

# PROOF SHEET

society for technical communication rochester chapter

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## Next Meeting

**Date and time:** TBD

**Program:** TBD

**Location:** TBD

**Details:** TBD

## Presidents' Prose

by Lori Meyer, President

Lori's [April message](#) is posted, to let you know what is happening in the chapter and to encourage you to join or renew and volunteer. Lori's [March message](#) is also part of this issue.

## Redact Room

by Ann L. Wiley, Editor

Spectrum 2021 has concluded. The focus now is on elections and filling appointed roles on the Council for the coming STC year, which begins after the Summit in June. Volunteering is a great way to build skills, expand your network, and make friends. The rewards for your investment of time and energy are great. All the members of the Council hope you will join in our work this coming year.

The chapter does not yet have a date for a possible in-person Spectrum 2022 event. Planning for Spectrum 2022 is scheduled to begin during the summer.

The technical publications competition is consolidating the work of the judges and will have results for entrants as soon as possible.

The Rochester Chapter invites you to join STC and the chapter, and to volunteer. If you have not yet renewed your membership, please do so as soon as possible. We value your membership and want you to stay with us for more learning, networking, and sharing knowledge throughout 2021.

As always, feature articles and other contributions to the newsletter are welcome. Contact the [editor](#).

## Meeting Report

**Date and time:** May 20, 7:00 PM to 8:00 PM

**Program:** Continuing the Conversation: Key Takeaways from Spectrum 2021

**Location:** Online

Nine members and friends reconvened to discuss the presentations and interactions that most impacted them and potentially the field, answering questions like these:

- Did Leadership Day make you think differently about Diversity, Equity, and Inclusion?
- Did the keynote and its emphasis on sustainability prompt you to look at Tech Comm or your career path in a new way?
- What other presentations left positive impressions and have already influenced your understanding or your practice?

**Date and time:** Saturday April 17 to Monday April 19

**Program:** Spectrum 2021

**Location:** Online

The April 17 workshops were cancelled for lack of registrations. Leadership Day and the main conference day took place. A report is included in this issue.

**Date and time:** Tuesday, March 30, 2021, 1:30 pm Eastern/ 12:30 pm Central/ 11:30 am Mountain/ 10:30 am Pacific

**Program:** Engineering Your Networking Experience with Kelly Schrank, MA, ELS

**Location:** Online

This program, held in collaboration with the IDL Community of Practice (SIG), helped us get ready for Spectrum by taking a look at how to develop our networking experience. There were approximately 25 people in attendance. Kelly Schrank is the immediate past president of the Rochester Chapter.

**Date and time:** Thursday, March 4, 2021, 7:00 to 8:00 PM ET

**Program:** Timeless TechComm Tips and Tricks, Ed Marsh

**Location:** Online

This program featured a lively exchange of sage advice and helpful hints that resonate with technical communicators, as Ed addressed challenges such as needing to use new tools on an assignment, navigating choppy project management waters, and more, and answered a range of questions from the audience. There were 21 people in attendance.

An information architect at Goldman Sachs, Ed's career as a technical communicator started in 1994. Six years ago, Ed created the "Content Content" podcast, featuring interviews with technical communicators, content strategists, and other content professionals. He also created <http://contentcontent.info>, a news aggregator for technical communicators.

## 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 met via Zoom on

February 2, March 2, April 4 and May 4. Reports shared at Council meetings are reflected in the Chapter Chronicle.

**Date and time of the next Council meeting:** TBD after the election

**Contact:** [Chapter president Lori Meyer](#)

## Chapter Chronicle

### ***Membership***

As of March 2 and April 4, the chapter had 37 members who have renewed or joined this year. The Rochester Chapter values your membership—[every member matters](#).

Membership in STC is an excellent investment in your career as a technical communicator. You not only receive STC's publications and the best prices for STC's educational programs, but also have the opportunity to volunteer. Volunteering in STC allows you to demonstrate your skills in areas where you excel and build skills in new areas where otherwise you might not find opportunities. STC is also the place to build your network in technical communication with others who are also committed to their careers and to helping other members.

If you haven't yet renewed, please [renew](#) now and benefit from membership for another year.

Find out 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!

The Rochester Chapter gained a new Associate Fellow this year, Wendy Ross. Bobbi Werner was elected an STC Fellow.

Rochester Chapter members frequently offer their expertise at the Society level, to STC's special interest groups, and to other chapters. This helps the Society and members across the US and in many countries worldwide. In March, chapter president Lori Meyer spoke to students from University of Central Florida about "The Enduring Value of Techcomm." Lori presented "Through the Generations: The Enduring Value of Technical Communication" at the May 27 Florida Chapter meeting. Bobbi Werner has been elected STC treasurer.

### ***Education***

The [Heritage Award college scholarship](#) will be offering a single larger award each year.

Education manager Carmel Priore-Garlock is working on letting college faculty know about the new award level.

## ***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.

Laurie posted four jobs during March. She will be updating the employment mail distribution.

## ***Website and Social Media***

The site is updated and backed up. Follow the Rochester Chapter on [Twitter](#) and the [chapter](#) and [Spectrum](#) on Facebook. You will find a Rochester Chapter page and group on LinkedIn. The program team is now using Mailchimp to send out the monthly program notices. The chapter appreciates our webmaster, Sarah Rowe's, setting up access for the program team and showing them how to use Mailchimp.

## ***Competition***

The STC Alliance Competition, including the Washington DC-Baltimore, Atlanta, New England, New York, Philadelphia, South-Central Texas (formerly Houston), and Rochester chapters, has completed judging entries. This year there were 54 entries. There were 54 judges, four from the Rochester Chapter. The updated training program for judges is excellent. Consensus judging day was on April 17. Bobbi Werner gave an update on the competition during the mid-day event at Spectrum on April 19. Awards will be sent to entrants as soon as possible.

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

## ***Spectrum 2021***

The 62nd annual Rochester Chapter Conference, Spectrum 2021, took place online April 17 to 19. The theme was "Flexibility, Creativity, Sustainability." The [program](#) and other web pages remain posted on this website.

There was a large registration:

- Leadership Day – 69
- Monday – 114

On the main day, in addition to the keynote speaker, Alisa Bonsignore, 20 presenters shared their ideas and experience, in four sessions with five presentations each.

The Spectrum manager sent 57 certificates of recognition to individuals whose contributions make Spectrum 2021 possible.

People registered from across the US and Canada and other nations as well. New York State attendees came from Rochester, Syracuse, Albany, Green, Ithaca, and New York City. There were attendees from 18 other states and Washington, D.C., as well as from Israel, India, and Australia.

Thank you to everyone who attended and to all the volunteers. If you would like to volunteer to help with Spectrum 2022, please send a message to [spectrum@stc-rochester.org](mailto:spectrum@stc-rochester.org).

### ***Community Achievement Award and Pacesetter Award***

The chapter has won a Pacesetter award for putting Spectrum online in 2020 using free and low-cost web services. The chapter has also won the Platinum Community Achievement Award. For the third consecutive year, the chapter was named [STC Community of the Year](#). Tracking of 2021 accomplishments for the Community Achievement Award continues. The chapter needs a volunteer to prepare the Pacesetter and Community Achievement Award applications in 2022.

### ***Summit***

Each year many Rochester chapter members attend and participate in the Summit. Several plan to do so again in 2021 including STC Immediate Past President Ben Woelk, Kelly Schrank and Bobbi Werner, who are presenting, Richard Poydock, Ann Wiley, and Carmel Priore-Garlock, winner of a Summit registration donated by STC as a giveaway at Spectrum 2020. [Registration](#) options for one day remained open throughout for the 2021 Summit, June 7 to 9, online.

### ***Chapter Leaders***

Rochester chapter officers and Council members are listed on the [Council page](#). Please reach out to any member to ask questions or to volunteer.

## **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. Visit [STC's Notebook](#) for the latest STC news. The STC [elections are complete](#). Aiessa Moyna of the New York Metro Chapter has been elected STC vice president. Bobbi Werner has been elected STC treasurer.

## **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.