

# Byline



Newsletter for STC Chicago Members

## New STC Chicago Officers Elected for 2008-2009

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STC Chicago members elected officers in June, and the officers are working on new and continuing benefits to our members for 2008-2009.

**President: Francis Bao** -- Francis is a senior member of STC. He owns his own technical communication consulting company in DeKalb. Before his year as vice president of the chapter, he served as chapter treasurer for three years and managed the Education Committee for three years. He has won two APEX awards, the chapter competition award, STC international competition award, and 2006 Chicago Chapter President's Award. He has served as a chapter competition judge for four years. In addition, he has published a number of articles in the chapter newsletter, *Byline*, for which he served as advertising manager.

**Vice President: Dan Dornbrook** -- Dan has been a technical writer in the Chicago area since 1994 and an STC member since 1993. He was *Byline* editor in 1995-96 and 2001-2002, served as program manager from 2004 to 2006, and served as chapter treasurer from 2006 to 2008. He received a Distinguished Chapter Service Award from STC and a President's Award from the chapter in 2005.

**Secretary: MaryKay Grueneberg** -- A senior member of STC, MaryKay has been a judge for the annual STC Chicago Technical Publications, Art, and Online Communications Competitions for seven of the past eight years. She has served on the Competition Committee for several years and has served on the Judges' Review Panel for the past three years. MaryKay has served as chapter secretary for the past year. She has been a technical writer in one capacity or another since 1983. After freelancing for almost 13 years, she has spent the last 12 years in the computer software industry. MaryKay is a volunteer for the USO and has recently been asked to serve on the Board of Directors of the Heart of a Marine Foundation, a non-profit organization that supports service members and their families, from all branches of the United States military.

**Treasurer: Linda Kelley** -- Linda 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 interna-



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tional STC Newsletter Competition, and as program manager for the Chicago Chapter for three years.

In addition to the officers, members elected members of the Nominating Committee, which identifies candidates for chapter offices and various chapter and STC awards. The committee members are:

**W. Kelly Oja** -- An STC member since 2000, Kelly became active in the Chicago Chapter in 2003. In 2006, he became the membership manager for the chapter. Kelly works for Newedge Financial, Inc. in Chicago as a SharePoint administrator. Kelly previously worked as a technical writer for Verizon Airfone, Inc. in Oak Brook. Kelly also volunteers his time as an admissions volunteer for the University of Minnesota.

**Malcolm Culbertson** -- Malcolm is a senior member of STC. He has worked as a project manager and technical

writer for Siemens Building Technologies, Inc. in Buffalo Grove for the past eight years. His previous STC experience includes managing chapter competitions from 2002 to 2004. Chapter honors include the President's Award and the Distinguished Chapter Service Award.

**Steve Napora** -- A member of STC since 2006, Steve graduated from the College of Lake County's writing program in 2007 and was awarded a post-bachelor's certificate in technical communication. He was awarded an STC Chicago student scholarship in 2007, as well as other student writing honors. He has served on the chapter's Nominating Committee since 2007. He most recently worked as a freelance technical writer for the University of Illinois School of Public Health. Ω

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## Subscribe and Save on 2008-2009 Program Meetings

STC Chicago is offering season passes to our events, with the convenience of one-time registration and a reduced cost per meeting. The new program year brings a few important changes:

- Pass prices are rolling back to the 2006-2007 rate of \$20 per meeting (except the awards banquet).
- Full and partial season passes are now a members-only benefit, because STC has increased its support of chapters from member dues.
- Holders of season passes can send substitutes (or request refunds) for meetings they cannot attend by contacting STC Chicago a day or more in advance.
- Holders of passes qualify for discounts on selected workshops and other special events to be announced later.

We offer these passes for the 2008-2009 season:

- the Three-Meeting Pass for \$60 (includes three meetings with speakers)
- the Five-Meeting Pass for \$100 (includes all five meetings with speakers)
- the Seven-Meeting Pass for \$160 (includes the networking event in June 2009 and our annual awards banquet in March 2009)

Registration rates for individual meetings remain the same as in 2008-2009, starting at \$30 each for members who register online for meetings with speakers or for our networking event. In addition, members who register online can still register a guest at the member rate.

All of our passes and registrations for individual meetings are available at [www.stc-chicago.org](http://www.stc-chicago.org). Ω

## 2008-2009 Program Calendar

Date	Speaker	Topic	Location
Sep 18	Bob Brill, Wood Phillips	Intellectual Property Issues for Technical Communicators	Carleton
Oct 14	Moderator: Mary Sojoodi-Whalen	Panel: Education Options for Technical Communicators	DePaul
Nov 12	Matt Mignogna, Dashe & Thompson	Software Benefits Maximization Through Technical Communication	Carleton
Jan 15	Joe Welinske, WritersUA	Write More, Write Less	DePaul
Mar 10	N/A	Awards Banquet	Francesca's
Apr 23	Ken Cook, Ken Cook Co.	Web-Based Project Management Tools	Carleton
June 10	N/A	Networking Event plus Annual Business Meeting	Ballydoyle

Registration and networking begin at 6 p.m. unless otherwise indicated (for banquet: dinner at 6:30; ceremony at 7:30).

- Carleton = Carleton Hotel, 1110 Pleasant St., Oak Park, 708-848-5000.
- DePaul = DePaul University campus at Meadows Corporate Center, 2550 W. Golf Rd. Suite 255, Rolling Meadows, 847-437-9522.
- Francesca's = Francesca's Amici, 174 N. York Rd., Elmhurst, 630-279-7970.
- Ballydoyle = Ballydoyle Pub, 5157 Main St., Downers Grove, 630-969-0600. Ω

## 10 Things to Know about This Year's Competition

By Chris Hester

1. The deadline for entries is Friday, October 10, 2008. Start selecting and preparing your entries now!
2. The fee is \$75 for each entry submitted before the deadline, \$100 for each entry submitted after the deadline.
3. The competition is open to members and non-members.
4. Members and non-members are encouraged to judge – please contact Dan Dornbrook ([vicepresident@stc-chicago.org](mailto:vicepresident@stc-chicago.org)) to volunteer as a judge.
5. Art Competition: The number of categories has been reduced from 17 to 12.
6. Art Competition: Oversized entries (over 11x17 inches) must be rolled instead of mounted.
7. Technical Publications Competition: The number of categories has been reduced from 15 to 6.
8. Technical Publications Competition: Please be careful to submit the required number of issues for newsletters, journals, and other periodicals. If issues are missing, an entry is disqualified.

### New this year:

5. Entries receiving Distinguished or Excellence are eligible for entry into the Society-level competitions.
6. Entries in languages other than English *may* be accepted. Please check with the competition manager before submitting your entry to determine if judges are available for your entry.

STC Chicago has elected to follow the rules and guidelines established by the International Competition Committee, and *New This Year* outlines changes made by that committee. The Call for Entries, competition rules (including new category definitions), and submission and payment forms will be available from [www.stc-chicago.org](http://www.stc-chicago.org) soon. Ω

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## STC Chicago Member Profile - Linda Kelley



<b>STC Member</b>	STC Member
<b>Member Since</b>	1988
<b>Job Title</b>	Senior Technical Writer at Synergex in Gold River, California
<b>STC Affiliation</b>	Senior Member in the STC Chicago Chapter and the Online Special Interest Group (SIG) for many years. Also a member of the Sacramento and Denver Chapters.
<b>Years of</b>	22
<b>Tech Comm Philosophy</b>	Know your audience and write for them (it's pretty basic, but it's still at the foundation of our profession). Also, if something is too hard to explain, the product probably has a design flaw.
<b>Favorite STC Moment</b>	Receiving an Award of Distinguished Technical Communication for the Sacramento Chapter newsletter I co-edited. Second was getting a Distinguished Chapter Service Award from STC Chicago Chapter for my work as Program Manager.
<b>Favorite Work Moment</b>	Being asked to continue working for my company by telecommuting after I attempted to resign because we were moving out of state (this was about 17 years ago, before most people had even heard of telecommuting).
<b>Working on Now</b>	Learning all about .NET, because the main product I document is a business programming language whose next version supports the .NET Framework, and transitioning into my new role as Chicago Chapter Treasurer.
<b>Favorite Movie</b>	<i>Shirley Valentine</i>
<b>Favorite Music</b>	Alternative rock (for example, The Fray, Goo Goo Dolls, Death Cab for Cutie, Regina Spektor)
<b>Favorite Book</b>	Two of my favorites are <i>Bird by Bird</i> by Anne Lamott and <i>Comfort Me with Apples</i> by Ruth Reichl.
<b>Favorite Technical Communicators</b>	Jared Spool
<b>Where I'd Like to be 10 Years From Now</b>	I'd love to be writing creative nonfiction in the Greek Islands, but since my two younger kids will both be in college that year, I suppose that's not very realistic! Ω

### Did you know . . .

**You can join us on LinkedIn.** If you are a member of STC Chicago, go to the Groups Directory, search for STC Chicago, and click *Join this group*. And you can follow us on Twitter: Get news, special offers, and other announcements at [twitter.com/stcchicago](https://twitter.com/stcchicago).

**Salary Database Now Available.** STC's Salary Database provides members with the information they need

to conduct job searches, make a case for a raise, or prepare department payroll budgets. The data in the Salary Database are drawn from the U.S. Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES). Members have free access to the database. For more information, please visit [www.stc.org](http://www.stc.org). Ω

## Chicago e-Learning & Technology Showcase Coverage Available Online

The Chicago e-Learning & Technology Showcase has created quite a buzz among e-learning professionals and enthusiasts. If you didn't get a chance to attend this popular event, please see our Web site and blog for interviews with speakers, event wrap-up and more. Session materials will also be available online after August 20. Don't forget to visit our Web site later this month for details. Ω

## Share Your Sponsorship Leads with Us

Communicate a message of support for STC Chicago by sending your sponsorship leads our way.

STC Chicago welcomes new sponsors, including those who donate the use of corporate office space for our workshops and special events.

If your lead results in an actual sponsorship for STC Chicago, you will receive a complimentary pass to the sponsored event. Please contact Linda Jansak at [ipp@stc-chicago.org](mailto:ipp@stc-chicago.org) for more information. Ω

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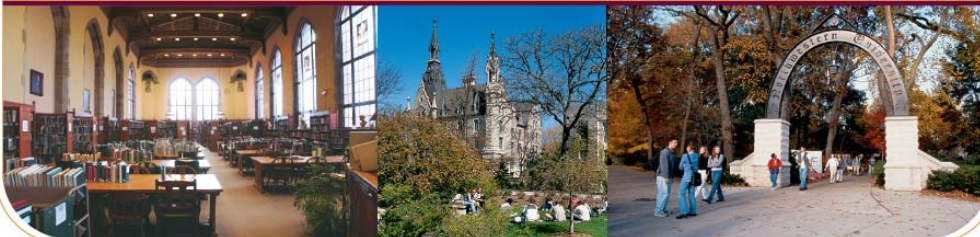
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## Byline Wins Second Consecutive APEX Award

By Julie Wroblewski



STC Chicago's award-winning newsletter, *Byline*, has received the APEX Award of Excellence for the second consecutive year.

The APEX awards program honors excellence in a multitude of professional communication areas, including newsletters, magazines, and Web and intranet design. Its Award of Excellence recognizes significant achievement in graphic design, editorial content, and overall communications effectiveness.

Editor Tom Lunde is responsible for managing this year's publication, and Francis Bao has served as the Advertising Manager. During Tom's four years as editor, *Byline* also received two awards of Merit and one award of Excellence in the STC International Newsletter Competition.

Tom and Francis attribute *Byline's* success in no small part to the help they receive from members of the chapter's Administrative Council and from chapter members who contribute their time and knowledge.

Tom sums up their award-winning approach by saying, "I came up with a layout and organization that I feel works well and we regularly try new ideas, such as

the Member Profile, that I feel benefits our members."

The benefits to STC Chicago members are considerable. As one of the largest chapters in the society, its members need a wide variety of information at any given time, from job-seeking tips to professional skills development. In the spirit of trying out new ideas, this year's newsletter introduced an expanded format that included member profiles, employment success stories, and volunteer spotlights.

Francis adds: "*Byline* effectively serves as the communication tool which helps those members to meet their professional needs. As a professional organization, we view *Byline* as a significant part of our success since it expands the vision of our members and makes them become successful technical communicators."

The newsletter's popularity and quality also stand out in an era where people increasingly get their information through electronic media rather than print pieces. Being a printed piece may be what gives it an edge over other formats.

Tom says, "I think *Byline* bridges the gap where Intercom and the STC journal [Technical Communication] stop in that it reports information vital to STC Chicago members. I also think that our decision to print and mail the newsletter helps out a lot. Printing and mailing *Byline* is certainly more expensive and time-consuming than emailing a PDF file or posting it on our Web site, but we know that not every STC Chicago member is on our email list. If we mail *Byline*, then we know that every one of our members gets a copy."

*Julie is a senior technical writer at Spot Trading L.L.C. and a senior member of STC Chicago. Ω*

## STC Membership at a Glance

Total members: 12,738

Members residing in the U.S.: 10,707

Members residing in Canada: 1,184

Members residing elsewhere: 847

Total communities\*: 155

\*Includes 104 professional chapters, 30 student chapters, and 21 SIGs.

## STC Chicago Membership at a Glance

Total Members: 306

Associate Fellows: 8

Fellows: 6

Senior Members: 187

Members: 91

Student Members: 14 Ω

## 2008 Showcase Sponsors

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## Byline

### Editor:

Tom Lunde, [byline@stc-chicago.org](mailto:byline@stc-chicago.org)

### Advertising Manager:

Francis Bao, [vicepresident@stc-chicago.org](mailto:vicepresident@stc-chicago.org)

Byline is a bimonthly 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.org](mailto:byline@stc-chicago.org). Preferred format is a Word for Windows 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 printings.

The advertisement and payment must be received by the 20th of the month before the next published issue of the newsletter (e.g., submit ad and payment by November 20th for the December issue). 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.org](mailto:byline@stc-chicago.org).

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**Subscriptions:** STC Chicago membership includes a subscription to Byline. Contact STC at:

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Phone: 703-522-4114  
Fax: 703-522-2075  
[www.stc.org](http://www.stc.org)

STC Chicago Chapter  
[www.stc-chicago.org](http://www.stc-chicago.org)

## STC Chicago Chapter Leaders 2008

### President

Francis Bao  
[president@stc-chicago.org](mailto:president@stc-chicago.org)

### Treasurer

Linda Kelley  
[treasurer@stc-chicago.org](mailto:treasurer@stc-chicago.org)

### Immediate Past President

Linda Jansak  
[ipp@stc-chicago.org](mailto:ipp@stc-chicago.org)

### Newsletter Committee

Tom Lunde  
[byline@stc-chicago.org](mailto:byline@stc-chicago.org)

### Vice President

Dan Dornbrook  
[vicepresident@stc-chicago.org](mailto:vicepresident@stc-chicago.org)

### Program Committee

Open  
[program@stc-chicago.org](mailto:program@stc-chicago.org)

### Secretary

MaryKay Grueneberg  
[secretary@stc-chicago.org](mailto:secretary@stc-chicago.org)

### Scholarship Committee

Open  
[scholarship@stc-chicago.org](mailto:scholarship@stc-chicago.org)

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Newsletter for STC Chicago Members

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