

### President's Corner

Hi all,

I hope that this month's column finds you ready for the holiday season and ready to enjoy family time.

A special thanks to Lisa Mileusnich, who led the last community meeting and to Janean Voss, Denise Kadilak, and Heather Schofield, who presented a Careers in Communications workshop. The meeting was very well attended and all of the feedback has been very positive. This format has worked well for two years running; it gives folks an opportunity to hear a good bit of diverse information in a concise format.

December's Community Meeting will be the 2013 Annual Holiday Recognition Banquet and Raffle at the beautiful Signature of Solon Country Club! The NEO will recognize and award the 2013 NEO STC Competition winners. It is a fabulous celebration of your peers' accomplishments and a great end-of-year celebration for 2013 with NEO STC!

We will also be holding our annual holiday raffle! Money raised from this year's raffle will be used to fund future NEO STC educational workshops. We expect a great variety of raffle prizes again. Last year, we had 13 raffle items ranging in value from \$20-\$100, including themed gift baskets, gift cards, and handcrafted items from local artists.

We look forward to seeing everyone at the banquet.

Lastly, the time is running short to renew your membership at the discounted rate. December 12 is the deadline for renewal at the discounted rate of \$195. To continue your valuable STC benefits and take advantage of this low rate, use the following link:

<http://www.stc.org/membership/join-or-renew-now/1408-value-calculator>

As always, if you are interested in getting more involved as a volunteer, please feel free to contact me.

**Paul Holland**

PS. This month's lady is one of the four greatest battlewagons ever built, the USS Iowa. The USS Iowa was the lead ship of her class. Arguably one of the finest ships ever built, she combined speed, firepower, armor, and balanced design that made her the equal of every other battlewagon sailing. This gallant warrior stood guard, in one sense or another, from 1943 to 2006. In 1943, she provided Thanksgiving meals to her crew. Here is an image from that meal's menu.

### NEO STC Holiday Raffle Items Needed

Please consider donating an item (or more) for the NEO STC holiday raffle! The raffle will be held during our Holiday Party on December 12 at the Signature of Solon Country Club in Solon.

#### Why are we raising money?

Money raised from this year's raffle will be used to subsidize the upcoming year's NEO STC workshops. These workshops include intensive training that you cannot get anywhere else for such a great price. The funds raised by the raffle allow us to keep your costs low.

#### What items are normally donated?

Some examples of items donated in previous years include gift cards, themed gift baskets (for example, wine or chocolate baskets), books, autographed sports memorabilia, handmade jewelry or craft items, or an electronic item (for example, an iPod).

#### How do I donate?

If you know now what you'd like to donate, please contact Dan Riechers. Advanced notice of gifts is greatly appreciated (even if you don't know exactly what the item will be – it will help us plan space), but please feel free to bring anything you want the day of the event.

You do not need to attend the event to donate an item. Please arrange an early drop-off with Dan Riechers or Lisa Mileusnich.

#### How much are raffle tickets?

Everyone who attends the Holiday Party will receive one complimentary raffle ticket. Additional tickets will be sold during the holiday party. You must be present to win. Please bring cash or check – no credit cards accepted.

Ticket prices are:

- ◆ \$2.00 for one ticket
- ◆ \$10.00 for six tickets
- ◆ \$20.00 for 20 tickets (and \$1.00 more per ticket beyond 20).

Thank you! – and see you on December 12!

### NEO STC Visits John Carroll University

*By Genelle Pretty*

There is something special about stepping foot on a college campus. I would guess that a strong memory for

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many is walking across campus to class in the sunshine or rain/snow/sleet! All sorts of things evoke déjà vu of college days, but navigating the spider web of sidewalks amongst the brick buildings at John Carroll University with a binder and papers brings me right back to days at Cedarville.

JCU has a beautiful campus, and I felt privileged to make a brief visit there in late November to speak to Dr. Tom Pace's Professional Writing class. Dr. Pace and four students warmly welcomed Amy Vogt and me as we held an informal panel discussion about our educational and work histories. We each prepared a brief technical writing exercise, and although slightly rushed due to limited time, the students willingly participated.

What struck me most during our time there was the diverse interests and intended career paths between the four students. The desired application of their passion for and desire to write is highly varied. The freshman student is already working as a freelance sports journalist. The senior student recently switched to the English department after three years as a Psychology major, and hopes to pursue medical writing. Another student loves music and is trying to figure out a career where he will flourish as a musician and do some writing. Another student is a campus newsletter editor, and is considering several different ways to use her English degree. I should not have been surprised that even amongst a group of four students, their goals and dreams are so different.

I am honored that Dr. Pace considered it worth his and the students' time to have Amy and me come and share about ourselves and NEO STC. It was enjoyable to hear the students talk about where they want to go and who they want to be. I liked seeing their cautious excitement for the unknown, and hope they were encouraged to make the most of whatever opportunities and experiences come their way.

### Book Review

*The Fred Factor* By Mark Sanborn (2002, 2004)

*Reviewed by Tricia Spayer*

#### Are you a Fred?

If not, consider becoming one. This easy-to-read, self-inspiration book reveals the true meaning of service: to your employer, to your customers, or to strangers.

This book was recommended to me by a fellow Toastmaster who was recently honored for his service to

his company for 37 years. He says this book is one of the best sales tools out there, but anyone could apply it to their life. I find it an excellent leadership training book.

#### What is a Fred?

Author Mark Sanborn uses his postman, Fred Shea, as a shining example of how anyone can use passion in their work and life to "turn the ordinary into the extraordinary."

Mr. Sanborn met Fred a few days after moving into his home in the Denver area. Fred introduced himself, welcomed him to the neighborhood, and found out a little about Sanborn and what he did for a living. When he realized Sanborn traveled a great deal for his career, Fred offered to hold the mail and deliver it when he returned, so that burglars did not notice that Sanborn was gone for long periods of time.

In addition, Fred picked up a UPS package, which was mis-delivered to a neighbor, and gave it to Sanborn. Among these deeds and countless others, Fred made a huge impression on Sanborn.

Sanborn, a professional speaker, used Fred as an example in his speeches of what is right with customer service and used Fred as a role model for anyone who wants to make a difference in his or her life. In short, Fred obeyed the Golden Rule, showing that it's not about expecting anything in return.

#### How Do You Become a Fred?

While you may not be in Sales or Customer Service, you can apply the Fred Principles to your life and make a difference wherever you go. The Fred Principles are:

- ◆ Everyone Makes a Difference
- ◆ Success is Built on Relationships
- ◆ You Must Continually Create Value for Others, and it Doesn't Have to Cost a Penny
- ◆ You Can Reinvent Yourself Regularly

#### How Do You Develop Other Freds?

If there was only one Fred, most people wouldn't know the difference, and the world wouldn't be so great. You can develop people into Freds to make the world a better place. You do this by using the FRED acronym:

- ◆ **F – Find.** You may be a natural Fred magnate. Maybe you need to hire more Freds to make your organization THE place to work. Maybe there are dormant Freds under your nose. It's up to you to

identify a Fred and make him or her aware of it, and allow them to shine.

- ◆ **R – Reward.** Help others see the value in what they do. All of a sudden, their whole attitude may change, and they will naturally become more Fred-like. Make sure your team members know what a great contribution they are making. Give positive feedback early and often. Create an award that recognizes Fred-like activities.
- ◆ **E – Educate.** If you are a manager, teach your employees how to be extraordinary. Find Fred examples everywhere. When you see an example of customer service that really leaves something to be desired, you note what not to do. Write down examples. Use these examples in training. Identify opportunities to use the principles in those examples.
- ◆ **D – Demonstrate.** Live your life by example of how to be Fred-like. Or model your own life after someone whom you admire.

If you share an example of Fred-like activities, it should be down-to-earth and doable.

While at first I found the book to be simplistic and somewhat 'fluffy,' I came to realize that that was the intention. The principles found in the book are applicable just about anywhere.

Sanborn provides example after example of every concept in the book, and I find that people learn best by examples. I work in a department of one. Sometimes it's easy to get caught up in doing the same thing the same way year after year. By applying the Fred Principles, I have already found more excitement, satisfaction, and purpose in my job.

### Five Questions with the NEO STC Academic Relations Committee

The newsletter is featuring a different committee each month (using a Q&A format) to learn about what they do and how they help our chapter.

The highlighted committee for this month is Academic Relations, represented by Sarah Burke, Jeanette Evans, and Lynn Nickels. We asked them five questions:

#### 1. What is the Academic Relations Committee?

The Academic Relations Committee serves as the liaison between the Northeast Ohio STC community and academic programs. We work to foster strong

relationships with the area's technical communication programs of study, not only to support the field's next generation of practitioners, but also to enhance the practice of our own members. Our committee administers a student scholarship in technical communication, the funds of which are raised through the Sponsorship Committee. We also perform other forms of academic relations outreach, such as speaking to classrooms about our careers, mentoring students, providing real-world shadowing opportunities, and advising on internships and classroom projects. For members, we maintain a listing of technical communication degree programs at Ohio institutions of learning.

#### 2. Why is the Academic Relations Committee important to the NEO STC community?

Reaching out to the academic community is a mutually beneficial function for the NEO STC. We help introduce students to the career field, but we also learn a lot as practitioners about what is important to keeping the future of our field strong and bright.

#### 3. What tasks do you work on with the Academic Relations Committee?

In addition to the scholarship and listing of technical communication programs, we focus on outreach and special projects. Last fall, we conducted a phone campaign with technical communication program directors where we interviewed contacts throughout Ohio about their programs and how NEO STC could support them in their efforts. We learned a lot about the state of technical communication programs across Ohio, including newer professional writing programs at John Carroll University, Miami University, and Wright State University. Where possible, we match students with internship and shadowing opportunities, and even employment. Recently, we have been working with Youngstown State University to help get a student chapter established there. We have also been running a student membership drive where, in exchange for three months of mentoring activities, NEO STC will help pay for a student's membership in STC.

#### 4. How did you get involved with this committee?

We were each asked to serve on the committee and were crazy enough to agree. Just kidding! This is a great committee, and our longevity as members goes to show you that we gain great satisfaction in what we do. And we are always looking for volunteers. There is so much more we could do if we had a larger committee.

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### 5. Do you have any 2014 scholarship details you can share?

Yes, we are planning to offer a 2014 student scholarship in technical communication, and calls for entries and judges will be going out in the coming months. The timeline will be similar to the ones we had in past years, with application materials being available in early February and applications due in early April. Check out our scholarship web page for more details!

Thank you to the Academic Relations Committee for your hard work and dedication to STC! If you would like more information about this committee, please contact Jeanette Evans. If you would like to volunteer with the Academic Relations Committee or any of our other chapter committees, please contact chapter president Paul Holland.

### Spectrum – Call for Proposals

The STC Rochester Chapter 55th Annual Conference "Communicating to Understanding: Core Competency, Core Value" will be held April 13-15, 2014. The call for proposals to present at this conference is posted on the Rochester STC website. The submission deadline is December 20, 2013.

### In the Spotlight – Carrie Cianciola



Carrie Cianciola has more than 13 years of experience in technical communication. Her career began at the real estate software company MRI, which was later acquired by Intuit.

At Intuit, her responsibilities spanned from developing content for online Help systems and printed manuals, to working with user experience experts, to influencing product usability through design and UI text recommendations, to developing the company's first social collaboration tool.

Carrie currently works as an information developer at Rockwell Automation. During her three years at Rockwell Automation, she has written customer documentation in Adobe FrameMaker for a variety of Allen-Bradley products.

Carrie is a senior member of STC. Her involvement in STC began in 1999 where she served as Treasurer for the Bowling Green State University student chapter. As part of her professional career, her volunteer work includes Programs Committee Chair, Competitions judge,

Competitions Committee volunteer, and currently Membership Chair.

Her volunteer work on the Competitions Committee with Nicole Derr earned the Committee of the Year award. Carrie holds a Bachelor of Arts in English with a minor in Scientific and Technical Communication from Bowling Green State University. Carrie lives in University Heights and can be spotted frequently in University Circle museums or at the many independent restaurants on the east side. Some of her favorite activities include viewing art films at the Cedar Lee Theatre and Cleveland Cinematheque, and attending science lectures at the Natural History Museum. During the summer months, she enjoys tending the many flower beds around her home, including a backyard white garden.

### A 2013-2018 Technology Outlook Report of Note

With 2013 almost behind us, this could be a good time to look at a recent 2013-2018 technology outlook report from the New Media Consortium. This 2013-2018 Technology Outlook for STEM+ Education report should give us ideas we can use in our work.

Science, Technology, Engineering, and Math (STEM) represent areas where many of us work, so let's see if this view from the educational sector can apply in our work. See the table for a brief look at some of the research results. Adobe, Apple, and Hewlett-Packard appear among current corporate partners sponsoring this report. Hardware manufacturers, software developers, and publishers founded the New Media Consortium according to the [http://en.wikipedia.org/wiki/New\\_Media\\_Consortium](http://en.wikipedia.org/wiki/New_Media_Consortium) page (November 14, 2013).

Ohio sites including the Ohio State University and Case Western Reserve/Cleveland Institute of Art/Rock and Roll Hall of Fame hosted previous NMC Summer Conferences with other hosts including MIT, Princeton, and the University of Michigan.

NMC Horizon Report Higher Education Edition 2013	Technology Outlook for Stem+ Education 2013-2018	Technology Outlook for Stem+ Education 2012-2017
One Year or Less	One Year or Less	One Year or Less
Flipped Classroom	Learning Analytics	Cloud Computing
Massive Open Online Courses	Mobile Learning	Collaborative Environments
Mobile Apps	Online Learning	Mobile Apps
Tablet Computing	Virtual and Remote Laboratories	Social Networking

### Comic Strip

Everybody enjoys the Sunday funnies! This Non Sequitur strip was tailor-made for technical communicators:

<http://www.gocomics.com/nonsequitur/2011/10/06>

### Editor's Newsletter Notes

*By Jeanette Evans (co-editor, Lines & Letters)*

As this calendar year comes to a close, we have a December event in our community to enjoy – a good thing for sure. Part of the celebration involves recognizing competition winners. If you would like to judge at the international level, please see details here. Judging at the international level is a most worthwhile experience for many reasons, as I am sure you can imagine.

Maybe some of you are – as I am – reflecting at this time of year on the present, past, and future. In thinking about the future, and related to our recent article from Tricia Spayer on future trends in documentation, I want to share information from a retreat I attended sponsored by Tri-C and the Office of eLearning & Innovation. We prepared for the retreat by reading an article called The Future Is Now: 15 Innovations to Watch For.

Steven Mintz, executive director of Institute for Transformational Learning at the University of Texas and professor of history at the University of Texas at Austin, wrote the article that appeared recently in the Chronicle of Higher Education. What 15 innovations does he mention? Here is the list that I found thought-provoking and worth sharing.

- ◆ e-advising
- ◆ evidence based pedagogy
- ◆ decline of the lone-eagle teaching approach
- ◆ optimized class time
- ◆ easier educational transitions
- ◆ fewer large lecture classes
- ◆ new frontiers for e-learning
- ◆ personalized adaptive learning
- ◆ increased competency-based and prior-learning credits
- ◆ data-driven instruction
- ◆ aggressive pursuit of new revenue

- ◆ online and low-residency degrees at flagships
- ◆ more certificates and badges
- ◆ free and open textbooks
- ◆ public-private partnerships

What I would like to do is think about this list in light of how innovation of this and related types could impact us in the industries and endeavors where we work.