matured. The technical writing community and the customer experience have also significantly changed since 2001. You can find a lot of information about DITA on the web, but what is still relevant? What should you focus on in 2019? This presentation will show you the areas to focus on to get the most value out of DITA today, through examples, best practices, and humor. Registration link:

<http://events.constantcontact.com/register/event?llr=erucd7bab&oeidk=a07egbboyj02eb5801a>

Wednesday, June 5, 2019, 12:00 - 1:00 pm CST. Costs are: STC Chapter Members - FREE; STC Members - \$5.00; Non-members - \$10.00.

About the Speaker - Rick Timkovich

Rick has been involved in technical writing for over 25 years as both a technical writer and information architect. He was there for the initial rollout of DITA at IBM and has had many opportunities since then to migrate content into DITA as well as start new projects using it. Rick is currently a senior technical writer at Amazon Web Services (AWS) helping customers build well-architected solutions in the cloud. •



Rick Timkovich

eLearning Showcase Registration Opens Soon

Registration for the Chicago eLearning & Technology Showcase will open in May. Deadlines for registration and lunch orders appear below:

- **Monday, July 22:** Deadline for the early registration rate.
- **Monday, August 5:** Deadline for registering to have your specific lunch order guaranteed.
- If you have any special dietary requirements, please register by August 5. If you register after August 5, the venue may not be able to accommodate your exact lunch request.
- **Sunday, August 11:** Deadline for advance, online registration
- **Tuesday, August 13:** Onsite registration available at the event; onsite registrants cannot be guaranteed a lunch.
- If you register onsite, you may need to purchase a lunch from the café at the conference center.

Group	Group Early Rate (by July 22)	Late Rate (July 23 or later)
Host organization (ATDChi & STC Chicago) members	\$125	\$155
Other Alliance Members	\$155	\$185
Nonmembers	\$185	\$255

Registration cost includes light breakfast, coffee and snack breaks, and lunch.

For the host organization rate, you must be a member of ATDChi or STC Chicago. Membership in an affiliated national or international organization (ATD or STC) does not qualify you for the host organization rate.

If you have questions, please contact registration@chicagoelarningshowcase.com. •

Interested in Sponsoring the eLearning Showcase?

As a sponsor or exhibitor, you will communicate a message of support to our diverse group of attendees, which typically includes Chief Learning Officers, Facilitators, Trainers, Instructors, Training Managers, Learning and Development Managers, Instructional Designers, Technical Communicators, eLearning Specialists, Managers, Directors of Training, Education Coordinators and Non-profit Administrators.

To learn more about this opportunity, contact sponsorship@chicagoelarningshowcase.com. •

Sample Trivia Questions

Get prepared the June meeting.

- How many individual tunnels make up the Chunnel?
- Is a dunnoek a bird, a lizard, or a fish?
- In the Tom Petty song "Learning to Fly," what is he learning to fly without?
- What color are the stars on the official flag of China?

Want the answers? Join us at the June meeting! •

2019 Scholarship Winners

We are excited to announce that we have awarded two scholarships this year. Read about the winners below:

Dani Leviss is a graduate student at NYU, a member of the National Association of Science Writers attending the organization's recent Science Writers conference as a graduate fellow. Dani is dedicated to the field of science journalism and working on an MA in Journalism with a concentration in Science, Health and Environmental Reporting.

In her application letter Dani shared, "Computer software and health care can be abstract, even worrisome to people. This is where technical communicators come in writing and designing brochures, pamphlets, and even comic books to educate consumers and patients about product safety and side effects. Technical communicators take the difficult-to-understand information and distill into easy-to-follow steps or explanations without introducing inaccuracies or oversimplifying."

A quote from Ms. Robin Lloyd, Adjunct Assistant Professor in Science, Health and Environmental Reporting Program at NYU, in her letter of recommendation, "In my course, Ms. Leviss learned how to find and pitch story ideas, interview subjects, critically evaluate information, structure a news story, work ethically in journalism, and write clear, accurate, jargon-free and engaging prose in an audience-appropriate manner."

Brandi Jones is a graduate student at Auburn University, demonstrating quality and professional work in her technical communication courses. Brandi is completing her Masters of Professional and Technical Communication (MPTC) degree.

In her application letter Brandi wrote, "As a professional and technical communicator (PTC), my overarching career goal is to act as an advocate for un-

der-resourced college students, particularly first-generation and under-resourced students. This goal has been at the heart of my work as an undergraduate, as a graduate student, and as an employee of Auburn University. In looking forward to my future career, the skills and principles fundamental to professional and technical communication will continue to be the driving force of my work in the field of higher education."

(Software) can be abstract. This is where
technical communicators come in...

Dani Leviss

To act as an advocate for under-
resourced college students, particularly first-
generation and under-resourced students...

Brandi Jones

A quote from Mr. Stewart Whittemore, Associate Professor of Technical and Professional Communication at Auburn University, in his letter of recommendation, "During her first year in the MTPC program, Brandi has distinguished herself in every way. Her project work in the courses she took from me was absolutely first rate. In the Issues and Approach-

es course, Brandi and a team of two other MTPC students worked with the Lee County Alabama Sheriff's Office and a software vendor to perform a usability evaluation of a community crime notification smartphone app. The team did a great job designing and conducting a usability test that revealed several significant areas of concern, and their findings and recommendations report was well-received by the client and will, hopefully, lead to an improved product. Brandi's other work in the course was designing and conducting a usability evaluation for the AU English Department Website, which she had been tasked with redesigning as part of her assistantship duties. Her strong efforts on these projects and her excellent work in my Web Development course resulted in Brandi being hired as a Web Specialist for the College of Liberal Arts."

STC Chicago is pleased to award Ms. Leviss and Ms. Jones a scholarship of \$1,000 each to support their studies in Technical Communication. •

STC Chicago 2018-19 Officers

President – MaryKay Grueneberg, president@stc-chicago.com

Vice President – Michael Burke, vp@stc-chicago.com

Secretary – Dan Dornbrook, secretary@stc-chicago.com

Treasurer – Pete Wagner, treasurer@stc-chicago.com

Immediate Past President – Elizabeth Gecas, ipp@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.

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Subscriptions: The current issue of Byline and all archived editions are available on the [STC Chicago Website](http://stc-chicago.com).

2018-19 Committee Managers

Alliance – Linda Jansak

Bylaws – Becky Hall

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

eLearning & Technology Showcase – Linda Jansak

Historian – Bill Leavitt

Byline Newsletter – Robert Delwood, 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

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



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