



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: Thursday, January 17, Time TBA

Program: User experience, Laura Whitby, UX Manager/ Designer, BZDesign, Inc

Location: Flower City Community Room, Five Star Bank Citygate Plaza

Details and to register: TBA

Future meetings being planned are:

- February - cross chapter webinar
- March - networking meeting during the first week
- April - Lightning Talks
- May - Summit follow-up

President's Prose

by Kelly Schrank, President

How is it November again and time for another President's Prose?!

The [Call for Proposals for Spectrum](#) has been announced, so get your proposal together and submit it before December 3. And put these dates on your calendar: March 24-26, 2019.

In case you're wondering what goes into the chapter running on a monthly basis, it takes dedicated people taking time out of their busy lives to create cool programs and a big regional conference for us all! For example, as we prepared for Spectrum's announcements of a keynote and the Call for Proposals, it was discovered that the Spectrum website could not just be updated and "we" would have to add some pages to the Chapter website for Spectrum content. Because one of our Program Managers, Sarah Rowe, has her own business creating websites, she took this task on, but it certainly wasn't something she was planning on doing when she took on the role of Program Manager. So she has spent numerous hours, with assistance from Ben Woelk (who used to maintain the websites), Nathaniel Wilson (current webmaster), and Ann Wiley (our newsletter editor) to get us up and running. It's a work in progress, but this teamwork got us to the stage where we now have the Call for Proposals out. So, thank you, Sarah, especially, but also Ben, Nathaniel, and Ann, for your assistance with the Spectrum webpages. I'm looking forward to further improvements in the website in the future.

Redact Room

by Ann L. Wiley, editor

As the STC year continues, the newsletter reports on programs, the publications competition, scholarships, mentoring, membership, Spectrum, Society news, and more. Feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

Meeting Report

Date and time: Tuesday, October 30, 5:30 to 7:00 PM

Program: Networking with area technical communicators

Location: Lovin' Cup, 300 Park Point Dr., Rochester, NY 14623

Details: Nine members and guests gathered for an evening of light refreshments and conversation.

Date and time: Wednesday, November 7, 6:00 to 9:00 PM

Program: Annual Tech Comm Showcase and annual meeting

Location: Radisson Hotel Rochester Airport, 175 Jefferson Road, Rochester, NY 14623

Details: [Summary of presentations](#); annual meeting reports in the Chapter Chronicle. There were 19 people in attendance.

Date and time: Thursday, December 6, 6:00 to 9:00 PM

Program: Holiday dinner

Location: The Northside Inn, 311 N. Washington Street, East Rochester, NY 14445

Details: Members gathered for a holiday celebration with dinner, conversation, and contests to win prizes. Roxy Greninger live-streamed a few minutes on the [chapter Facebook page](#). Sixteen members attended.

Council Notes

The Council meets online each month on the second Wednesday at 7:00 PM to review of committee reports and identify action items and who will be responsible. Reports are reflected in the Chapter Chronicle.

Chapter Chronicle

Membership

The Rochester Chapter has maintained a steady membership count over the last year. Although the ideal situation would be to see increasing membership numbers, like many STC chapters, Rochester faces an ongoing challenge to prove value as a dues-paying organization. Rochester has a number of loyal chapter members who have been with the chapter for many years, which is testimony to the strength of the chapter. For example, out of our November roster of 66 members, there are 19 people who have been members for 10 years or more, 7 members, 20 years or more, and 5 members, 30 years or more. The chapter appreciates these continuing memberships.

The Rochester chapter November, 2018 roster shows five student members, and a total of 36 members who have been members for five or fewer years. We focus chapter programs and services on ensuring all members perceive their membership as a valuable investment in their professional development. The chapter welcomes each new member and endeavors to

communicate that everyone's membership matters not only to them but to the chapter and STC as well. Even with all of the resources available to technical communicators today that weren't around 10 years ago, STC is the best resource for ongoing opportunities to build professional relationships that last.

On December 12, the roster shows 69 members, with 30 renewals for 2019. The chapter has 15 new members since January 1, 2018.

Ben Woelk is presenting a webinar for the IDL SIG, Saying "Yes, and...?" to Leadership Opportunities, November 14, 1:30 PM ET.

Education

Education manager Carmel Priore-Garlock has called for entries for the [2018-19 Heritage Award in Honor of Edline Chun](#). Open to undergraduate and graduate students in the geographical areas represented by our members, this award aims to encourage and reward excellence in technical, scientific, and professional communication. The levels to be awarded are: Distinguished (\$500), Excellence (\$300), and Merit (\$100). Area universities have received the award criteria and entry procedures. The chapter continues its relationship with the Gates/Chili School Middle and High School, participating in their Careers in Demand Days.

Five mentors and mentees have been working together. Mentors are Ben Woelk, Wendy Ross, Chuck Campbell, Bobbi Werner, and Ken Reid. If you would like to be a mentor or to have a mentor, [contact Chuck Campbell](#). Chuck finds it's necessary to step down due to other obligations. If you would like to manage the program, contact [chapter president Kelly Schrank](#). The chapter appreciates Chuck's work on the mentoring program.

Employment

Employment manager Laurie Fiaretti sends job opportunities received from employers and recruiters to the chapter employment mail distribution. Chapter members may request to be added to the distribution. The mail distribution also receives job openings Laurie has found on job boards using key words including technical writer, technical editor, documentation specialist, and editor, as well as a broad range of roles in technical communication such as project manager. Laurie also posts [job openings](#) on the chapter website. Three jobs were posted in November. In October Laurie posted four jobs.

Web and Social Media

Webmaster Nathaniel Wilson and web team members Sarah Rowe and Ann Wiley continue working on improvements to the site. The home page has some preliminary updates and the new Spectrum pages are online.

Publications Competition

Our regional competition is an alliance of six chapters: NY Metro, Philadelphia, Atlanta, Houston, Rochester, and New England, the newest collaborator. Please consider volunteering as a judge as well as submitting your best work to the competition. The deadline for submissions was extended to December 12, which is the latest entry date for all competitions. The deadline for the call for judges was been extended to the end of November to enable competition managers to update the judging forms, making them more streamlined and manageable. This revision was featured in a judge training webinar offered on December 6, required for all new judges and recommended for returning judges; a recording is available. Rochester is providing four judges of the more than 40 recruited from participating chapters. Judging will take place in January of 2019. Visit the competition website for details on how to [submit](#) and about being a [judge](#).

Please contact [Bobbi Werner](#) with your questions or to indicate your interest in volunteering. Bobbi is the Rochester Chapter representative and Awards Manager for the competition.

Spectrum

The 60th annual chapter conference, [Spectrum 2019](#), will be held March 24-26, 2019. This is the diamond anniversary Rochester chapter annual conference. The theme is Remember Yesterday. Celebrate Today. Plan for Tomorrow. Author Toni Ressaire is the keynote speaker. Toni started out as a broadcast journalist, founded a lifestyle magazine, published books, and then became a technical writer. Now, she's learning about artificial intelligence and designing chatbots and virtual assistants. Toni will share her path from docs to bots and might suggest a possible turn in your career path as we all learn about Information 4.0. The [Call for Proposals](#) is closed. The chapter appreciates the 25 proposals received. Leadership day will focus on preparing for the future.

Educational Opportunities

Visit the STC website to see all of the Society's current [educational offerings](#). STC offers a [webinar](#) each Wednesday from 2:00 to 3:00 PM ET. Recorded webinars are available for [purchase](#) through STC by members and by non-members (at a higher price).

The Philadelphia Metro STC chapter has posted the [call for proposals for Conduit 2019](#) to be held April 5 and 6 at the Franklin Institute in Philadelphia.

The Central New York STC chapter holds its holiday meeting on December 19, 5:30 to 6:30 PM, in the Welch Allyn Skaneateles Conference Room. CNY chapter member Julie Hill, Harmonic, Inc., presents "Reduce, Reuse, Refocus: Content Reuse Basics." Attendees are invited to gather

at the Sherwood Inn for dinner afterward (paid individually). The presentation will be available online. [Register](#) on Eventbrite.

Society News

The 2019 membership renewal season is open. [Join](#) or renew via the STC website.

The 2019 Technical Communication Summit & Expo will be held May 5 to 8, 2019, in Denver, Colorado, at the Hyatt Regency Denver. STC invites you to contribute your ideas, studies, experience, and expertise. The keynote speaker is Peter Morville, author of the "polar bear book" on information architecture. [Registration](#) is open.

Visit [STC's Notebook](#) for the latest STC news.

Resource Reviews

[Reviews of resources](#) are published monthly.

Feature Articles

The chapter invites original articles for the blog on this website. The newsletter links to these features and they are archived with each issue. Contact the [editor](#). The [September, 2018 feature article](#) by Jack Molisani reveals a number of resume secrets and tells how to prepare a resume that shows you match what the reader is looking for.