



DROOF SHEET

society for technical communication rochester chapter

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Monthly Meeting

This year’s kick off meeting on September 2 is your chance to Take a Tech Comm Professional Out to the Ballgame. The kick off meeting is always special, with new people to meet and friends and members getting back together. Plan to attend and make this year’s kick off the best ever!

Date and time: Wednesday, September 2, 2015 6:00 PM to 10:00 PM ET

Program: Take a Tech Comm Professional Out to the Ballgame

Location: Frontier Field

Details: September kickoff event page (Eventbrite, content follows)

Take a Techcomm Professional Out to the Ballgame

September 2 6:00 PM - 10:00 PM



IMPORTANT NOTE: The event details have changed.

Join us at Frontier Field on Wednesday evening, September 2nd as we watch the Rochester Red Wings close out their season against the Scranton Wilkes-Barre RailRiders! **Network** with other technical communication professionals and students, and **learn** more about the exciting activities [STC Rochester](#) has planned for 2015-16. We'll also talk about what membership in the [Society for Technical Communication](#) has done for us personally and professionally.

We will be sitting in Upper Box seats, not the Perch Suite. Each of our attendees will receive a share of Diamond Dollars towards the purchase of concessions and/or merchandise. At 25 tickets, the share will be 20 Diamond Dollars.

Frontier Field is offering \$1 Wednesdays. You'll be able to purchase Hot Dogs, Peanuts, Chips, and Cracker Jacks for \$1 from many of the Frontier Field food venues.

Redact Room

Each month on the last day, the issue for the next month is posted. This current issue develops during the month as members collaborate to post news and information. On the last day, the current issue is archived and the new issue is started. August 2015 is the first month. Beginning with the second month, members will be notified of the archive and the new issue, and highlights. If you need information or have information to share please contact the editor at any time.

August 11 Minimalism Presentation with Bernard Aschwanden

The special August 11 event held on the lake in Geneva, with the Central New York Chapter, featured a program by STC President Bernard Aschwanden on minimalism. This was a great opportunity to meet and hear Bernard, and network with members of the Rochester and Central New York Chapters.

Date and time: Tuesday, August 11, 2015 6:00 PM to 9:30 PM ET

Program: Minimalism, featuring STC President Bernard Aschwanden

Location: Ramada Geneva Lakefront, 41 Lake Front Drive, Geneva, NY 14456

Details: Meeting report (blog post, follows)



Members of the Central New York and Rochester Chapters gathered in Geneva on Tuesday evening, August 11, for dinner and a presentation by STC president Bernard Aschwanden on minimalism. Everyone enjoyed getting together after the summer break, especially beside beautiful Seneca Lake. Chapter leaders welcome an opportunity to see the STC president mid-year and go over concerns, and Bernard graciously considers them all. Bernard is an engaging presenter who generously shares his knowledge, experience, and insights. Minimalism describes not only doing away with needless words, but reducing content. Sometimes this means moving content in logical units to a companion publication or a web page. Bernard has many examples to share, all thought provoking and inspiring. Imagine best ways to convey the difference in size among a human, and different species of whale—you had to be there! Thank you again, Bernard, for a wonderful August special event for the Central New York and Rochester Chapters.

Council Notes

Members of the Council met on August 30 for a planning session and initial work on Spectrum 2016. Outcomes of this session will be reported as the year progresses. Thank you to everyone who participated!

Membership Memo

Membership reports resume with regular Council meetings in September.

Job World

Employment manager Mel Blank posts job opportunities on the website as soon as they are available. Visit the main page to see the latest opportunities, <http://www.stc-rochester.org>.

Cutting edge in 2015—continuing highlights from the STC Summit

Highlights of the Summit are posted continually on [Twitter](#).

There are many links to presentations and handouts on Slideshare. STC will make recordings of most of the sessions available soon via [Summit Playback](#).

August 2015 feature—What Really Matters: Focusing on Top Tasks

This month's feature is [What Really Matters: Focusing on Top Tasks](#) by Gerry McGovern published in *A List Apart* on April 21, 2015 and focusing on prioritizing in content management for web publishing. Members are invited to submit original articles for posting in the blog on this website as features for the newsletter.