History of the Rochester Chapter, Society for Technical Communication, 1958–2019

This narrative history of the Rochester Chapter begins with the founding on February 27, 1958 and continues through the 2018 to 2019 program year. Spectrum 2019 was the 60th anniversary annual conference of the Rochester Chapter. Celebration of the 60th anniversary of the chapter now ends, and we look to the future and the expanding spectrum of technical communication.

Much of the information in this history was reported in the Rochester Chapter newsletter during its first 60 years. Each month's newsletter page, http://stc-rochester.org/newsletter/, summarizes key facts and events, both planned and past, with links to posts that have details. These posts are saved offline, to ensure the history is preserved. All past issues are in the newsletter archive; links are at the bottom of the newsletter page. In past issues you will find many pictures of people mentioned in this narrative.

Best wishes to all readers of this history, for an enjoyable look into the past and an exciting future in the ever-expanding field of technical communication.

Ann L. Wiley, STC Fellow, Rochester Chapter

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In the Beginning

by James Morrow, 1989

Jim Morrow joined the Rochester Chapter of the Society of Technical Writers and Editors in October, 1958, following the founding of the chapter in February. Jim served as the historian of the chapter for many years.

Note: The Rochester Chapter was founded as a chapter of the Society of Technical Writers and Editors (STWE). From 1960 to 1971, the society was called the Society of Technical Writers and Publishers (STWP). In 1971, the society changed its name to the Society for Technical Communication (STC).

Several members have asked me to document the beginning and organization of the Rochester Chapter of STC before all memory of those events has been dimmed by time. Much of the information in this article came from conversation with Russ Terry. Other information came from notes Russ had made at the time those events occurred. Russ is a charter member and a Past President of the chapter. He is also a Past President of the Society.

The Rochester Chapter of STWE (Society of Technical Writers and Editors) was organized on February 27, 1958. The organizational meeting was held at the Treadway Inn on East Avenue. Walter Slater was the convener. Twenty-eight people attended. Of these 28, fourteen became charter members of the Rochester Chapter. STWE later became STWP (Society of Technical Writers and Publishers). Still later, the society became STC (Society for Technical Communication).

Late in 1957 an event took place that led directly to the formation of a chapter for technical writers in Rochester. Walter Slater, our convener, obtained work in Rochester as a technical writer. Before moving he had worked in the Binghamton, NY area where there was an STWE chapter. Walt's move to Rochester put the right person in the right place at the right time. Walt came to Rochester, saw a need, and went to work to answer that need.

Walt called all the companies in Rochester that he felt might possibly have technical writers. Sometimes he was referred to personnel, sometimes to engineering, marketing, or elsewhere. With patience and persistence, Walt made contact with the person with whom he wanted to talk. The 28 people at the organizational meeting were the ones interested enough to attend.

No documents attesting to this organizational meeting remain. This is where Russ Terry's personal notes become so important. The present historian did not attend chapter meetings until October 1958.

At the organizational meeting, 14 people became charter members. Chapter officers were elected: President - Walter Slater; Vice President - Charles Sheppard; Treasurer - Russell Terry; Secretary William Brion.

Other charter members were Joe Zygmunt, Russ Ehle, Hector Sutherland, Ralph LeBrun, John MacFarland, and John Orlowsky. Until his untimely passing several years ago, Joe Zygmunt was always the last person on the alphabetical list of society members. For a few years, Rochester had the first and last names on that list.

Regular meetings were held beginning in March 1958. For September, a gala kick-off meeting to interest new members was held in the old grand ballroom of the Powers Hotel. Ray Olsen, President of Taylor Instrument Companies, was guest speaker. Walt Slater was the type of person who intended to get things going and straightway went about it. Forty people attended this meeting. The next meeting was held on October 9, 1958 with 26 people present. This and subsequent meetings were held at the Old Mariner Hotel on West Main Street. This building is now the R.I.T. City Center. (Note: RIT left this building in the mid-1990s.) Council meetings were held around the great oak table in the dining room of the Campbell-Whitby House on the old R.I.T. campus.

As I was writing this article, I began wondering about my own beginnings with the Rochester Chapter. I started attending meetings in October 1958, but did not become a member until January 1960. Checking my own records, I found that there was a work requirement of six months in technical publications before a person could apply for membership. I did not become a technical writer until April 1959. Before that time, I had been an advertising writer for the Joseph Reid Gas Engine Company and for the Penzoil Company of Oil City, PA. Advertising writers did any technical writing that was required for Penzoil products.

Of passing interest is how I found out about the Rochester Chapter. It also shows an example of how dedicated Walt Slater was to his project. For a time in 1957 and 1958, my wife Marjorie was working at Strong Memorial Hospital. Walt's wife Betty was evening supervisor. In the manner of how people talk with each other, there came a time when Betty asked Marge what I did for work. When Marge replied that I was trying to get into technical writing, Betty told her to ask me to come to a meeting. At that early time, Walt had planned to have the meetings in people's homes as they had in Binghamton.

Through the years the Chapter has grown from its small beginnings to the astounding 220 members that we now have. In the beginning, the Society always listed us as one of the small chapters. Very early, the *Proof Sheet* and the annual seminars were started. Charter members who became president were: Charles Sheppard; Russell Ehle; Joseph Zygmunt; Hector Sutherland; Russell Terry. Each of these people contributed in his own way towards the direction that the Chapter has taken.

Of course, many have added to our heritage over the years, but these early pioneers gave the Chapter its initial direction. We cannot leave the early growth of the Chapter without mentioning the great work of our early membership chairman, the late Arnold Huehn of blessed memory. Arnold took his job in the Society very seriously. He always, I mean ALWAYS, had a packet of membership blanks in his pocket, in his brief case, and by his phone at work and at home. When a prospective new member asked how to

become a member of the Chapter, Arnold could always say "It just so happens I have an application form with me" as he reached in his pocket for the ever present packet of membership forms. The membership grew from 40 to 60 to 80, flew past 100 and on to 125. When Arnold was called home, the Society listed Rochester as one of the large chapters.

This then is a brief account of how the Chapter was conceived, how the word was spread, how it was organized, the direction it took, and how it grew in the early days.

Programs

Monthly program meetings began in 1958 and have continued since that time. Chapter archives include announcements of most meetings. Highlights follow.

1958 Organizational Meeting

On February 27, 1958 at 6:00 PM, the Rochester Chapter of the Society of Technical Writers and Editors (STWE) held its organizational meeting at the Treadway Inn, on the corner of Alexander Street and East Avenue in Rochester. The charge for dinner was $3.50. The speaker was J.R. Gould, Director of the Technical Writers Institute at the Rensselaer Polytechnic Institute. People interested in all aspects of technical writing and editing were invited. There were 60 attendees. A steering committee was established to develop the organization, seek national affiliation, and set up a program for meetings and activities.

1958 and 1959 Meetings

The first official meeting of the chapter was held in April, 1958, with Leo Kaplan, Vice-President of Great Lakes Press, as the speaker.

The May 22, 1958 meeting was in the RIT Main Auditorium, with John W. McFarlane, Editorial Manager, Eastman Kodak Company as the speaker. The topic was Special Illustration Techniques, and the talk was followed by open discussion on art, writing, and editing.

The chapter met on the last Tuesday of each month, with the exception of July and August, for regular business meetings, to hear speakers, and to participate in discussions.

1960 to 1969 Meetings

In 1960, the first four meetings addressed topics related to Preparation of the Technical Manuscript: *Approaching the Problem, Coordination of Information, Editing the Work, and Publishing the Results.*

The annual dinner meeting in May, 1962, was called the Second Annual Chairman's Banquet. The annual meeting was a formal banquet through the mid-1980s. New officers were installed, and publications awards and the outstanding service award were presented. In 1962, the speaker was Charles L. Rumrill, President of the Rumrill Co., Inc. advertising agency.

In October, 1962 the year's programs were announced, with the focus beyond publications, graphics, and printing: *Technical Communication, a Vital Element in Rochester Industry; Psychology of*

Communication; Information Storage and Retrieval as a Tool in Technical Communication; New Techniques in Training Service Personnel through Technical Communication; Liaison between Engineering and Technical Communications Personnel; and Technical Communications as a Profession.

Technical Communication, a Vital Element in Rochester Industry reviewed the role of technical writers in selling and explaining products made by local manufacturers. Products and brochures and technical literature for those products were exhibited by General Dynamics Telecommunications and Electronics Divisions, Eastman Kodak Company, The Graflex Company, Taylor Instrument Companies, Ritters, Photostat, and The Watson-Stillman Press Division of Farrel-Birmingham.

The January, 1963 presentation, *New Techniques in Training Service Personnel through Technical Communication*, was given by Ira Markwood, manager of the Service Division of Wilmot Castle Co. As Manager of the Service Division he organized the Technical Data and Publications Department. Markwood had served as an instruction writer at Pfaudler Permutit Company, and then as Assistant Service Manager.

In February the presenter, Robert R. Dobbin, VP for engineering of Stromberg-Carlson, noted two successful actions: a **desk-to-desk relation of engineer and writer on extended projects and attendance of writers at development and sales meetings**. The latter was described as more difficult to sell to management but exceptionally valuable.

The March meeting featured lunch and a *plant tour* at Stromberg-Carlson, followed by talks on the publications department.

Wives, *husbands*, and friends were included in the invitation to the Annual Banquet on June 4, 1963. This indicates women were among the members in 1963. By 1973, spouses, rather than husbands and wives, were invited to meetings.

In 1965 the Society of Technical Writers and publishers started a **Speakers Bureau** to identify speakers across the country, in order to help program chairs find good speakers.

The Banquet was held on June 4. On August 14 the chapter had a picnic, the first summer activity. In the fall meetings moved from a hall at RIT to *dinner meetings* at restaurants, followed by a speaker. *People paid for their own dinners and could come for the program only.*

The September, 1965 opening meeting, *Technical Publications in Rochester*, featured presenters from American Laundry Machines Industries, Bausch & Lomb, Eastman Kodak Company, General Dynamics/Electronics, Graflex, Taylor Instruments, and Xerox.

In December, 1965, the chapter held the first December meeting, a Christmas party. The 1966 party was held in the home of **Ralph and Joan Kepner**.

By 1968, *the annual tour in March, the Seminar, the Banquet, and the Christmas party, were the main events of the year*. **Barbara Knight** was on the hospitality committee. In 1969, the tour moved to November, and the chapter *visited the new RIT campus in Henrietta*.

1970 to 1979 Meetings

Attendance at holiday meetings was not large, and the 1970 holiday gathering, STWP Family Night at Strasenburgh Planetarium, at 9:00 PM on December 17, was advertised as the last. In 1971, a Christmas party was held at the home of a member; there were 87 people present.

Throughout the 1970s, one meeting each year featured a tour. In 1972 the tour moved to January. There was no February meeting, because the Seminar was in early March. The last regular meeting was in April, featuring the story of *translating customer needs and desires into a whole new system and approach to amateur photography*: The Kodak Pocket Instamatic Camera. Slides were shown on a Kodak Carousel projector, still new technology for the chapter.

In 1974 the tour visited the *Kodak Marketing Education Center*. The annual business meeting was held in April. It was the last regular meeting, and the publication contest winners were announced. At the opening meeting in September, William Richter of Graphic Services presented *The Role of the Story Board in Making Your Own Slide and Film Presentation*. The meeting report explained that Richter "presented his way [of] using storyboards as a project management tool…[based] on a series of [up to] nine meetings."

The last meeting of the year was a banquet. Attendance was up in 1971 and 1972, after lagging for a few years.

The February, 1975 program featured Watson F. Walker of RIT speaking about *Shannon's Theory of Communication*. The March newsletter featured a report by **Andrew Malcom** with equations, and a review of Shannon and Weaver's book by **Ruth Terry**. The annual tour in October visited Channel 21, WXXI.

In 1976 the opening meeting was moderated by **STC President and Rochester Chapter member Russell Terry**, who was challenging the Society to establish goals and a plan for achieving them, and had asked chapters to think about, discuss, and write about the goals. **Fran Sullivan** wrote the meeting report.

In September, 1977, 31 members and guests attended the meeting, noted as largest attendance at a regular meeting that anyone could recall.

The January, 1978 program featured *The Parallelism of Visual and Audible Communication*, and the November meeting topic was *The Proper Use of Audiovisuals*.

In September, 1979 the opening meeting speaker was **Michael Lasser**, English teacher at Harley School, Director of the Wilson Art Center, regular commentator on WXXI, and later a theater critic for the *Democrat and Chronicle* and host of the syndicated radio program "Fascinatin' Rhythm."

1980 to 1989 Programs

In February, 1980, **Andrew Malcolm** presented *Using a Computer Text Processor for Direct Technical Writing—a Demonstration of Technique and Equipment*. This was filmed live for presentation by videotape at the International Technical Communication Conference (ITCC) in Minneapolis. The March

issue of the newsletter included an explanation of the technology. Andy's paper in the conference proceedings was published in STC's Body of Knowledge (BOK) in 2018.

In February, 1980 the newsletter published the programs planned for the year, and reported discussion about a permanent meeting place. The Royal Scot restaurant became the meeting place until it closed in 1987. In 1989, a new permanent meeting place was chosen, Glendoveers on Old Browncroft Boulevard; it was used for many years.

In November 1980, the tour visited the Case-Hoyt Web Plant; the newsletter published an illustrated report.

In January, 1981 the chapter program featured a spectacular nine-Carousel-projector multi-image slide and sound program, "Images, Images, Images." According to the meeting report, this program included 700 slides and 1477 cues for image changes, which were controlled by a microprocessor. There were more than 40 attendees.

In September, 1982 the opening meeting attracted 66 attendees. The October tour visited Monroe Reprographics. In 1986, the October tour visited Eastman Kodak Company's publications department and was hosted by **Bill Tedeschi**. In 1987 the tour visited Visual Horizons and in 1988, the chapter toured Gannett Newspapers.

On August 6, 1988 the Rochester, Toronto, and Niagara Frontier chapters held a picnic at Niagara-on-the-Lake, Ontario.

In 1988 a second Fall symposium was held on October 24 at the University Club, by STC, ASM (Association for Systems Management) and DPMA (Data Processing Management Association). The topic was career and personal development.

The November, 1988 program, held at the old stone castle on the east bank of Irondequoit Bay, featured recollections of Christmas parties.

1990 to 1999 Programs

In January, 1990, the chapter toured Flower City Printing. In January, 1991, the tour visited Telesis Productions Inc.

The opening meeting in September, 1990 had a new format, networking and a program before dinner, followed by an after dinner speaker. The pre-dinner program activities featured demonstrations of two hypertext programs. In October and November, the pre-dinner presentations continued and included a history exhibit by **Jim Morrow**.

A tradition of focusing on the arts in December began in 1990, with a lecture and music presentation by **Gap Mangione**. This tradition continued throughout the decade.

- The holiday meeting in 1991 was held at the Memorial Art Gallery. This was a joint event with NSPI (National Society for Performance Improvement), and included guitar music, performance

by a saxophone quartet, and a ballet performance. There were more than 90 people in attendance.

- The 1992 December meeting was also held at the Memorial Art Gallery and featured Jay Stetzer, a professional storyteller who used music, dance, and mime.
- In 1993 the holiday meeting featured local commentator Bob Koch on the topic of coaxing our language into performing effectively.
- In 1994 the annual holiday party was held at the University Club with NSPI. "Pop Goes the Holidays" featured Earl Jerris of *Sound Thinking* speaking on a variety of musical topics ranging from harmonic theory to the reasons behind successful jingles.
- The 1995 holiday program, "The Magical World of Technical Communication," featured Mike Sutton of Magic in Motion.
- In 1996, Almeta Whitis, Performer, Dancer, and Storyteller, presented excerpts from her one act play, "I Give You The Daen!" at the Radisson Inn on Jefferson Road.
- In 1997, 40 seats were reserved for the chapter for performance of Dickens *Christmas Carol* at the GeVa Theater.
- The 1998 December meeting featured Stephen Hagey of the Eastman Kodak Company Communications and Public Affairs division, who had been with the Los Angeles Times.
- In 1999, the holiday meeting featured a performance by harpist Barbara Dechario, member of the Rochester Philharmonic Orchestra and principal harpist with the Cayuga Chamber Orchestra.

In April, 1991 **Edmond H. Weiss** presented a program on hypertext. In June, 1991 the annual meeting included reports from members on experiences at the ITCC (annual conference). Presentations on the annual conference have been given by members many times since at the last meeting of the year.

In 1991 beginning in September meetings were held at the Holiday Inn Airport. In October the chapter toured Monroe Reprographics. In November, a joint meeting was held with the Human Factors Society.

A program survey was conducted in 1992, with the results reported in the September newsletter.

In July, 1993 the Niagara Frontier Chapter held a social event in Niagara Falls, Ontario, for neighboring chapters. In September, 1993, September, 1994, and October, 1995, chapter members took a trip to Stratford, Ontario, for the Stratford Shakespeare Festival.

In 1994 the September opening meeting was held at the Mapledale Party House, with presentations by several professional organizations. In October, **Mayor William Johnson** spoke on *communicating ideas to people of diverse cultural backgrounds*.

In January, 1995 Dan DiLoreto, Director of Corporate Engineering for Bausch & Lomb, spoke about the new *Bausch & Lomb building in downtown Rochester*, and the *project management* work required to get the job done on time and within budget. In November, 1995 Tom Moran presented his first program, "A Communicator's View of Deadlines." Tom was chair of the communications programs in the RIT College of Continuing Education and became a chapter leader.

On Saturday, March 22, 1996 from 10:00 AM to noon, the chapter held an informal *Leadership Workshop* in the Otto Shults Community Center at Nazareth College.

The 1996 September opening meeting featured networking and meeting chapter leaders, with refreshments provided at no charge, rather than a dinner. The opening meeting in 1997 followed the same format.

In May, 1997, the annual meeting included installation of officers, presentation of the Kepner and service awards, and a panel discussion on the *Future of Technical Writing*. This was the format for the May meeting for many years.

In February, 1998, the Rochester Chapter and the SUNY IT Utica Technical Communication Department partnered to offer a series of web page design workshops. On April 17, 1999, a *Beginning HTML Workshop* was offered at New Horizons Computer Learning Center.

The September, 1999 opening meeting was an open house, with networking, the opportunity to meet the council and discuss openings for volunteers, and pizza tasting. In November, **Tom Moran** of RIT was the speaker.

2000 to 2009 Programs

Attendance at meetings in the 1990s was often more than 40 people. Often the chapter president called members individually before the meeting to encourage them to come. After 2000, attendance began to fall off, for example with 32 people at the October, 2000 meeting and 34 attending in November, but sometimes attendance was larger than in the past. In September, 2002, 56 people attended the open house, 28 members and 28 guests.

The traditional September opening networking meetings continued, often in special locations and sometimes with recreational activities.

In 2000, the open house included pizza tasting, and 29 members and 7 guests attended. In 2001, the September open house was held on September 12, one day after the attacks on the World Trade Center and Pentagon. There were 41 members and 16 guests present at the Burgundy Basin Inn. All present were grateful for the time together.

Other September opening meetings were held at various locations, with various activities:

- 2003, Open house and idea market, Glendoveers
- 2004, Open house, Kings Bend Park, South Lodge, Pittsford
- 2006, Kickoff meeting: networking and benefits of STC membership, Louise Slaughter Hall, RIT
- 2007, Kickoff meeting: networking event dinner cruise, Harbor Town Belle, Charlotte Dock
- 2008, Kick off networking meeting, Shadow Lake
- 2009, Kickoff meeting: "Get the Facts—Match the names of Rochester Chapter members to facts about their past activities"

Holiday meetings continued in December, often with a focus on the arts.

- 2000, holiday lunch, Grace Wong, principal harpist Rochester Philharmonic Orchestra since 1979, playing musical favorites of the season
- 2001, holiday luncheon, guest harpist Barbara Dechario
- 2002, F'loom in Concert! Dinner Theater, with avant vocal trio presenting programs of "language music"
- 2003, Glendoveers, presentations of creative work by several members, including demonstration of a wide variety of percussion instruments by Dick Poydock, later the chapter Treasurer
- 2006, holiday meeting, "New Year, New Job, New Me," Glendoveers
- 2007, holiday meeting, "Tech Tools for Technical Communicators" with Nick Francesco, Fireside Room, Student Alumni Union, RIT
- 2008, holiday meeting, Jaimie Cole, Director of Software Development, Cardiac Technologies, Inc., taking a light-hearted look at the challenges of software documentation from the point of view of developers and writers—with music if necessary!, Clark House at Shadow Pines, Penfield
- 2009, holiday meeting, "Insights on Social Networking" with Nick Francesco, Proietti's, Webster

At the annual meeting in May, Kepner and chapter awards were presented and new officers were introduced. Beginning in 2006, Council members assumed their duties at a June cross over dinner, allowing time for conferences between outgoing and incoming chapter leaders and planning by the group. Kepner Awards were presented at the May, 2006 meeting. The May meeting in 2007 was an informal planning meeting, because the only Kepner award recipient could not attend. In June 2007, a special meeting was also held to generate ideas for the next year's programs and for increasing membership. In May, 2008, Kepner and Chapter awards were presented in May at the crossover meeting. There is no record of a May, 2009 meeting.

In February, 2001, 40 members and 29 guests gathered to hear **Janet Castranova** speak on Framemaker. STC held a telephone seminar that month, featuring John Hedtke on improving long range forecasts. The charge was $125 per site.

In April, 2001 a **joint meeting** was held with ISPI (international Society for Performance Improvement) on Multimedia Training.

Virtual programming began when the chapter hosted STC telephone seminars. The first recorded date is April, 2001, although there was at least one previous telephone seminar. These continued through 2004. Members could gather in any location for these beginning in 2002, and split the $145 fee.

In November, 2002 the chapter hosted an XML **workshop** with the Rochester SGML/XML Users Group, cosponsored by the Rochester Section of IEEE; there were more than 50 people in attendance. The topic for the November 2002 program was "Using Digital Images in Technical Communication."

By 2003, the chapter offered **online registration** for programs and for Spectrum. In August, 2003, the chapter held a special event with **Thomas Neuburger** on writing quality.

On September 30, 2004 a **joint meeting** was held with ASTD (American Society for Training and Development).

The November, 2009 program featured the **traveling exhibit of the ITPC (International Technical Publications Competition) winners**.

2010 to 2019Programs

The traditional September opening networking meetings continued, often in special locations and sometimes with recreational activities.

- 2011 Kickoff, Networking with a cultural theme, ARTISANworks, Rochester
- 2012 Kickoff, Networking, Roc Brewing Company
- 2013 Kickoff, Networking, Genesee Brew House
- 2014 Kickoff, "Oh Buoy", Harbor Town Belle–Voyager Boat Sales, Rochester
- 2015 Kickoff, Take a Tech Comm Professional Out to the Ballgame
- 2016 Kickoff, Joint kick-off meeting with Central New York Chapter; choice of events: lunch, tour of winery, and tasting, Fox Run Vineyards, Penn Yan, NY
- 2017 Kickoff, Saha Med Grill and The Great Escape Room
- 2018 Kickoff, Champp's and Glow Golf, Eastview Mall, Victor, NY

Holiday meetings continued, often with a focus on the arts.

- 2011, Holiday meeting and presentation, "Your Career: New Year, New Focus," Hannah Morgan
- 2012 Holiday meeting, "New Tech Toys for the Holidays"
- 2013 Holiday meeting, "Transform Your Life & Work in 12 Easy Steps," Judy Shenouda
- 2014 Holiday meeting, Networking, Holiday Jeopardy game on holiday movies and songs, ugliest sweater content, white elephant gift exchange with $5 limit, Monroe's Pittsford
- 2015 Holiday meeting, Dinner, entertainment, and "Jeopardy" game, Towpath Café Fairport
- 2016 Holiday meeting, Dinner and seasonal lightning talks (20 slides that advance every 15 seconds as the speaker talks)
- 2017 Holiday meetings, Networking event early in the month, Holiday party, Grinnell's Restaurant Rochester**,** with a talk, "Here it comes–2018!"by James Linwood Paul and musical entertainment
- 2018, no holiday meeting

Annual meetings continued to change over this decade. In 2010, the annual meeting moved from May to November. The 2012 annual meeting was held in April. In 2013 the annual meeting was held preceding the April program. In 2014, the annual meeting was held in August. Since then, the annual meeting has been held in November, preceding the Techcomm Showcase of roundtable presentations, at which technical communicators present current challenges, requirements, and tools of their work. The progression format is used, with simultaneous presentations around the room and each session running for 15-20 minutes as attendees move from one table to another throughout the evening to participate in as many as five presentations. Typically this is the only November program, but in 2010

the November annual meeting was held separately from the joint program meeting and networking meeting with Genesee Valley ASTD, featuring, **Hannah Morgan** on "Social Media and Job Search."

Since 2010, student technical publication awards (Kepner awards, re-named Heritage awards in 2014) have been presented in May when there are winners. Since 2010 Spectrum has been a three day event, with chapter awards presented initially at lunch and more recently at the speaker dinner the evening before the main conference day. Technical publications competition awards have been presented at lunch.

May meetings have featured the following topics and formats:

- May 2010, Kepner Awards and Teaching, "Learning & Scholarship Services at RIT," Jessica Hooper, Instructional Technologist, The Wallace Center at RIT
- May, 2011, end of year celebration meeting, "Understanding E-Body Language: Building Trust Online," Robert Whipple.
- May, 2012, Kepner Awards and " A Bridge Between Cultures" with Merridith Brennan
- May, 2013," Tools to Build a More Complete Online Presence," Hannah Morgan
- May 2014, webinar viewed at MacGregor's Rochester and online
- May 2015, "Shockproofing Your Use of Social Media: Staying Safe Online," Ben Woelk
- May 2016, STC Rochester Award-Winning Community Celebration and STC Summit Reports
- May, 2017, presentations on Summit experiences by members who attended, held in Canandaigua
- May 2018 and 2019, no meeting

Program highlights throughout the decade follow.

2010 to 2015 Program Highlights

In October, 2010, a **progression** was held on "Content as a Business Asset."

January, 2011 brought the first **joint webinar with other chapters**, "Lightning Strikes Thrice: Recharging Social Media Skills for Tech Comm Pros." Presenters from the Carolina, Southeastern Michigan, and Rochester Chapters discussed how to leverage social media and the Internet as technical communications professionals.

In 2012, the January meeting was held at Barnes & Noble RIT and **offered online**. Since then several January, February, and March meetings have been online or offered both face-to-face and online.

In May, 2012 a **special workshop** by Grants4Good was offered and recorded as a three-hour webinar, "Researching Grants and Approaching Funders."

The October, 2012 meeting featured a **recorded STC webinar**, "Understanding Web Technolog*ies*," shown at Barnes & Noble RIT, with an optional dinner beforehand.

In January, 201, **Joe Welinske** offered a **live webinar**, "An Overview of Trends, Tools, and Technologies in Software User Assistance," for the **Rochester and Greater Pittsburgh chapters**; a viewing was held at Barnes & Noble RIT.

In July and November, 2013, the **Central New York Chapter** offered three online programs to Rochester Chapter members.

In January, 2015, a networking meeting was held with Writer's Trivia and a Quiddler tournament.

In August, 2015 STC President **Bernard Aschwanden** provided a **special program for the Rochester and CNY chapters** on minimalism at Ramada Geneva Lakefront.

The October 2015 meeting, "Collaboration Technology in the Workplace: What Motivates Engagement?*"* with Deborah Gears of RIT, was held at Barnes & Noble RIT and **broadcast using Periscope on the chapter Twitter feed @stc_rochester** (participants clicked on the broadcast link beginning about 7:00 PM during the event). Remote participants were not able to interact with the presenter.

2016 to 2019

In February, 2016 the Rochester Chapter participated in a **Multi-Chapter Techcomm Showcase** with the **Southeastern Michigan**, and **New England** chapters. The event was offered online via Adobe Connect and hosted by the Rochester Chapter, which made registration available through Eventbrite. Southeastern Michigan and New England also made the event available through their event registration tools. Each chapter kept the proceeds from their own registrations. Pricing was per connection, or per attendee for those who chose to attend an "official" viewing party with other community members. Rochester hosted a viewing party at the Barnes and Noble RIT community room. **Viqui Dill and Ben Woelk** managed the Adobe Connect session. Each host chapter supplied a speaker. Rochester enlisted Bernard Aschwanden to speak on "Audience-Specific Content using FrameMaker." New England brought Patty Gale, presenting "Know Your Users: Improving Learning Content by Connecting with Users," and Southeastern Michigan brought Angel Belford, presenting "Best Practices in Using Social Media for Your Business." Each speaker had a 30-minute block. There were 17 registrations through the Rochester Chapter. New England and Southeastern Michigan had additional attendees. Total attendance was approximately 45, with viewing parties for each chapter and a contingent of technical communication professionals in Quebec City.

In March 2016, **STC Multi-Chapter Virtual Techcomm Showcase 2** was held. There were two networking and viewing parties, at Barnes & Noble at RIT and at Welch Allyn in Skaneateles Falls. Participants could also attend online via Adobe Connect. STC Past President **Alan Houser** of the Pittsburgh Chapter spoke on "STC Certification: Why, and where are we now." **Robert Hershenow** , a co-manager of the Instructional Design and Learning SIG, spoke on "Audio Editing Tips: 3 Easy Steps to Improved Voice Recording." The late Barbara Beresford of the Twin Cities Chapter, a frequent and generous contributor to sharing knowledge in STC, spoke on "The Science and Psychology of Persuasion."

In August, 2016, a special Informal joint **networking event with the American Medical Writers Association** was held to explore the similarities and differences between medical and technical writing. A second August special event was also held, a webinar with **Joe Welinske**, "How to position technical communication within user experience."

In October, 2016 Hannah Morgan presented "Secrets to Get More Out of LinkedIn: A Hands-on LinkedIn Session."

Johanne Lavallée and Nancy Larbi presented a **webinar** for the January, 2017 meeting, "Technical Writers without Borders and Using Your Skills for Non-Profits." A viewing party was held at Buffalo State. The February, 2017 meeting was also a **webinar**, presented by Bette Frick: "Beyond Bullet Points: How NOT to Kill your Presentation with your Slides." Remote viewing parties were held in Syracuse and Quebec.

In January, 2018 Ben Woelk and Sara Feldman of the San Diego Chapter presented a virtual workshop, "Slack for Technical Writers and Editors." This program was a web meeting only and drew 37 attendees.

On February 27, 2018, the 60th anniversary of the day the first meeting of the chapter was held, a "Mentor-Mentee Orientation and Conversation" was held at the Barnes & Noble RIT Community Room.

The April, 2018 program continued the chapter's long history of addressing timely topics, with "What is MicroLearning?" The attendees were encouraged to present a five-minute microLearning session on the technical communication topic of their choice. A related program in January, 2019 covered microcopy in user experience writing.

On October 30, 2018 a networking program for area technical communicators drew 9 attendees

In 2019, monthly programs continued with excellent speakers and timely topics, as in the previous 60 years. While typically fewer than 20 attended, those present always became acquainted with everyone else attending, and received the speaker and information enthusiastically. A parallel decline in STC and chapter membership continued during the same period without reduction in activity by the chapter and a high percentage of the members as volunteers.

Council

The Council (or administrative council) was called the Executive Committee or the officers until 1966.

When and where the Council has met

Since 1990 the Council has met separately from monthly chapter meetings. In early years, chapter meetings included a business meeting. Between 1958 and 1965, most chapter meetings were held at RIT, which was located in downtown Rochester. In 1963, the newsletter noted that a fund drive began for the new Henrietta campus of RIT, with the goal of raising $18.8 million dollars in 1963–1964.

After 1990 the Council met in restaurants that had meeting rooms available. For many years the site was the Pizza Hut on Henrietta Road. For a number of years after 2000, the Council did not meet regularly.

Since 2010 the Council has been meeting monthly, with many meetings held online beginning in 2015 and 2016. Since 2017, all Council meetings have been held online except the annual meeting and the crossover dinner.

Governance

In 1974, the chapter held competitive elections for the first time and a second vice chairman was elected in addition to the first vice-chairman. Russell Terry, who had served as STC Treasurer as well as STC President, performed an audit of the chapter's finances. Russell continued this service for many years.

In 1982 Russell Terry led a project to write bylaws, with a proposal to elect rather than appoint managers of key committees. This would avoid the need to find managers and appoint them after transfer of office in May. The Council agreed to add two directors, one for programs, and one for membership and education. The first vice president was identified as the chair of the Seminar. In 1992, the bylaws were revised by a vote of the members to eliminate the position of Corresponding Secretary. The bylaws were revised again and submitted to STC in 2002. For some years, only one vice-president was elected. Sometime after 2000 the chapter began electing two people to serve as co-vice president and co-chair of the annual chapter conference. This practice is formalized in the 2019 revision of the bylaws.

In April, 1984, the chapter held Sunday workshops for chapter leaders, publications competition volunteers, and newsletter editors. In 1993 Mary Boyd led development of the first strategic plan. In 2003 the chapter held elections online for the first time.

In June, 2006, a crossover dinner was held, with outgoing and incoming Council members and committee managers meeting to transfer responsibilities. This practice has continued each year. In earlier years the transfer took place at the time of the annual meeting in May, when new officers were installed. In recent years, the annual meeting has taken place at various times, and it is now held in November.

Council members

Over the years, many Council members have offered distinguished service to the chapter. There are too many to mention in this history. However, a few stand out from the early years, and continue to inspire the members of the chapter.

Russell Terry

The late Russell Terry was a founding member of the chapter and served as Chairman in 1962. Russell served as STC President in the 1976 to 1977 STC year. Russell is the first of only two Rochester Chapter members to serve as STC President. Russell was a Fellow of STC.

Ruth Terry

In 1967, the late Ruth Terry was the chapter "chairman," the first woman to serve in that position. Ruth made significant contributions to STC newsletters, and served as an STC Director Sponsor. Ruth was a Fellow of STC.

Frances (Fran) Sullivan

Fran Sullivan became the Corresponding Secretary of the chapter in 1972 and the second woman to serve as chapter "chairman" in 1974. Fran made significant contributions to the Society's competitions and served as STC Secretary. Fran was a Fellow of STC.

Andrew (Andy) Malcolm

Andrew (Andy) Malcolm became Chairman of the chapter, succeeding from Vice Chairman at the passing of Ralph Kepner in 1969. Andy served as Chairman again in the 1979 to 1980 year. Andy stood for election as STC Vice President in 1980 (Richard Wiegand was elected) and served as STC Secretary in 2002. Andy made significant contributions to advancement of communication about technology, and uses of technology to do that work, as well as to accessibility in technical communication. Andy was a Fellow of STC.

Ralph Kepner

The late Ralph Kepner of General Railway Signal, became Recording Secretary in 1963 and Treasurer and Program Chairman in 1966. Ralph arranged many successful chapter meetings, became Vice Chairman in 1967, and managed the Seminar. In 1968, he became Chairman. Ralph died suddenly in January, 1969 at a very early age. Ralph was an optimist, a person who looked at problems as opportunities for finding creative solutions. He believed in the importance of communicating ideas effectively in an increasingly technological society. Although his technical writing may be obsolete, his optimism about our ability to communicate effectively lives on, passed on by those who knew him to new generations. After Ralph's untimely passing, the Ralph P. Kepner Memorial Scholarship Program was established, with the intention of continuing his spirit of optimism and of promoting interest in the field of technical communication.

Barbara Knight

Barbara Knight was a member of the Rochester Chapter from 1966 until her untimely passing in 1984. She served in volunteer roles most of that time. In 1973, Barbara was elected Recording Secretary for the first time. She continued to be elected and serve until 1980, but Barbara is remembered most for her work in appointed, rather than elected, roles.

On the 10th anniversary of her membership, the chapter honored Barbara with a special Chapter Distinguished Service Award. The citation noted Barbara had recently served as manager of the Publications Competition, the Social Events Committee, and the Hospitality Committee, and could always be counted on to volunteer. She had served the past two years on the Seminar committee. Barbara did everything with a personal touch; she hand-addressed invitations to the banquet every year, and made decorations for the banquet and the Christmas party. When Barbara joined, she was the general manager of a local printing firm. She continued her membership after becoming a secretary in the Engineering Department at the Rochester Products Division of General Motors Corporation. Barbara was unable to the attend 25th Seminar, but came at 7:30 AM to help with registration.

After Barbara's passing, the chapter's most valuable member award was named the Barbara Knight Award. This award is given to members serving in appointed, rather than elected, roles.

Presidents

Chapter presidents elected through 2019, the 61st anniversary of the chapter and the 60th anniversary of the chapter annual conference, are listed here. The date is the year elected. Between 1960 and 1980, the position was called "Chairman."

- 1958 Walter R. Slater
- 1959 Charles A. Shephard
- 1960 Russell J. Ehle Jr.
- 1961 Joe Zygmunt
- 1962 Russell M. Terry
- 1963 John D. Mcalister
- 1964 Hector H. Sutherland
- 1965 Lawrence F. Van Manen
- 1966 John Cavanaugh
- 1967 Ruth Terry
- 1968 Ralph Kepner, died January, 1969
- 1969 Andrew Malcolm, Vice Chairman succeeded to Chairman
- 1970 John H. Niven
- 1971 Robert E. White
- 1972 Nigel B.S. Hopper
- 1973 James D. Morrow, Jr.
- 1974 Frances Sullivan
- 1975 H. Ray Dudley
- 1976 William F. Souvé
- 1977 Suzanne B. Moñtano
- 1978 Robert D. Nelson
- 1979 Andrew Malcolm
- 1980 Reuben L. Hillyard
- 1981 Ralph E. Embrey
- 1982 Edward C. Taylor
- 1983 Bruno Petrauskas
- 1984 Joe Cilano
- 1985 Chris Felger Hughes
- 1986 Loretta Albert
- 1987 Loretta Albert
- 1988 Donna Cox
- 1989 Vic Gauvin
- 1990 Kitty Aughey
- 1991 Kitty Aughey
- 1992 Mary Boyd

- 1993 Lori Marra
- 1994 Marian Edson
- 1995 Steve Ridley
- 1996 Amy Friend
- 1997 Dorothy Champlin
- 1998 Jill Finan
- 1999 Roseann Jackura
- 2000 Paul Ferguson
- 2001 Sharon Pelletier
- 2002 Sandy Swanson
- 2003 Kathy Wise
- 2004 Kathy Porray
- 2005 Lisa Moretto
- 2006 Joe Uhal
- 2007 Joe Uhal
- 2008 Louise Remington
- 2009 Anne McNelis
- 2010 Ben Woelk
- 2011 Marilyn Woelk
- 2012 Stephany Fuchs
- 2013 Wendy Ross
- 2014 Wendy Ross
- 2015 Roberta (Bobbi) Werner
- 2016 Roberta (Bobbi) Werner
- 2017 Kelly Schrank
- 2018 Kelly Schrank
- 2019 Kelly Schrank

Annual Chapter Conference

In 1958 and 1959, the chapter held special educational meetings near the end of the chapter year. The first was an address in RIT's main auditorium. The second was a roundtable. In 1960 the chapter held its first annual conference, called the Seminar. Beginning in 1989, the annual chapter conference was called Spectrum.

The length and scope of the conference have changed from time to time. Since 2011, the chapter has realized its long term goal of consistently having presenters and attendees from Rochester and adjacent and distant regions. Spectrum is the longest-running chapter annual conference in STC and the longest running annual technical communication conference in the Rochester area. Jim Morrow recalled the beginning in 1989. His account follows, with a summary of each year's event after that.

Let it begin, by Jim Morrow

The regular scheduled (March, 1960) program for the STWE (Society of Technical Writers and Editors) meeting had ended. The president announced that he had another important matter to bring before the members present. The seventeen members present reassembled around the long oval table in the dining room of the Federal Period House on the rise above Broad Street in Rochester. The president announced that three STWE chapters had, with moderate success, instituted an annual seminar. Should the Rochester Chapter, STWE, have a seminar? After a late evening discussion, a vote was taken. Rochester would have a seminar. A committee of seven was chosen to explore, arrange and have a seminar. A good sign!

No delay! The—What was that name again for the minutes? Yes, next Saturday the Seminar Committee would meet in Room 126 of the Eastman Building of RIT on Plymouth Avenue. You know, across the alley from the First Presbyterian Church. You can tell the Eastman Building—above the entrance is written "Mechanics Institute and Rochester Atheneum."

On a cold Saturday morning, Joe Zygmunt, Lany Van Mannen, Russ Ehle, Russ Terry, Jim Morrow and Ruth Harke held the first seminar committee meeting. Traffic hummed, roared and screeched by on Plymouth Avenue. Grumbling students trudged to their Saturday morning classes, rudely awakened out of their routine by a group of old timers meeting in their classroom. Discussion continued, then lagged on. At eleven, as the sun broke out, the bells of the First Church rang out to greet a blushing bride and her handsome groom as they walked out onto Plymouth Avenue and a new life. Was this a good omen for the 1st Seminar?

The committee went back to work and made their decisions:

1. There would be a seminar.
2. With brave hopes, it would be called the "1st Annual Seminar."
3. The chapter vice president would be the Seminar Committee chairman.
4. It would be held on a Saturday morning.
5. It would be held in three classrooms of the Eastman Building of RIT.
6. There would be a morning and an afternoon session.
7. The program arrangement:
    a. One keynote session to open and one closing speaker.
    b. There would be two tracks or choices for the other sessions.
8. This scribe remembers well that Jim Morrow would be the secretary and the seminar registrar.

Thus, the encouraged committee went to work. But would it be a success? After all the work and planning would it work? We must get the message out. Get all the attendance and other lists we have. Jim, can you get your wife Marge to address all the envelopes for the announcements?

Russ Terry, can you get all the notices printed? Charles A. Shepard is the chapter president, Joe Zygmunt is the seminar chairman.

But above all, what would success be? Back and forth, how many people would success be? The decision: 25 people present would signal success.

On a warm spring day, Saturday May 14, 1960, the officers and seminar committee began arriving on Plymouth Avenue for the big event. With the coffee steaming, and the donuts inviting, the people came. Slowly, oh so slowly, the count climbed towards 20. But the hour was approaching! All the speakers were there. The chapter president and the seminar chairman-" Jim, how many do we have?" "Twenty-three." "We need two more!" And then, a rustle of habits. Sister Mary Margaret and Sister Marie Paul are here. We have 25! The seminar has met its goal.

Then comes the last minute rush. The total climbs past 30, past 35. Finally, it is nine. The chapter president questions, "How many?" We have 39. The president turns, and booms out, "LET IT BEGIN!" The work had paid off. A two track, choose your session seminar was a reality. At day's end, to conclude his closing remarks, Joe Zygmunt announced "There will be a 2nd Annual Seminar!"

So Vic (Gauvin, 1989 Vice President and Seminar chair), as the memories of bygone years fade into the dim and distant past, perhaps you and your worthy seminar committee of 1989 could reflect for a brief moment on those stalwart pioneers who gave up a Saturday morning that we might have this continuing seminar experience. And we hope that the young bride by the timeless Genesee River, who gave inspiration to a group of tech writers, has also had a long and rewarding life.

Through the years

Seminar 1960 to 1969

1960: First annual seminar.
In January 1960, chapter President Chuck Shephard announced the program committee would see if a regional writing seminar could be held in the spring. In March, the date was set.
Date: May 14
Location: RIT
Chair: Joe Zygmunt

1961: Second annual seminar
Date: May 20
Location: RIT

1962: Third annual seminar.
The Seminar chair commented on the purpose of the annual seminar: "Each speaker has information on new techniques and ideas for their use. This knowledge should bring us closer to becoming the all-round technical communicator and closer to the status of professionalism. These annual seminars also serve another purpose. They serve as a chapter profile presented to both industry and the communications community. It is a profile which shows us looking forward and upward, responsive and ready to move toward better service to our industries in solving the problems of effective communication."
Date: March 31
Location: Eastman Building, RIT
Chair: Ed Winterkorn (Kodak)
Program: Four local and two out-of-town speakers. Registration, $3.00; lunch, $2.00.

1963: Fourth annual seminar
Date: April 27

Chair: John D. McAlister (Kodak) and Joe Zygmunt (Farrel-Birmingham Company)

1964: Fifth annual seminar
Invitations were extended to other STWP organizations in western New York and Ontario. Speakers were local. Topics covered included principal phases and new developments in reproduction, military proposals, industrial advertising, writing for publication, and reading dynamics, with an audio-visual panel discussion. Local entries in the contest to design a symbol for STWP were on display at the seminar; Ruth Harke solicited 30 entries. There were over 50 attendees including people from the region. One commented: "Today's program had enough breadth and balance to suit anyone, and serves as evidence that this chapter is now a mature and going concern."
Date: April 25 (1964)
Location: Eastman Building, RIT
Program: New Challenges in Technical Communication

1965: Sixth annual seminar
Date: April 24
Chair: Russ Ehle
Program: Speakers were primarily local with one from IBM, and a closing presentation by a Rochester Times-Union reporter. A publications art exhibit was featured.

1966: Seventh annual seminar
Date: April 30
Location: Top of the Plaza Restaurant, Midtown Plaza
Chair: Ralph Kepner
Program: Local and regional speakers. A Technical Writing Exhibit in the mall was organized by Ralph for the week before the seminar.

1967: Eighth annual seminar
Date: April 22
Location:
Chair: Jack Herman
Program: Seminar proceedings were published separately, with committee chairs, attendees, speakers and topics listed in the newsletter.

1968: Ninth annual seminar
Date: April 27
Location: Trenholm Motor Lodge
Program: The seminar was moved from downtown to accommodate increased attendance, including people from other areas. The majority of presenters came from other areas of the state, with attendees from many states and communities as well as local companies.

1969: Tenth annual seminar
Date: April 26
Location: Holiday Inn West, Henrietta Road

Seminar 1970 to 1979

1970: 11th annual seminar
Date: April 18

Location: Rowntowner Motor Inn, Jefferson Road near the Thruway
Program: The location was chosen for the convenience of attendees from Syracuse, Buffalo, the Triple Cities, and other areas. A get acquainted breakfast was served; this had also been successful in past.

1971: 12th annual seminar
Date: March 20
Location: Rowntowner
Program: more than 80 attendees

1972: 13th annual seminar
Date: March 11
Location: Rowntowner
Program: There were local and regional speakers. Barbara Knight was registrar.

1973: 14th annual seminar
Date: March 31
Location: Inn on the Campus, Jefferson Road
Program: Presentations on "Design of a Documentation Program for a Large-Scale Business Information System" and "Text Editing and the Computer," Technical Art Contest, dinner with the committee after the program (pay for your own).

1974: 15th annual seminar
Date: March 30
Location: Rowntowner
Chair: Fran Sullivan
Program: Future Shock and the Technical Communicator. There were local speakers and a Technical Art Exhibit, rather than contest, because there were too few entries for judging. There were 80 attendees, making it necessary to negotiate for more space as registrations came in.

1975: 16th annual seminar
Date: March 22
Location: Holiday Inn, East Main Street downtown
Program: Director Sponsor Bob Hiser planned to make a presentation but was not able. There were local presenters including an RIT professor and the creative director at Rumrill Hoyt, with just over 50 attendees.

1976: 17th annual seminar
Discussion had started in 1975 about having the event on a week day, and continued in the newsletter, expressing the goal of giving the seminar the status of a professional meeting for which people receive time away from work.
Date: March 27
Location: Holiday Inn Downtown
Program: Communications as a Corporate Function. Three of the five speakers came from a distance away—Ottawa, Olean, and Atlanta. That speakers came from a distance on a weekend day off from work was seen as a "kind of tribute to the Rochester chapter."

1977: 18th annual seminar

Date: March 26
Location: Holiday Inn Downtown

1978: 19th annual seminar
Date: Friday, April 7, the first weekday seminar
Location: , Hilton Inn on the Campus
Program: The program is in the March, 1978 newsletter. There were 150 registrants.

1979: 20th annual seminar
Date: Friday, March 30
Program: Approximately 80 people attended.

Seminar 1980 to 1989

1980: 21st annual seminar
Date: Friday, March 28
Location: Nortic Village
Program: More than 90 people attended.

1981: 22nd annual seminar
Date: March 20
Location: Mapledale Party House
Program: The April issue of the newsletter has a report.

1982: 23rd annual seminar
Date: March 12
Location: Mapledale Party House
Program: Keynote speaker, Andrew Malcolm; the address is in the April, 1982 newsletter. There were 105 attendees. Bob Nelson discussed the idea of a regional conference, produced by at least two chapters and open to other chapters.

1983: 24th annual seminar
Date: March 11
Location: Mapledale Party House

1984: 25th annual seminar
Date: March 9
Location: Mapledale Party House

1985: 26th annual seminar
Date: March 8
Location: Burgundy Basin Inn
1986: 27th annual seminar
Program: Expand Your Horizons. Referred to as a workshop. Photos are in the April newsletter, with a full report on the sessions in the May and June issues.

; two issues of the newsletter have a report.

1987: 28th annual seminar

Date: April 10
Location: Rochester Marriott Thruway in Henrietta
Chair: Bill Tedeschi
Program: Topics included how adults learn, instructional design, electronic publishing, and resumes.

1988: 29th annual seminar
Date: March 25
Location: Holiday Inn, Henrietta

1989: 30th annual seminar, spectrum 89
Date: April 7
Location: Holiday Inn, Holidome
Program: Keynote speaker, Saul Carliner, IBM. The newsletter had a complete report. The name was chosen because for some years the conference had covered a spectrum of topics.

Spectrum 1990 to 1999

1990: 31st annual chapter conference, spectrum 90
Date: April 6
Location: Holidome
Program: Keynote speaker, Jan V. White

1991: 32nd annual chapter conference, spectrum 91
Date: February 7 and February 8
Location: Holidome
Program: Spectrum expanded to two days for the first time.

1992: 33rd annual chapter conference, spectrum 92
Date: March 5 and March 6
Location: Holidome
Program: Keynote speaker, Bill Horton. Approximately 150 people attended each of the two days.

1993: 34th annual chapter conference, spectrum 93
Date: March 25 and March 26
Location: Holidome
Program: Keynote speakers, Ginny Redish and Saul Carliner. Publications competition awards were presented at lunch on day one of the conference, rather than at the end of year banquet.

1994: 35th annual chapter conference, spectrum 94
Date: March 24 and March 25
Location: Holidome
Program: More than 200 people attended. The chapter produced a hypertext version of the chapter brochure and a Kodak Photo CD of spectrum 94.

1995: 36th annual chapter conference, spectrum 95
Date: March 21 and March 22
Location: Thruway Marriott

1996: 37th annual chapter conference, spectrum 96

Date: March 22 and March 23
Location: Thruway Marriott
Program: Friday, March 22, 1996 Keynote Tom Kayser, author of *Mining Group Gold*, Manager of Organization Effectiveness, Office Document Systems, Xerox; Saturday Keynote, JoAnn Hackos.

1997: 38th annual chapter conference, spectrum 97
Date: March 17
Location: Thruway Marriott
Chair: Mary Boyd, Donna Cox, and Amy Friend
Program: Keynote speaker, Roger Grice. There was no vice president to chair the event, so a Monday-only conference was held. Having a spectrum chair separate from the vice president was discussed.

1998: 39th annual chapter conference, spectrum 98
Date: March 20 and March 21
Location: Thruway Marriott
Chair: Facilities and arrangements, Ann Wiley and chapter President Jill Finan; Program, Ann Wiley and chapter Vice President Mary Boyd.
Program: Keynote speaker, Ken Dymond, author of *A Guide to the CMM*. Rochester Chapter Online Competition winners were shown at the Friday lunch during Spectrum.

1999: 40th annual chapter conference, spectrum 99
Date: March 12 and March 13
Location: Thruway Marriott
Chair: Paul Ferguson
Program: Friday opening speaker, Frank J. Romano, School of Printing Management and Sciences, RIT; Saturday opening speaker, STC 2nd Vice President Mark Hanigan.

Spectrum 2000 to 2009

2000: 41st annual chapter conference, spectrum 2000
Date: March 10
Location: Thruway Marriott
Chair: Chapter President Paul Ferguson
Program: E-Learning, E-Commerce, Egads!. Keynote speaker, James V. Romano. The event included a manual evaluation and a display of winners of last year's STC publications competition.

2001: 42nd annual chapter conference, spectrum 2001
Date: March 23
Location: Thruway Marriott
Program: Keynote speaker, Ithaca College professor Diane Gayeski. Tracks were identified in the call for papers, which was mailed with the newsletter. Attendees included 74 chapter members and 85 non-members.

2002: 43rd annual chapter conference, spectrum 2002
Date: March 22
Location: RIT Inn and Conference Center
Program: Keynote speaker, Patrick Hofmann. The March issue of the newsletter included an insert with the session grid.

2003: 44th annual chapter conference, spectrum 2003
Date: April 11
Location: RIT Inn and Conference Center
Program: Keynote speaker, Bob Mosher, Executive Director of Education, Element K, "E-learning and the Dawn of a New Publishing World." Region 5 Director Sponsor Suzanna Laurent presented "Revealing your Hidden Value as a Technical Communicator." Suzanna served as STC President in 2006. Neil Perlin of the Boston Chapter presented "Small Steps to Single Sourcing." Bernard Aschwanden from Toronto presented "XML and Single Sourcing with FrameMaker, Word, InDesign, XML Spy and more." There were presenters also from Houston, Ohio, and Rochester companies.

2004: 45th annual chapter conference, spectrum 2004
Date: March 26
Location: RIT Inn and Conference Center
Program: keynote speaker, STC President Thea Teich. This was the 50th anniversary of STC.

2005: 46th annual chapter conference, spectrum 2005
Date: April 8
Location: RIT Inn and Conference Center
Program: Keynote speaker, Malcolm McLaren, an engineer who specializes in entertainment engineering. Adobe sponsored the keynote speaker. An Idea Market was held at the end of the day. Newly elected Region 1 Director Rich Maggiani attended. Kodak covered registration fees for any employee who wanted to attend spectrum this year. There were 150 attendees.

2006: 47th annual chapter conference, spectrum 2006
Program: Keynote speaker was Jared Spool and STC President Suzanna Laurent attended, spoke at lunch, and participated throughout the day. A Network Central room was open all day for networking and exchange of information.

2007: 48th annual chapter conference, spectrum 2007
Date: March 23
Location: RIT Inn and Conference Center
Program: Emerging Technology. Keynote speaker, Peter Bowerman, author of *The Well-Fed Writer*. Attendees shared their expertise, opinions, and experience at the Idea Mart.

2008: 49th annual chapter conference, spectrum 2008
Date: March 28
Location: RIT Inn and Conference Center
Program: Keynote speaker, Ginny Redish

2009: 50th annual chapter conference, spectrum 2009
Date: April 6 and April 7
Location: Hyatt Regency Hotel, Rochester
Program: Keynote speakers, Patricia T. O'Conner, author *of Woe is I*; content strategist Scot Abel; and incoming STC President Cindy Currie. There were 28 sessions in four tracks: Writing, Tools, Business, and Best of the Rest. A 50th anniversary party concluded the Monday program. Ron Blicq was the closing

speaker on Tuesday. Jennifer Ferris organized an exhibit of games, toys, and music that were 50 years old, as well as technologies used in writing in the past.

Spectrum 2010 to 2019

2010: 51st annual chapter conference, spectrum 2010
Date: April 8 and April 9
Location: Hyatt Regency Hotel, Rochester
Chair: Jennifer Ferris Angelo and Ben Woelk
Program: Tech Comm 2.0—Making Contact. Keynote speaker, Saul Carliner, "Visions of Tech Comm 2.0." Thursday evening, speaker reception. Friday, 12 presentations in three tracks: Content, Continuing Education, and Social Networking. Technical Publications Competition awards were presented at lunch. The afternoon concluded with a break to visit exhibits and a progression session, followed by closing remarks and awarding of door prizes. The spectrum 2010 committee asked what year members started in technical communication and what applications and hardware they used to do the job along the way. From contributions by members, the committee developed a display of how far we've come in the profession.

2011: 52nd annual chapter conference, Spectrum 2011
Date: March 31 and April 1
Location: RIT
Program: Thursday, pre-conference reception, Radisson Hotel Rochester Airport. Friday, full day of sessions. Vendor presentations were featured and sponsorship opportunities offered. Between 120 and 150 people attended. This is the year the chapter realized its long-term goal of consistently hosting a conference with attendees and speakers from throughout the region and adjacent regions. This was accomplished as follows:

After being elected chapter president in 2010, Ben Woelk attended the STC summit and invited members from throughout the region and adjacent regions to present at Spectrum. Several participated, including Pamela Kostur from Toronto and Rich Maggiani from New England, who had presented in 2005. Others responding were Neil Perlin and Bernard Aschwanden, who also presented in 2003, as well as Barrie Byron, Ann Grove, Kristi Leach, Alan Houser (who was elected STC Vice President during the conference), Nicky Bleiel, Tim Grantham, Mollye Barrett, and Leigh White. Regional participation expanded in subsequent years, to include presenters and attendees from adjacent and distant regions.

2012: 53rd annual chapter conference, Spectrum 2012
Date: April 22 through April 24
Location: RIT
Program: Expertise, Knowledge, Leadership—Influence Change in Your Organization. Keynote speaker was consultant and writer Pam Sherman, the 'Suburban Outlaw,' offering her irreverent and energetic take on leadership and success in a presentation on tools for leadership presence. Sunday, keynote in Golisano Hall auditorium, RIT, reception following the keynote. Monday, full day of sessions, followed by an after party. Tuesday morning, Leadership Day, featuring Incoming STC President Alan Houser, concurrent sessions with other experts, and a Leadership Panel.

2013: 54th annual chapter conference, Spectrum 2013

Date: March 21 through March 23
Location: RIT
Program: Why Not the Best?—Best Leaders, Best Technology, Best Content, Best You. Keynote speaker STC President Alan Houser. Thursday, keynote and opening reception. Friday, full day of sessions. Saturday morning, Leadership program.

2014: 55th annual chapter conference, Spectrum 2014
Date: April 13 through April 15
Location: RIT
Chair:
Program: Communicating to Understanding: Core Competency, Core Value. Keynote speaker Marcia Riefer Johnston, author of *Word Up! How to Write Powerful Sentences and Paragraphs (And Everything You Build from Them)*. Sunday, Leadership day and dinner. Monday, keynote and full day of sessions. Tuesday, workshops.

2015: 56th annual chapter conference, Spectrum 2015
Date: March 29 through March 31
Location: RIT
Program: Communicators by Any Other Name: Beyond Titles and Tools. Keynote speaker, STC President Kit Brown-Hoekstra. Sunday, Leadership day and reception. Monday, keynote and full day of sessions. Tuesday, workshops.

2016: 57th annual chapter conference, Spectrum 2016
Date: April 17 through April 19
Location: RIT
Program: Keynote speaker, content strategist Charles Cooper. Sunday, Leadership Day and dinner reception. Monday, presentations, demonstrations, progression sessions, lightning talk. Tuesday morning, workshops.

2017: 58th annual chapter conference, Spectrum 2017
Date: March 26 through March 28
Location: RIT
Program: Optimizing Your Role in an Evolving Profession. Keynote speaker, Content Philosopher Joe Gollner, Managing Director of Gnostyx Research Inc., "The Future is here! Are you with us?" Sunday, Leadership day and dinner. Monday, keynote and full day of sessions. Tuesday, workshops. More than 100 people attended, including STC interim Chief Executive Officer Liz Pohland, who was named CEO soon afterwards, and STC President Adrianne Hunt, as well as Past Presidents Bernard Aschwanden, Alan Houser, and Cindy Currie. The public relations effort resulted in Spectrum 2017 being included in the RBJ calendar items on March 17. In addition, Spectrum 2017 became the first chapter conference to be featured in "Mark your calendar" in *Intercom*.

2018: 59th annual chapter conference, Spectrum 2018
Date: March 25 through March 27
Location: RIT
Program: Keynote speaker, Judy Glick-Smith, "Flow-based Leadership: What the Best Firefighters Can Teach You about Leadership and Making Hard Decisions." Judy also offered a half day workshop, "Flow-

Hacking TechComm Leadership." There were four sets of five concurrent sessions, with four full presentations and three spotlight talks each hour. More than 90 people attended.

2019: 60th annual chapter conference, Spectrum 2019
Date: March 24 through March 26
Location: RIT
Program: Remember Yesterday, Celebrate Today, Plan for Tomorrow. Keynote speaker, Toni Ressaire, founding member of the Information 4.0 Consortium and Tech Writers Without Borders and President of Info4Design. Leadership day on Sunday concluded with a 60th anniversary dinner in the RIT art gallery. A full day of sessions followed on Monday with an evening after-party. Tuesday morning workshops concluded the conference.

Membership

Each month the newsletter reports the most recent available membership numbers, any membership drives being conducted, and news about STC accomplishments of chapter members their collaboration with and presentations to other chapters and professional organizations. The membership news from 1959 to 2019 is summarized here, along with information about the careers of founding and early members.

1959 Membership

The chapter had *14 original members* in *1958*. By the end of May, *1959*, there were *over 50 members* from almost two dozen companies in the Monroe County area.

The first president, elected in 1958, was **Walter R. Slater**. Walt came from Binghamton in late 1957 and did the work needed to convene the founding meeting. He left Rochester in June, 1959, for Modern Design in Vestal. In Rochester Walt was employed by Stromberg Carlson.

The President in 1959 was **Charles A. Shephard**. The committees and their managers were as follows:

- Russ Ehle, Programs Committee
- Robert G. Koch, Education Committee (member of RIT faculty)
- Joseph G. Zygmunt Jr. Publicity Committee
- Hector H. Sutherland Publications Committee and Editor of the Proof Sheet newsletter
- Russell Terry, Finance
- Executive committee, Membership

In September, 1959, **Norman R. Reamer**, a member of the original executive committee, moved to California to join the Stanford Research Institute in Menlo Park. In Rochester he was on the staff of the Graphic Arts Research Department at RIT.

1960 to 1969 Membership

In November, *1961*, there were *30 members*. Each received a letter with an application form to give to a friend or associate. The potential to double the membership was noted. **Gary Hayes** was membership

chairman. He worked for General Dynamics. During this time the membership committee approved applications and sent them on to the STWE office. During the year, the number of new members accepted from General Dynamics put the company on track to have more members than Kodak. **Joseph G. (Joe) Zygmunt Jr.** was President. **Jack Herman** was programs chairman.

In May, *1962*, *membership had doubled*. With an estimated 200 people minimum involved in technical publications locally, the hope was expressed that membership would double again next year.

In *1963*, the *Intercom* news bulletin reported Rochester as the only chapter with a 100% renewal rate. The chapter had *40 members* in February, 1963, with renewals due April 1. Renewal provided an opportunity to upgrade from associate to member and member to senior member, based on time as a member.

In 1963, "this age of communications miracles—color TV, Telstar, etc.," the newsletter, which was sent only to members, often listed with regret the names of members not present at the last meeting—to encourage members to attend because everyone missed them. In March, 1963, it was noted that women were joining in increasing numbers and guests and companies not yet represented among the membership were listed. **Ralph Kepner** of General Railway Signal, was listed. He became a chapter president, and after his untimely passing, the student technical publications competition award was named for Ralph.

Walt Slater was living in California. In May, a new membership directory was sent to members, and copies were available from **Ruth Harke**, later Ruth Terry.

In October, *1964* **Christopher Celent** of Xerox joined. He later became a *Proof Sheet* editor.

The dues schedule in February, *1965*, was: Fellows and Senior members, $18; Members $12; Associate Members $9; Affiliates $6; Students $3; Honorary $0. This represented an 80% dues increase. Objections were raised at chapter business meetings and communicated to STWP.

On April 15, 1965, there were *61 members*, representing an 86 percent renewal rate. The chapter received a Maintenance of Membership award at the convention.

Russell Terry and **Ruth Harke** married at Christmas, 1965. They became the first husband and wife "chapter chairmen" in STWP. Later Russell and Ruth were the first husband and wife to serve on the STC Board. Russell was STC President and Ruth was a Director Sponsor.

In *1966*, chapter Chairman **John Cavanaugh** mentioned starting a technical art group with its own meetings. The Boston Chapter had such a group and the majority of members in September, 1966, were technical illustrators. Rochester had five technical illustrators among the members. In November, 1966, the chapter had *71 members*.

In February, 1966, **Alfred Dinsdale** moved to corporate communications to edit the new Xerox technical journal.

Andrew Malcolm came to Rochester in December, attended the Christmas party, and volunteered to serve on the seminar committee, becoming chairman of the seminar program committee. In January, *1967*, the membership directory listed Andrew Malcolm as a new member, noting he had been Chair of the Los Angeles Chapter. Andy served two terms as chapter president, was STC Secretary, was instrumental in establishing accessibility in technical communication, and was an STC Fellow.

In May, 1967, the chapter had *72 members*. In November, there were *77 members* and **Arnold Huehn** became membership manager. A membership drive began.

On January 1, *1968*, there were *80 members*. Later in the month, there were *86 members*. The chapter asked new members to send membership applications to Arnold Huehn for preprocessing, to avoid having them sent back for that purpose.

By March, there were *93 members* and *in April, 1968, the chapter reached the goal of 100 members*, with 26 new members in 1968. When renewals were complete, there were some losses, with 91 members in May.

Biographies of **charter members** were published in the *Proof Sheet* in 1968: March, charter member, Ralph LeBrun; May, John S. Orlowski; June, John W. McFarlane and Russell Terry. Charter members still active received awards at the banquet: Russell Ehle, Ralph LeBrun, John McFarlane, John Orlowski, and Russell Terry,

In December, *1969*, there were *99 members*. That year, **Alfred Dinsdale** retired to Florida.

1970 to 1979 Membership

In *1970*, *101 members* attended the banquet. There were *104 members* in October. **Bob Nelson** and **John Holtz** joined in 1970. Both worked for Kodak and were chapter leaders. Bob served as STC Director Sponsor and was an Associate Fellow.

In *1971*, monthly membership numbers were: February, *116*, with the renewal deadline February 28; May, *96* down from 105 in May, 1970; December, *101*.

In October, for the second time the Society announced that memberships processed after October 1 would be 1972 memberships. The last three months of the current year were free.

In 1971, **Russell Terry** was elected **STC Treasurer**. **Frances Sullivan** was chapter membership directory chair. **Arnold Huehn** had an article published in *Popular Mechanics*.

In *1972*, four grades of membership were established, Student, Affiliate, Member, and Senior Member, requiring seven years of experience and at least two years of membership in STC. Three elected grades were established, Fellow, Associate Fellow, and Honorary Member. A flat dues rate was established for all grades except Students and Honorary Members.

At the end of the year there was a membership drive, and the member who recruited the most new members received an award. Applications processed after October 1 were 1973 memberships. In September, 1972 there were *84* members.

In February *1973* the chapter had *89* members. In December, the chairman wrote about recruiting new members and emphasized using positive statements: "15th Annual Seminar, 12th Annual Publications Award, 3rd Annual Technical Art Contest—can any other chapter say it has offered as long a continuous string of events as that?"

In February, *1974*, the chapter had *92* members. By April, there were *89* members; 104 had belonged during the year, and 29 new people joined during the year. People joining in the fall were members for the rest of the year and for 1975. There were prizes for two members recruiting the most new and reinstated members before April 1, as there were the previous year.

In January, *1975*, the Rochester Chapter had *102* members and was the seventh largest in STC. The larger chapters were Washington, D.C. with 298 members, and Boston, Los Angeles, New York, Chicago, and Golden Gate. STC had 47 chapters. The Rochester Chapter had *106* members in March, *101* in October, and *108* in December. **Reuben Hillyard**, **Bill Tedeschi**, and **Deanna Tiefenthal** joined in 1975. **Bill Souvé** won the STC pen set given to the chapter member who recruited the most new members

In January, *1976*, STC had *3217* members; in May, after renewals, there were *2924*. Membership in the Rochester Chapter peaked at *118* during 1976, with *110* in February and *108* in November. Members with seven years of experience and two years as members were encouraged to apply to be a Senior Member; there was $15 fee for processing, a certificate, and a pin, but dues were the same as for members. In February *32 of the 110 members were Senior Members*. **Ray Dudley** won the Society's membership award, an STC pen set for the chapter member who recruited the most new members.

In March, *1977*, the chapter had *117* members; in December, *116*. In April, **Ray Dudley** retired as Director, Publications Programs, Motion Picture and Audiovisual Markets Division, Kodak.

In February, 1978, the chapter had *121* members; In December, *127*. **Joe Uhal** of Xerox joined for the first time. Joe became chapter president after re-joining in 2002.

In December 1979, the chapter had *135* members, *an all-time high*. An award was given at the banquet to the member who recruited the most new members, as in the past several years. **Joe Zygmunt** passed away in March, just before his 61st birthday.

1980 to 1989 Membership

In March, *1980*, the *new all-time high membership stood at 146*. In November, there were *157* members. From September, 1979, to April, 1980, there were 32 new members. In *1981*, there were *159* members on November 30. In February, *1982*, there were *181* members. In 1982, **Bruno Petrauskas**, **Alex Sutherland**, and **Edline Chun** joined.

In *1983*, for the first time women outnumbered men in the STC membership. In January, STC had *6717* members, a nine percent increase from a year earlier. By December, the Rochester Chapter had *187*

members. In 1983 several members joined who became chapter leaders: Loretta Albert, Betty Conley, Donna Cox, Flor Prieto, and Ann Wiley. Ann was invited by Edline Chun. Matt Clark joined as membership manager, persuaded to do so by chapter President Bruno Petrauskas.

In mid-April, 1983, STC had *7315* members with 80 Chapters and Branches. This represented a gain of 1580 members since October 1, 1982 and a renewal rate of 65%, down from 69% for 1981 and 73% for 1982. In 1983; of 787 of the newest members sampled, 54% were female compared to 49% in the general membership, and the median age was in the 20s compared to the 30s for the general membership. Membership peaked at *7378* members.

In September, the Director Sponsor encouraged members to apply to become a Senior Member if they had seven years of experience and two years of membership. The fee was $20 for processing the application and for the pin. Senior members, Associate Fellows, and Fellows could hold Society office. By October, 1983, **Russell Terry** had been elected Associate Fellow.

In January, *1984*, the Society had *7900* members. The Rochester Chapter had *205* members early in 1984, *170* after renewals, and *179* at the end of the year. **Kathleen B. (Kitty) Aughey** joined as a student member. She became chapter President and an Associate Fellow**. Laurie N. Pritchard** (now **Lori Meyer**) also joined in 1984. Lori encouraged the chapter to go online as soon as that became an option, beginning with using the STC Bulletin Board. Lori was the first chapter webmaster and is now the membership manager. Lori is an STC Fellow.

In December, *1985*, the chapter had *177* members. In 1985, **Jean Doremus** joined. Newsletter editor **Donna Wioskowski** was working at Kodak. *Tieline*, the newsletter for chapter leaders, reported that STC had *9328* members on June 30, 1985 and more than 10,000 before the renewal period in 1986, with 95 chapters and branches.

In *1986* the chapter had *184* members. **Richard Poydock** joined; he is the 2019 chapter Treasurer. **Jean Bell** of Xerox and **Judy Hensley** of Kodak joined. Judy managed the technical publications competition for many years and Jean was a respected leader in the field. **Frances (Fran) Sullivan** and **Andy Malcolm** were elected Associate Fellow, joining **Russell Terry** and **Ruth Terry**, who were elected previously. After renewals, there were *160* members, 91 women and 69 men. At year's end there were *171* members.

In 1987, **Andy Malcolm** was elected STC Fellow. STC had 10,799 members with 108 chapters and branches. On October 1, 1988, STC had 10,000 members according to *Tieline*. **Paul Ferguson** joined in 1988; Paul was later chapter President and *Proof Sheet* editor.

Carmel Priore-Garlock joined in *1989*; she is now the Education Manager. In 1989 **Fran Sullivan** was elected STC Fellow. In 1989, STC membership peaked at about 14,000, dropping to 11,119.

1990 to 1999 Membership

In *1990*, **Melanie Blank** joined; she served as Employment Manager for many years. **Russell Terry** and **Ruth Terry** were elected Fellows of the Society. STC had *14,000* members in about 120 chapters. The Rochester Chapter had *230* members at the end of November. The chapter began a major project, to

build a database of technical communicators in the Rochester area including companies where there are no members.

In *1991*, chapter membership peaked in September at *264*. STC had *15,800* members in 124 chapters. **Russ Kahn**, **Jan Peartree**, and **Sandy Swanson** joined. All became chapter leaders. Russ was a frequent presenter. Jan managed the publications competition for many years and Sandy was chapter President. A phone survey of members was conducted in November, and reached *96 members*.

In *1992* the chapter prepared a brochure. **Ann Pillman** joined; she often serves as a judge in the publications competitions. **Kat Nagel** also joined, and was a frequent presenter and contributor to the newsletter. Membership peaked for the year at *256*. STC had *16,700* members in 129 chapters.

In February, *1993*, the chapter had 270 members, the highest total found for the first 60 years of chapter history. **Kathy Porray** joined; she became chapter President and continues to participate in chapter events. In *1994* Sandy Glanton and Amy Friend joined. Sandy is a supporter and friend of the chapter. Amy became chapter President and is an Associate Fellow of STC. At the end of September the chapter had *251* members.

In March, *1995*, the chapter had *265* members. The Frank R. Smith Award for Outstanding Journal Article for 1994 was awarded at the 1995 annual conference to Patrick Scanlon of RIT and Anne C. Coon for "Attitudes of Professional Technical Communicators Regarding the Content of an Undergraduate Course in Technical Communication: A Survey," published in the August, 1994 issue of *Technical Communication*. In July, Ruth Terry passed away.

In *1996,* **Ann Wiley** was elected Associate Fellow. **Kitty Aughey** was elected Associate Fellow in *1999*. In October, 1999, the Rochester Chapter had *217* members.

2000 to 2009 Membership

Membership declined between 2000 and 2009. Numbers are in the chart that follows. Membership highlights for these years follow the chart.

Month	Year	Number of members
March	2000	212
July	2000	188
December	2000	195
February	2001	202
May	2001	150
December	2001	197
January	2002	182
March	2002	165
June	2002	173 (STC 19,384)
September	2002	176
January	2003	188
May	2003	168
June	2003	179 (19,015)

Month	Year	Number of members
December	2003	183 (STC 20,300)
January	2004	191 (STC 20,800)
March	2004	148 (STC 15,416)
August	2004	161 (STC 17,680)
April	2005	127
Fall	2005	138
May	2006	121
August	2006	128 (STC c14,000)
November	2006	131
February	2007	136
April	2007	111
July	2007	118 (STC 14,333)
November	2008	112
January	2009	113
March	2009	123
April	2009	124

In *2000*, the chapter did a membership survey; results are reported in the June newsletter. In February, **Russell Terry** passed away. In July, *2001*, the chapter mourned the untimely passing of **Janet Castranova**, a frequent presenter and a mentor and friend to many members.

Joe Uhal re-joined in *2002*. In March, 2002, a letter from **Carl Klug** was published in STC's *Intercom* magazine. **Paul Ferguson** served as a judge in the International Technical Publications Competition. Andy Malcom was elected STC Secretary.

In *2003*, Kitty Aughey transferred her membership to Southern Arizona Chapter and was a candidate for the STC Nominating Committee. **Loretta Albert** transferred to the Suncoast Chapter. **Peg Mauer** received the Distinguished SIG Service Award for her work founding and managing the Indexing SIG. The chapter grieved as chapter Past President **Steve Ridley** was hospitalized following a severe stroke, and remained hospitalized for the rest of his life. The chapter mourned the loss of **Carl Klug**, Immediate Past Treasurer, who died in October at age 56 after a short illness. Carl received the first President's Award from Sharon Pelletier after his first term as Treasurer. The President's Award was subsequently named for Carl.

In *2004*, Russ Kahn, SUNY IT in Utica, received the Jay R. Gould Award for Excellence in Teaching. The STC Transformation developed a new membership model: Classic and e-membership, limited membership with no chapters or SIGs, corporate value package, and student.

In *2005*, the decline in members was a focus of discussion and action for the chapter, with the Council reaching out to non-members to encourage them to join.

In *2006*, Ann Wiley was elected Fellow. Ann has served as newsletter editor for several terms since 1989. She founded the Quality SIG and has managed five other SIGs. She co-managed Spectrum 1998 and is co-managing Spectrum 2020.

In *2007*, Lori Marra was elected Associate Fellow. A membership directory was published in the summer of 2007 in PDF format.

In October, *2008*, the Society had a membership drive: sign up a new member and be entered into a drawing for a prize.

In January, *2009*, The chapter offered a "last chance" renewal option, for a $50 Spectrum registration fee for anyone renewing by February 15. In February, 2009, the Society established options for paying membership dues over time. In March, 2009, the Rochester Chapter lead in the Society's renewal contest. Council members called members who had not yet renewed. A membership survey was conducted at the end of 2009; results are reported in the 2009-06 to 2010-05 *Yearbook* posted in the newsletter archive.

2010 to 2019 Membership

Membership continued to decline during these years. Numbers are in the chart that follows. Membership highlights for these years follow the chart.

Month	Year	Number of members
January	2010	111
March	2010	60
January	2011	78
November	2011	79 (STC over 7000)
January	2012	80
February	2012	52
September	2012	>70
February	2013	52
November	2013	83
January	2014	59 renewed
February	2014	62
November	2014	74
February	2015	63
December	2015	73
February	2016	75
March	2016	54 renewed
November	2016	76
January	2017	73
May	2017	54 renewed
November	2017	63
January	2018	59
August	2018	69 (largest chapter 175, STC c.6000)
January	2019	73
August	2019	58

In January, *2010*, seven of 10 non-renewing members replied to an email from President Anne McNelis. They did not renew because the dues are too expensive, their employer is not paying, or for personal

reasons. To assist members with their budgeting, STC offered the option with online renewals to pay dues in four installments. The Rochester Chapter raffled off a $100.00 gift card from Wegmans to one person renewing membership and Rochester Chapter affiliation by February 28, with the drawing to be held at the March 8 Council meeting. The chapter noted that in addition to being eligible for the gift-card drawing, renewing members would also be eligible for the reduced chapter member rate for Spectrum 2010.

For the *2011* annual STC Membership Renewal Challenge, with prizes for chapters with the best renewal rates by the end of March, the Rochester Chapter held a drawing for a $100 gas card to be awarded to one STC Rochester member who paid 2011 STC Rochester membership by March 30, 2011. All STC Rochester Chapter members who had paid for 2011 were eligible. The drawing was at the Spectrum conference on April 1, 2011. Winners did not need to be present to win. Gas prices were high, so the incentive was welcome. The Rochester Chapter won the Chapter Renewal Challenge. Not only did the Rochester Chapter have the highest renewal percentage in its size category; Rochester led ALL geographic communities in its category and larger in all of STC. Members from Western and Central New York were again joining the Rochester Chapter in significant numbers.

A chapter survey was conducted in December, 2011. Results are reported in the 2011-06 to 2012-05 and 2012-06 to 2013-05 *Yearbooks* posted in the newsletter archive.

In *2013*, membership manager Lori Meyer submitted two articles to *Intercom* on joining a SIG and joining a chapter. The membership manage sent a message to members who had not renewed. STC discontinued installment payments for membership, which had to be processed manually. A membership survey was conducted in 2013. In February, **Edline Chun** passed away suddenly and tragically. Subsequently the student technical publications competition award was re-named in her honor.

Although chapter membership remained much smaller than in the past, the chapter continued all of its activities. In 2017, seventeen members, more than 25% of the chapter membership, served on the Council. **Bobbi Werner** and **Ben Woelk** were elected Associate Fellow. In September, the chapter noted with sadness the passing of former chapter President and STC Fellow **Andy Malcolm**.

Membership category names changed for *2018*: Classic became Professional and Academic; New Techcomm Professional became New Professional. In 2018, **Kelly Schrank** was elected Associate Fellow and **Ben Woelk** was elected STC Vice President.

In *2019*, **Marilyn Woelk** was elected Associate Fellow. **Ben Woelk** became STC President, only the second Rochester Chapter member to hold that office. While the chapter membership is smaller than at any time in the recent past, the Rochester Chapter is grateful to have a strong base of members. Six have been members for 30 years or more; five others have been members for 20 years or more. Chapter activities for 2020 are already underway, with 13 members serving on the Council, two Council members serving in two and three roles each, and only one vacancy, for Public Relations and Marketing.

Education, Scholarships, Library

Education is a significant focus for the Rochester Chapter. Monthly meetings include an educational program, and the chapter also holds workshops at Spectrum and occasionally at other times during the year. The chapter supports secondary and higher education in technical writing and communication, and provides scholarships for students. In the past the chapter maintained a library.

Education

Outreach to schools

On April 29, 2016, education manager Carmel Priore-Garlock and chapter President Bobbi Werner represented the chapter at the Gates/Chili Careers in Demand Day. The chapter has also responded to an invitation to participate in subsequent years. Carmel and several other chapter members have spoken to students about careers in technical communication at this event.

Outreach to colleges and universities

In 1968 the Goals of Education Committee, locally and nationally, helped formulate educational programs to provide suitable training for future technical writers and create an interest among students in technical writing as a career.

The chapter was beginning to realize some ideas shared in its first decade about supporting education. The chapter contributed to the Allan Lytel Memorial Fund at the Syracuse University School of Journalism as a beginning. Allan Lytel was a Fellow of STWP, the former editor of the *STWP Review* (now *Technical Communication*), and Past Chairman of the Central New York Chapter. Walt Slater, the founder of the Rochester Chapter, was a CNY Chapter member in Binghamton before coming to Rochester. Allan Lytel helped in founding the Rochester Chapter, and spoke at several meetings through the years. The Rochester Chapter scholarship program had its beginnings in 1968 too.

In November, 1974, the Rochester Chapter responded to a call for volunteers at the annual Career Day at Rochester Chamber of Commerce. The chapter had participated previously, and again provided a Technical Writing booth where college seniors and students could learn about employment opportunities in the Rochester area. The event took place on December 27, from 9:00 AM to 3:00 PM. Six volunteers from the chapter worked for one hour each. A January, 1975, report indicates 18 students stopped at the booth, about the same number as in the previous year. Most who stopped did not know of technical writing as a career

Scholarships

In 1966, the chapter Chairman John Cavanaugh called for starting a reserve fund that could perhaps be used for scholarships. This appears to be the first expression of interest in offering chapter scholarships. In 1968, the chapter offered an award to an RIT student for excellence in technical writing. In April, 1968, 11 papers were submitted and graded 0 to 20 on each of five criteria (published in the April, 1968 newsletter). The student with the highest scoring paper won $25.00.

Kepner Award

After the untimely death of Ralph Kepner in January, 1969, during his term as Chairman of the Rochester Chapter, the Ralph P. Kepner Memorial Award program was established for college students. This began as a $25 savings bond for the best paper submitted by a technical writing student at RIT and was called the Ralph P. Kepner Award. Since 1975, awards have been made with some regularity, although the form has changed from time to time.

1975: Kepner Awards of $50, $25, and $10 dollars were offered, and winners were invited to the annual banquet as guests, where they received a certificate. Full time students at RIT and Monroe Community College could submit a paper written during the calendar year to fulfill a requirement of a course related to technical writing. Andy Malcolm was chair of the scholarship committee.

1976: In November, the Council voted to discontinue the Kepner Awards in favor of making a $150 a year contribution in Ralph's memory to the Society Scholarship fund.

1977: The Rochester Chapter made a donation to the Society scholarships rather than a Kepner Award.

1978: Kepner Awards were reinstated.

1980: There were three levels of Kepner Awards, Distinguished, Excellence, and Merit in Student Technical Communication.

1982–1986: In 1989, chapter President Ed Taylor reported that the chapter had started a co-op program, providing a means for college students who wish to become writers, editors, or illustrators to receive on-the-job experience by working for a local company while still in school. The February, 1986 newsletter has a report on the co-op program including placements since its beginning. During this time, no mention is made of the Kepner Award. However, being selected for the co-op program was perceived as a form of scholarship award.

1989–2004: Kepner Awards were offered for a competition for high school students as well as a competition for college students. Between 1989 and 1992, the Niagara Frontier Chapter (formed the year before) joined with the Rochester Chapter to co-sponsor the Kepner Award. Awards were made each spring for papers written in the preceding calendar year. First and second prize high school winners could have their entries entered into the International Student Technical Writing Competition.

1990: The first high school award was given for Excellence in Student Technical Communication. The college award was for Excellence in Collegiate Technical Communication.

1991: High school and college awards were presented, with college awards at two levels, distinguished and excellence.

1994: Kepner Awards were presented to high school and college winners . In November, restrictive provisions of the Kepner Award guidelines were removed by the Council to increase applications.

1995: The chapter trip to Stratford raised $100 for the Kepner Awards.

1996–2003: Kepner Awards were made to high school and college students and announced in the May and June issues of the newsletter.

2004: Kepner Awards were made to college students only.

2005: With the untimely passing of two chapter presidents, Steve Ridley and Paul Ferguson, the chapter worked to establish scholarship awards to honor each. These efforts went on for some years and were resolved in 2013 by establishing the Heritage Award. Applications were fewer and fewer in subsequent years.

2007: There was one entry from a high school student at Byron-Bergen and one award. The recipient was out of the country and unable to attend the presentation at the May meeting.

2013 to 2018: Heritage Award

In 2013, the chapter saw the untimely and tragic passing of long time member Edline Chun. The chapter resolved to honor Edline with a scholarship, and in 2014 renamed the Kepner Award as the Heritage Award, designating it in honor of Edline Chun. Periodically the designation of the honored member can change, offering an opportunity to honor long time members lost to untimely passing.

In 2015, the Heritage Award was offered for the first time. Applications are distributed throughout the Western and Central New York region and to colleges in areas where members of the Rochester Chapter live and work. Entries are accepted in technical, business, and professional writing from the entire academic year. Honorees will be chosen according to the guidelines in coming years.

Chapter Library

In November, 1964, Russell Terry began work to set up a chapter library, because there were no sources of information on technical writing available for reference. A 1988 issue of the *Proof Sheet* has an article on the chapter library. The collection of books was carried to meetings by the chapter librarian, and members could borrow books there. In 2001, the Council decided to house the chapter library in the Fairport Library. Subsequently the books were sold to members and the library was discontinued.

Mentoring Program

In January, 1993, Mary Boyd announced a kickoff meeting to build a mentoring program. In 2001, mentoring was listed as a membership benefit and the contact was the membership manager. In January, 2001, there was a call for mentors for new members and in November, the *Proof Sheet* published an article on the mentoring program by Sara Molyneux.

In 2013, the Rochester Chapter began a formal mentoring program, to engage students and academic departments around Rochester and beyond. In September, 2013, the first meeting for students took place at RIT in partnership with the RIT Department of Communication. The program was open to RIT students who may be interested in a career in technical communication.

The 2014, the mentoring program continued with support offered for student membership in the chapter: 50% of the dues for RIT students underwritten by the Department of Communication at RIT. There were four participants in the 2012–2013 mentoring program, and five in the 2013–2014 program. The program is offered also for Empire State College and at St. John Fisher and Nazareth and other upstate schools. Contact is through Sigma Tau Delta English Honorary Society chapters.

A meeting for anyone interested in the Rochester Chapter mentoring program was held in October, 2015. Marilyn Woelk and Bobbi Werner served as mentors that year. Students mentored in the 2015–2016 year graduated, and more new technical communicators began participating in chapter events.

Chuck Campbell began coordinating mentoring during the 2016–2017 year. The program was expended to new practitioners and people exploring career changes. The mentoring program had six participating mentees paired with mentors, with two students and one person changing careers participating in June, 2017. There were six participants in the 2017–2018 year. The program is promoted in the fall of each year and at the beginning of the spring semester. A meeting for prospective mentors and mentees was held on February 27, 2018, the 60th anniversary of the first chapter meeting. Bobbi Werner became the mentoring manager in 2018 and continues to serve.

Employment

The Society of Technical Writers and Publishers began an employment information service in 1962, and the Rochester Chapter council voted to participate.

- Companies could use the "position open" form; members could use the "position-sought" form.
- Chapter representatives mailed the completed forms to the STWP office, and the Society distributed weekly or bi-weekly listings.
- Forms for non-local positions and candidates were available for viewing by appointment with the employment information service representative.

This last provision may have been instituted in response to objections like the one in a 1963 letter to the *Proof Sheet* newsletter editor, objecting to STWP sharing job openings with out-of-town candidates. Restricting access to non-local information proved unpopular, and in 1964, the chapter began including all position open and applicant forms in the employment information service book available for examination at meetings. A 1968 report states that Xerox copies of position open forms from employers were acceptable for including in the book.

In 1976 both the Society and the chapter had an employment chair. No other information has been located about employment services in the 1970s or early 1980s.

Since 1989, the chapter has continually emphasized employment services for chapter members. That year, the chapter president noted that major support from one corporation was a "thing of the past." Instead the chapter would see more contributions from individuals and small companies. With increasing voluntary retirements and layoffs, the chapter employment manager provided an important service. In 1989, the chapter started the Freelancers Directory.

By 1991, the Rochester Chapter employment manager maintained the Freelancers Directory, kept in touch with employment managers of other chapters, and provided job search tips and information about openings when available. In 1993, the employment manager also maintained a directory of employers of technical communicators. The manager also announced job openings at meetings and took phone calls from members looking for work.

In the early 1990s, the Society maintained binders with job openings and resumes, and exhibited these at the annual conference. In 1993, the Society established a computer bulletin board with job openings and a list of employment managers in all STC chapters.

In 1995, the Society prepared binders with resumes of job seekers and job listings to be exhibited at the annual conference. These were organized by region. The Society offered to mail copies of the job listings to members after the conference, in a self-addressed 8 ½ x11 envelope with $4.00 postage.

In 1995, the chapter displayed binders with job listings and resumes at monthly meetings. Job openings were mailed to those on the job seekers list. The Freelancers Directory was updated every fall.

In early 2000, there was a call for updates to Freelancers Directory, but the directory was not maintained regularly after that time and no longer exists. Since 2004, the employment manager has sent job openings to a mailing list of interested people. The jobs have also been posted on the chapter website with some regularity.

In January, 2011, following economic challenges of 2008 through 2010, there were more job postings than in a long time. In March, Mel Blank became employment manager, sending out job notices as received. Increased activity was noted throughout the year.

A Products and Services Guide was posted on the chapter website in January, 2012. Members were invited to complete an online form to be included. This project lasted briefly. Employment manager Mel Blank continued to send out job notices. In October, 2012, the job board on the website was reactivated in connection with restoring web service. Since 2013, any available jobs have been posted monthly. The chapter began tracking the number of jobs posted each month. In 2015, detailed tracking showed that 140 jobs were posted. By a count, 54 jobs were posted on the web in 2018.

Since 2016, the employment manager has posted job openings in the Rochester, Buffalo, and Syracuse areas on the chapter website and sent notices by email to a list of people who have asked to be notified. Chapter members also send notices of openings to the employment manager and these are posted and sent out to the mailing list.

During early 2017, jobs posted were found primarily on Indeed.com for the following search terms:

- Technical Writer
- Instructional Designer
- Technical Editor
- Documentation Specialist

The current employment manager searches for jobs by setting up notifications on a variety of 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.

Proof Sheet Newsletter

The Rochester Chapter has published the *Proof Sheet* newsletter since December, 1959. All of the issues are available in PDF files in the archive at the end of the newsletter page (http://stc-rochester.org/newsletter).

In December, 1973, Chairman Jim Morrow remarked "The Proof Sheet…Proof, what of that? Proof Sheet, 100 proof, *proof positive…a positive approach to new members*." When I left the editor's position in 1993, I observed "This is a distinguished publication, though I did not make it so." Here is the story of the work of those who did. The contributions of Ruth Terry, Flor Prieto, Kitty Aughey, and Paul Ferguson are inestimable.

1960 to 1969 Proof Sheet

1962: The first letter to the editor was published. These letters were a measure of engagement with the audience. In March, another letter asked that the *Proof Sheet* become a magazine on technical writing and communication, with subscriptions. That month, the newsletter was being mailed to 80 people. The chapter had approximately 60 members. Non-member recipients were invited to join. In October, a new format was adopted for the newsletter and Joe Zygmunt was the temporary editor. Joe wrote, "We hope it joins the other fine papers now being published by other Chapters. In any case, the "New" *Proof Sheet* is the next logical step in this Chapter's bid to become one of the leading chapters in our Society." In November, Hector Sutherland was filing newsletters from other and offering them on loan to members at meetings.

1963: The first feature article appeared, "Communication: The Salvation of Man," by Joseph Zygmunt. This article provided commentary on an article by Isaac Asimov, "Four Steps to Salvation," in the June, 1962 issue of *The Magazine of Fantasy and Fiction*. Asimov suggests the development of speech in the Paleolithic era, allowing people to tell others how to make fire, rather than the discovery of fire, was key to human advancement from savagery. Asimov comments that crucial developments in communication brought civilization to its current state. These developments are speech, writing, and printing. The next development must occur for us to advance further; it may be in some area *similar to telepathy*.

One editor's column reported that one person had attended for a couple of years and participated in activities, but was not joining until convinced that the chapter will be a "firm fixture on the Rochester scene." The editor responded that "one need not wait for an oak tree to become full grown to determine its health and strength."

1964: The chapter had some difficulty in recruiting volunteers for committees and a *Proof Sheet* editor. Nevertheless, six issues were published.

1965: Coverage expanded to include news from other chapters and in April, there was a call for a newsletter exchange with other chapters receiving the *Proof Sheet*. A new feature, "Meet the Manager," began with a profile of **Alfred (Dinny) Dinsdale**, who started the publications group at Haloid Company in 1959, with a desk in a loft building on Lyell Avenue. Dinny was chief writer, editor, illustrator, photography and production person. In 1961, Haloid became Xerox and by 1965, there were 28 people in the publications group.

1966: The May issue provided a proceedings of the annual seminar and includes a list of companies who sponsored the event.

1967: The April issue provides profiles of the seminar speakers. An October feature article concerns the successful use of words.

1968: In May, Ruth Terry listed accomplishments of the chapter during its first ten years.

1970 to 1979 Proof Sheet

1970–1974: The February, 1970 issue has a long article about Haloid Xerox publications manager **Alfred Dinsdale**. There were articles advocating use of the metric system. Feature articles appeared more frequently.

1975: Joe Zygmunt proposed a chapter research committee, to study topics of concern to technical communicators and publish a paper on each topic. The Society newsletter for leaders, *Tieline*, was the source for the column of Society news. In October, the newsletter team first attempted to duplicate a half tone photo.

1976: In February, a letter to the editor from Ernie Mazzatenta, STC Membership Chairman, said: "You produce a very lively, newsy paper. I enjoy receiving it!"

1977: A member profile of **Russell J. Ehle** was published in January. This was the beginning of a **series**, each accompanied by an original drawing of the person featured. In February, there was an article on the history of the Society and a profile of **Andy Malcolm**. In October a profile of **Bob Nelson** was published. During the year there was an extensive discussion of gender-neutral language, concluding that chairman is gender-neutral, and chair is not grammatically correct.

1978: In February there was a profile of **Joe Zygmunt**.

1979: The March issue had a list of Publications Contest winners. Lists of winners appeared in many issues over the years. The December profile featured **Ralph E. Embrey**, managing editor. The October issue had a feature article by Dick Wiegand (1986 STC President) on electronic communication.

1980 to 1989 Proof Sheet

1980: From January to November, each issue featured a **historic photo of Rochester**. There was commentary on the pictures. The **artist who sketched members for the profiles was named, George Mercado**.

1981: Through June, pictures from the area were published in each issue, either historic or scenes showing the weather. In March, a new masthead was introduced with proof readers' marks. The **pictures were explained**.

1984: Flor Prieto became editor. The newsletter was published in a two page spread format. The annual tour was at Calspan in Buffalo where Flor worked. **David R. (Dave) Young's "Word Watchers"** column first appeared, after numerous earlier features by Dave, many on training. For Dave, typesetting was an evening, at-home activity. The president's column got the current name, "**President's Prose.**"

1985: Kitty Aughey wrote a meeting report, her first article. The first fall issue came out in October.

1986: In January, the **logotype** in the current masthead was introduced, but without an STC logo and the name of the chapter and the newsletter separated. The editor's column got the current name, "**Redact Room.**" The report of the Director Sponsor became the "Director Sponsor's Corner." In November, the column titles "Network Nook" and "Membership Memo" were used for the first time. In December, columns had **unique icons** for the first time.

1987: A profile of **Andy Malcom** was published. Andy was elected STC fellow during this year and continued as chairman of the Kepner Scholarship Awards. In January, a series on electronic publishing began. Employment information moved to the "Bulletin Board" Regular column names began to be used, with logos: "Other Places—Other Times," "Educational Opportunities," "Books and Software," "Council Notes," and "Reprints from Tieline," "Meeting Notice," "Letters," and "Job World." In September the current banner was first used, with the STC logo of that time. To the extent possible, **these column names are still used**.

1988: In the February "Redact Room," Flor suggested someone with a PC or Mac with Pagemaker might be able to better produce the *Proof Sheet* masters than Calspan with and electronic publishing system (Kodak KEEPS) configured for proposals and reports. Flor was elected President of the newly-formed Niagara Frontier Chapter. **Jeff Mehr** became the editor.

1989: Ann Wiley became the editor. **Kitty Aughey** was the publisher, and for some time production continued on a Kodak KEEPS system.

1990 to 1999 Proof Sheet

1990: Christopher Juillet sent articles on consulting to chapter newsletter editors frequently; one appeared in the March, 1990 issue. In October, his article reported on the Consulting and Independent Contracting Professional Interest Committee (PIC) meeting in Oak Ridge, Tennessee in conjunction with PCOC, the Practical Conference on Communication of the East Tennessee Chapter. In October, an article on contracting by Joy Underhill was published.

1991: In 1990 and 1991, 17 articles from the *Proof Sheet* were **reprinted** in other chapter newsletters and Society publications.

1993: Paul Ferguson became the editor. In August a Reader Survey was enclosed with the newsletter and a report of the results was published subsequently. A **history of the *Proof Sheet*** begun in November, 1992 was expanded in an article by Bob Nelson.

1994: From July, 1993 to May, 1994, an article from the *Proof Sheet* was reprinted in another chapter newsletter most months.

1995: In April a feature from earlier in the year was reprinted from *Dateline Houston*, on an early model for a virtual contracting company. Another feature was a reprint of an article by CIC PIC chair Ryan Bernard, "We are all self-employed." The May issue was Paul Ferguson's last. In June, Steve Ridley issued the one-time *Blueline* to bridge to a new editor for the *Proof Sheet* in the fall. In September, **Louise Remington** became editor and faithfully produced a monthly newsletter for five years. During the First four, Kitty Aughey was publisher. Louise introduced a four-page format without icons and included many of the required and recommended items in the competition guidelines every month. There was a feature insert in one issue, "Chapter Life Cycles," from the February 1995 issue of the newsletter of ISPI (International Society for Performance Improvement).

1997: A **feature article** on security was **published** in November **on the web**. Until this time, all issues and articles had been printed and sent to members and friends by US mail.

2000 to 2009 Proof Sheet

2000: In September, **Ann Wiley** began a second term as editor. In October, Jim Morrow's article "In the beginning," on the early chapter history was reprinted from a 1989 issue; this article was continued in November.

2001: In April a feature by Richard Lederer was published, "The case for short words." In May, Paul Ferguson's article "This is about writing" appeared.

2002: A Resource Review column focused on online newsletters. In December, the newsletter had **links to additional information online**.

2003: Notable features published were "Everything I know about technical writing, I learned by writing fiction" by Paul Ferguson and "Finding the Right Words" by Carl Klug.

2004: Gretchen Stahlman became the editor and publication went online. These issues have been lost.

2010 to 2019 Proof Sheet

Issues between **2004** and **2017** were lost in website transitions and replaced by yearbooks compiled by Ann Wiley in 2017.

In **June 2017,** regular publication resumed, with a June to August summer issue, followed by monthly issues through June, **2018**, when a summer issue was posted again. In October, 2018, all previous issues of the newsletter were **posted in the newsletter archive on the website**, with yearbooks for years when previous online issues had been lost or no issues were published. Publication continues monthly in **2019**, with a summer issue for June to August.

Society Newsletter Competition

Ruth Terry did considerable work on newsletter guidelines and the Society newsletter competition. In the October, 1969, *Proof Sheet*, editor Chris Celent provided a **list of content each issue should have and content it would be nice to have**. Needed items listed were: program announcement, actions of the Council, review of past meeting, message from the chairman, and news of the Society, for which Chris noted that Ruth Terry was a good source. The nice to have items were news about members, letters, comments, and articles. Ruth Terry was the Director Sponsor for chapters in the region, and in December, Ruth reported the deadline for this year's Newsletter Contest was January 15, 1970.

Society Newsletter Awards won by the Rochester Chapter

- 1975, Award of Distinguished Technical Communication for chapters with 100+ members
- 1976, Best of Show
- 1977, Best of Show
- 1980, First place, chapters with more than 100 members
- 1983, Distinguished Technical Communication Award for chapters with more than 100 members
- 1985, Award of Merit
- 1988, Distinguished Technical Communication Award and Best of Show
- 1994, Merit Award
- 1995, Excellence Award
- 2002, Merit Award

Proof Sheet Editors

Ruth Terry compiled a list of editors and assistant editors through 1984, and Ann Wiley completed the list.

- 1958–1959: No newsletter
- 1959–1960 : Hector Sutherland
- 1960–1961: No newsletter
- 1961–1962: Ruth Harke (later Terry)
- 1962–1963: Joe Zygmunt (temporary), David S. Roberts (temporary, possibly an assistant), Hector Sutherland, Assistant: Ruth Harke (later Terry)
- 1963–1964: Russell Terry, Assistant: Ruth Harke (later Terry)
- 1964–1965 : Hector Sutherland (interim), Christopher Celent
- 1965–1967: Christopher Celent
- 1967–1968: Peter Andrews, Assistant: Bernard (Mike) Cramer
- 1968–1969 : Peter Andrews (moved), Robert White
- 1969–1970 : Christopher Celent and Nigel B.S. Hopper
- 1970–1971: Nigel B.S. Hopper
- 1971–1974: H. Ray Dudley
- 1974–1977: Robert D. Nelson
- 1977–1979: Harvey H. Seymour

- 1979–1980: Ralph E. Embrey, Assistant: Addison Steven
- 1980–1981: Addison Stevens, Assistant: Terry Stich
- 1981–1982: Terry Stich, Assistant: Chuck Davenport
- 1982–1983 : Donna Wioskowski, Assistant: Elaine Francesco
- 1983–1984: Donna Wioskowski, Assistants: Elaine Francesco, Ellen Wilkin, student affairs
- 1984–1985: Flor Prieto, Assistant: Ellen Wilkin, student affairs
- 1985–1986: Flor Prieto, Team: Dave Aiello, Rick Nowalski, Donna Wioskowski, Greg Woz
- 1986–1987: Flor Prieto, Assistant: Dave Aiello
- 1987–1988: Flor Prieto, Jeff Mehr, Assistants: Rita Treichler and Dave Aiello, Publisher: Kitty Aughey
- 1988–1989: Jeff Mehr, Assistant: Rita Treichler; Ann Wiley, Publisher: Kitty Aughey
- 1989–1992: Ann Wiley
- 1992–1993: Ann Wiley, Paul Ferguson
- 1993–1995: Paul Ferguson
- 1995–1999: Louise Remington, Kitty Aughey, publisher
- 1999–2000: Louise Remington
- 2000–2004: Ann Wiley
- 2004–2005: Ann Wiley, Gretchen Stahlman-issues lost
- 2005–2007 : Kat Nagel-issues lost
- 2008–2009: No newsletter
- 2009–2011: Kathy Porray- issues lost
- 2011–2016: No newsletter
- 20042017: Proof Sheet Yearbooks to replace lost and missing issues, Ann Wiley
- 2018–present: Ann Wiley

Communication and Public Relations

Over the 61 year history of the Rochester Chapter, methods of communication have evolved, both among members and from the chapter to members and the larger technical communication community. Several means of communication stand out: US mail, the telephone, email, the website, and social media. The newsletter has been printed and sent to members in the US mail, and distributed electronically, and is the subject of a separate chapter. The work of public relations is summarized here.

US Mail and Telephone

Until early in this century, program flyers, newsletters, membership renewals ,and other communications to members were sent by US mail. Until the late 1990s, members relied on mailing letters and notes to each other in their collaborations too. The chapter has exchanges between Russell Terry and STC Executive Director Curt Youngblood from the time when Russell was STC President. These went back and forth quickly.

Until the late 1990s, STC volunteers talked when they met face-to-face or telephoned each other. Long distance telephone charges applied. In 1993, the chapter established a telephone number with an answering service from Rochester Telephone. This was used for some years. Under these circumstances, the Rochester Chapter had volunteers across upstate New York, although chapter presidents had to live in the immediate Rochester area.

Email

In 1993, Paul Ferguson provided his Xerox Ethernet address, inviting other members to communicate over Ethernet. Lori Meyer served as chapter Secretary and began sending minutes and other documents in electronic form and encouraging the chapter to keep those files. Often we printed the documents and deleted the files. By 1998, email communication was becoming established as the norm. Today the chapter has a Gmail account, uses Mailchimp to send announcements to members and friends, and uses a Slack channel as well as email for collaboration.

STC and Chapter Websites

The first Rochester Chapter website was launched on STC hosting. Beginning in 1995, Laurie Pritchard (now Lori Meyer) served as the chapter's appointed Online Communications manager and she was the first webmaster. Lori's pioneering work on the web and online documentation, along with her selfless dedication to volunteering in multiple chapters and SIGs, led to her election to STC Fellow in 2015.

Lori's work for STC on the web began in 1990, with encouraging the newsletter to publish step-by-step instructions for using the STC Bulletin Board System (BBS). These instructions were updated in 1992, and in 1993 Lori provided an article for the newsletter about online services for research, networking, and professional development. Lori also contributed a 1993 "Job World" column on the BBS. During this time STC launched its first website and in 1994 established access in major cities, extending to at least 40 percent of STC members.

In 1997 the Rochester Chapter won an award of merit for the new website in the STC Lone Star Chapter Web Page Competition. By 1999, Lori Marra was the webmaster and in 2000 Steve Ridley led a website redesign project. In 2002, STC announced it would no longer host chapter websites. Space was an issue at that time. Rochester Chapter hosting moved to the Genesee Gateway community internet service.

STC publications remained entirely in print until 2002, when the *Tieline* newsletter for chapter leaders was published on the Society website. Online communication was very still very new and a subject of great interest. In an October, 2001, feature in the chapter newsletter, Lori Marra explained how the chapter website operates.

In 2006, the chapter website was moved from Genesee Gateway to HostmySite and assumed a blog format. Beginning in September, 2006, the chapter had a separate domain for the *Proof Sheet* newsletter, also in a blog format. This was subsequently discontinued. The original domain name of the chapter website was owned by the host, and by 2006 it was registered by a third party and displayed the content of an old version of the site. The new domain name is stc-rochester.org, owned and renewed by the chapter.

In 2010, Debbie Stellrecht and Sara Molyneux worked on improvements to the website and the hosting was changed. An updated website was launched in September, 2011. In 2015, STC encouraged chapters to use a new hosting service provided by the Society. The website was redesigned and moved to STC hosting without disruption in 2016. This work was done by Ben Woelk with support for using the WordPress template from Paul Mueller of the Houston Chapter. In 2018 and 2019, Sarah Rowe and Ann Wiley have begun to streamline and update the website to keep up with changes in WordPress. The Spectrum website content is now on pages in the chapter site, rather than on a semi-independent site..

Social Media

The Rochester Chapter has been on Twitter, Facebook, and LinkedIn since these services became popular. The chapter has used Flickr to store photos, although photos are now being stored on a Google Drive. Blog posts on the chapter website are automatically posted on Twitter and announced by the editor on Facebook and the chapter LinkedIn group and page (established in 2017).

The chapter's use of social media and web services expands continually. In 2016, the chapter established a Meetup group, since expanded to cover western and central New York. STC membership is not required to join the group. In 2016 the chapter also established a Slack channel to reduce email communications. However, email has been favored.

Public Relations

For the Rochester Chapter, the public relations function refers to publicity and outreach to chapter members and the larger technical communication community. The Mailchimp service is a primary vehicle. To publicize chapter events, especially the annual Spectrum conference, press releases are sent to local and professional publications, including STC's magazine and news channels.

Public relations and marketing are challenging functions for chapter volunteers. Highlights of past successes follow.

In January, 1962, the chapter newsletter noted that the Society of Technical Writers and Publishers newsletter had provided excellent coverage of the chapter, including pictures, in the Society newsletter. In 1962 the chapter formed a public relations committee, to arrange a plant tour and workshops on nights other than meeting nights, and to form a chapter speaker's bureau to offer speakers to schools and clubs. The committee was also to write and print a brochure on technical writing for high school students and a history of the Rochester Chapter.

For many years between 1993 and 2006, chapter members took pledges for the WXXI public radio and television fund drive. STC was mentioned on the air during the time chapter members were taking pledges. In 1993, the chapter had a booth at the Rochester Computer and Business Show.

For some years the Society for Technical Communication offered a Chapter Public Relations award, given based on judging by volunteers of examples submitted by participating chapters. The Rochester Chapter won this award in 1994.

In 2002, a three-person team from the chapter entered the spelling bee fundraiser for the Writers and Books organization. In 2004 the public relations committee developed a tabletop display about the chapter. This display is updated each year and used at Spectrum.

Spectrum 2017 was included in the Rochester Business Journal calendar items on March 17. In addition, Spectrum 2017 became the first chapter conference in recent years to be featured in "Mark your calendar" in *Intercom*. STC has always endeavored to publicize the events of chapters, although information is not always available in time to provide it, especially for printed publications. At this time the Rochester Chapter strives to have Spectrum noted in STC's *Intercom* magazine and regularly submits events to STC's *Notebook* blog.

Technical Publications Competition

The Rochester Chapter has the oldest and longest running publications competition in the Society. The Society's completion began in 1970 and is no longer held. The Rochester Chapter was able to continue its competition by joining a regional collaboration. Award winners have often been listed in the newsletter and an index of those lists is kept. Highlights of competitions over the years follow.

1960 to 1969 Publications Competitions

1961: In October the Council announced that chapter was planning a Technical Writing Awards program. Rochester area industries would be asked to submit outstanding examples of technical writing prepared by their own people and published by the company during the past year. A panel of qualified judges would evaluate these examples ,and the Chapter would present awards to those of distinguished quality. Categories were announced in November: technical writing and graphic presentation. Rules were published in the December, 1961 newsletter. Judges were RIT professors Robert Koch (General Studies), Alfred Horton (Printing), Charles Savage (Photography).

1962: The deadline for entering the publications competition was March 1. Five companies entered and awards were presented in June. The chapter announced that the awards program would become an annual one.

1963: Entries were invited into technical writing and use of graphics awards program, with awards to be announced at the annual banquet. Stromberg-Carlson won an award for graphic arts; Kodak won for technical writing. When the chapter has noted the anniversary for a competition, 1963 has been used as the starting date. Thus the 1971 competition was called the ninth annual awards. However, the anniversaries are not reported consistently and are not included in this history. The convention featured the International Technical Art Exhibit.

1967: The first annual art contest was held, with prizes for black and white line drawings, black and white continuous tone, and color in any media.

1968: In January, the annual Technical Writing Awards and art contest were expanded to a Technical Publications Competition, often referred to as a contest. Categories were: Technical Writing—manuals and handbooks; Technical Writing—sales brochures and advertisements; Use of Graphics—manuals and

handbooks; Use of Graphics—sales brochures and advertisements, and Parts Listing, in order to include more areas of technical writing engaged in by members

The Society's publications competition was initiated in 1968, when Vernon Root proposed the idea of a national technical publications competition to STC President Joseph Godfrey.

1970 to 1979 Publications Competitions

1970: On June 3 through 6, 1970, the award winning publications of the first national technical publications competition were displayed at the annual conference in Minneapolis. The number of chapters holding technical publications competitions tripled to nine. Ernie Mazzatenta wrote to Nelson Briggs: "There are many reasons for this phenomenon, but one seems to stand out – that is the desire of technical writers in general to see how their skills measure up against those of their peers, and to bring the value of their efforts to the often unappreciative attention of company management." In June, Ernie, Nelson, and a colleague presented a panel at the annual conference: "Establishing Your Chapter Awards Program" to motivate chapter leaders to start publications contests of their own. The following year, several more chapters got involved.

1971: Director Sponsor Ruth Terry reported four chapters in the region were participating in Society-wide publication awards. Andy Malcolm won an STWP Award for Excellence, for "SIMMS document on the AN/URC-35 radio."

1973: The January call for entries noted that winning publications "as you know" are entered into the Society contest. The publications competition had more entries than ever before, 73 in six of the seven categories. Winners were entered automatically in the Society's International Publications Contest A Technical Art Exhibit was held at the International Technical Communication Conference (ITCC) during these years.

1974: The publications competition deadline moved up from spring to November 8, with the call for entries sent out in September for publications produced since January 1, 1974. This adjustment allowed for meeting the deadline for the international competition. There were seven categories, including Parts Books (not lists) and four levels of awards: Distinguished, Excellence, Merit, and Achievement. A call was issued to adopt an artist and sponsor him for the 1974–1975 Technical Art Exhibit. This was a local and international program, with first, second, third prizes in each of eleven categories and a best of show award. The first prize winners were eligible to compete in the 1975 International Technical Art Exhibit at the ITCC. The local exhibit was held at Marine Midland at Midtown in the fall . There were 92 entries.

1975: Entries in the publications competition were judged by the Mohawk Chapter, and their entries were judged by the Rochester Chapter. The competition met the goal of 100 entries. The Technical Art Exhibit was held at Marine Midland across from Xerox Square, January 19 to 23.

1976: In November, the Council voted to discontinue the Technical Art Contest. Interest had been sporadic and the effort and cost were too great for results achieved.

1977: An Audiovisual Competition was started. Frances Sullivan is credited with organizing this competition and she was the "chairman" the first year.

1980 to 1989 Technical Publications Competition

1980: Entries were judged by the Mid-Hudson Chapter. The newsletter published information on judging a publications contest.

1983: Entries were judged by the Southeastern Michigan Chapter.

1984: In January, the Kodak Award for Photographic Excellence was established in the STC Audiovisual Competition.

1986: Marty Shelton was manager of the STC Audiovisual Competition. The Boston Chapter began an electronic and online documentation competition.

1987: Judy Hensley was the completion manager; she served for many years, often with Donna Cox. The Audiovisual Competition was announced for what seems to have been the last time.

1990 to 1999 Technical Publications Competition

1991: Half the publications submitted to the international competition won awards.

1992: In November, the annual International Technical Video Competition was announced. The **1994** competition wad called the 16th annual. There is no earlier mention of this competition in the chapter archives.

1995: The Rochester and Southwest Ohio chapters exchanged entries for judging.

1999: An Online Competition was held in addition to the Technical Publications Competition.

2000 to 2019 Technical Publications Competition

2003: The competition had 39 entries, 9 fewer than the previous year, with 23 from Kodak. Three of four winners sent to the ITPC won awards, including Best of Show.

2011: The STC International Technical Publications and Online Communication Awards were revamped into the STC International Summit Awards competition. Entries were categorized by function rather than media. Fees were charged by entry rather than by number of people contributing to the entry. All recipients of local Distinguished and Excellence Awards were eligible for STC Summit Awards. Rochester had four Distinguished and Excellence awards and seven Merit awards. Two entries won Excellence in the Summit Awards.

2012: There were nine entries and six awards: three Distinguished, one Excellence and two Merit. Four entries were submitted to the Summit awards.

2013: STC NEO (Northeast Ohio) Chapter judged the Rochester Chapter entries, while Rochester judges evaluated the NEO entries. There were one Distinguished and four Merit awards. The chapter received

11 entries (8 from STC members), up from 7 entries in 2012. The Rochester Chapter accepted entries via Dropbox for the first time.

2014: There were four entries and four judges. Northeast Ohio cancelled its competition, so the Rochester Chapter judged its own entries. There were one Distinguished, one Excellence, and one Merit award.

2015: The annual publications competition opened in October with a call for entries sent to members and friends of the chapter. Seven entries were received by the deadline of October 24 and were sent to the judges in November. Judging concluded in January. There were no awards of Distinguished, so the chapter submitted no entries to the Society competition. Winners of Excellence awards were eligible to submit their own entries. Several council members stepped up to help complete the competition. Wendy Ross prepared the certificates and STC leaders presented the awards at Spectrum 2016.

2016: There was no volunteer to manage the 2016–2017 competition. The Council decided to join a new coalition with three other chapters, New York Metro, Philadelphia, and Atlanta, to conduct a regional technical communication competition. The 2015–2016 STC Regional TechComm Winners Roadshow webinar was held on September 29. Winners in the past year's International Summit Award competition showed their work and described their competition experience.

2017: The Rochester Chapter joined the New York Metro, Philadelphia, Atlanta, and Houston chapters in holding the competition. Bobbi Werner managed creating and distributing the awards. The winning entries from the Rochester Chapter received awards at Spectrum.

2018: The Rochester Chapter participated in the Regional Technical Communication Competition, now including the Atlanta, Houston, New England, New York, Philadelphia, and Rochester Chapters.

2019: The chapter is participating in the Regional Technical Communication Competition, which begins in the fall. The Washington DC-Baltimore Chapter has joined the Regional Competition.

Neighboring Chapters

A summary follows of the news of neighboring chapters reported over the years by the Rochester Chapter.

1966: The Rochester and Niagara Frontier chapters had united.

1967: Rochester and Triple Cities (Binghamton, Endicott, Johnson City) members attended the September meeting of the CNY Chapter to hear Richard A. Russell, 1967 STWP President, speak on "Dynamic STWP."

1971: The Toronto Chapter, provisional since 1969, achieved full chapter status.

1982: Richard W. (Dick) Lalor, a CNY Chapter Past President and professor emeritus at the SUNY College of Forestry. passed away on April 6. News of the CNY Chapter was included in Bob Nelson's Director Sponsor column.

1986: The Central New York Chapter disbanded.

1987: In April, 1978, the Rochester Chapter reached out to members of the disbanded CNY Chapter to encourage them to come to special meetings such as the Seminar in Rochester. The chapter also reached out to the new Southern Tier Chapter, to encourage them to reach out to CNY Chapter members. The *Proof Sheet* commented, "The important thing is that an effort was made to build and strengthen a network between existing chapters, and potential Rochester Chapter members. The point is not members—but commitment. A commitment to inter-chapter cooperation will not only build the Rochester Chapter's reputation as a viable, accessible chapter, but will facilitate an even greater exchange of ideas, experience, and knowledge. That is what STC is all about!"

1988: On January 28, and organizational meeting was held to start a chapter in in Buffalo. The Niagara Frontier Chapter was formed, serving Buffalo, Niagara Falls, and Wester New York. Flor Prieto was the President.

1989: In March, the Southwestern Ontario chapter formed.

1991: The Southern Tier Chapter, reactivated in 1990, was dissolved at the April STC Board meeting. Associate Fellow Jim Hamlett worked to reactivate the Central New York (Syracuse) Chapter.

1992: The CNY Chapter reactivated with Remo Bianco as President.

1993: Kevin Burns of the Niagara Frontier Chapter led the STC Standards Council.

2012: The CNY Chapter invited the Rochester Chapter to the September program, held at Welch Allyn and online: Customer Journey Maps: Visualizing an Engaging Customer Experience with Donn DeBoard, Vertex, Inc. This was a 2013 Summit@aClick presentation**.**

2013: The CNY Chapter invited the Rochester Chapter to two November programs, held at Welch Allyn and online: Building Effective IA Teams in Resource-Challenged Times, a webinar with Alyson Riley, IBM and Flexible Content Requires Future-Ready Organizations, a webinar with Sara Wachter-Boettcher**.**

2015: STC President Bernard Aschwanden provided a special program for the Rochester and CNY Chapters on minimalism, at the Ramada Geneva Lakefront hotel.

2019: The CNY Chapter had a 200% increase in membership between 2017 and 2019 and won a Gold Community Achievement Award and a Pacesetter Award for 2018.

Summit

Highlights follow of participation by members of the Rochester Chapter in the Society Annual Conference, later the Summit. Participation in the annual conference has been reported mostly at

chapter meetings and details have not always been recorded. The chapter has consistently sent the incoming vice president and chapter annual conference manager to the STC annual conference. The chapter has received many awards at the event, and members have been installed as Secretary, Treasurer, and STC President. These honors are reported in the chapters on membership and chapter awards.

1963: Members of the Rochester Chapter attending the annual convention were Russell Terry, Ruth Harke, James Morrow, and Dinny Dinsdale.

1971: Director Sponsor Ruth Terry referred to the 18th annual conference rather than convention, with a name change to International Technical Communication Conference (ITCC) and a new logo. Nine members of the chapter attended.

1975: Eight Rochester Chapter members attended the ITTC. Winning entries from the chapter's technical publications competition received awards in the Society Technical Art Competition and Technical Publications Competition and the newsletter won the award of Distinguished Technical Communication. Andy Malcolm presented "What Deafness Tells Technical Writers and Editors About How We Write."

1976: Twenty three members of the Rochester Chapter attended the ITTC, where Russell Terry was installed as STC President. Andy Malcolm presented "Writing for Presentation by Electronic Means."

1977: Three Rochester Chapter members and a Kodak Assistant Vice President were presenters at the ITCC. Twenty chapter members attended.

1979: To provide an alternative activity for two evenings, Rochester Chapter member Bruce Ferguson coordinated the ITCC Film Festival, illustrating the effectiveness of visual communication in imparting a variety of messages. This included films from Encyclopedia Britannica, Exxon, the US Army Corps of Engineers, and Kodak ("How Winning Teenage Movies are Made"). The films were available as complements to the Visual and Audiovisual stem.

1980: Four Rochester Chapter members were presenters at the ITCC: Andy Malcolm by videotape of a chapter program shown by Andy at the ITCC, Grace Tillinghast and Deanna Tiefenthal, both from Kodak, and Linn Downs from Xerox. The presentations by Grace, Deanna, and Linn were on international technical communication. Andy spoke on "Using a Computer Text Processor for Direct Technical Writing." His paper was added to the STC Body of Knowledge in 2018.

1991: Ann Wiley prepared a special educational exhibit, *The Quest for Quality,* for Spectrum 91, that was later shown at the ITCC in New York and circulated to STC Chapters in connection with starting the Quality PIC.

1992: Ann Wiley led Quality PIC activities at the Annual Conference in Atlanta and moderated sessions in the Inforum Theater.

2010: The Summit was held May 2 to 5, 2010, at the Hyatt Regency Dallas in Dallas. Ben Woelk attended and gave a summary of the Summit Leadership Day at the May Council meeting.

2011: The 2011 STC Summit was held May 15 to 18 in Sacramento, California. Eleven chapter members attended, 15% of the membership. At Leadership Day, Ben Woelk presented "Communications Liftoff: How to Rocket Your Community to the Stars." At the annual meeting, a motion passed to grant student members full voting rights. Chapter member Lori Meyer helped host the Technical Editing SIG table at the communities reception. Lori was also a presenter in the Technical Editing SIG progression. Lisa Pietrangeli, Lori Meyer, and Ben Woelk presented, all at 10:00 AM on Wednesday, May 18th! Ben Woelk took part in the Lightning Talks, a series of nine five-minute presentations given in a one-hour session. Each presentation has 20 slides, advanced automatically at 15-second intervals. Ben's topic was "Ten Ways to Shockproof Your Use of Social Media." Attendees Tweeted and blogged throughout the conference, enabling them to share updates and impressions, and to organize gatherings for lunch and dinner. Social media supplemented the in person experience and allowed members who could not attend to share in the Summit too.

2012: At the 2012 Summit Ben Woelk and Lori Meyer made presentations at Leadership Day. Ben Woelk, Lisa Pietrangeli, and Kelly Schrank made presentations in the Summit program.

2013: Members attending the Summit included Immediate Past President Marilyn Woelk, Education Manager Ben Woelk, John Lukes, Bobbi Werner, Lori Meyer, Chyna Trible, and Andy Malcolm. The Rochester Chapter was recognized as Community of the Year.

2014: STC Rochester Chapter members Ben Woelk and Marilyn Woelk were presenters at STC Summit held on May 18 to 21, in Phoenix, Arizona.

2015: The Summit was held June 20 to 24, in Columbus, Ohio. Ben Woelk presented "The Secure Communicator: Protect Yourself and Your Client" on Wednesday, June 24. STC provided access to the 2015 Summit Playback for Summit attendees at no additional charge.

2016: At the Summit, held May 15 to 18, in Anaheim, California, members of the Rochester Chapter made the following presentations:

- Doug Eaton, "Cut to the Core with Simplified Technical English"
- Lori Meyer, "The Editor as Collaborator: Communication Makes the Difference"
- Kelly Schrank, "Using Checklists for More Efficient Editing"
- Ben Woelk, "An Introvert's Journey to Leadership"
- Marilyn Woelk, "Producing Professional Emails to Get Answer"

2017: The Summit was held May 7 to 10 in Washington, DC. The Rochester Chapter sponsored a coffee and tea service during Leadership Day. Bobbi Werner and Ben Woelk were honored as Associate Fellows. Ben Woelk received the President's Award. Summit participants from the Rochester Chapter included:

- Lori Meyer, President of the host Metro Baltimore-Washington DC chapter

- Ben Woelk, who presented "Revive and Thrive: Strategies for the Introvert in Today's Workplace" (Leadership Day) and "Follow the Yellow Brick Road: A Leadership Journey to the Emerald City"
- Marilyn Woelk, Consulting and Independent Contracting SIG Manager

At the May chapter meeting, several members who attended the Summit reported on their experiences: Bobbi Werner, Chuck Campbell, Ben Woelk, Stephani Clark, Marilyn Woelk, and Kelly Schrank. The Leadership Day keynote address given by Judy Glick-Smith on flow-based leadership was a high point for several presenters.

2018: The Summit took place May 20 to 23 at the Hyatt Regency in Orlando, Florida. Rochester Chapter members attending included Ben Woelk, Johanne Lavallée, Kelly Schrank, Chuck Campbell, Bobbi Werner, Roxy Greninger, and Marilyn Woelk. They represented the Rochester Chapter at Leadership Day, when the Rochester Chapter received the Platinum Community Achievement and Pacesetter awards.

Ben Woelk and Marilyn Woelk were presenters. Marilyn Woelk served as program manager for the Summit. Bobbi Werner served as Writing and Communication track manager. Frequent Spectrum participant David Caruso of the Philadelphia Metro Chapter served as conference manager. Kelly Schrank was recognized as a new Associate Fellow. Ben Woelk was installed as Vice President of STC.

Several people in the Rochester Chapter and in other reports on the Summit commented on the value of the Improv workshop held by Jack Molisani and Ben Woelk.

2019: At the 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:

- President Kelly Schrank
- 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.

Honored Members

The following list of award winners, Associate Fellows, and Fellows identifies recipients of these awards through 2019, the 61st anniversary of the founding of the chapter and the 60th anniversary of the chapter's annual conference. Winners are listed each year on the website (http://stc-rochester.org/awards/).

Rookie of the Year Award

In 1997, the Rookie of the Year Award was established to recognize a first-time volunteer who made the largest contribution for the year. The recipient may be a new member, or a longer-term member who has volunteered for the first time. The award may be given to a member who holds elected office, or who is appointed to serve on the Council or a committee. Only one award is presented each year. The following members have received the Rookie of the Year Award:

- Sarah Rowe, Program Manager (2019)
- Stephani Clark, Program Manager (2018)
- Johanne Lavallée, Secretary (2017)
- Beth Fischi, Vice President and Spectrum co-chair (2016)
- Katie Bush, Treasurer (2014)
- Wendy Barnhart Ross, Vice President and Spectrum co-chair (2013)
- Doug Eaton, Tech Pubs Manager (2012)
- Lisa Pietrangeli, Member at Large (2011)
- Debbie Stellrecht, Spectrum Committee Member (2010)
- Stephany Fuchs, Spectrum Committee Member (2009)
- Merridith Smith, Tech Pubs Manager (2008)
- Liz Lukaszewski (2007)
- Pat Scanlon, Education Chair (2006)
- Linda Beattie, spectrum Registrar (2005)
- Joseph Uhal, Treasurer (2004)
- Stephanie Bazinet, Web Team Leader (2003)
- Sandy Glanton, Program Manager (2002)
- Sara Molyneux, Membership Manager (2001)
- Lorraine Baker, Program Manager (2000)
- Ellen Loughrin, Public Relations Manager (1999)
- Martha Ewbank, Public Relations Manager (1998)
- Lisa Mayer, Program Manager (1997)

Barbara Knight Award

The Barbara Knight Award began as the "most valuable member" award. In 1976, Barbara Knight received the Rochester Chapter Distinguished Service Award. The chapter did not plan to make this award each year, and no others were ever presented. With Barbara Knight's untimely passing in 1984, the "most valuable member" award was named for her. Traditionally the Barbara Knight Award is given

to a member who does not hold an elected office, because Barbara has been remembered primarily for service in non-elected roles. However, she was the long-time Recording Secretary of the chapter. Ordinarily only one award is presented each year. The following members have won the Barbara Knight Award:

- Kim Chmielewicz (2019)
- Marilyn Woelk (2018)
- Meghan Palumbo (2017)
- Ben Woelk (2016)
- Jan Peartree (2015)
- Melanie Blank (2014)
- Kelly Schrank (2013)
- Carmel Priore-Garlock (2012)
- Estelle Holloway (2011)
- Pam Greenfield (2010)
- Lisa Moretto (2009)
- Marilyn Woelk (2008)
- Jennifer Ferris (2007)
- Jan Peartree (2006)
- Jane V. Grady (2005)
- Katherine (Kathy) Porray (2004)
- Louise Remington (2004)
- Ann Pillman (2003)
- Tanya Kuzylak (2002)
- Amy Friend (2001)
- Kathy Wise (2000)
- Mary Boyd (1999)
- Steve Ridley (1998)
- Lori Marra (1997)
- Laurie Pritchard and Paul Ferguson (1995)
- Marjorie (Marge) and James (Jim) Morrow (1992)
- Donna Cox (1991)
- Ann L. Wiley (1990)
- Kitty Aughey (1989)
- Joan Iverson (1986)
- Donna Wioskowski (1984
- Bruno Petrauskas (1983)
- Andrew Malcolm (1978)
- Bob Nelson (1976)
- Suzanne B. (Sue) Moñtano Montano (1975)
- Arnold Huehn (1974)

- Robert Bonnett (1973)
- Nigel Hopper (1971)
- Russell Terry (1969)
- Arnold Huehn (1968)
- Christopher Celent (1967)
- Monica Hickson (1966)
- Christopher Celent (1965)
- Ruth Harke (later Terry) (1963)
- John. D. McAlister(1962)
- Hector Sutherland (1961)
- Bob White (former chapter President; we believe; date unknown)

Carl E. Klug President's Award

In 2003, the Rochester STC council named the President's Award for the late Carl E. Klug, its first recipient in 2002. Carl served the chapter as Treasurer for two terms and volunteered for many other chapter activities. Everyone enjoyed working with Carl, a dependable and knowledgeable chapter member. His quiet competence impressed all who knew him and his understated sense of humor lifted our spirits.

The criteria for the award is established each year at the discretion of the Chapter President. The following members have won the President's Award:

- Roxy Greninger (2019)
- Johanne Lavallée (2019)
- Meghan Palumbo (2018)
- Ann L. Wiley (2018)
- Eilysh Haeger (2017)
- Kathryn (Katie) Bush (2016)
- Kelly Schrank (2015)
- Bobbi Werner (2014)
- Estelle Holloway (2014)
- Marilyn Woelk (2013)
- Jackie Paterson (2013)
- Rita Cronise (2012)
- Lori Meyer (2011)
- Ben Woelk (2010)
- Stephanie Bazinet (2009)
- Linda Beattie , Jennifer Ferris, Jane Grady, Anne McNelis, Jeff Mehr, Tom Moran, Barbara Thomas, Kathryn Wise (2008)
- Amy Castronova, Steve McNair, Anne McNelis, Katherine Nagel, Jan Peartree (2007)
- Doris Sturzenberger, Joe Uhal, Tom Moran (2006)

- Lisa Moretto, Cheryl Schreiner, Jennifer M. Ferris, Ginny Skinner-Linnenberg, and Louise M. Remington (2005)
- Sandra J. Swanson (2004), for her enthusiasm, sound advice, and support in every aspect of chapter activities.
- Richard Poydock (2003), for distinguished service in implementing and managing our email lists.
- Carl Klug (2002), for the highest standard of volunteerism and sustained and significant contributions to the chapter.

Distinguished Chapter Service Award

The Distinguished Chapter Service Award (DCSA) is presented by the STC Board. The Council of each chapter can nominate candidates each year, with the number allowed depending on the size of the chapter. The DCSA committee reviews the nominees and submits those approved to the Board for consideration. The Board determines which nominees will win the award.

Not every chapter nominates candidates each year. Sometimes there are no members who meet the criteria for the award. Criteria include length and variety of service to the chapter. Nominees are also expected to have contributed throughout the time they have been members. Because not all nominees are approved by the committee and the Board, the Council does not disclose the names of nominees.

The Distinguished Chapter Service Award was initiated in 1989. The following Rochester Chapter members have won the Distinguished Chapter Service Award:

- Roberta (Bobbi) Werner (2018)
- Carmel Piore-Garlock (2017)
- Kelly Schrank (2017)
- Wendy Barnhart Ross (2016)
- Melanie Blank (2016)
- Estelle Holloway (2015)
- Marilyn Woelk (2014)
- Ben Woelk (2013)
- Kathy Porray (2012)
- Jan Peartree (2011)
- Lisa Moretto (2010)
- Lori Meyer (2009)
- Sandra J. Swanson (2005)
- Paul Ferguson (2003)
- Donna Cox (2003)
- Kathy Wise (2002)
- Amy Friend (2002)
- Mary Boyd (2001)
- Lori Marra (1999)
- Kitty Aughey (1993)

- Ann L. Wiley (1992)
- James (Jim) Morrow (1991)
- Loretta Albert (1989)
- Jean Doremus (1989)

Associate Fellows

STC Associate Fellows are senior members who have been recognized for their service to STC and to technical communication. Senior members apply and are nominated by a Society-level nominating committee and elected by the STC Board. Criteria include length and caliber of service to the profession and to STC.

The following earned the Associate Fellow grade while members of the Rochester Chapter:

- Kitty Aughey (1999)
- Amy Friend (2008)
- Lori Marra (2007)
- Bob Nelson (1987)
- Kelly Schrank (2018)
- Bobbi Werner (2017)
- Ben Woelk (2017)
- Marilyn Woelk (2019)

Fellows

STC Fellows are members who have made distinguished contributions to both the Society and the profession. Fellows apply (application was optional in early years) and are nominated by a Society-level nominating committee and elected by the STC Board. Only Associate Fellows are eligible to apply and be nominated.

The following earned the grade of Fellow while members of the Rochester Chapter:

- Andy Malcolm (deceased)
- Lori Meyer (elected 2015)
- Frances Sullivan (deceased)
- Russell Terry (deceased)
- Ruth Terry (deceased)
- Ann L. Wiley (elected 2006)

Chapter Awards

The Society for Technical Communication gives awards to chapters for outstanding accomplishments and service. These awards change over time. The following is a list of awards won by the Rochester Chapter from 1975, when chapter achievement awards began, through 2019. Newsletter awards are

reported with the history of the newsletter. For more information, and awards after 2019, see the newsletter and visit the chapter website.

1965: Maintenance of Membership award for an 86 percent renewal rate after an 80% dues increase.

1975: Inaugural Chapter Achievement Award. Citation: "…for exemplifying the manner in which a chapter should function, through careful planning, efficient organization and effective operation of all chapter activities, and for taking an active part in the affairs of the community." Three chapters won in this inaugural year: Rochester, Pittsburgh, and Central Illinois.

1984: Chapter Achievement Award.

1994: Public Relations Award and Chapter Achievement Award. Chapter Achievement Award. Citation: "In recognition of exceptional performance in your class; for innovation, excellence, and professionalism." STC Second Vice President Saul Carliner further commented, "You have certainly sustained excellence in a wide variety of activities. Among them are *spectrum*, the oldest—and one of the Society's largest—regional conferences, fine monthly meetings, an award-winning newsletter, an award-winning public relations campaign, and the status of the profession committee."

2011: Community Achievement Award, 2010 Community of Excellence. Citation: "For conducting Spectrum, a well-respected event for over 52 years, and for continually supporting technical communication with the Ralph P. Kepner Award (student technical publications competition)." The committee further recognized the Rochester Chapter for initiatives and service provided to members, including the publications competition, newly designed website, programs, surveys , work with the marketing students at RIT, and the employment board.

2011: Pacesetter Award for 2010. Citation: "For engaging a university marketing concepts class to develop a community marketing plan that identifies strengths, weaknesses, and opportunities for growth."

2012: Community Achievement Award, 2011 Community of Excellence. Citation: "For effectively planning membership development, recruiting numerous corporate sponsors, establishing an innovative sibling relationship with STC Toronto, and continuing the amazing legacy of the Spectrum conference."

2012: Pacesetter Award for 2011. Citation: "For the strategic use and combined application of Web-based tools and social media strategies to create and document sustainable, repeatable, and cohesive processes to promote, manage, and evaluate a regional conference."

2013: Community Achievement Award, 2012 Community of Distinction and Community of the Year. Citation: "For excellence in providing value to members through social media, mentoring, and the Spectrum conference."

2014: Community Achievement Award, 2013 Community of Excellence. Citation: "For nurturing the future of technical communication, not only by involving the student community through your

mentorship program and volunteer opportunities with your annual Spectrum conference, but also by your generous sharing of knowledge with other STC members so their communities can also excel."

2015: Community Achievement Award, 2014 Community of Excellence. Citation: "For excellence in programs, member recognition, Web presence and use of social media, and for continued success with the 55th annual Spectrum conference."

2016: Community Achievement Award, 2015 Platinum Community and Community of the Year. Citation: "For your remarkable work in recognizing members through your various chapter-level awards, impressive blend of educational and social activities, and your extensive student outreach."

2016: Pacesetter Award for 2015. Citation: "For your creative use of the Periscope app to offer low-cost virtual "live" attendance at your face-to-face programs, including the ability to ask questions via Twitter and for a strategic use of a regional Media List to improve your marketing to increase membership and program attendance."

2017: Community Achievement Award, 2016 Platinum Community. Citation: "For your exemplary work in recognizing and nurturing volunteer involvement, helping students of all ages learn about the technical communication profession, and collaborating with other STC communities in knowledge sharing, most notably with your Virtual TechComm Showcase meetings."

2017: Pacesetter Award for 2016. Citation: For your innovative and collaborative Multi-Community Virtual Techcomm Showcase that provided many benefits to participating communities, STC members, and stakeholders at the same time. The Virtual TechComm Showcase was presented in two webinars in February and March, 2016, featuring three speakers each from three different chapters and SIGs. Both programs had attendees from across North America.

2018: Community Achievement Award, 2017 Platinum Community. Citation: "In recognition of your community's continuing investment in volunteers, students, and members, and for demonstrating dedication to the Society and our profession through inspired leadership and outreach."

2018: Pacesetter Award for 2017. Citation: "For your continued embracement of new technologies, such as Slack and SCHED, to help STC communities share programming with each other, and to assist communities in planning and managing activities more efficiently."

2019: Community Achievement Award, 2018 Platinum Community and Community of the Year. Citation: "For your continued excellence in programs, outreach, and the annual Spectrum conference."

2019: Pacesetter Award for 2018. Citation: "For use of technology to cross long distance barriers, in a time when STC communities are covering larger geographical areas."

STC History

Highlights in the history of STC follow. These highlights reflect topics and trends of particular interest to the Rochester Chapter and reported to members over the years.

Note: Many articles in the *Proof Sheet* are noted, which may be of interest to Society historians. All issues of the *Proof Sheet* are online in the chapter newsletter archive at the end of the newsletter page (http://stc-rochester.org/newsletter).

1960 to 1969

1961: In November, STWE changed its name to the Society of Technical Writers and Publishers (STWP).

1963: The theme of the STWP convention was "The Revolution in Technical Communication."

1966: In September, Executive Secretary Norma Kennedy had resigned; Curtis T. Youngblood became Executive Secretary; the Society moved its base to Washington, D.C.. Paul Andrews (no title given) was setting up the office. That year, there was discussion of changing name of STWP to STWI, to include illustrators, noting the writers are the publishers.

1967: The Society was growing internationally; the newest chapter was Israel. The prediction was that the journal would have a new look and wider distribution, with profit due to advertising. The STWP executive board discussed changing the name to Society of Technical Communicators.

1970 to 1979

1970: The convention was re-named the International Technical Communication Conference (ITTC) and planned locations were published to 1977.

1971: STWP changed its name to the Society for Technical Communication (STC), effective July 1. The journal was re-named *Technical Communication*. 1971 STC President Albert Pardoe explained in October that dues would be $20 for all except students and retired members, and chapters would receive a one-third funding increase.

1974: The theme of the ITCC was "The Expanding Horizons of Technical Communication." The keynote speaker was Astronaut Donald H. Peterson. There were speakers from Canada and England. In September, the *Proof Sheet* included a US map of chapters.

1975: In October, the *Proof Sheet* had information about the Society office and staff.

1976: During this period discussion of certification began. At the January Board meeting, Stephanie Rosenbaum of the Southeastern Michigan Chapter, was appointed "chairman" of the Employment Committee. In April, the 49th chapter was formed, the Champlain Valley Chapter in Vermont. Frank Smith was elected Fellow and became editor of *Technical Communication*, succeeding Stan Higgins, who retired. In October, the STC Code of Ethics for Communicators was published. At the ITCC, a Chapter Leaders Workshop was held on Wednesday afternoon.

1978: In November, a memorial notice for Dr. Francis H. Archard, 1892-1978, reported he had attended his last ITCC at age 85 or 86.

1980 to 1989

1980: Director Sponsor Jeff Hibbard described in one column how Frank Smith was handling the journal. The Atlanta and Central Connecticut Chapters were formed and the Sigma Tau Chi academic fraternity was established.

1981: In January, the leaflet "How STC Operates" had been distributed with an accompanying letter from Alberta Cox.

1982: In his columns, Director Sponsor Bob Nelson reported that holding an STC Forum at the ITCC had been discussed. Bob reported that STC Executive Director Curtis T (Curt) Youngblood was retiring, and reported in September that William C. (Bill) Stolgitis had become Executive Director. The newsletter noted that in November, the *Technical Communication* editorial (page 3), "Professional Societies: What Do They Do For You?" had an excellent summary of the difference between a member and an active member.

1983: The November/December issue of *Intercom* reported that a users' group for all members interested in computer applications in technical communication had been formed by STC. In October, the Director Sponsor reported that dues would be $50 a year, with 30% (an increase from 25%) rebated to the chapters. In May, the ITTC had Sunday workshops for chapter leaders, publications competition managers, and newsletter editors.

The Society was discussing formation of special interest groups (SIGs) aligned with the ITCC stems: Writing and Editing, Computer Applications and Technology, Graphics and Audio Visual, Education and Research, Marketing and Public Relations, and Management. Appointed interim managers had been working on papers on potential activities. The groups approved would be established as special committees with a manager reporting to the board through the Assistant to the President for Professional Development. The group for Computer Applications and Technology had become active, with member surveys on equipment and a discussion forum at the last ITCC. This became the Special Committee—Computer Applications and Technology, with a budget item, manager, and committee members.

1984: Director Sponsor E Rennie Charles reported that in January, the STC Board transferred responsibility for the Society's emerging special interest groups to the Assistant to the President for Professional Development. The groups were called Professional Interest Committees (PICs), with names to correspond to the stems of the ITCC; stem names were standardized and to remain the same from ITCC to ITCC, and the names were referred to the Conference Advisory Committee for consideration.

1985: Region 8 Director Sponsor Dick Meyers explained the role of the Director Sponsor.

1987–1989: Chris Juillet sent a series of articles on consulting and independent contracting to all of the chapter newsletter editors for use in their newsletter. The *Proof Sheet* published several of these. In October, 1997, Ed See's Director Sponsor column discussed certification in the context of technical communication as a profession.

1989: The Southwestern Michigan Chapter and several Professional Interest Committees were been formed: Education and Research, Information Systems, Writing and Editing, Consulting and Independent Contracting, and International Technical Communication. The Society announced that Director Sponsors would be elected by vote of members in their regions only.

1990 to 1999

1990: The STC Board formed the International Policy Committee. Activities and members are reported in the January *Proof Sheet*, as well as statistics on membership from countries other than the US and information on technical communication societies in Europe. The Chicago Chapter celebrated its 35th anniversary in December, 1990.

1991: The International Policy Committee further considered the concept of affiliated societies, economies of service to members and chapters, use of English as the primary language of the Society, and formation of chapters overseas. Discussion by the Board of international membership continued during the year. The International Technical Communication Conference (ITCC) was re-named the STC Annual Conference.

1992: On March 2, the Puget Sound Chapter held a seminar on International Technical Communication. In May, the Director Sponsor referred to a 1968 invitation from the US President to the National Medal of Science presentation, reported in the third quarter, 1968, issue of *Technical Communication*. STC had six professional development committees including Leadership, Training and Development, and the Standards Council (led by Larry Kunz) and five PICs, Education and Research, Advanced Technology, International Technical Communication, Consulting and Independent Contracting, and Quality. Two more were formed this year, Communicating in Environment, Safety, and Health (April) and Usability Assessment (June) with Ginny Redish and Janice James as managers. In October, Region 2 held a conference on quality in Philadelphia with Karen Schriver and Edmond Weiss as the speakers.

1993: The France Chapter was formed. The International Policy Committee included the Tokyo Chapter President and the committee was discussing STC's relationship with national organizations: Germany's tekom and the Japanese society. The Winter Board meeting began with a workshop on industry and academic relations. The Scientific Communication PIC was formed. The new Chapter Pacesetter award was presented to one chapter in each region; Boston and Northern New England received the award in Region 1.

1994: In December, the *Proof Sheet* editor's column included a history of certification efforts by STC. Four new PICs were formed: Management, Multimedia, Online Information, and Policies and Procedures.

1996: Professional Interest Committees became Special Interest Groups, and dues were charged. These groups had begun to develop knowledge, and were mailing newsletters to all members.

1997: The 44th Annual Conference was held in Toronto, the first one outside of the US.

1998: In September, STC President Lance Gelein reported on international involvement for STC.

1999: On September 17, the STC Board of Directors met outside of North America for the first time, in France.

2000 to 2009

2001: The France Chapter celebrated its tenth anniversary. The Canadian Issues Special Interest Group was formed.

2002: The Special Needs SIG was founded.

2003: The Special Needs SIG called for patron members. The SIG had been charged with continuing the work of the Special Needs Committee to assist technical communicators with disabilities in the practice of our profession, and to provide all technical communicators with information to help make communication products more accessible. This included preparing an accessibility guide to the annual conference, which required travel to the location in advance of the conference. In December, 2003, the STC Transformation began with a call for input.

2005–2006: The 2006-06-2007-05 Yearbook in the newsletter archive has a feature article on certification.

2010 to 2019

Until 2017, the Rochester Chapter did not regularly report Society news to members. Between 2010 and 2018, STC established a system of Society and SIG websites on the WordPress platform and in addition started offering hosting for chapter websites again. A program of weekly webinars began. Certification was instituted in 2016 and continuing education certificate courses are now offered. In 2019 STC launched a Roundtable, with curated content offered each month on a range of topics and a forum for discussion by members. Webinars, courses, and the Roundtable are available at reduced prices to members.

Role of the Rochester Chapter in STC

The Rochester Chapter of STC is a remarkable organization, having maintained the same level of activity each year throughout its 61-year history. The chapter has found new volunteers continually. This resilience reflects that of Rochester, once home to giant corporations and now home to thriving smaller companies, including some that once served the giants.

STC membership has declined in this environment, but the Rochester Chapter's determination to realize the legacy of the founders and continue to influence STC and the field remains strong. This is an account of Society level activities of members of the Rochester Chapter beyond participation in the Summit, and of the chapter's expressed intent to be a leader in STC, and how the chapter has been perceived by STC members in other areas.

1958 and 1959 Founding of the Chapter

1958: The Rochester Chapter of the Society of Technical Writers and Editors (STWE) was formed on February 27.

1960–1969 Role in the Society

1961: With a change in name for the Society, the chapter became part of the Society of Technical Writers and Publishers (STWP).

1962: In October, a new format was adopted for the newsletter and Joe Zygmunt was the temporary editor. Joe wrote, "We hope it joins the other fine papers now being published by other Chapters. In any case, the "New" *Proof Sheet* is the next logical step in this Chapter's bid to become one of the leading chapters in our Society."

1963: After members rejected a new STWP symbol, the society formed a committee to search for a symbol. Ruth Harke (later Terry) was a member, responsible for visiting the Niagara Frontier, Eastern Ontario, and Montreal Chapters to promote interest in designing a new symbol. Local entries for the STWP symbol were on display at the Seminar. Thirty entries were entries solicited by Ruth Harke and she had the most entries, about 40% of the total.

1966: In May, a letter to the editor outlined the debate on certification that took place at the annual convention.

1967: Director Sponsor for the chapter, Dr. Richard M Davis, invited members to the April 8 regional conference in Cincinnati. In May, STWP had 3200-plus members, with Rochester in the top ten in membership among 49 chapters.

1969: Ruth Terry was elected a Director Sponsor.

1970–1979 Role in the Society

1971: In October, Fran Sullivan sent a membership directory to each Society board member. Two acknowledged receiving it and expressed admiration for the directory, suggesting "that this is the sort of thing that keeps the Rochester Chapter out front." Russell Terry was elected Society Treasurer.

1973: Robert E. (Bob) White was elected STC Secretary. The editor commented, "It is events like Bob's election that keep the Rochester Chapter on the map. We have been fortunate in the recent past to have had one of our members (Russ Terry) functioning as the Society Treasurer and another member (Ruth Terry) as a Director Sponsor. It is a good record that Bob is continuing. We think it's quite apparent that Rochester people are of great value to the organization." In September, the STC Board met in Rochester.

1974: Russell Terry was nominated for Second Vice President of the Society, and Robert E White was nominated for a second term as Society Secretary. Both were elected. In September, the editor noted that it is "most unusual for two members of the same Chapter to serve on the Society's Executive Council." In June, the chairman closed his column with "I am confident that this next year will be the best year yet for the chapter, and maybe…the best chapter year in the Society."

1975: Three members were Society officers: Russell Terry, First Vice President; Robert E. White Jr., Director Sponsor; and Frances Sullivan, Secretary, succeeding Bob White. Bob White became a Director

Sponsor because STC assigned directors to chapters in their geographical area. Arnold Huehn was appointed Region 1 membership manager for STC.

1976: Fran Sullivan was elected STC Secretary for a second term. Russell Terry was installed as STC President at the International Technical Communication Conference (ITCC) in Washington in May; the editor called this "a great honor for the Rochester Chapter." Ray Dudley was nominated for the STC Nominating Committee. Robert H. Bonnet was chairman of Society's Publications Competition Committee, and Ruth Terry continued as "chairman" of the Chapter Newsletter Competition Committee.

Ruth Terry was named an Associate Fellow at the ITCC, one of only 31 in STC. The citation read "For outstanding and continuous contributions to the technical communication profession and for distinguished service to the Society."

1977: Fran Sullivan and Tom Pearsall authored a Society publication, "Academic Programs in Technical Communication," which was published in April. Fran was elected to the STC Nominating Committee and served as "chairman" of the new Society Audiovisual Competition Committee. Fran is credited with starting this competition. Bob White was in his third year as Director Sponsor and was Chairman of the Society's Membership Committee. Russell Terry was Immediate Past President and Chairman of the Nominating Committee.

1979: Bob White. was serving as an assistant to the STC President.

1980 to 1989 Role in the Society

1980: Jeffrey L. Hibbard of IBM was elected Director Sponsor. He was a frequent visitor to the Rochester Chapter. STC President Alberta Cox addressed the Rochester Chapter on June 13, in the first Joseph G. Zygmunt Memorial Lecture.

1982: Robert (Bob) Nelson was elected Director Sponsor.

1983: An editor's column discussed efforts of the chapter to have professionals in all areas of technical communication become members of STC. In December, Andy Malcolm was nominated for Second Vice President of the Society, along with Harry N. Pappas (Pittsburgh) and Richard E. Wiegand (Chicago). Dick Wiegand won the election.

1984: Director Sponsor Bob Nelson completed his term, and E. Rennie Charles of Toronto became the Director Sponsor. He commented, "Through [Ruth and Russell Terry], I developed an early interest in, and, as the years passed, a very healthy respect for the Rochester Chapter. When I reflect on the intense and continued involvement of the Chapter in STC activities and development, I am envious of the record you have established. … I [have] enjoyed the privilege of speaking at one of your meetings. I know that you are proud of the number of Society leaders your chapter has produced." He continued by noting that Andy Malcolm is leading "one of the most important projects, if not *the* most important, ever undertaken in the Society, [certification]."

1987: Director Sponsor E. Rennie Charles had passed away. Bob Nelson became Director Sponsor.

1988: A Summer article, "The STC Library," was reprinted in *Tieline*.

1989: In November , the *Proof Sheet* newsletter appended "Step by Step: Using the BBS," including the main menu listing the content of the BBS (Bulletin Board System).

1990 to 1999 Role in the Society

1991: Ann Wiley founded the Quality SIG, based on a special educational exhibit, *The Quest for Quality,* for Spectrum 91, that was later shown at the ITCC in New York and circulated to STC Chapters in connection. The second initial activity was preparation by Don Lenk of a bibliography on quality. Ann wrote a quarterly column by the name, "The Quest for Quality" for the *Intercom* magazine of STC, from December 2005 to 2008 and for *Technical Communication*, from 1991 (volume 38 number 4) to 1995 (volume 42 number 1). At the September meeting, the STC Board approved the Quality Professional Interest Committee; planned activities are reported in the "Redact Room."

1992: The Rochester Chapter hosted a workshop for Region I Chapter Leaders on October 17.

1993: Kitty Aughey put together the second annual Region 1 Chapter Leaders' Workshop in October. Thirty one members from ten of the seventeen chapters in the region attended. STC President Annette Reilly gave the keynote on the status of STC and the future vision. Annette appointed Kitty Aughey manager of the chapter operation manual committee.

1995: In January, the *Proof Sheet* published an article by chapter member Ann Pillman making a case for certification. Later Paul Ferguson wrote an article speaking against certification.

1996: In March, an article in the *Proof* Sheet summarized results of the survey on Upgrading the Profession; this included discussion of certification.

1996: In May, the STC Chapter Handbook was published. Kitty Aughey was the editor.

1997: In March, Rochester Chapter member Peg Mauer called for expressions of interest in starting an Indexing PIC in STC. The PIC was started that year with Peg as the manager.

1998: Ken Dymond, the Spectrum keynote speaker, wrote "Rochester STC is the best (most energetic, enthusiastic, productive) volunteer organization either of us (Ken or Detta Dymond) has ever seen."

1999: Kitty Aughey was elected Region 1 Director Sponsor.

2000 to 2009 Role in the Society

Ann Wiley served as manager of five Special Interest Groups in 2005 and 2006. The Rochester Chapter was the subject of the first Chapter Spotlight in the STC Notebook blog, in a post dated October 29, 2009 (https://www.stc.org/notebook/chapter-spotlight-stc-rochester/).

2010 to 2019 Role in the Society

2012: In the fall, Lori Meyer and Ann Wiley presented as part of a webinar on membership. Lori Meyer and Ben Woelk led a webinar on December 1 about membership retention, with 22 attendees. Lori was

on the STC Community Affairs Committee (CAC) outreach team, working with Jeannette Rogers to communicate with SIGs. Ben Woelk lead the CAC, with a team of 11 people.

2013: Ben Woelk was elected STC Director. In December, the Consulting and Independent Contracting SIG offered a webinar with Hannah Morgan, "Catapult your Visibility in 2014."

2016: In February, Rochester Chapter member Ruth Thaler-Carter presented an STC webinar, "Basics of Editing and Proofreading." June, Ben Woelk called for blog posts for STC's Notebook about experiences at the 2016 Summit and provided the first post (https://www.stc.org/notebook/keeping-the-magic-of-summit-alive/). Find the other posts following this one.

2017: Ben Woelk again called for blog posts for STC's Notebook about Summit experiences. At the October, 2017, Interchange conference of the STC New England Chapter, Ben Woelk was the keynote speaker. Rochester Chapter members Marilyn Woelk, Kelly Schrank, Chuck Campbell, and Johanne Lavallée were presenters. Both Ben and Marilyn Woelk were among the 200 recipients of the MindTouch People's Choice Award: Content Experience Strategist. In September, Marilyn Woelk was the speaker for the STC Philadelphia Metro Chapter fall webinar, "Managing the MarComm/TechComm Showdown."

2018: The Rochester Chapter expanded its emphasis on collaborative programming. In January, Ben Woelk and Sara Feldman of the San Diego Chapter presented a virtual workshop, "Slack for Technical Writers and Editors." Marilyn Woelk was the program manager for the 2018 STC Summit. Roberta (Bobbi) Werner was track manager for the Writing and Editing Summit program track. Ben Woelk was elected Vice President of STC.

2019: Kelly Schrank was elected to the STC Nominating Committee and serves as co-manager of the Technical Editing SIG. Kelly has also provided STC webinars and presentations to other STC chapters and the TC Dojo. Ann Wiley is manager of the Accessibility SIG. Marilyn Woelk is manager of the Consulting and Independent Contracting SIG. Ann Wiley and Lori Meyer volunteer in several SIGs; both have done this throughout the decade. Ben Woelk became STC President at the Summit.