

# Byline



Bi-Monthly Newsletter for STC Chicago Members and Supporters

## President's Message

By Rita Hovorka

The arrival of the Covid vaccines provides some optimism as we begin the second month of the year. Although it's too early for the warmer weather that will allow life to move outside, there's new hope that we might be able to meet in person later this year. In the meantime, take advantage of the Wednesday Webinar Series and virtual monthly chapter meetings to engage in thoughtful discussions on trends and new technology in our industry.

Be sure to block some time in your calendar to virtually reach outside your home office and connect with other members.

- Register for the Wednesday Webinar on February 10 and learn how to add some finesse to the way you give and receive feedback in your organization. All of us could probably use some new tips or reminders on how to critique without criticism. As always, this is a free event for Chicago chapter members.
- Attend this month's evening meeting on February 17 to hear about new trends in Tech Comm. I think everyone noticed how quickly virtual communications adapted when life became virtual last year. New ideas didn't end there—hear how content delivery systems continue to evolve for the new ways we communicate. While we are meeting online, monthly meetings are also free events for Chicago chapter members.

The Administrative Council is pleased to now offer a continuing education grant in addition to the STC Chicago chapter annual scholarships. The continuing education grant is exclusively available to current STC Chicago chapter members. See the article in this issue for details on how to apply. Just a reminder that the

scholarships are open to any high school or college student who is pursuing a technical communication-related degree or certificate. If you know a student who might qualify, direct them to <http://www.stc-chicago.com/resources/student-scholarships/>.

Finally, a note of thanks to the volunteers who continue to keep our web site current, find speakers for webinars and meetings, provide regular communications to our members, and generally keep things running. The chapter has come to depend on a core group of volunteers the past few years, and we would love to see a few new faces join the team! We have opportunities that will work for any level of availability. Please email [info@stc-chicago.com](mailto:info@stc-chicago.com) to find out where you can lend a hand. Ω

### In this Issue

<b>President's Message</b> .....	1
<b>2021 Trends in Technical Communication</b> .....	2
<b>Feedback Finesse: The Art of Giving and Receiving Feedback</b> .....	2
<b>Section 508 Best Practices Webinar</b> .....	3
<b>Competition News</b> .....	3
<b>UPDATE! Scholarships Program – Not just for students anymore</b> .....	3
<b>Chapter Events Calendar Features STC Community Events Nationwide</b> .....	4
<b>December Holiday Party – Virtual Style</b> .....	4
<b>Member News</b> .....	5
<b>2021 Summit Registration Open Now</b> .....	6
<b>STC Store</b> .....	6
<b>Latest Issue of Intercom</b> .....	6

## Virtual Chapter Meeting

### 2021 Trends in Technical Communication

As companies strive to improve technical communications in 2021, it becomes important to understand the new trends driving change in the industry.

Many companies position themselves as solutions to part of the technical communications infrastructure, such as content creation or web delivery. However, no single turnkey solution will handle the demands of every organization, since system priorities vary greatly by company and industry. Thus, technical communication managers face a difficult challenge when designing and implementing end to end content delivery systems.

Join us on February 17 as speaker Brian Buehling, Managing Director for Dakota Systems, discusses the three basic areas that must be considered when designing technology content delivery systems. First, content creation involves building a single interface for authors, editors, and reviewers that handles multiple authoring tools. Second, content management involves storing document components, separating their content and structure from any formatting information to optimize re-use and facilitate dynamic distribution. Third, content distribution involves designing multiple channels to deliver the content to users including personalized printed pages, web pages, tablet applications and syndication engines. This session gives an overview of the technical communication trends this year likely to drive changes in content delivery systems. From content creation and workflow control to document storage and online distribution, each structural component will be analyzed.

For registration details, see: <https://www.stc-chicago.com/february-2021-trends-in-technical-communications/> Ω



### Wednesday Webinar Series

### Feedback Finesse: The Art of Giving and Receiving Feedback

Technical communicators serve as a cornerstone in the flow of feedback through organizations that goes well beyond editorial feedback on different content types.

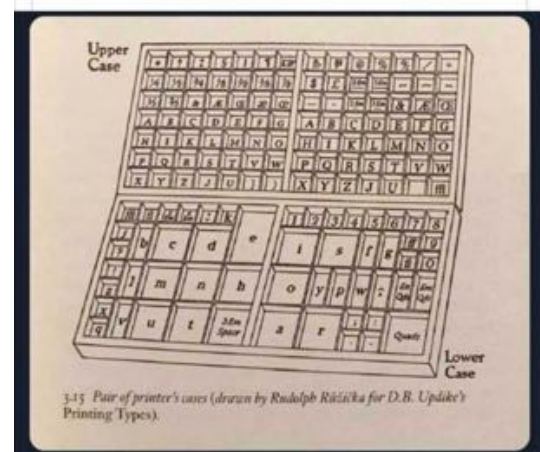
On Wednesday, February 10, speaker Liz Herman will show you how to add some finesse to the way you give and receive feedback in your organization.

Key takeaways:

- Learn new ways to deliver meaningful feedback.
- Understand how to thoughtfully respond to feedback.
- Leave with some artful ways to approach the flow of feedback and some specific resources for additional learning.

For registration details, see: <https://www.stc-chicago.com/feb-webinar-series-feedback-finesse-the-art-of-giving-and-receiving-feedback/> Ω

Did you know that "upper case" and "lower case" refer to the physical cases where printers kept their letters?



## Section 508 Best Practices Webinar

In the second in a series on Section 508 Best Practices, on March 30, presenters from the U.S. Access Board will cover requirements in the Section 508 Standards for hardware and software.

For more details or to register, visit [www.accessibilityonline.org](http://www.accessibilityonline.org). Questions can be submitted in advance of the session or can be posed during the live webinar. Webinar attendees can receive a participation certificate.

Registration closes 24 hours before the start of the session. Instructions for accessing the webinar on the day of the session will be sent via email to registered individuals in advance of the session. Communication Access Realtime Translation (CART) and Video Sign Language Interpreters are available for each session and will be broadcast via the webinar platform. A telephone option (not toll-free) for receiving audio is also available.

The Section 508 Best Practices Webinar Series provides helpful information and best practices for federal agencies in meeting their obligations under Section 508 of the Rehabilitation Act which ensures access to information and communication technology in the federal sector. This webinar series is made available by the **Accessibility Community of Practice of the CIO Council** in partnership with the **U.S. Access Board**. Ω

## Competition News

The 2020 STC Chicago Technical Communications Competition wrapped in December and we are in the process of finalizing and ordering the awards. We would like to give huge shout out to our judges who gave their time and talent this year. Without them, we could not have had a competition. Thank you to:

- Malcolm Culbertson
- Adam Evans
- MK Grueneberg
- Carolyn Hagans
- Becky Hall
- John Hartigan
- Rita Hovorka
- Patrick Mehl
- Ceylan Nashashibi
- Tom Reed
- Beth Wolfe
- Don Wuethrick

## UPDATE! Scholarships Program – Not just for students anymore

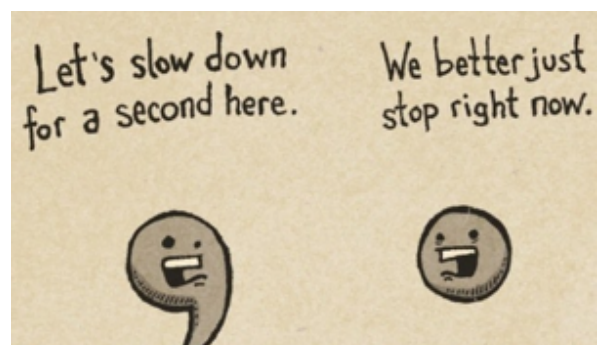
As announced in the December *Byline*, the STC Chicago Administrative Council has decided to expand the scholarship program to include a **continuing education grant for current Chicago STC members**. As in past years, **four scholarships** (two \$1,000 scholarships for college students and two \$500 scholarships for high school students considering a technical communication-related degree or certificate) will still be awarded to applicants meeting the award criteria.

### Continuing Education Grant

Recognizing that education continues throughout a technical communicator's career, the chapter is now proud to offer one continuing education grant (up to \$500) for an STC Chicago member. The grant must be used to offset the costs for any technical communications-related activity, for example, a webinar or class, attendance at a conference, etc. Applicants must provide information regarding the activity, and one recipient will be drawn from the approved entries received before April 1, 2021. A paid receipt for the event must be provided in order to be reimbursed.

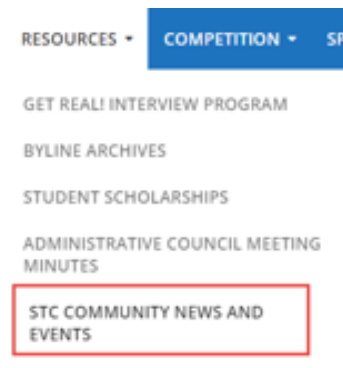
### More Information...

The application deadline for all scholarship/grant entries is March 31, 2021. Check the Student Scholarships page (<https://www.stc-chicago.com/resources/student-scholarships/>) for the latest information, including application forms. Please direct any questions you have about these scholarships and the grant to the Scholarship Manager at [scholarship@stc-chicago.com](mailto:scholarship@stc-chicago.com). Ω



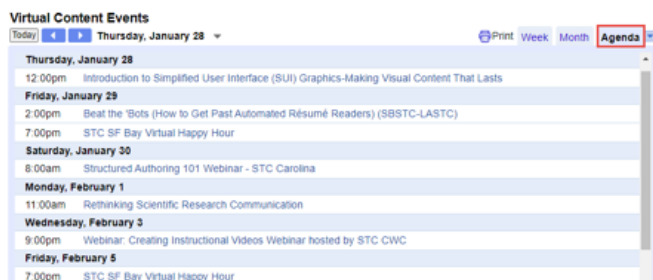
## Chapter Events Calendar Features STC Community Events Nationwide

Have you checked out the chapter’s STC Community News and Events calendar lately (<http://www.stc-chicago.com/resources/stc-community-news/>)? The calendar not only features STC Chicago events, but events from STC communities all across the country. You can access the calendar from our “Resources” tab:

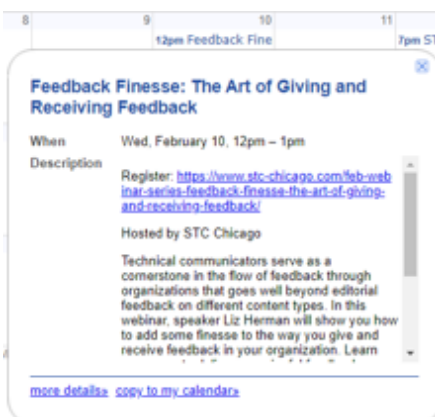


Besides the usual weekly and monthly views, the **Agenda** view gives a nice running overview of upcoming events.

### STC Community News and Events



Click on an event for an overview, which also has links for more information and to add it to your calendar.



Be sure to check **Virtual Content Events** from the views drop down arrow (especially given current events).



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## December Holiday Party – Virtual Style

Our annual holiday party and Lightning Talks was held virtually on December 17, 2020. Lightning talks were given by Pete Wagner, Linda Kelley, and MaryKay Grueneberg with a special ninja talk by Paul Lockwood.



Pete: “Beer 101: History, Making It, Enjoying It”



Linda: “Staying Connected While Staying Home”



MK: “Santa’s Naughty and Nice List for Presentations”

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## Member News

### Copresco Installs a Konica-Minolta Digital Printing Press

Copresco has installed a Konica-Minolta 6136P digital printing press that combines spectacular black & white print reproduction with the latest high-speed production technology.

“The people at Konica-Minolta were stunned by amount of work Copresco put their machine through in the first month,” noted Copresco President Steve Johnson. “At Copresco we’re serious about our Copies Overnight promise of producing 250,000 pages overnight for any client,” Johnson explained. “We put every new piece of equipment through hours of testing procedures to make certain that the results meet our rigorous standards.

“Twelve years ago, in the face of a severe economic downturn Copresco resisted the temptation to hunker down and instead invested heavily in new equipment to meet the demands of our clients in the recovery that we knew would come,” Johnson says. “We still subscribe to that philosophy.”

One important feature of the new press is its ability to handle lighter weight papers. “In the digital world it is unusual to run papers lighter than the conventional 50- or 60-pound weights, but lightweight book papers are a great way to reduce bulk and save on shipping and mailing costs. Lighter weights also lighten the load for students carrying backpacks full of textbooks,” Johnson stated.

“The 6136P’s tone controls are the best we’ve ever seen. This allows us to make last minute tweaks to high-quality artwork. It also means that beautiful monochrome reproduction of art books, for example, no longer need to be run on a more expensive press.” The press’s expanded inline inserting capabilities make it easier than ever to add index tabs, inserts, and multiple pages of color into black and white books, catalogs, manuals, and publications.

Along with the new machine, Copresco purchased KonicaMinolta’s AccurioPro Flux Premium software to

better control all of these new features. AccurioPro Flux Premium will link the new press with our automated Switch workflow.

The end result is faster turnaround, more efficient production, greater accuracy, and even higher quality. “Who would have thought that Copresco could further improve on its famous Copies Overnight turnaround and award-winning quality? There is always room for improvement at Copresco,” Johnson concluded. Copresco produces millions of pages of short-run publications, books, and manuals. Projects range from booklets, catalogs, handbooks, textbooks, and technical materials to training aids, guidebooks, newsletters, calendars, and cookbooks. Ω



*Copresco President Steve Johnson is all smiles about the installation of the Konica-Minolta 6136P digital printing press*

**Editor’s note:** Are you an STC member with some news to share? Do you have an article idea? Please reach out to [byline@stc-chicago.com](mailto:byline@stc-chicago.com)



# Society News



## 2021 Summit Registration Open Now

Registration is now open for the Virtual 2021 Summit! The Summit will take place **5-9 June 2021**.

What's included with registration?

- All keynote and general sessions
- Education sessions in the following areas: Content Design and Delivery; Tools and Technologies; Management, Leadership, and Career Development. The program will include presentations, tutorials, and workshops at several experience levels.
- The Expo Hall, where numerous vendors demonstrate products, services, tools, and technology in the world of technical communication.
- The Honors Event, where the best and brightest in the industry are honored by the Society.
- Additional social networking and entertainment events
- Access to all recorded sessions until 31 August 2021

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**STC Election  
2021 Slate**  
Has been announced.

To see the list of candidates, go to:  
<http://www.stc.org/elections/election-slate>

## STC Store

Did you know STC members receive free access to select recorded webinars and discounted access to all other recordings available in the STC Store? Free recordings include “Get Your Salesforce to Integrate Your Technical Content” and and much more. We recently refreshed the store, so if you haven't visited recently, check it out today. There are over 100 recordings available, all from the past three years! Ω

## Latest Issue of Intercom

The latest issue of *Intercom* is out now! The issue is guest-edited by Dr. Liz Herman and features five new articles posted to *Intercom Online*. Dr. Maureen Hammer's feature, “Knowledge Management in Practice”, is unlocked and available to non-members. Feel free to share with your friends and colleagues!



STC also announced a new digital edition of *Intercom*, beginning with this issue. While articles will still be available online at [www.stc.org/intercom](http://www.stc.org/intercom), the new digital edition will allow for a better user experience, including a more dynamic and interactive interface. Additionally, it will provide an optimized digital reading experience for both desktop computers and mobile devices. Ω

## STC Chicago 2020-21 Officers

**President** – Rita Hovorka, [president@stc-chicago.com](mailto:president@stc-chicago.com)

**Vice President** – Pete Wagner, [vp@stc-chicago.com](mailto:vp@stc-chicago.com)

**Secretary** – Dan Dornbrook, [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com)

**Treasurer** – Francis Bao, [treasurer@stc-chicago.com](mailto:treasurer@stc-chicago.com)

**Immediate Past President** – Michael Burke, [ipp@stc-chicago.com](mailto:ipp@stc-chicago.com)

## 2020-21 Committee Managers

**Alliance** – Linda Jansak

**Bylaws** – Becky Hall

**Competition** – Rita Hovorka and MK Grueneberg, [competition@stc-chicago.com](mailto:competition@stc-chicago.com)

**eLearning & Technology Showcase** – Linda Jansak

**Historian** – Bill Leavitt

**Byline Newsletter** – MK Grueneberg, [byline@stc-chicago.com](mailto:byline@stc-chicago.com)

**Nominating** – Manager Pete Wagner, [nominating@stc-chicago.com](mailto:nominating@stc-chicago.com)

**Get Real! Professional Interview Program** – *\*manager wanted\**, [interview@stc-chicago.com](mailto:interview@stc-chicago.com)

**Membership Drive** – *\*manager wanted\**, [membership@stc-chicago.com](mailto:membership@stc-chicago.com)

**Programs** – Dan Dornbrook, [program@stc-chicago.com](mailto:program@stc-chicago.com)

**Social Media** – Dan Dornbrook

**Scholarships** – Pete Wagner, [scholarships@stc-chicago.com](mailto:scholarships@stc-chicago.com)

**Sponsorship** – MK Grueneberg, [sponsorship@stc-chicago.com](mailto:sponsorship@stc-chicago.com)

**Webinar Series** – MK Grueneberg, [webinars@stc-chicago.com](mailto:webinars@stc-chicago.com)

**Web/Online** – Linda Kelley, [web@stc-chicago.com](mailto:web@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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