



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: Tuesday, April 24, 2018, 5:30 PM to 7:30 PM

Program: What is MicroLearning? All attendees are encouraged to present a five-minute MicroLearning session on the technical communication topic of their choice.

Location: Cerame's Italian Villa, 3450 Winton Road, Rochester, NY 14623

Details and to register: [Events page](#) of the Rochester Chapter website

Redact Room

By Ann L. Wiley, editor

The Rochester Chapter is now planning its 60th annual conference, Spectrum, for 2019. The 59th annual conference in March was well attended. With a range of topics in the program, there were learning opportunities for everyone, and breaks and social gatherings provided plenty of chances for networking. Plan now to attend Spectrum 2019!

Feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

Meeting Report

Date and time: March 25 1:00 PM to March 27 5:00 PM

Program: Spectrum

Location: Louise Slaughter Hall, RIT

A report from the Spectrum committee will be provided after the Council meets in April.

Council Notes

The Council met on February 19. See the Chapter Chronicle in the February issue for all the news coming out of the meeting.

Date and time of the next Council meeting: April 26, 2018 (no Council meeting in March)

Contact: [Chapter president Kelly Schrank](#)

Chapter Chronicle

Membership

The Rochester Chapter had 69 members in February. If you have not already renewed, please renew now and share in another year of membership in our award-winning chapter. New members are always welcome. [Join](#) or renew now via the STC website. Visit the website for information about [membership levels and benefits](#).

The news is still spreading that Rochester Chapter member Ben Woelk has been elected Vice President of STC. Ben will become president in 2019. All of the [winners of the 2018 election have been announced on STC's blog](#).

Sara Feldman and Ben are leading a workshop on Slack on April 25 for the New England and Philadelphia Metro Chapters (details in Educational Opportunities). Ben will be a [keynote](#)

[speaker for the 2018 TCUK](#) conference of the Institute of Scientific and Technical Communicators (ISTC). The conference set for September 25 to 27, 2018, in Daventry, Northamptonshire. TCUK is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering, and publishing technical information.

Education

The Heritage Award for students has opened the [call for entries](#). Education manager Carmel Priore-Garlock has sent information and the call for entries to university contacts and is reaching out to instructors and identifying additional ways to disseminate the information.

The chapter has seven mentee candidates. Chuck Campbell is pairing mentees with volunteer mentors. If you would like to have a mentor or to be a mentor, [contact Chuck Campbell](#).

Employment

Employment manager Laurie Fiaretti searches for jobs by setting up notifications on job boards using key words including technical writer, technical editor, and documentation specialist as well as a broad range of roles in technical communication, such as project manager. Laurie is posting [job openings](#) on the chapter website and sending notification of openings to the employment mail list.

Publications Competition

Our 2017–2018 Regional Technical Publications Competition has concluded. STC suspended the International Summit Awards in 2017, so award-winning entries could not advance to that competition. Participants recognized the value of review feedback from three to four judges, and we continued our regional competition. This year the participating chapters were Atlanta, Houston, NY Metro, Philadelphia, and Rochester.

There were 26 entries, six from Rochester Chapter members, and three people from Rochester served as judges.

The winning entries from Rochester were awarded certificates at Spectrum:

- Welch Allyn® Home™ App -- Directions for Use, Roberta (Bobbi) Werner and Danna Kehm, Excellence
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Out of 26 entries, 14 or 53% received awards this year. A summary of all the results follows.

- The Best of Show Award and Award of Distinction were received by Information Builders for their entry, WebFOCUS Upgrade Resource Center. The Best of Show commendation

reads in part: "Accurately meets user requirement for self-service approach to the upgrade process. The content simplifies a complex procedure and provides what the user needs - nothing more."

- Five out of 26 entries or 19% received an Award of Excellence. They were:
 - Medidata for Medidata Risk Assessment Categorization Tool (RACT) knowledge space
 - Welch Allyn for Welch Allyn® Home™ App—Directions for use
 - Information Builders for Using WebFOCUS RStat for Predictive Analytics Version 2.0
 - KVH Industries for TracVision HD7 Basic Certification Course
 - Shea Writing & Training Solutions for Technical Writing Guide for Clear, Concise Communication
- Eight entries or 30% received an Award of Merit. They were:
 - CA Technologies for Content Viewer API Reference
 - Medidata for Medidata Balance Knowledge Space
 - Information Builders for Organizational Intelligence
 - Draeger Medical Systems for BiliLux LED Phototherapy Light Instructions for Use
 - Welch Allyn, Inc. for Assembly instructions for the 6702SP scale
 - Siemens Healthcare Diagnostics for Atellica Solution Operator's Guide and Atellica Solution with Direct Load Quick Guide
 - Siemens Healthineers for Atellica UAS 800 User Guide

Our alliance is stronger than ever this year. We are finding that collaborating and being in Judge teams across the state lines can be a fun and worthwhile activity.

The Competition could not happen without our seasoned [teams of judges and team leaders](#). We especially thank Mark Slusher, who agreed to act as a team lead while in Saudi Arabia, and John Garison and other members of the SWAT team for stepping up when needed.

Each of the competitions is celebrating awardees locally in different ways. New York and Philadelphia are planning an awards dinner in April. As reported, Rochester recognized its winners at the Spectrum conference on March 25.

Other regional and chapter competitions held this year were Touchstone (California), Carolina, West Michigan Shores, Chicago, and Washington-Baltimore. A Joint Virtual TechComm Roadshow is planned with participation from all the other competitions in May.

Spectrum

Spectrum 2018 was held March 25 through March 27 at RIT. Judy Glick-Smith was the keynote speaker. Her topic was *Flow-based Leadership: What the Best Firefighters Can Teach You about*

Leadership and Making Hard Decisions. Judy also offered a 1/2 day workshop, *Flow-Hacking TechComm Leadership*. There were four sets of five concurrent sessions, with four full presentations and three spotlight talks each hour.

Chapter Awards

Chapter Awards were presented at Spectrum:

- Rookie of the Year, Stephani Clark
- Barbara Knight Award, Marilyn Woelk
- President's Award, Meghan Palumbo, Ann Wiley
- Distinguished Chapter Service Award, Roberta (Bobbi) Werner

Community Achievement and Pacesetter Awards

The chapter won the [Platinum Community Achievement Award](#) for 2017 activities, and a [Pacesetter Award](#) for innovation in 2017.

Educational Opportunities

On April 25, 12:00 to 1:00 PM, the STC New England and Philadelphia Metro Chapters are hosting a webinar on Slack, led by Sara Feldman, San Diego Chapter, and Ben Woelk, Rochester Chapter. [Registration](#) is open.

The STC Philadelphia Metro chapter hosts CONDUIT 2018 on Friday and Saturday, April 6 and 7. CONDUIT is bigger than ever this year. Friday's workshop day is expanded to include seven half-day workshops. Saturday's keynote speaker is [David Dylan Thomas](#). The conference is featuring a variety of topics including content strategy, technical writing, and project management, with plenty of opportunities to connect and network with peers. A continental breakfast, lunch, and fabulous door prizes will be provided! CONDUIT promises to be an excellent two-day event. Visit the [CONDUIT website](#) for more information and to register.

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.

Society News

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

The **65th Summit** will be held in Orlando, Florida, May 20-23, 2018 at the Hyatt Regency Orlando. [Registration](#) is open. STC encourages everyone to make [hotel reservations](#) directly with the Hyatt Regency Orlando, to take advantage of the maximum possible discounts. The [schedule](#) and [preconference workshop information](#) are available. A two-day certification prep

course and the exam are being offered on Saturday and Sunday before the Summit starts ([details](#)). If you are a full-time student, consider [volunteering at the Summit](#). Applications are due April 2.

Feature Articles

The chapter invites original articles for the blog on this website. The newsletter links to these features and they will be archived with each issue. Contact the [editor](#).