



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: May 21, 2019, 6:00 to 8:00 PM

Program: "RoboCop" and "HLMT" Redux? Don't Repeat the Mistakes of the Past, Neil Perlin

Location: Party Room at Otto Tomotto's, Victor, NY with remote attendance option

Details: Dinner, followed by a remote presentation. Information 4.0 promises to revolutionize technical communication, just as online help and the web did. And, as with online help and the web, there will be mistakes along the way. Exploring those mistakes to see what lessons we can learn for the future is the focus of this presentation. We'll look at mistakes in areas like justification to management, misunderstandings in terminology and technology, and others, illustrated with real examples (unfortunately) like "RoboCop" and "HLMT". We'll then look at how these mistakes might recur under Information 4.0 and how to avoid them. The goal? Don't repeat past mistakes while moving into the future.

Future meetings:

- September, 2019 Kick off meeting to be announced

Presidents' Prose

by Kelly Schrank, President

It's April, and Spring is beginning to show itself. Spectrum is a distant memory, and many of us are preparing to attend Summit in May. While there, we will be promoting Spectrum 2020, which if you have not heard will be on March 22-24, 2020.

But even before many of the Council head off to Summit, we need to determine our slate of candidates for our local chapter elections in May. A couple of positions on the slate tie directly to Summit: the chapter has historically helped the newer co-chair with his/her expenses in order for the two Spectrum co-chairs to attend Spectrum together, in order to network with potential speakers and sponsors, to evaluate trends in technical communication, and to scout out potential keynote speakers. Being co-chair for Spectrum is a big responsibility, but you have a solid team of volunteers with experience as co-chairs in the Council, and you can recruit whatever volunteers you need to get things done. If you attended Spectrum and enjoyed it, and you want to get more involved, send a message to the [Nominating Committee manager, Bobbi Werner](#).

We also need volunteers for programs and public relations, which are also high-profile positions. In the Program Manager position, you can shape the monthly programs and get out in the world a bit. This can actually be split into co-manager positions, and we have had a whole committee in the past. Developing a committee is an opportunity to expand the position and

your leadership experience. We have Council members who have held this position and can help with locations, pricing, EventBrite management, and speaker ideas.

Public relations is another position that would be better as a committee, as we need general public relations manager for the chapter, coordinating publicity for programs and for Spectrum. If you have not delved into social media and email marketing, or if you are looking for samples for your portfolio, this is a great opportunity to try out or finesse your content creation skills. The chapter sends out emails via MailChimp and tries to stay active on Twitter, Facebook, and LinkedIn, though we are open to trying other platforms if we have enough people involved. If any of these positions interest you, send a message to the [Nominating Committee manager, Bobbi Werner](#).

Please get involved in the chapter and bring your friends; more volunteers will sustain and increase our reputation as a robust and award-winning chapter. And speaking of award-winning, we have won Platinum Community Achievement Award again for the chapter! And we have won the Pacesetter Award again! Anyone in the chapter who is at Summit can come to Leadership Day on Sunday to receive the awards with the group and have your picture taken with the rest of the chapter. So if you will be at Summit, please join us!

Redact Room

by Ann L. Wiley, editor

With a successful Spectrum 2019 and competition in the past, the chapter's focus is on nominations and the Summit. The regular work of committees continues too. Read all the month's news in this issue. If you are attending the Summit, be sure to join other chapter members at Leadership Day to accept the Community Achievement and Pacesetter Awards. Please volunteer to serve in an office or to lead a committee too. The work is enjoyable and the rewards in experience and networking are invaluable. Feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

Meeting Report

Date and time: April 24, 2019, 6:00 to 8:00 PM

Program: Sharing experiences at Spectrum 2019

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

Details: Networking was followed by sharing by volunteers giving five-minute presentations on the session with greatest impact on them. Thanks to all the presenters. Thirteen people attended, two remotely. Two were non-members.

Date and time: March 24-26, 2019

Program: Spectrum 2019

Location: Rochester Institute of Technology

Details: [Spectrum conference](#)

For more about this year's conference, see the report in this issue.

Council Notes

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

Date and time of the last Council meeting until summer: May 15, 7:00 PM to 8:00 PM, online (date shifted due to Summit)

Contact: [Chapter president Kelly Schrank](#)

Chapter Chronicle

Membership

The Rochester chapter has 78 members, with 53 members renewed for 2019 and one new member since January 1. [Renew](#) today and enjoy member rates on programs and the Summit.

Lisa Pietrangeli offered a free webinar for all STC members on April 10.

Education

The [2018-19 Heritage Award in Honor of Edline Chun](#) cycle is complete. Carmel Prior-Garlock and Kelly Schrank represented the chapter at the Gates/Chili School District Careers in Demand Days on May 17.

Mentoring

The chapter offered flyers at the chapter table at Spectrum for mentor recruitment and student/new technical communication professional mentees. Council members have received mentor recruitment forms. One mentee application was sent to an interested person in the past month. There are two new volunteers as mentors. If you would like to be a mentor or to have a mentor, contact mentoring manager [Bobbi Werner](#).

Employment

Employment manager Laurie Fiaretti sends notices of job opportunities to the chapter employment mail distribution. Chapter members may request to be added to the distribution. Opportunities include job openings received from employers and recruiters, and 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. In April, two jobs were posted.

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

The STC Regional TechComm Competition for 2018-2019 has concluded. The competition is powered by the efforts of the six chapters in our alliance: Atlanta, Houston, New England, New York, Philadelphia, and Rochester, as well as volunteers and friends from other geographical locations. There were 26 entries, with 18 awards given. Two Rochester Chapter members served as judges, Ann Pillman and Bobbie Werner. Rochester Chapter award winners are:

- Welch Allyn for Connex Devices ECG Module Assembly Instructions (user support) - Award of Excellence
- Welch Allyn for Vital Welch Allyn Connex® Vital Signs Monitor 6000 Series™ - Service manual (user support) - Award of Merit
- Welch Allyn. Connex® Integrated Wall System - Service manual - Award of Merit
- Inficon for D-TEK Stratus Quick Start Guide (user support) - Award of Merit

Rochester Chapter awardees were recognized at Spectrum both at the Chapter table and during the luncheon, when awards were presented. The [Competition Roadshow](#) has been posted. Winners received notification, their assessments from the judges, and their certificates. Visit the [competition website](#) for details.

At the 2019 Summit, the STC board voted to establish a microsite to publicize STC technical communication competitions and to acknowledge winners in STC publications.

Be sure to enter next year's competition when the call for entries comes out this fall, and consider volunteering as a judge too. 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](#), was held March 24 to March 26, 2019. The presentations and workshops were well received. Volunteers at Parking Lot B helped attendees find their way to the program--thank you. The art gallery setting for the Sunday night dinner was very pleasing. There were 84 attendees.

Community Achievement and Pacesetter Awards

The Rochester Chapter has won the Platinum Community Achievement Award and a Pacesetter Award. The Community Achievement Award application documented all of the chapter's work in the year 2018. The citation reads: "For your continued excellence in programs, outreach, and the annual Spectrum conference." The Rochester Chapter has also been named 2018 Community of the Year.

The Pacesetter Award application described one innovation. The Rochester Chapter shared the annual meeting with officers in Quebec City, Quebec, Canada and Salt Lake City, Utah using a conference webcam ([Logitech Conference Cam BCC950 Video Conference Webcam, HD 1080p Camera with Built-In Speakerphone](#)).

The webcam speakerphone was connected to a laptop which was on a call via FreeConferenceCall.com. Both officers connected to the call from their homes and one used her webcam, too. There was the opportunity to chat with the officers in real-time during the networking portion of the meeting. Then the webcam speakerphone and laptop faced the podium, where the other officers present gave their reports for the annual meeting. Those presenting could see the officer using her webcam on the laptop screen. The remote presenter was even able to use a hand gesture to ask the presenters to speak up without disrupting the meeting. The citation reads "For use of technology to cross long distance barriers, in a time when STC communities are covering larger geographical areas."

Visit the STC Notebook blog for information about all the winners of the [CAA](#) and [Pacesetter](#) awards.

Rochester Chapter at the STC Summit

At the STC Summit in Denver, May 5 to 8, the Rochester Chapter received the Platinum Community Achievement Award and the Pacesetter Award. The Rochester Chapter was also recognized as Community of the Year.

Ten chapter members attended including:

- Chapter President Kelly Schrank
- Chapter Vice President Johanne Lavallee

- Secretary Christine Christensen
- Immediate Past President Bobbi Werner
- Council at Large Members Chuck Campbell and Marilyn Woelk
- Nominee for co-Vice President and Spectrum manager, Kim Chmielewicz,
- Past PR manager Lisa Pietrangeli
- STC President Ben Woelk

Kelly, Christine, Bobbi, Chuck, Lisa, and Ben were presenters. Marilyn led CIC SIG activities at the Summit and was recognized as a new Associate Fellow. Kelly and Johanne spoke about the chapter's Pacesetter activity, using technology to allow remote Council members to attend the annual chapter meeting. Ben Woelk became STC president at the annual business meeting.

Election

The slate is being finalized and chapter elections will be held in time for last year's and next year's officers to attend the cross over dinner in mid-June.

Related Organizations

The **Central New York STC chapter** has a program on April 30, 5:00 to 6:30 PM, with an optional Dutch treat dinner to follow. The program will be held at Inficon, 2 Technology Place, East Syracuse, NY 13057. Registration information will be available soon and remote access will be provided. The program is titled "Tech Comm 2.0: Inventing, Selling, and Implementing a Better Way to Work. "

A description follows. Even in the most technologically sophisticated companies, it's not uncommon for Tech Comm teams to lag far behind their engineering and marketing colleagues in the tools they use at work. This was the case at Welch Allyn, one of the top medical device companies in the world, where Tech Comm tools were not upgraded for over a decade, and user documentation stagnated. Recognizing customer demand for more intelligent digital content, the presenter, Bobbi Werner, collaborating with a senior manager, launched the Tech Comm 2.0 initiative. The primary goal of Tech Comm 2.0 was to secure state-of-the-art tools to support delivery of single-source, responsive, customizable, searchable, and interactive user content. This presentation will address key strategies of this initiative, the many factors that led to its approval and successful implementation, and lessons learned, many of which generalize to other contexts.

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).

Society News

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

The STC election has concluded. Ben Woelk has succeeded automatically from Vice President to President, and chapter president Kelly Schrank has been elected to the nominating committee.

The STC Summit was held May 5-8 in Denver. The full schedule is [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 periodically.

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.