



President’s Message

By Pete Wagner

Happy New Year everybody! I hope everyone had a chance to wind down and spend time with family and friends and have started the new year healthy and with renewed energy. I’d like to welcome Phil Hayek as the new chapter Vice President, replacing Ben Durham who had to resign because of changing personal and professional circumstances. Phil, a lecturer in the College of Liberal Arts and Sciences at the University of Illinois Chicago, has been working with STC Chicago to develop a UIC student chapter. I’ve been working with Phil since summer 2021 and am thrilled that he has volunteered to join the Administrative Council mid-program year.

Speaking of volunteers, before moving on to 2022 I want to thank everybody involved in last fall’s STC Chicago Technical Communication Competition. The competition is a fantastic opportunity for technical communicators to get insightful feedback on their own work from industry veterans. Thanks to all the judges who contributed their time and expertise. Special thanks also go to Competition Committee members MK Grueneberg and Nancy Shanahan, who did an outstanding job in keeping the many moving parts humming along at peak efficiency.

As of this writing, STC Chicago chapter events will continue to be virtual through the remainder of the program year which winds down in June. Competition winners have been notified but once again there will not be an in-person March Awards Banquet. However, as of this writing the 2022 STC Technical Communication Summit in Rosemont this May is scheduled to be held as an onsite, in-person event. The chapter Summit committee has been working hard to lay out the red carpet to the technical communications world, and we need your help! Please see the STC 2022

Summit Volunteers section on page 5 for information about volunteer opportunities as well as a link to the volunteer form on the chapter website.

In the meantime, I hope to see you online at one of the many [chapter activities](#) between now and the Summit in May. Ω

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Punctuation changes everything



Virtual Chapter Meeting

March Chapter Meeting

Our March chapter meeting will be a combined virtual meeting with the Michigan Great Lakes Chapter of STC, at which Matt Reiner will speak on "How to Create Explainer Videos Quickly". The meeting will be at 6 PM Chicago time (which is 7 PM in Michigan) on Tuesday, March 8. Details will be announced on the STC Chicago website in February. Ω

February: Information Flow: A Game Changer in Selling Structured Content to the C-Suite

Please join us in February for our first speaker-based chapter meeting of 2022: "Information Flow -- a Game Changer in Selling Structured Content to the C-Suite". For more than two decades, we have been talking about and working with structured content. In the technical writing community, the benefits of using structured content in a Component Content Management System (CCMS) are well understood and documented. We know that it generally makes writers' lives easier and makes the content reusable, easier to manage, translate, and publish.

However, getting the managerial buy-in is still difficult and, at times, impossible because, "it's not their problem." In this talk, learn how to "make it their problem" by steering clear of the old gimmicks like "reuse," "team productivity," and "translation cost savings" and by taking the discussion toward organizational information flow that impacts company revenue.

Our speaker, Nenad Furtula, is a partner and a VP of Sales and Marketing at Bluestream Database Software, based in Vancouver, British Columbia. Nenad has been working with XML and bringing XML-related products to market for more than 20 years. Currently his primary

professional interest lies in building and socializing a DITA-enabled component content management system called XDocs. Nenad holds a bachelor's degree in business administration from Capilano University near Vancouver and a master of science degree in Computer Science from Dalhousie University in Halifax, Nova Scotia.

Date: Tuesday, February 22, 2022

Time: 7 PM Central time

[Register here!](#) Ω

Thursday Virtual Meetup Schedule

Please join us for the Thursday *Virtual Meetup* on the fourth Thursday each month. We will meet online from Noon – 12:55 PM (CDT). NO agendas, NO presentations, NO speakers, just networking, talking, and socializing. So, grab your lunch or a snack and a drink and join STC Chicago members and non-members alike!

The meetups for the first half of 2022:

- February 10
- March 10
- April 14
- May 12
- June 9

Check out our [Thursday Meetups](#) page for the registration link (it's free, of course, but you need to register to receive the GoTo Meeting link for the current month). Ω





Wednesday Webinar Series

February: “Quiet Leadership: Influencing Change Without Being the Loudest Person in the Room”

Speaker: Stacey King Gordon

Our profession tends to attract introverts and quieter folks, who prefer to influence with their pens more than their voices. In fast-moving companies, it’s easy to feel like our point of view is getting trampled, disregarded, and forgotten by our non-content colleagues as they try to out-talk each other.

In this session, Stacey Gordon shares how to drive meaningful change and influence others without shouting into the maelstrom of loud voices. Stacey draws on her background as a content strategy manager at Google and Facebook, and her time as a consultant, to share strategies for socializing ideas, advocating for the right things, and implementing lasting change — without pushing ourselves too far out of our introvert comfort zones.

In this session you will learn:

- Self-acceptance as an introvert and a quiet leader
- Using one-on-one relationships to advocate for a position
- Being on the lookout for opportunities to insert yourself
- Showing up without waiting for permission
- Preserving your magic

Date: Wednesday, February 9

Time: 12:00 – 12:55 PM CST

[Register here!](#) Ω

Scholarships & Grants

Submit your application for an STC Chicago Scholarship or Continuing Education Grant!

Scholarships

STC Chicago offers educational scholarships for students pursuing a technical communication-related degree or certificate.

- STC membership is not required.
- Two \$1,000 scholarships are available for college students
- Two \$500 scholarships are available for high school Seniors

Continuing Education Grant

STC Chicago offers one continuing education grant for any technical communications-related activity.

- Current STC Chicago Chapter membership is required
- Up to \$500 is available

Follow the links below to see the specific requirements for each program:

- [College Scholarships](#)
- [High School Scholarships](#)
- [Continuing Education Grant](#)

Applications for all awards must be received by STC Chicago no later than March 31, 2022, 11:59 PM Central Standard Time.

Please direct any questions you have about these programs to the Scholarship Manager at scholarship@stc-chicago.com.

Donations

In the past, STC Chicago has received greatly appreciated donations for these programs. Donations can go towards the general program or they can be targeted for a specific area. If you would like to donate, please contact the Treasurer at treasurer@stc-chicago.com. Ω

Thank You Judges!

A competition is not a competition without judges. We are so very grateful to the following 17 volunteers who gave their time and expertise to the 2021 STC Chicago Technical Communication Competition.

- MK Grueneberg
- Becky Hall
- Rita Hovorka
- Emily Kowal
- Stacey Lohman
- Paula Ludmann
- Patrick Mehl
- Jack Molisani
- Tom Reed
- Cynthia Robison
- Phil Sugg
- Sharon Twiss
- Pete Wagner
- Lynne Williamson
- Beth Wolfe
- Don Wuethrick
- Deb Wuethrick

Merit Awards

<i>Instructional Materials</i>	<p>Bobcat Zero-Turn Mowers Safety Video Chris Fosland Everette Boehm Michael Jordan Aaron Murray Scott Charles Damon Amiot Stefan Johnson Greg Marano <i>Ken Cook Co.</i></p> <p>Unified Sales and Rebate Management Processes Roshni Maitra Prateek Sethi <i>Salesforce</i></p> <p>Omnichannel Inventory John Burger Jean Lieske <i>Salesforce</i></p>
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Mini Power-Zone™ Unit Substation Instruction Bulletin

Michelle Felser
Schneider Electric

HMH State Adoption Playbook

Elizabeth Raichle
Houghton Mifflin Harcourt

Filings User Guide

Cindy Haley
Tyler Technologies

NIBRS Reporting User Guide

Harvey Clark
Tyler Technologies

ProStar MPPT Charge Controller Quick Start Guide

Cheryl Taylor
Taylor's Technical Triage Inc.

Excellence Awards

<i>User Support Materials</i>	<p>Einstein in the Clouds Mark Barnard Melissa Passero <i>Salesforce</i></p> <p>RxClaim NextGen Online Help Steve Vandermyde Amy Terrien <i>Optum</i></p>
<i>Informational Materials</i>	<p>Salesforce Scheduler Industry Use Cases Mohammed Ali Yasser Todd Hoffman Chakravarthi Muppalla Akshay Ram Maheshwary Venkatesh Devanahalli Kumaraswamy Ruby Castro Amanda Cheung Zoe Heimdal Elise O'Keefe Jeane Lieske Kenneth Shuttleworth <i>Salesforce</i></p>

<i>Promotional Materials</i>	<p>A Powerful Response to Disruption: Meeting the needs of the medical education community during COVID-19</p> <p>Victoria Stagg Elliott Betsy Shea Joseph Thompson Robin Levine Steve Brown Lindsey Glosniak <i>American Medical Association</i></p>	<p>Compliant Data Sharing in Financial Services Cloud</p> <p>Dipankar Kharga Nirav Doctor Molly Wu Zoe Heimdal Mohammed Ali Yasser <i>Salesforce</i></p>
<i>Instructional Materials</i>	<p>How to Measure Quality: the Help Portal Quality Assessment Project</p> <p>Dwight Anglehart Phillippe Coudert Sandra Fontaine Heather Halter Michael Hlibchuk Axel Luther Jon Nowland Doug Savage <i>SAP</i></p> <p>Marketing Intelligence Report (2021)</p> <p>Susan Oliver Tara Stephens Ran Lee <i>Salesforce</i></p> <p>AppExchange Partner Intelligence Basics Trailhead</p> <p>Ryan Williams Tara Stephens Matthew Miele <i>Salesforce</i></p> <p>Automation Studio Activities</p> <p>Teresa Allen Jeremy Hay Draude Bryan Corcoran Lisa Caten <i>Salesforce</i></p> <p>Salesforce Licensing</p> <p>Mary Burger Geraldine Rebstock Brian Trimboli <i>Salesforce</i></p>	<p>Einstein Relationship Insights Basics Trailhead</p> <p>Jyothi Agarwal Roshni Maitra Mohammed Ali Yasser Elise OKeefe Jonathan Chan Rachel Holz Chuck Snow <i>Salesforce</i></p> <p>Interaction Summaries in Financial Services Cloud</p> <p>Dipankar Kharga Rajesh Gande Jonathan Chan Zoe Heimdal Anna Sims <i>Salesforce</i></p> <p>Bobcat Self-Directed Operator Safety Training Course for Compact Tractor</p> <p>Chris Fosland Everette Boehm Scott Charles Anthony Rosten <i>Ken Cook Co.</i></p> <p>Customer 360 Data Manager Setup</p> <p>Melissa Zabel Todd Hoffman Nathan Barras Brian Zhang <i>Salesforce</i></p>
	<i>Distinguished Awards</i>	
	<i>User Support Materials</i>	<p>Example of Common Use Cases</p> <p>Kate Bowerman Lindsay Kara Yuvi Zalkow <i>Salesforce</i></p>

	<p>Enhance Your Incentive Model with Rebate Management Roshni Maitra Prateek Sethi Jasjeev Singh Sahni Neeraj Jain Kathy Ellis <i>Salesforce</i></p> <p>Salesforce Loyalty Management learning map Alekhya Sen Gupta Priyanka Guha Vijay Srikanth Mallimadugula <i>Salesforce</i></p>
<i>Informational Materials</i>	<p>Copresco's Overnight Lite newsletter Jessica Pinkous Steve Johnson Lee Strouse <i>Copresco</i></p>
<i>Promotional Materials</i>	<p>Wiring Devices for the Connected Home – Catalog Michelle Felser <i>Schneider Electric</i></p>
<i>Instructional Materials</i>	<p>Connie's Corner: Unit Testing Elizabeth Wilson <i>Synergex</i></p> <p>AMPscript Solutions Susan Oliver Tara Stephens Matthew Miele <i>Salesforce</i></p> <p>Einstein Content Selection Solutions Susan Oliver Tara Stephens Matthew Miele <i>Salesforce</i></p>

Best of Show

In the category of **Instructional Materials**:

Connie's Corner: Unit Testing

Elizabeth Wilson
Synergex



STC 2022 Summit Volunteers



The [STC Summit](#) is coming May 15-18 at Hyatt Regency O'Hare in Rosemont, IL. As the host chapter, STC Chicago is excited to be welcoming technical communicators from the world over to our great Chicagoland area. The Summit 2022 Committee is looking for volunteers to help in a variety of areas, including:

- Hospitality Desk, chapter representatives, STC Buddy Program, restaurant and tour guides
- Video development, article writing and blogging
- Research and recommendations for sale items, a community raffle and sponsorship

Details and the form to sign up can be [found here](#).

Contact the [Summit Committee](#) if you have any questions. Thank you in advance for helping make the first STC in-person conference since the pandemic outbreak a great one! Ω

Society News

The Early Registration Rate has been EXTENDED to 15 January for STC Members!

Make plans now to join us for [STC's Technical Communication Summit](#) taking place **15-18 May at the Hyatt Regency O'Hare, in Rosemont, Illinois (outside of Chicago)**!

The theme for the 2022 *premier education conference* for technical communicators is **The Booming Business of Content: A New Era, New Opportunities**.

New sessions have been added to the [Full Schedule](#) which includes **more than 60 education sessions**! Be sure to check back often as content is still being updated. The 2022 Summit also offers **4 preconference workshops**. *These workshops are in addition to the Summit and have an additional registration fee.*

Attendance at the Summit provides 8 CEUs toward CPTC currency. CEUs apply only to those who are certified and cannot be counted retroactively.

[Register now!](#) Ω



#TechCommWeek Is Coming!

Get ready to join STC and our friends over at [APMG International](#) for the inaugural #TechCommWeek taking place **31 January - 4 February**!

To start the week, be sure to attend the latest installment of the We Are TechComm KnowledgeXchange Panel Discussion: **Certificates, Certification, and Academic Degrees** on **Monday, 31**

January at 1:00 PM ET. The educational opportunities available within technical communication can be overwhelming. Moderator **Liz Pohland, STC CEO** and panelists will define the differences between certificates, certification, and academic degrees, and why and when to pursue one over another. If you've decided to further your education, but you're not sure what type of program is right for you, understanding the differences between a degree, a professional certificate, and a certification can help ensure that your investment in your future aligns with your ultimate goals.

More information about this week is coming soon! Ω

February: Making Sense of Documentation Quality

This webinar describes the concepts of documentation quality, discusses how to take measurements, differentiates between product, process, and professional quality with practical examples of each, and offers these categories as a useful framework for classifying candidate metrics.

The objectives of this webinar are:

- Review the characteristics of a metric so attendees can select valid ones
- Provide a classification framework for documentation quality metrics
- Offer attendees examples of common, useful quality metrics

The takeaways from this webinar will be:

- An understanding of what makes for a valid and useful metric
- A framework to classify potential metrics as either product, process, and professional
- A test for selecting metrics for the attendee's environment

For current CPTC certificants: This webinar provides 2 CEUs for recertification, in the Project Planning core competency area.

Date: Wednesday, February 9

Time: 11:00-12:00 PM CDT

[Register here!](#) Ω

STC Chicago 2021-22 Officers

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Vice President – Phil Hayak, vp@stc-chicago.com
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Competition – MK Grueneberg and Nancy Shanahan, competition@stc-chicago.com
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Web/Online – Linda Kelley, web@stc-chicago.com

Byline

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STC mission statement: Creating and supporting a forum for communities of practice in the profession of technical communication.

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For membership information, contact: STC at Society for Technical Communication, 3251 Old Lee Highway, Suite 406, Fairfax, VA 22030 Phone: +1 (703) 522-4114 | Fax: +1 (703) 522-2075 Email: stc@stc.com