



DROOF SHEET

society for technical communication rochester chapter

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Next Meeting

Date and time: September 15, 2020, 6:00 to 7:30 PM

Program: Rochester Chapter 2020-2021 Kickoff

Location: Online

Details: The kickoff event for STC Rochester will be quite a bit different this year because of the pandemic, but we still want it to be a fun and uplifting event for all participants. With this goal in mind, we will host an “I Found a Better Way” Virtual Happy Hour. Please join us with a beverage and snack of your choice, and then share with all of us how you have “found a better way” to do something over the past several months. What Tech Comm or work-related success might you share? Where have you claimed a victory, whether planned or unforeseen? What problem have you solved that deserves attention and applause? What personal or household-related discovery—perhaps in response to the pandemic—can we all celebrate together?

Bottom line, we all need good news and encouragement, a feel-good moment in the midst of our current situations, and where we go with this is up to you! Our goal is to enjoy some time with each other to get reacquainted but also to celebrate our accomplishments, regardless of how big or small, how professional or personal.

Presidents’ Prose

by Kelly Schrank, President

The chapter recruited new Council members and election have been announced. New officers are listed on the [Contacts](#) page. Learn about volunteer opportunities in Kelly’s [April message](#) and consider volunteering to work with any of the Council members.

Redact Room

by Ann L. Wiley, Editor

The chapter’s attention is focused on the transition from the 2019-2020 Council to the new officers and managers. Work has resumed on Spectrum 2020, which takes place online, September 19 to 21. The Rochester Chapter invites you to join STC and the chapter, and to volunteer. Experience the rewards of working with the chapter’s dedicated team. We always welcome more volunteers to help. We have a [new feature article](#) providing tips for effective online meetings that help with in-person meetings too. As always, feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

Meeting Report

See the January, February, and March issue for the February meeting report. The March meeting, Spectrum 2020, was postponed until September 19-21 due to the COVID-19 pandemic. There was no April meeting due to the pandemic. On May 12 the chapter held a virtual meeting, [Job Search during COVID-19: What you need to do ASAP! with Hannah Morgan](#). The program was free and there were more than 30 attendees.

Council Notes

The Council meets online on the first Tuesday of most months at 7:00 PM to review committee reports and identify action items and who will be responsible. The Council last met via Zoom on June 23, 2020 for the annual Crossover meeting. Reports are reflected in the Chapter Chronicle.

Thank you to the members of the 2019-2020 Council:

- President, Kelly Schrank
- Immediate Past President, Bobbi Werner
- Co-VP and Conference Chair, Ann L. Wiley, Kim Chmielewicz
- Secretary, Christine Christensen
- Treasurer, Richard Poydock
- Program Manager, Marilyn Woelk
- Membership Manager, Lori Meyer
- Education Manager, Carmel Piore-Garlock
- Member at Large, Johanne Lavallee, Allison de Rose
- Competition, Bobbi Werner
- Employment, Laurie Fiaretti
- Mentoring, Bobbi Werner
- Website Manager, Sarah Rowe
- Newsletter Editor, Historian, Community Achievement Award Champion Ann L. Wiley

Date and time of the next Council meeting: September 16

Contact: [Chapter president Lori Meyer](#)

Chapter Chronicle

Membership

As of June 8, the chapter had 51 members, with another 20 members not renewed for 2020. The Rochester Chapter values your membership—[every member matters](#). If you haven't yet renewed, please [renew](#) now and enjoy another year of membership benefits.

Through August 31, 2020, STC is reducing its dues by 30% for all membership levels. No promotion code is needed; when you complete the application process, the discount will be applied automatically.

STC offers membership categories for current practitioners, students, and retirees. All categories offer valuable benefits such as access to the STC job bank, discounts on the Certified Professional Technical Communicator exam, webinars, the annual conference, and online courses, and access to digital STC publications. In addition, you can join one or more STC chapters and Special Interest Groups (SIGs) for a nominal charge. Gold membership now includes access to the STC Roundtable events and web content each month, as well as the archive for past months.

Find out more about membership options and pricing and join [on the STC website](#). You can complete the membership application online, or download a PDF of the application. When you complete the application, be sure to select Rochester as a chapter, and be a part of this vibrant professional community!

Rochester Chapter past president Wendy Ross is leading a new [advisory panel to the STC Board](#) on diversity, equity, and inclusion.

Education

The [Heritage Award college scholarship](#) is being offered again for 2020-2021.. For more news of interest to students, see Educational Opportunities and Society News.

Mentoring

If you would like to be a mentor or to have a mentor, contact mentoring manager [Carmel Priore-Garlock](#).

Employment

Chapter members may request to receive chapter employment emails with notices of job opportunities. These include job openings received from employers and recruiters, and job openings that employment manager Laurie Fiaretti has found on job boards. Laurie uses keywords for a broad range of technical communication roles including technical writer,

technical editor, documentation specialist, editor, and project manager. Laurie also posts [job openings](#) on the chapter website.

Website and Social Media

The site is updated and backed up and a new design for the site is being developed. Website Manager Sarah Rowe will be asking for feedback from non-Council members in the next stage of design.

Competition

This year the STC Alliance Competition includes the Washington DC-Baltimore, Atlanta, New England, New York, Philadelphia, South-Central Texas (formerly Houston), and Rochester chapters.

The competition received a total of 61 entries in early December. There were 49 judges in 16 teams, with 4 additional judges to fill in when needed. All of the judging teams were composed of multi-chapter judges working remotely.

Entries came from the US, Italy and Canada. One of the team leaders is based in Saudi Arabia. The competition resulted in awards for 41 of the 61 entries, 67%. Awardees received the newly branded badges designed by the team of Laurie Fiaretti, Julie Wing and Bobbi Werner of Hillrom, Inc.

There were six entries from the Rochester and CNY chapters, and four won awards of Merit:

- Bucher Emhart Glass. Flexinspect T Site Preparation & Installation Manual.
- Bucher Emhart Glass. Flexinspect BC with SCOUT Technology Job Change & Inspection Setup Manual.
- Hillrom Inc. Welch Allyn Universal Mobile Stand Assembly Instructions.
- Hillrom, Inc. Spot Vision Screener Quick Reference.

Four people from the Rochester and CNY chapters served as judges: Allison DeRose, Donna Cuyle, Howard Speck, and Laurie Fiaretti. One also served as a team lead, and one filled in when special help was needed to complete the judging.

Please contact [Bobbi Werner](#) with any questions. Bobbi is the Rochester Chapter representative and Awards Manager for the competition.

Spectrum 2020

The 61st annual chapter conference, Spectrum 2020, The Expanding Spectrum of Technical Communication, will be held September 19 to 21, 2020, virtually and at RIT, public health

measures permitting. The keynote speaker is Kirk St. Amant. Visit the [program page](#) for more information. If you would like to volunteer, contact spectrum@stc-rochester.org.

Community Achievement Award and Pacesetter Award

The Rochester Chapter has won a [Platinum 2020 Community Achievement Award](#) and a [2020 Pacesetter Award](#). The Chapter was also named [Community of the Year](#).

Chapter Election

The following members were elected to chapter office for 2020 to 2021. Votes were cast by 19 members.

- Lori Meyer, President
- Ann L. Wiley, Vice President and Spectrum Manager
- Johanne Lavallee, Secretary
- Richard Poydock, Treasurer
- Donna Tunguz-Zawislak, Program Manager
- Roberta (Bobbi) Werner, Program Manager
- Christine Christensen, Membership Manager
- Carmel Priore-Garlock, Education Manager (now includes mentoring)
- Marilyn Woelk, Member at Large
- Kelly Schrank is now Immediate Past President.

Rochester Chapter at the Summit

Chapter members Christine Christensen, Kelly Schrank, Amanda Patterson, Richard Poydock, Ann Wiley, and Ben Woelk attended STC's first virtual Summit. Kelly was a host of the Monday and Tuesday morning networking lounges. Amanda presented "From Classroom to Manufacturing Floor." Christine and Ben presented "Perspectives on Mentoring: Selected Stories with Carrie Shaeffer and Natalie Ward. Ben presented "Volunteering to Advance your Career" with Bethany Aguad, Craig Baehr, and Heavenly Freeman. Marilyn Woelk joined for Ben's President's Reception.

The Leadership Program and annual business meeting were held outside of the Summit. Ben participated as STC President in the Leadership Program event on May 27 that delivered community news and announcements, held community leadership topic discussions, and recognized the winners of our Community Achievement Award Winning Chapters and Pacesetter Award Winners. The program was free to STC members, and at least 100 attended, including Kelly Schrank, Ann Wiley, and Ben Woelk. Carmel Priore Garlock attended the honors event and was recognized as a new Associate Fellow.

At the annual business meeting on June 3, Ben advanced to Immediate Past President and Craig Baehr became STC President. Rochester Chapter members attending the annual meeting were Kelly Schrank, Ann Wiley, Wendy Ross, Christine Christensen, Lori Meyer, and Sarah Rowe.

Educational Opportunities

Visit the STC website to see all of the Society's current [educational offerings](#). STC offers a [webinar](#) each Wednesday from 2:00 to 3:00 PM ET. Recorded webinars are available for [purchase](#) through STC by members and by non-members (at a higher price).

Society News

[Join](#) or renew via the STC website.

The STC Summit, held in May, was a virtual event for the first time. It was an excellent educational and networking experience. The archive is available until the end of August and you can [purchase access](#).

STC has released a statement on racism and inequality. Rochester Chapter Senior Member and Past President Wendy Barnhart Ross has provided a [report about the statement](#).

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

Resource Reviews

[Reviews of resources](#) are published periodically.

Feature Articles

The chapter invites original articles for the blog on this website. The newsletter links to these features and they are archived with each issue. Contact the [editor](#). The [June, 2020 feature by Nancy Larbi](#) provides tips for effective online meetings that help with in-person meetings too. The [September, 2019 feature by Wendy Ross](#) discusses diversity, equity, and inclusion in technical communication. Wendy is a senior member and past president of the Rochester Chapter, and now leads [an advisory panel to the STC Board](#) on diversity, equity, and inclusion.