

# Byline



Bi-Monthly Newsletter for STC Chicago Members

## President's Message – April Showers Bring...the Summit!

By Elizabeth Burke

April Showers Bring...the Summit in May! Of course, the Summit is not the result of the recent showers. A lot of hard work, by many dedicated individuals, both members and non-members of our Chapter, have committed hours and hours to the upcoming event.

Throughout this past year, we have shared tremendous amounts of information. Announced at every Chapter program meeting, every At-a-Glance issue, every Byline issue, constantly in the social media...you have been flooded with information. The activities actually started more than a year ago, as our Administrative Council, Committee members, and STC Chicago members began planning and traveled to Sacramento to kick off our promotion of this year's Summit.

Because the location of the Summit travels the country, we only host the Summit every few years. For those of us who do not have the opportunity to travel to the other Summit locations, make sure you do not miss this chance to explore the wealth of information presented by talented speakers.

For those new to the Technical Communication profession, you should absolutely take advantage of this opportunity to invest in yourself. You will not have an opportunity like this for another year.

The Summit allows so many speakers, and so many in the profession, to gather in one location to impart their knowledge, expertise, and experiences. I hope to see everyone at the Summit next month. I know that you will find many things to enrich your skills and expertise in Technical Communication.

While the Summit has been the focus for our Chapter for over a year, do not forget that our Chapter offers many other benefits to our local members. Included in this issue are descriptions of the recent events members have enjoyed, including the 2011-2012 Technical Communication Competition. This annual competition allows us to recognize excellence in technical communication and provides an opportunity for participants to interact with different types of technical materials. Winners were announced at the awards banquet in March; see the corresponding stories in this issue for details! Ω

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## Have You Renewed?

All our events feature reduced pricing for STC Chicago members. So if you haven't renewed your STC membership, now is the time to do so!

Read about the many **benefits of membership** and join or renew online **here**. Ω

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## Community of Distinction

*By MaryKay Grueneberg*

STC Chicago is proud to announce that our Chapter was honored with the Community of Distinction Award this year from the Society. The Community Achievement Award is given by the Society to STC Chapters in recognition of a Special Interest Group (SIG) or a professional or student chapter's outstanding accomplishments in achieving the Society's goals through a wide range of programs and activities.

Our Chapter has received the highest level, a Community of Distinction Award.

Comments from the Society included, "You are to be congratulated for another strong year. Your many initiatives—both new and old—impressed the committee and have earned you praise as a Community of Distinction. In particular, the committee singled out the new internship program, the scholarship program, the expansion of the eLearning & Technology Showcase, and the new Web site. As you move forward as the 2012 Host Community for the Technical Communication Summit, your exemplary planning will be soon bearing fruit in Rosemont for the benefit of the non-local attendees."

Our citation reads, "For your thorough and ongoing commitment to education in all its forms: for students and new practitioners in the form of your scholarship and internship programs, for your co-sponsoring of the eLearning & Technology Showcase, and for your active participation in preparation as host chapter for the Technical Communication Summit in 2012." Ω

## It's Fun to be Appreciated!

*By MaryKay Grueneberg*

Twenty-six people joined us at California Pizza Kitchen on February 29 for our annual Member Appreciation Night. Everyone had a good time catching up with old friends and making new friends. We all had some good laughs as each person selected a random ice-breaker question to answer for the group. (Did you know that Becky Hall's middle name is Carr, a family name that she gave as middle names to all of her children?) Everyone in attendance earned a small prize and Chris Hester won the door prize raffle: a copy of Joe Welinske's new book *Developing User Assistance for Mobile Apps*.

Note only did we have fun, but we were productive and did lots of networking. During the announcements portion of the evening, we were very excited that there were four job opening announcements for full-time permanent technical writers at local companies. That's a great sign that the economy is picking up and jobs are re-opening in the technical communications field. Ω



STC members enjoying Member Appreciation Night

## Resumes, Work Samples, and Interviewing Skills Workshop

By *Elizabeth Burke*

On Saturday, March 31, 2012, twelve individuals met to invest in themselves, to explore what managers look for during the hiring process, and to improve their job search skills. The CARA staff provided a wealth of information during a four-hour plus workshop. The workshop consisted of all participants sharing their knowledge.

The presenters, plus several additional CARA staff members, were on hand to share details on the different topics. The workshop participants brought many different experiences in job search arena to the mix.

Jeff Warner, recruiting manager, presented three different styles of resumes that help to convey the skills and experience of a candidate in a clear and concise manner. Jeff covered information such as how to document many years of experience without providing a five-page resume, how to compete as a new graduate against candidates with several years of experience, and how to highlight a candidate's value when each previous job held the same responsibilities.

Elizabeth Burke, STC Chicago President and CARA consultant, shared first-hand accounts as a hiring manager and peer interviewer to the workshop. Elizabeth shared key components to include in your portfolio as well as sharing what to look for when reviewing your own work samples in preparation for an interview. She also covered key details in today's process of sharing work samples in advance of an interview, by phone, and face-to-face. Each participant left with a checklist to use when compiling your work samples.

Lisa Vitale, recruiting manager, covered information on how to ace the interview. Lisa explained how to prepare yourself before the big talk. She covered how to show the hiring manager that your skills will benefit the company, how to answer difficult questions without stumbling over the answer, and how to handle new interviewing methods such as Skype. Lisa demonstrated the fine details that can make or break an interview. Lisa also shared how to secure an offer during the interview when you have the complete attention of the hiring manager.

The participants of the workshop shared that they gained new insights and information in the job search process. Many participants stated that they would definitely recommend this workshop to their colleagues and friends based on the information and skills demonstrated by the presenters. Ω

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## Readers Write In

By *Kim Sikora*

Submit a 2-3 sentence response to the following question and your name and response could be published in a future issue. Even better, one lucky submitter will receive free registration to an upcoming program!

This issue's question: **If you could have lunch with any famous writer, who would it be and why?**

Submit responses to [byline@stc-chicago.com](mailto:byline@stc-chicago.com) by May 1st to be entered in the drawing for free program registration! AC members are ineligible for the drawing but are still encouraged to respond. Ω

### Competition Awards Banquet Sponsors



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## April Meeting – Changing the Workflow: Implementing a Documentation Wiki

By MaryKay Grueneberg

Adam Evans and Ryan Williams from Exact Target will give us a sneak peak of their STC Summit 2012 presentation, "Our Users [sort of] Help Write Our Documentation."

From Adam and Ryan: "Creating a feedback loop with our users was half the battle. Once we had feedback pouring in, our jobs changed drastically. Come learn how we created one-to-one interaction with our readers, how we've integrated this feedback with other departments, and why you should want your readers to contact you."

Join us for this great opportunity at a preview of this awesome Summit presentation. As always, it will be a chance for networking – seeing old friends and making new contacts.

### Where:

RAM Restaurant & Brewery  
700 N Milwaukee Avenue  
Wheeling, IL 60090

### When:

Thursday, April 19, 2012  
6:30pm to 9:00pm

### Cost:

\$15 Members/Students, \$20 Non-Members  
*Includes appetizers and soft drinks*

### To register:

Go to [www.stc-chicago.com](http://www.stc-chicago.com) and click on the registration link in the article on the home page.

### Contact:

MaryKay Grueneberg, STC Chicago IPP and Program Manager  
[ipp@stc-chicago.com](mailto:ipp@stc-chicago.com)

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## STC Chicago Awards \$250 Scholarship

By Linda Kelley

The Scholarship Committee is pleased to announce that STC Chicago has awarded a \$250 scholarship to Jamie Gillenwater, a graduate student at Southern Polytechnic State University in Marietta, Georgia. Jamie is pursuing a Graduate Certificate in Technical Communication. She received her undergraduate degree from Lander University and is currently employed as a Global Technical Documentation Specialist. Of particular interest to Jamie is the way that technical communication improves business processes and customer reactions.

Jamie joined STC in 2010 and immediately became an active member. She facilitated a merger between the SC Foothills chapter and the Carolina chapter, has coordinated events with the Clemson University student chapter, and currently serves as secretary of the Carolina chapter. Jamie's article entitled "Mobile Devices Improve Security Options: Improving Availability While Maintaining Confidentiality and Integrity" was published in Intercom in November 2011. You'll have an opportunity to meet her at the 2012 STC Summit in May, where she will present a progression topic.



Jamie closed her scholarship application with the statement, "I look forward to promoting technical communication and working with STC in the future." We think she is well on her way to meeting that goal! Congratulations to Jamie. Ω



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## Chicago 2012 Summit on the Home Stretch

By Linda Jansak and Bill Leavitt

The excitement is mounting. The Chicago 2012 Summit is just a few weeks away and the Host Committee has gotten into high gear to get everything ready for the 1,000 technical communicators expected to arrive at the Hyatt Regency O'Hare in Rosemont on or around May 20th. We're working on tours, accessibility issues, the Communities Reception (May 21st), the Music Jam (May 21st), the Tweetup (May 20th), our Chicago Host Committee Hospitality Desk, and numerous minor activities and details. The communication tools we are using include the Summit Blog, Twitter, Facebook, LinkedIn, Byline, and Intercom. Programs, such as STC Buddies for first-time attendees, will be used to enhance the experience for those who have never attended an STC Summit before. More than 30 chapter members, members of nearby chapters and students from Northern Illinois University are working together to make sure the Summit will be a success.

Of course, many other groups are doing much of the work in logistics and registration (the STC Office), program planning (the STC Program Committee), and promotion of STC Communities or SIGs (Community Affairs Committee). In the overall scheme of things, STC Chicago is a minor player. However, our responsibilities are key to the 2012 Summit's success.

We are working with the SIGs to create a networking activity at the Communities Reception to promote membership in the special interest groups through a fun, interactive experience that introduces a bit of competition into the mix. We are doing much of the organizing for the Summit Music Jam and Chicago area tours. A Host Chapter Hospitality Booth in the registration area at the Summit will provide information about the hotel and the Chicago area, while promoting the Chicago Chapter of STC. Information about the Summit will be created and continuously updated on the Summit Blog up to the day everyone arrives in Chicago.

If you are planning to attend the Summit, stop by the Host Chapter Hospitality Booth and say hello to your hard working fellow chapter members. If you wish, you can pick up a badge that makes you an STC Chicago information source. Ω

## Voting Open Through April 25th

By Dan Dornbrook

The Nominating Committee is pleased to introduce the candidates for the 2012 – 2013 chapter year.

These individuals are amply qualified based on leadership experience as well as professional experience and participation within the organization.

To be eligible to vote in the Chapter elections, you must be a member of STC Chicago, in good standing, as of March 31, 2012. Your ballot must be completed and submitted no later than Wednesday, April 25, 2012.

Short professional biographies of the candidates are listed below and can also be found on the online election ballot, which is available through the chapter website, [www.stc-chicago.com](http://www.stc-chicago.com).

Members of this year's Nominating Committee are: Dan Dornbrook (committee manager), Linda Jansak, and Donna Cleary. The committee manager is appointed by the president, and the other members are elected by the chapter membership.

### **Linda Kelley for President**

Linda Kelley has been a member of STC for more than 20 years. During that time she served as Co-Editor of the Sacramento chapter newsletter (for which she received an Award of Distinguished Technical Communication), as a six-time judge for the international STC Newsletter Competition, as Program Manager for the Chicago chapter from 1998 to 2001, and as Treasurer of the chapter from 2008 to 2011. Linda received a Distinguished Chapter Service Award from STC Chicago in 2001 and the President's Award in 2011.

Linda is currently the chapter Vice President and Scholarship/Internship Committee Manager and is a member of the Chicago Summit Committee.

*(Continued on page 6)*

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You can read Linda's articles in the February issue of Intercom magazine and on the Summit News blog. Linda telecommutes to her job as Senior Technical Writer at Synergex, a software company in Gold River, California.

### **Cheri Noble for Vice President**

A senior member of STC, Cheri has been a technical writer since 1995, developing online help and documentation for software applications as well as facilitating software training classes. She has held her current position as our STC Chicago Secretary for the past two years. She was a member of the Detroit Chapter for several years before moving to the Chicago area. Cheri was a judge for the annual 2010-2011 STC Chicago Technical Communication Competition, and this past year she served as the Judging Manager for the 2011-2012 STC Chicago Technical Communication Competition.

Cheri says, "I've seen how hard our chapter works to provide learning opportunities for our members, and I hope to continue with that same dedication and professionalism during my time as vice president."

### **Donna Cleary for Secretary**

Donna Cleary first joined STC in 2001 as a student member while working on her Master of Arts degree in Writing at DePaul University. She is currently a technical writer for Linde North America in Lisle. For the past two years, she has served as an STC Chicago Nominating Committee Member. This past fall, she served as one of the Team Managers for STC Chicago's 2011 Writing Competition. Serving as Secretary would provide Donna with an opportunity to expand her leadership skills at the Administrative Council level and to contribute to the continued success of STC Chicago.

### **Chris Hester for Treasurer**

Chris Hester has been an STC member for more than 20 years, having joined the society as a student at Bowling Green State University in Ohio. She has served the Chicago Chapter in several roles, including Program Committee manager, Nominating Committee manager, and President. She has judged in chapter-level and society-level STC competitions, presented at STC international conferences, participated in speaker selection for STC international

conferences, and taught courses for the Institute for Professional Development at NIU. She is an Associate Fellow of STC and looks forward to continued service to the chapter and to the society.

### **Francis Bao for Nominating Committee Member**

Francis Bao has been a senior member of STC since 1997. He has served as Treasurer, Vice President, President, and Immediate Past President of STC Chicago. He is currently the manager of the Advertising and Sponsorships Committee. Francis has won several professional awards in recent years, including the STC Chicago technical communication award, APEX awards, President's Award, and Distinguished Chapter Service Award. He has also written a number of articles for the chapter newsletter, Byline, and published an article in the Society's magazine, Intercom. He has served as a competition judge for more than five years. Francis is owner of a Chicago-area technical writing and translation consulting company.

### **Beth Lisberg Najberg for Nominating Committee Member**

Beth Lisberg Najberg has been an STC member for over 20 years, working for the chapter in various capacities, including judging in chapter-level competitions, presenting at STC International conferences, serving on a previous nominating committee, and teaching document design for an Institute for Professional Development. She and Mike Albers compiled a bibliography for Information Design that has been used by STC since 2000.

Beth has more than 20 years' experience as an information and instructional design consultant, documenting systems, developing custom training solutions, and creating technical presentations for large corporations and public entities. She has presented at numerous STC Conferences.

Beth has a Bachelor of Science degree in Education from Northwestern University and a Master of Science degree in Education from Northern Illinois University. She has been principal of Beginnings, an independent consulting firm specializing in technical communication, since 1991.Ω

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## Recap: STC Chicago Recognition and Awards Banquet

By MaryKay Grueneberg

Wow! What an evening. On Thursday, March 29, forty-six people gathered at the Black Steer Charhouse in Elk Grove Village to celebrate and recognize the 2011 STC Chicago Technical Communications Competition winners as well as the recipients of this year's Chapter awards (see *related stories*). The evening started with a fantastic meal, followed by keynote speaker Jack Molisani. Jack enlightened us on how to increase our perceived corporate value, thus increasing our standard of living. There was plenty of time for socializing and networking both before dinner and after the award presentations.

Four lucky people won door prizes: Beth Harker won a copy of Joe Welinske's new book *Developing User Assistance for Mobile Apps*; Chris Hester and Peter Ziques both won \$10 gift cards for Barnes and Noble; and Dan Dornbrook won a free registration to the 10th annual LavaCon in Portland, Oregon, donated by Jack Molisani. Everyone in attendance also received flash drives, courtesy of CARA.

Special appreciation goes out to our three Gold Sponsors for the banquet: CARA, Interpro Translation Solutions, and Ken Cook Co. Ω



Clockwise fom top left: Keynote speaker Jack Molisani; Dan Dornbrook, Chris Hester, and Linda Kelley; Francis Bao; Donna Templeton and Paula Lundman; Cheri Noble

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## Frank Award Recipients Named

By *Elizabeth Burke*

STC Chicago named two recipients for the Robert G. Frank Award for 2012 at the annual chapter recognition banquet: Linda Jansak and Linda Kelley. The most recent previous recipients of the award, Dan Dornbrook and Chris Hester, presented the award plaques at the banquet.

The award was instituted in 1974 as a memorial to Robert G. Frank, a former president of the Chicago Chapter, whose unselfish dedication and service to the chapter and its members are commemorated by presenting an award to chapter members who demonstrate that same unselfish dedication in their service as chapter volunteers and chapter leaders. Recipients are chosen by a committee of previous recipients of the award, and the committee has the discretion to present one or more awards – or no award – in any given year, based on its evaluation of the contributions of any candidates nominated by previous recipients of the award.

### *Linda Jansak*

Linda Jansak is an independent marketing consultant based in northwest Indiana with nearly 20 years of experience in a variety of areas, including publishing, journalism, education, knowledge management, and new business development. A practicing technical communicator, editor, and trainer for many years, she specializes in new media management and works with a variety of Chicago-area organizations, including the American Marketing Association, where she has served on the Professional Development Committee.

Linda has been a member of STC for 11 years. During that time she has served as a judge for Chicago Chapter annual competitions for more than five years and has served as our publicity and marketing manager for more than seven years, during which she launched our chapter's initiatives in social networking and social media.

Linda founded our chapter's sponsorship program, which not only promotes our chapter within our profession and the larger community but also helps our chapter to operate on a sound financial footing in an ever-changing social and technological environment.

Linda was one of the founding co-managers of the Chicago e-Learning and Technology Showcase, a highly successful annual event co-sponsored by our chapter and the Chicago chapters of closely related professional organizations. She has served as vice president and president of the Chicago Chapter and currently serves as co-manager of the Host Committee for the 2012 STC Summit in Rosemont, which is working to continue our chapter's long tradition of excellence in hosting STC annual conferences.

### *Linda Kelley*

Linda Kelley is a senior technical writer for Synergex in Gold River, California, for which she writes and edits software manuals and online help systems. She telecommutes to work from her home in the Chicago area.

Linda has been a member of STC for 20 years. During that time she has served as co-editor of the Sacramento Chapter newsletter (for which she received an Award of Distinguished Technical Communication), as a six-time judge for the international STC Newsletter Competition, as program manager for the Chicago Chapter for three years, and as treasurer for the Chicago Chapter for three years.

During her term as chapter treasurer, she guided the chapter through the extremely challenging repercussions of the financial difficulties experienced by international STC and helped the chapter to emerge from that process with the capability to continue serving our members effectively and responsibly.

Linda currently serves as vice president for the Chicago Chapter and manages the chapter's Internship Committee, a new initiative in which one or more students in nearby technical communication programs receive internship credit for structured volunteer work for the chapter, which is performed under the mentorship of an experienced professional member. Ω



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## President's and DCSA Award Recipients Named

By *Elizabeth Burke*

### President's Award

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.

The recipient of this year's President's award, *Kim Sikora*, was instrumental in implementing a fresh new look and several new ideas in our Chapter newsletter. Kim eagerly agreed to take on the role of Newsletter Committee Manager and Editor at the beginning of this year with no advanced notice. Kim hit the ground running and has been a trouper from the start. Kim's dedication provides our membership with not only an informative and engaging newsletter but also one that is easy and enjoyable to read. From her first issue, I received, on Kim's behalf, many compliments on the improvements, and the compliments have not stopped. Kim's effort on our newsletter and in supporting our membership is both welcomed and appreciated.

The inscription on Kim's award reads, *In appreciation for your exceptional effort and contribution to the STC Chicago chapter and newsletter, Byline.*

### Distinguished Society Chapter Award

The Society (International) initiated the Distinguished Society Chapter Award (DCSA) to acknowledge the work of those chapter members who repeatedly and consistently provide exemplary service to the Society through chapter activities.

This year's recipient, *MaryKay Grueneberg*, continuously supports the STC Chicago chapter and STC International in any manner necessary and has throughout her 16-year involvement with STC. At the local-level, MaryKay is currently serving or has served in the following roles: Immediate Past President, Program Manager, President, Secretary, and co-manager of the annual Technical Communication competition. Additionally she has served as a Science Fair judge for our academic outreach program, and as a judge and submitter to our annual competition. MaryKay has extended her involvement at the

International level as a judge and submitter in the Summit competitions, as a contributor of articles, and as a contributor to a variety of special projects.

MaryKay encourages others to get involved at both the local and International level. She mentors those in the profession with her exemplary skills and abilities. MaryKay continuously looks for ways to support the STC organization and is quick to offer her time and energy in that support.

The inscription on MaryKay's award reads, *In recognition of your many, exceptional contributions to STC Chicago and your continued support of the STC organization, chapter, and membership. Ω*

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## Volunteer of the Year, Chapter Star, Above and Beyond Award Recipients Named

By *Linda Kelley*

### Volunteer of the Year

The Volunteer of the Year Award was established in 2010 to acknowledge ongoing dedication to the chapter through volunteer efforts and commitment to the technical communication profession. Recipients are selected by the current chapter president and vice president. This year, two recipients were chosen.

*Cheri Noble* has attended almost every administrative council and chapter meeting for the past two years, and always with a smile on her face. In her role as secretary, Cheri prepares a meeting agenda each month (after reminding the rest of us to send her our content), takes detailed notes, and later writes up and distributes the minutes.

In all the years I've known Cheri, I've never heard her say a mean word about anyone, even when we send her last-minute additions and corrections, and she never tattles when she can't finish the agenda because she's waiting on someone. She also co-managed the Competition Committee this year, and she cheerfully steps up whenever a volunteer is needed.

The inscription on Cheri's award reads, *For your exceptional support of the STC Chicago membership as Secretary and the spirit that you bring to the Administrative Council.*

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*Francis Bao* has been instrumental in recruiting sponsorship monies this year, which has helped to defray costs to our members. Francis has dedicated a great deal of time to the chapter over the past several years, serving in many different capacities, including Treasurer, Vice President, and President.

This past year, Francis has been especially proactive in looking for new sources of sponsorship revenue for both meetings and the eLearning Showcase, despite the fact that he was out of the country for several months. The day of the Showcase, Francis spent the entire day working to secure sponsors for future chapter meetings. Francis' inscription reads, *For your extraordinary effort and increase in sponsorship of the STC Chicago chapter events this year as Advertising committee manager.*

### **Chapter Star**

The STC Chicago Chapter Star Award was established last year to acknowledge a chapter member for outstanding service and volunteer efforts for a single major event. Recipients are selected by the President and Vice President.

The Chapter Star recipient this year is new to the chapter and to the Chicago area, but from the minute he got here, he jumped right into the thick of things. *Adam Evans* initially offered to assist with the chapter website, but as an expert blogger and social media whiz, he quickly moved into helping with the social media channels for STC Chicago and the Summit, and in particular, the Summit News Blog. Under Adam's ambitious and skillful leadership, the blog has become a valuable resource for Summit attendees. While last year's Summit blog had three or four posts total, Adam has encouraged contributors from our chapter to submit more than 30 posts so far — and they're still going strong. The inscription on Adam's award reads, *In recognition of your extraordinary efforts in Social Media for the support and success of Summit 2012.*

### **Above and Beyond**

The Above and Beyond Award is new this year, and it was established to recognize individuals who contribute extraordinary effort and substantial personal time to ensure the successful completion of a unique and challenging chapter event or experience.

The recipients of the Above and Beyond, *Linda Jansak* and *Bill Leavitt*, have immersed themselves in the Chicago Summit for more than a year now, brainstorming, planning events, drumming up interest, working with the Society at the international level, forming and managing local committees, tirelessly publicizing, and essentially living and breathing all things Summit. I can't imagine two more enthusiastically committed individuals, and I'm sure their families will be thrilled when this is all over.

Their inscriptions read, *For your dedication to STC Chicago and STC International in a successful Summit 2012.*  
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## **STC Chicago 2011–2012 Technical Communication Competition Winners**

*By Elizabeth Burke*

The STC Chicago Technical Communication Competition recognizes and encourages excellence in all forms. We hold the competition each year not only to honor those whose product serves as models for our profession but also to share techniques and production values with others.

Four levels of award are possible in four main competition areas - Informational, Instructional, Promotional, and User Support Materials. The four award levels are Merit, Excellence, Distinguished, and Best of Show. However, it is possible for an entry to receive no award.

Entries are judged against a stringent list of criteria and each entry is evaluated on its own merit.

STC Chicago is happy to share that every entry in our 2011-2012 competition was honored with an award this year with a single entry earning Best of Show.

Continue to page 11 for a complete list of 2011-2012 Technical Communication Competition award winners.

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## 2011-2012 Competition Award Winners

### Informational Materials Awards

*Distinguished - Technical Reports*

**"A Report of the Surgeon General: How Tobacco Smoke Causes Disease...What it Means to You"**

Peter Xiques  
Vickie Reddick  
Mark Van Hook

*Excellence - Articles*

**"Bottom Up and Top Down: Making IT a Key Part of the Campus Sustainability Effort"**

Dennis Cromwell  
Kristin Hanke  
Sarah Engel

*Excellence - Books*

**"Developing User Assistance for Mobile Apps"**

Joe Welinske

*Excellence - Periodicals*

**"American Academy of Dermatology, skin E-News"**

Paula Ludmann  
Michelle Ziegler

*Merit - Technical Reports*

**"GIA Cell Guard Technical Testing Report"**

Francis Bao  
Barnaby Printing, Inc.

*Merit - Technical Reports*

**"Campus Bridging Final Report"**

Craig A. Stewart  
Guy T. Almes  
Von Welch  
Malinda Lingwall

### Instructional Materials Awards

*Distinguished - Training Materials*

**"Executive Order 13508: Strategy for Protecting and Restoring the Chesapeake Bay Watershed"**

Alina Martin  
Denton Lesslie  
Alan Manning

### Promotional Materials Awards

*Distinguished - Posters*

**"East Tennessee Technology Park: From Superfund Site to Super Site"**

Phillip Brooks  
Vickie M. Reddick  
Lydia Birk

*Excellence - Brochures and Catalogs*

**"The Advanced Photon Source at Argonne National Laboratory - Lighting the Way to a Better Tomorrow"**

Richard Fenner  
Michele M. Nelson  
Katherine Obmascik

*Excellence - Brochures and Catalogs*

**"Launch Your Career: Argonne National Laboratory's Postdoctoral Program"**

James Collins  
Kristene Henne  
Sana Ann Sandler

*Excellence - Brochures and Catalogs*

**"Native BACnet Building Automation Solutions Brochure"**

Mark D. Stucky  
KMC Marketing Dept.

*Excellence - Brochures and Catalogs*

**"ATE: Reusable Inert Munitions"**

Jeff Legeer  
Alan Manning  
Charles Gouin

*Merit - Brochures and Catalogs*

**"GlobalNOC Internships: Summer of Networking (brochure)"**

Gregory A. Moore  
Vince Cannon

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2011-2012 Competition Award Winners,  
continued

**User Support Materials Awards**

*User Support Materials - Reference Documents*

**“NASA: Climate Change, Adapting Now to a Changing Climate – Florida’s Space Coast, Ames Research Center, and Langley Research Center”**

Mark Van Hook  
Sam Higuchi  
Kim Gotwals

*Distinguished - Reference Documents*

**“NASA: Climate Change, Adapting Now to a Changing Climate – Florida’s Space Coast, Ames Research Center, and Langley Research Center”**

Mark Van Hook  
Sam Higuchi  
Kim Gotwals

*Distinguished - Job Aids and Quick Start Guides*

**“NU2IT Student Orientation Materials”**

Charles Rondot  
Nicole Powell  
Yvonne McCann  
Karen Garrett  
John Grigutis  
Janae Cummings

*Excellence - User Guides*

**“IMA Overview Guide”**

Cheri Noble

*Excellence - User Guides*

**“Universal PS Pay Station”**

Jessica Davis

*Merit - Quick Reference*

**“Guide to Budget FY11”**

Margaret Dawn

**Best of Show**

*User Support Materials - Reference Documents*

**“NASA: Climate Change, Adapting Now to a Changing Climate – Florida’s Space Coast, Ames Research Center, and Langley Research Center”**

Mark Van Hook  
Sam Higuchi  
Kim Gotwals  
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**Start Gearing Up for the Next Competition!**

*By Cheri Noble*

Congratulations to all our award winners, and huge thanks to the judges of the 2011-2012 STC Chicago Technical Communication Competition! Our judges reviewed materials from each category and provided comments using a standardized form on each entry. The judges work very hard to provide constructive comments in all areas of the evaluation and work in teams to come to consensus on the award, if any, given to each entry.

I have entered my work in previous Technical Communication Competitions and appreciated all the feedback I was given. The competition helped me to make my work even better! This is just one of the many reasons to consider entering your work in the next annual competition. Now is the time to look at documents you’ve created or updated in the past year and consider your entry for this year. This is also a good time to start the conversation with your manager about our competition and the benefits you and your company can obtain from entering.

We are looking forward to a rich and busy 2012-2013 STC Chicago Technical Communication Competition beginning this fall. If you have experience in design, writing, editing, information architecture, training, content development, or any facet of technical communication, please consider being one of our judges this year. You don’t have to be a member of STC to be a judge.

We are also looking for someone to be our Judging Manager this year. The Judging Manager works with the Competition Manager to obtain judges and to organize and distribute the entries to the judging teams. The Judging Manager stays in touch with the team leads, answers questions, and assists if a team is unable to come to consensus on an entry. You’ll also review all judging forms for objective and valid comments to the submitter.

Future editions of *Byline* and the STC Chicago website will include more details. If you’d be interested in volunteering as our Judging Manager or if you have any questions, send an e-mail to [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com) with your contact information. Ω



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## Byline

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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 at [byline@stc-chicago.com](mailto:byline@stc-chicago.com). Preferred format is a MS Word® 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 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](mailto:byline@stc-chicago.com).

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## STC Chicago Membership at a Glance

Total Affiliated Members: 180

Members: 57

Senior Members: 91

Student Members: 20 Ω

## STC Chicago Chapter Leaders 2011–2012

### President

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### Immediate Past President

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### Treasurer

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