

# Byline



Bi-Monthly Newsletter for STC Chicago Members

## President's Message

By Elizabeth L. Burke



*"The most valuable of all talents is that of never using two words when one will do." ~Thomas Jefferson*

**H**appy Spring! It is that time of year once again. Spring officially arrived with Spring-like weather teasing us throughout the beginning of 2017. Hopefully with today's Summer-like weather of the mid-70's, the warmer weather will arrive and stay.

Spring also signals several STC activities and events. In case you did not receive our announcement, STC Chicago was awarded the Platinum Community Achievement Award for "For endless promotion of the Society, trailblazing list of programs, active community outreach, and systematic planned leadership transition. For doing up with innovative ideas for education promotion and formulating the Volunteer Incentive Program."

We will be recognized and receive our Community Achievement Award during the Leadership Program on Sunday, May 7, at the 2017 Summit in Washington, DC. Please join us for a group photo of our community members with our award at the end of the Honors Reception on Tuesday, May 9.

Also at this time of year, we begin the transition of new officers with our Chapter election. STC Chicago members will receive an email notice to

vote for new officers soon. Please take the time to learn about the nominees and cast your vote.

I would also encourage you to reach out to our officers and committee managers and let us know how STC Chicago can support your professional needs. What do you need from the Chapter activities to enhance and grow your skills? What can we do to help you in your career as a professional communicator? Part of the reason that our Chapter and the Society exists is to support our profession. We need your insight into the activities and support you need for a successful career. Maybe you need to learn new tools or you've heard about new methodologies that you would like more information. Let us know.

We still have a few more activities and events in our 2016-17 program year. Please join us to learn new information and to network with others in the profession. Ω

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## Pivoting the Profession

By Linda Jansak

On a recent night in Greektown, Joe Welinske spoke with STC Chicago members on the topic of creating value for technical communication within the domain of “user experience” (UX).

What can user assistance (UA) professionals do to maintain and increase value for the profession in the face of increasingly impactful work being done in the UX field?

According to Joe, technical communicators would do well to pivot their careers with an eye to what is happening in the UX field. Today, core skills once held exclusively by user assistance (UA) professionals are being absorbed by others, including those in UX. While a “career pivot” need not require diving into an entirely new field, it may mean that UA practitioners should consider rebranding their existing skills by using the language of UX, where interactive design, content strategy, usability testing, user research, and visual design play important roles in the storytelling culture.

UXers define themselves as user advocates first and foremost. Tracking user metrics is essential when creating use cases, which are, in turn, used to secure top-down buy-in from C-level executives.

Briefly put, tech comm is still too often considered an expense, while UX is increasingly associated with being a revenue driver. Once UA professionals learn to make a strong business case and align with marketing goals, the visibility and value for technical communication becomes clear.

Yes, acquiring new skills may be a necessary part of the professional rebranding process. Sometimes, however, it only takes a shift in the way we talk about the work we already do to increase visibility and value.

Members thank you, Joe, for making your way to Chicago and sharing your insights. A [recording of Joe's presentation](#) is available online. Feel free to connect with him directly on [LinkedIn](#). Ω

## “Get Real”: A Professional Interview Program

By Josée Martins

In 2014, STC Chicago launched the “Get Real” informational interview service for students, recent grads, and those looking to make career changes in our field. Over the last few years, we have had many successful interviews where we’ve educated the interviewees about our field, our chapter, and the STC in general. To learn more about the Get Real program, please visit our chapter website.

We have a few core volunteers from our chapter who have lent their expertise over the years. Please consider joining them. It is a very small time commitment (2-4 hours a year) since the load is shared. It is a great way to give back and pay it forward at a very personal level.

Sign up today by sending a note to [interview@stc-chicago.com](mailto:interview@stc-chicago.com). Ω



## 4/30/17 Deadline for \$1,000 Student Scholarship

STC Chicago is offering a \$1,000 student scholarship to encourage local academic excellence, provide the profession with educated communicators, and promote greater awareness of and participation in STC. A membership to STC is included.

Entries must be submitted on or before April 30, 2017. For details and application information, see our [Scholarship page](#).

Please direct any questions you may have about this scholarship to the Scholarship Manager at [scholarship@stc-chicago.com](mailto:scholarship@stc-chicago.com).

## Technical Communication Summit '17 is coming!

Registration for STC's 64<sup>th</sup> annual conference is now open. This year's Summit will take place May 7 through 10, 2017 at the Gaylord National Resort, just outside of Washington, DC.

Full Summit registration includes access to all education sessions; the Opening and Closing Keynotes; Welcome Reception; Honors Reception; continental breakfast Monday, Tuesday, and Wednesday mornings; as well as morning and afternoon refreshment breaks. Attendance at the 2017 Summit provides 8 CEUs toward CPTC currency. CEUs apply only to those who are certified and cannot be counted retroactively.

[Register for the Summit Now!](#) Ω

Special thanks to our banquet

Gold Sponsor:

# Dakota

April meeting sponsor:

**CARA**  
Change • Learn • Align • Perform



## April Meeting: Exploring the Test Then Tell Approach to eLearning

Join us on Thursday, April 20, as speaker Mary Whalen explores Test Then Tell, an approach to structuring asynchronous eLearning courses. Mary will give an overview of the approach, show course examples where Test Then Tell is used, compare Test Then Tell to the more traditional Tell Then Test approach, and discuss the development process for creating Test Then Tell courses.

### When

Thursday, April 20, 2017

6:00 – Registration check-in and networking

6:30-7:15 pm – Dinner (salad, fruit and cheese, veggie pasta, pinwheel sandwiches, dessert bites)

7:15-8:30 pm – Presentation

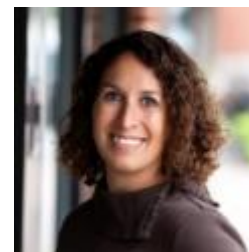
### Where

The Offices of CARA Group - Drake Office Plaza  
2215 York Road, Suite 300 - Oak Brook, IL 60523

Register [HERE](#)

About the speaker:

For over 20 years, Mary has been helping companies use training and documentation solutions to improve employee performance, increase customer satisfaction, and ensure regulatory compliance. She has designed and developed live and online training programs, technical and user manuals, and online help for a wide range of companies in various industries, from start-ups to Fortune 500 clients. Mary has taught through the Society for Technical Communication Institute at Northern Illinois University, and her work has received awards from the Society for Technical Communication. Ω



*Mary Whalen, April Speaker*

## Congratulations to Our Competition Winners

On Thursday, March 16, we celebrated the STC Chicago Technical Communications Competition winners.

### Merit Award Winners

[PowerPact B-Frame 15 to 125 A Circuit Breakers Catalog](#)

Marsha Jennerjohn  
Company: *Schneider Electric*

[Smartfolio App Promo Card](#)

Robert VanKammen  
Company: *Ken Cook Co.*

[HEPD80 Flush Mounting Kit Instruction Bulletin](#)

Randolph Scott Dean  
Company: *Schneider Electric*

[CA Subsystem Analyzer for DB2 for z/OS: How to Use Getpage Sampling](#)

Jim Craig  
Company: *CA Technologies*

[AMS Trex Device Communicator User Guide](#)

Susan Campbell  
Company: *Emerson*

[RelativityOne Documentation Site](#)

Adam Evans	David Bachmann
Jessica Daugherty	Andrei Essaoulov
Mandy Morgan	Mary Linderman
Deanna Gonzalez	Matt Miller

Company: *kCura*

[PowerPact B-Frame 3P I-Line Circuit Breakers Installation Bulletin](#)

Marsha Jennerjohn  
Company: *Schneider Electric*

[Rise of the LearnBot](#)

James J. Goldsmith  
*Self*

[Argonne National Laboratory Summary Site Environmental Report for Calendar Year 2014](#)

Katherine Obmascik  
Environment, Safety & Quality Assurance  
Biology II – Research topics in Biology, Downers Grove South High School  
Company: *Argonne National Laboratory*

### Excellence Award Winners

[Volvo Car Overseas Delivery Itinerary Brochure](#)

Robert VanKammen  
Jenny Kasza  
Company: *Ken Cook Co.*

[Sabre Motor Yachts 66 Dirigo Owner's Information Book](#)

Rob VanKammen  
Melissa Schramm  
Company: *Ken Cook Co.*

[RFID Hand-Held Programming Device EVRFIDHP](#)

Michelle Felser  
Company: *Schneider Electric*

[JCESR Website](#)

Benjamin Schiltz  
Joseph Harmon  
Dana Stasiak  
Company: *Argonne National Laboratory*

[Argonne Now Magazine](#)

Louise Lerner  
Sana Sandler  
Abby Miesen  
Company: *Argonne National Laboratory*

### Distinguished Award Winners

[Driving Mobility: Argonne's Center for Transportation Research](#)

Suzanne Williams  
Sana Sandler  
Wes Agresta  
Company: *Argonne National Laboratory*

[Schneider Electric Digest 177](#)

Lisa Brewer  
Randolph Scott Dean  
Michelle Felser  
Treaasa Green  
Emily Hughes  
Marsha Jennerjohn  
Steven Thompson  
Andrea Wenger  
Mark Gibbs  
Mark Mitchell  
Kevin Habel  
Bob Tucker  
Company: *Schneider Electric*

[CA Compliance Event Manager 5.0 Documentation](#)

Jaysa Tammaro  
Laura Fletcher  
Company: *CA Technologies*



## Competition Winners, continued...

### Best in Show Winner

*In the Category of Promotional Materials:*

Driving Mobility: Argonne's Center for Transportation Research

Suzanne Williams

Sana Sandler

Wes Agresta

Company: Argonne National Laboratory

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## Chapter Volunteers Honored at Banquet

At our annual awards banquet, we also celebrated the volunteers who work so hard to help STC Chicago and its members. We offer our heartfelt thanks to these winners and all volunteers of the STC Chicago chapter.

### Robert G. Frank Award – John Hartigan

Robert G. Frank Award recipients are usually members of STC Chicago for ten years or more and have played an active role for all or most of those years. Robert Frank was a dedicated leader of the chapter who worked beyond reasonable expectations to make it successful. Much of his professional life was spent in support of the long-term success of STC Chicago. The Robert G. Frank Award is intended to honor the memory of Robert Frank by recognizing STC members who characterize the dedication he displayed. This award is awarded by a special committee.

John's citation read:

*"For dedicated service to the Chicago chapter and distinguished leadership in STC."*

### President's Award – MaryKay Grueneberg

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.

MaryKay's citation read:

*In appreciation of your exceptional effort and contributions to the STC Chicago chapter.*

### Volunteer of the Year Award – Mandy Morgan

Established in 2010, the Volunteer of the Year Award was created to acknowledge ongoing dedication to the chapter through volunteer efforts and commitment to the technical communication profession.

Mandy's citation read:

*"For your exceptional support of the STC Chicago membership, taking on the role as Webmaster."*

### Chapter Star Award – Deborah Wuethrick

Established in 2011, the STC Chicago Chapter Star Award was created to acknowledge a chapter member for outstanding service and volunteer efforts for a single major event.

Deborah's citation read:

*"In recognition of your willingness to step in as an emergency judge for the STC Chicago Technical Communication Competition."*

### Above and Beyond Award – Bernadette Cash

STC Chicago established the Above and Beyond Award in 2012 to recognize an individual that accepts the responsibilities for a unique and challenging chapter event or experience. In the role, the individual contributes an extraordinary effort and substantial personal time to ensure the successful completion of the experience.

Bernadette's citation read:

*"In recognition of your outstanding effort as co-manager of the annual STC Chicago Technical Communication competition."*

### Distinguished Chapter Service Award (DCSA) – Joséé Martins

The DCSA program was established by the Society in 1988 for acknowledging the work of those chapter members who repeatedly and consistently provide exemplary service to the Society through chapter activities.

Josée's citation read:

*"In recognition of your outstanding effort as co-manager of the annual STC Chicago Technical Communication competition."*

### Golden Support Award – Ken Cook Company

Established in 2016, the Golden Support Award was created to acknowledge a business or group that has shown continued exceptional long-term

professional support of the STC Chicago chapter.

The citation read:

*“In appreciation of your generous long-term support of the Chicago chapter of STC.”*

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## STC Chicago Earns Platinum Community Award

Each year, the Society uses the Community Achievement Award to recognize a SIG, professional, or student chapter’s outstanding accomplishments in achieving the Society’s goals through a wide range of programs and activities.

This year, STC Chicago has once again earned the highest level: Platinum.

Our award will officially be presented to our chapter representatives at the Summit in Washington D.C. in May.

The citation will read:

*“For endless promotion of the Society, trailblazing list of programs, active community outreach, and systematic planned leadership transition. For coming up with innovative ideas for education promotion and formulating the Volunteer Incentive Program.”*

If you are planning to attend the Summit, plan to attend the end of Leadership Day to help us receive our award. Also plan to attend the Honors Reception on Tuesday evening, where we will take a group photo of all STC Chicago members in attendance. Ω



## Mark your calendar!



## Chicago eLearning & Technology Showcase

Celebrate Chicago as a world-class center for eLearning. Join hosts [ATDChi](#), [Chicago ISPI](#), and [STC Chicago](#) at the 10th annual Chicago eLearning & Technology Showcase on August 15, 2017, for a cutting-edge exploration of new media and interactive eLearning tools.

For full conference information, see <http://chicagoelearningshowcase.com/> Ω



## Chapter Elections

Elections for the 2017-18 STC Chicago program year will open in mid-April. Every member of STC Chicago in good standing will be sent a link to the ballot via email.

See the candidate bios on the next pages.

## Meet the Candidates

### Elizabeth Gecas for President

Elizabeth has been in the Technical Communication industry for almost two years. Her first introduction started as courses at college. With two internships in the field under her belt, she took a technical writing position shortly after graduating her university.

Elizabeth first began her involvement with STC Chicago by attending Administrative Council meetings. She decided to become a member to be more involved with the chapter. Elizabeth became a judge for the 2015 Annual Competition and coordinated the email correspondence with the individuals who submitted entries to the competition. These efforts granted her the “Chapter Star Award” to recognize her support. At the time, the Vice President (VP) asked Elizabeth to run for the position and she accepted. As the current VP, Elizabeth took on the role of Internships and Social Media/PR on top of her VP duties.

When STC Chicago received the Platinum Community Achievement Award this year, we were noted "As one of the most consistent and active communities in the CAA process, your community had another year filled with many activities. The CAAEC hopes that your community will continue to aspire to a high level with a set of impressive initiatives and activities next year." As president, Elizabeth plans to keep that momentum going.

### MaryKay Grueneberg for Vice President

MaryKay has been a professional technical communicator for over 30 years and is currently a Sr. User Assistance Developer at SAP. She recently became a Certified Professional Technical Communicator (CPTC). She has been a Chicago suburbanite for all her life and currently lives in Elk Grove Village.

She is an Associate Fellow in the Society for Technical Communication. She is serving her third year as the Chair of the Community Achievement Awards Evaluation Committee (CAAEC) and has been a judge and team lead for the International Summit Awards competition for six of the past seven years.

She joined the STC Chicago chapter in 1996. She first joined STC Chicago's Administrative Council (AC) as secretary in 2007 and has been a part of the AC in some capacity ever since. She has served two years as secretary, served as VP-president-IPP from 2010 to 2012, served as program committee manager multiple times, and has been a member of the sponsorship committee for the past several years. In addition, she has served on the competition committee in various roles, including committee manager, co-manager, judges' review panel, and judge for the past 15 years.

When asked why she is considering a second run for the office of vice president, she said, “I am very passionate about all things related to the profession of technical communication. I believe strongly in STC and what it has to offer its members. I want to continue to be a strong part of STC Chicago. As vice president, I will work closely with the president to find new and innovative ways to service our membership.”

### Dan Dornbrook for Secretary

Dan has been a technical writer in the Chicago area since 1994 and an STC member since 1993, when he was studying technical communication at Milwaukee School of Engineering. He has worked full time for Motorola (now Motorola Solutions) since 2000.

Dan currently manages the Membership Committee and Bylaws Review Committee of the Chicago Chapter. He served as chapter president in 2009-2010, vice president in 2008-2009, treasurer in 2006-2008, Program Committee manager in 2004-2006, and *Byline* editor in 2001-2002 and 1995-96.

Dan received a Robert G. Frank Award from the chapter in 2011, a Distinguished Chapter Service Award from STC in 2005, and a President's Award from the chapter in 2005.

When asked why he is considering a run for secretary, Dan said, “In these times of continuing change for our profession, our chapter needs volunteers more than ever, and I want to help our chapter adapt and evolve to prepare for what the future may bring.”

### Pete Wagner for Treasurer

Pete is a consultant with Dakota Systems, Inc., a Chicago company that helps organizations implement structured authoring, content management, and publishing solutions. Previously, Pete worked as a technical communicator at Siemens Industry Inc., Building Technologies Division in Buffalo Grove. In addition to his writing duties, which include producing online help as well as printed documentation, Pete has also worked with software developers, testers, and marketing to develop user interfaces for Windows-based software programs.

Pete started his writing life as a magazine editor and writer for a small technical trade publication. He has a Master's Degree in Journalism from Northwestern University and has been a member of STC since 1994. During that time, he has judged several times in the annual Technical Communication Competition, and taught the chapter's beginning and advanced RoboHelp seminars from 2004 to 2007.

Pete has served as chapter treasurer since 2016. When asked why he wanted to continue as treasurer, Pete said “I think STC is an important organization for any technical communicator, and only works when people step up and help out. I’ve helped out on and off throughout the years as my bandwidth has allowed, and this is another way to help keep the Chicago chapter one of the best chapters around.” Ω

## You Can Still Be a VIP

**O**ur Volunteer Incentive Program (VIP) runs through June. Every time you contribute to the chapter, you will be entered into our drawing for a gift certificate for a special dinner for two. The winner will be drawn at our end-of-year celebration and business meeting in June. And remember, contributions of any kind, large or small, count!

So, please consider writing a Byline article, helping at a meeting, volunteering for the Get Real program, help with sponsorship, making calls to venues, and so much more! Just reach out to any committee manager for more ideas on how you can help. Ω

## John Hartigan Receives 2017 Robert G. Frank Award

By Cheri Gerlach

**J**ohn is a Senior member of STC and a long-time volunteer for STC Chicago.

His education:

- Graduated magna cum laude with a BA from Beloit College
- Masters Degree from University of Texas at Austin

John has been a senior technical writer and senior documentation specialist from 1997 – 2006. During this time, he had won several STC Chicago competition writing awards for his online Help, user guides and a training program.

He had spent 10 years working as a Product Manager for Orbitz Worldwide. Besides writing user guides quick reference material and release notes, he also supervised a staff of 6 developers and 1 quality engineer in the US and India.

His most recent job has been as a product manager for Expedia that included eCommerce and website design. He worked on migrating Orbitz information to Expedia.

This is so much more to John’s long career; I just wanted to highlight a few of his accomplishments.

Most of his volunteer time for STC Chicago over the years has included being part of our administrative council:

- **Hosted 1<sup>st</sup> Thursdays** downtown for more than 6 years
- **Treasurer** for 3 years
- **Judge** in our competition for 5 years
- **Program Manager** for 3 years
- **Nominating Committee** for 3 years
- **President’s Award** in 2009
- **Distinguished Chapter Service Award (DCSA)** in 2016

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## STC Chicago 2016-17 Officers

### President

Elizabeth L. Burke, [president@stc-chicago.com](mailto:president@stc-chicago.com)

### Vice President

Elizabeth Gecas, [vp@stc-chicago.com](mailto:vp@stc-chicago.com)

### Secretary

Cheri Gerlach, [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com)

### Treasurer

Pete Wagner, [treasurer@stc-chicago.com](mailto:treasurer@stc-chicago.com)

### Immediate Past President

Betsy Maaks, [ipp@stc-chicago.com](mailto:ipp@stc-chicago.com)



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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.

**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](#).

## 2016-17 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

**Internships** - Elizabeth Gecas

**Membership** - Dan Dornbrook,  
[membership@stc-chicago.com](mailto:membership@stc-chicago.com)

**Newsletter** - Michael Burke,  
[byline@stc-chicago.com](mailto:byline@stc-chicago.com)

**Nominating** - Dan Dornbrook, Linda Jansak,  
Donna Wampach, Cheri Gerlach,  
[nominating@stc-chicago.com](mailto:nominating@stc-chicago.com)

**Get Real! Professional Interview Program** -  
Josée Martens, [interview@stc-chicago.com](mailto:interview@stc-chicago.com)

**Programs** - MaryKay Grueneberg,  
[program@stc-chicago.com](mailto:program@stc-chicago.com)

**Social Media** - Elizabeth Gecas, [pr@stc-chicago.com](mailto:pr@stc-chicago.com)

**Scholarships** - Russ Friend,  
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**Sponsorship** - Francis Bao,  
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**Web/Online** - Mandy Morgan, [web@stc-chicago.com](mailto:web@stc-chicago.com)