



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: Thursday, February 28, 2019, 12:00 to 1:30 PM

Program: Multi-chapter webinar

Location: Online

The webinar features presenters from the Rochester, Central NY, and NY Metro STC chapters:

- The Art of Visual Startup Guides, presented by Sandee Craig and Laurie Fiaretti
- The Heilmeier Catechism: A Persuasive Writing Rubric, presented by Melissa Hellman
- Build a Lasting TechComm Career, presented by John Garison

[Register](#) on Eventbrite

Future meetings:

- March 5, 2019 – Networking happy hour event (tentative)
- April 8 or 11, 2019 – Spectrum follow up (tentative)
- May – Summit follow-up

Presidents' Prose

by Kelly Schrank, President

It's February and a great time to let those in our lives know we love them and appreciate them, whether spouses, family, or friends. Similarly, we would like to take the time to let you know that we appreciate all of you who are part of our Rochester chapter community. We love to see you in person and virtually.

I hope you will be able to attend the virtual February 28 program with us. It is an STC Multi-Chapter Webinar, brought to you by the Central New York, Rochester, and New York Metro Chapters of the Society for Technical Communication. This multi-chapter educational event is offered virtually over an extended lunch hour (Eastern Standard time). Get your tickets on [Eventbrite](#).

Be sure to register for Spectrum! We have CPTC training all day Saturday and Sunday morning, a leadership half-day session day on Sunday afternoon, the full conference on Monday, and workshops on Tuesday. It's a great deal, with many of the same nationally known speakers that will be at Summit, but here in Rochester. [Register](#) on Eventbrite.

Redact Room

by Ann L. Wiley, editor

Spectrum 2019 is coming up soon now, and the co-managers and volunteers are working hard to make the event a success for us all. The competition is nearing completion. Monthly programs are being offered, scholarship applications have been distributed, and the mentoring

program promotion is underway. 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, 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.

Laura Whitby, a UX Manager/Designer Consultant, helped participants explore UX design with hands-on practice creating microcopy. 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: March 13, 7:00 PM to 8:00 PM, online

Contact: Chapter president Kelly Schrank

Chapter Chronicle

Membership

The Rochester chapter has 74 members, with 46 members renewed for 2019. [Renew](#) today and enjoy member rates on programs and Spectrum in 2019.

STC Vice President and Rochester Chapter member Ben Woelk offers a webinar on February 6 for the New York Metro Chapter. Chapter president and candidate for the STC Nominating Committee Kelly Schrank offers a webinar on February 20, Using Checklists to Increase Consistency and Productivity in Communications Tasks, for the North Texas Lone Star STC chapter. Chapter co-vice president and Spectrum co-manager Roxy Greninger is featured in [Episode 015: Roxy Greninger-Growing Your Circle](#) of Ben Woelk's podcasts.

Education

Education manager Carmel Priore-Garlock is calling for entries for the [2018-19 Heritage Award in Honor of Edline Chun](#)

Mentoring

If you would like to be a mentor or to have a mentor, contact mentoring manager Bobbi Werner.

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. Eight jobs were posted in January.

Web and Social Media

Webmaster Nathaniel Wilson and web team members Sarah Rowe and Ann Wiley continue working on improvements to the site.

Publications Competition

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.

You can register on the [EventBrite page](#).

Community Achievement and Pacesetter Awards

The Community Achievement Award application is complete and will be submitted by January 28.

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).

A free webinar is being offered for all STC members on Thursday, February 21, at 2:00 PM: Is Content Delivery Possible Without Breaching New Data-privacy Regulations? presented by Fabrice Lacroix, CEO, Fluid Topics. [Register](#) on the STC website.

Society News

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

STC's [2019 Election slate](#) includes 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. Please be sure to vote when the election opens on February 25.

The STC Summit will be held May 5-8 in Denver. [Summit registration](#) is open. The full schedule has been [posted](#). Visit the [networking page](#) to see social events planned by the Rocky Mountain chapter.

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.