



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: Thursday, January 17, Networking 5:45 PM, Dinner 6:15 PM, Presentation 7:00 PM

Program: Connecting with Users: UX Design + Microcopy, Laura Whitby, UX Manager/ Designer,

BZDesign, Inc

Location: Flower City Community Room, Five Star Bank, City Gate Plaza, 395 Westfall Rd, Rochester, NY 14620. Please park in the adjoining Costco lot.

Details and to register:

What is UX writing/microcopy? Why is user experience (UX) important? How is it different from content strategy, marketing, and copy writing? At the January program you will learn from Laura Whitby, a UX Manager/Designer Consultant, who will share insights and help us explore UX design with hands-on practice creating our own microcopy. Get inspired by UX writing!

Laura Whitby is UX design leader with over 14 years of experience developing and leading collaborative visual and interaction design teams. She has a track record of user-experience solutions and user-centered innovation for global consumer and business programs for mobile apps, web apps, hand-held devices, and equipment. A passionate design advocate, Laura has delivered user-centered solutions recognized by IDEA, Good Design, iF, Red Dot, and JIDA Design Museum awards.

[Register](#) on Eventbrite.

Future meetings:

- Thursday, February 28, 2019 – lunch time multi-chapter webinar
- Tuesday, March 5, 2019 – Networking happy hour event to promote Spectrum (tentative)
- Spectrum – April 8, 2019
- May – Summit follow-up

Presidents' Prose

Happy New Year! I apologize for not putting together a President's Prose for December...the end of the year was a blur!

I hope you will be able to attend the January 17 program in the Flower City Community Room at Five Star Bank (City Gate Plaza). The presenter is Laura Whitby, who is the UX Manager/Designer at BZDesign, Inc in Rochester and she will talk about UX. See "Next Meeting" in this issue for details.

The session, speakers, and schedule for Spectrum have been announced! I'm so excited by all of the interesting and relevant speakers we have for you this year! Take a look at the [website](#) for

more information. For a fun take on the conference and a look back at the 2018 Spectrum, watch the [promo video](#). And put these dates on your calendar: March 24-26.

Redact Room

Spectrum 2019 is now the focus for the Rochester Chapter, along with completing judging in the regional publications competition. The chapter will have a monthly program too. Scholarships are available for students and mentors and mentees continue their work together. Read all about these activities and more in this issue. Feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

Meeting Report

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

Members and friends 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 people 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.

Date and time of the next Council meeting: January 9, 7:00 PM to 8:00 PM, online

Contact: [Chapter president Kelly Schrank](#)

Chapter Chronicle

Membership

The Rochester chapter has 73 members. 38 members have renewed for 2019. [Renew](#) today and enjoy member rates on programs and Spectrum in 2019. If you are not already an active volunteer, please join a committee this year. Spectrum is a great time to start volunteering and explore chapter leadership opportunities for next year.

STC Vice President and Rochester Chapter member Ben Woelk continues an active speaking schedule this year. His February webinar for the New York Metro Chapter is announced in the “Educational Opportunities” column.

Education

Education manager Carmel Priore-Garlock is calling 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.

Ben Woelk met with instructors from the RIT School of Communication in November 2018 about providing Certified Professional Technical Communicator (CPTC) training for their students taking “Intro to Technical Communication.” Ben expects to offer training beginning in spring 2019. Earlier in 2018, RIT became an Approved Training Organization for the exam.

Mentoring

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 [Bobbi Werner](#), the new mentoring manager. Thank you for volunteering, Bobbi!

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. Five jobs were posted in December.

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. A total of 26 entries have been

submitted. Judging teams have been formed and submissions assigned. A total of 42 judges have been recruited across the six participating chapters to evaluate submissions, including four from the Rochester Chapter, and they form 13 teams of three or four judges each. Consensus judging is on Saturday, March 9, in New York, Philadelphia, Atlanta, Houston, Rochester, and virtually. Best of Show will be decided no later than March 12. Results will be announced on March 20. Visit the [competition website](#) for details.

Please contact [Bobbi Werner](#) with any questions. 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. See the [Spectrum video](#) and the [full schedule](#) on the website.

On Saturday March 23 and Sunday morning March 24, Ben Woelk is offering Certified Professional Technical Communicator (CPTC) training. The conference starts with Leadership day on Sunday, March 24.

Author Toni Ressaire opens the conference sessions on March 25 with a keynote address. Toni is president of [Info4Design](#) and founding member of the Information 4.0 Consortium. On March 25 several informative presentations are offered throughout the morning, with a luncheon at mid-day, more great presentations in the afternoon, and lightning talks and exciting giveaways at the end of the day.

Exhibitors will be there to talk about the latest products and services in technical communication. [Adobe](#) is the Platinum Sponsor for 2019, and STC past president Bernard Aschwanden, a popular, knowledgeable speaker in the industry, will deliver the Adobe Platinum Sponsor Presentation after lunch on March 25.

On Tuesday, March 26, three workshops will be offered in the morning, with one in the afternoon, and one full-day workshop.

You can register on the [EventBrite page](#). The Super Early Bird prices expire on January 15. Take advantage of the Super Early Bird Combo, the best offer. Early bird deadline will be announced soon.

Community Achievement and Pacesetter Awards

The Community Achievement Award application was submitted in January. The Pacesetter Award application is being submitted in February.

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 Northeast Ohio Chapter of STC is offering a free mini-webinar on Monday, January 28, from 12:00 to 12:30 PM ET. Paul Joseph, CEO of International Writing Institute, will discuss different types of writing. Paul is the publisher of the recently revised landmark plain language book, *Put it in Writing*, originally written by Albert Joseph. Register on [EventBrite](#).

The New York Metro Chapter is offering a webinar, "Lessons Learned on an Introvert's Journey to Leadership" with STC Vice President Ben Woelk, on Wednesday, February 6th, from 6:00 to 7:00 PM. [Register](#) online.

The Puget Sound Chapter of STC is offering a live, virtual workshop, "Intro to Git and GitHub for Writers Workshop" with Peter Gruenbaum, on February 23, from 9:00 AM to 1:00 PM PST (or completion). For details visit the [Puget Sound Chapter website](#).

The next program of the CNY Chapter will be a webinar taking place on February 28, from 12:00 to 1:30 PM, and featuring three separate presentations from members of three STC chapters. The CNY Chapter encourages you to organize a screening for a group.

Related Organizations

Chapter past president Wendy Ross has organized a Diversity and Inclusion event for PMI Rochester. It is open to non-members. Visit the [PMI website for details](#).

Society News

Membership renewals for 2019 were due December 31. [Join](#) or renew via the STC website.

STC's [2019 Election slate](#) has been announced. Please review the information posted about the candidates and be sure to vote when the election opens on February 25. There are two candidates from the Rochester Chapter, Ben Woelk, to succeed automatically from Vice President to President, and chapter president Kelly Schrank for the nominating committee.

The STC Summit will be held May 5-8 in Denver. [Summit registration](#) is open. The full schedule has been [posted](#). You can view it in a PDF grid, or as a list. There are 80+ sessions and 12 workshops, as well as the following:

- [Opening Keynote](#) by Peter Morville, information architecture expert and co-author of the O'Reilly "Polar Bear" books
- [Honors Event speaker](#) Gabby Pascuzzi from Survivor
- [Closing General Session](#) speakers Karen Schriver, Saul Carliner, and Ginny Redish
- Certified Professional Technical Communicator (CPTC) Exam Prep Training
- An Expo Hall where you can meet with vendors and visit the Tech Comm Library
- Fun social events Monday and Tuesday evening, and Wednesday afternoon after the Closing General Session

STC is now accepting applications from students who would like to volunteer at the STC Summit in Denver, Colorado at the Hyatt Regency from May 5-8. Visit the [student volunteers](#) page on the STC website for more information and the registration form.

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.