

Talk of the Town

Tricia Spayer earned her Advanced Communicator Silver award through Toastmasters International. It's the third award she has earned on a path to improving communication and leadership skills. Tricia notes: " I would highly recommend Toastmasters to EVERYONE. It has really boosted my confidence. You never know when you will be called on to make a speech or presentation, participate in an interview, or lead a project. Toastmasters builds these skills and makes you ready for any challenge. Visit www.toastmasters.org to find a club near you."

Tricia Spayer also made a presentation at the Spectrum 2012 conference hosted by the Rochester (NY) STC in April, 2012. Stay tuned for details on the related presentation Tricia plans to give to NEO STC on her great topic - Get what you want: Creating a business case.

Jill McCauslin will be taking over the reigns of the NEO STC book club. Please welcome Jill as our new NEO STC book club leader!

In the spotlight: Kevin Halaburda



Kevin Halaburda has been a member of STC for over 10 years. He currently works at Radcom as a lead document architect and has also worked at National City, Amtrust, and Pioneer Standard, where he was a process analyst and quality coordinator

identifying and implementing process changes to improve business operations, serving as a quality auditor, and writing work instructions.

His education includes an undergrad degree in English from Baldwin Wallace and work toward an MBA at CSU. He has also attended Tri-C, where he completed UTC/WEDD technical communication classes.

Kevin also holds an ISO/QS 9000 Internal Quality Auditor certificate. Other training Kevin completed includes Business Process Analysis and Design--ASPE Technology and Project Management Fundamentals--TSG Ohio.

In addition to being a Senior Member of STC, Kevin is on the Board of Directors--Cleveland Chapter of Trout Unlimited and has been an FCC-licensed amateur radio operator since 1991, now holding an Advanced Class license. Concerning his interests outside of work, Kevin notes:

"I love fly-fishing and have traveled to many states to catch trout. I also tie the flies I fish with. I also like traditional archery, bird and nature watching (can't think of anything else to call watching wild animals outdoors!), riding my motorcycle, playing guitar, and listening to punk rock. Depending on the season, I like to grow outdoor fruits and vegetables, like currants, strawberries, garlic, herbs, and hot peppers. In the cooler months, it's mostly indoor stuff, like my carnivorous plants, cacti, succulents, and bonsai. Additionally, I like to cook and especially like grilling; I guess my "specialty" is different marinades and rubs for the various meats that go on the grill."

Kevin currently lives in Bay Village with wife Amy and maltese/yorkie mix named Dixie that just turned 3.

Let's thank Kevin for agreeing to run for the NEO STC Treasurer opening for the upcoming term.

Webinar review: Organizing Help Content

A big thank you goes out to the people at Parker who hosted the "Organizing Help Content: Breaking Out of Topic-Based Hierarchies" webinar on December 1.

Presenter Tom Johnson discussed how organizing help content so users can find and learn information could require that the technical writer break out of traditional topic-based folders.

He proposed that it would help users if we consider moving toward the use of search engine optimization techniques, interface text, level-based help, and other methods.

His ideas provided food for thought. At the <http://idratherbewriting.com/> site, Tom explains how the webinar evolved from a presentation he gave at an STC annual conference.

As he puts it, "rather than presenting a single solution, I present 10 approaches to findability that veer outside of a traditional table of contents. These alternative approaches include search, metadata, user research, indexes, quick reference guides, personalization, interface text, tags and categories, alternative modes (such as video), and level-based learning."

Tom's postings on his <http://idratherbewriting.com/> site provide more details on the presentation. The site is worth a visit in part to see his thoughts and postings.

Two Ohio STC chapters merge

The STC home office recently approved the merger of the Central Ohio and Southwestern Ohio chapters.

This is according to <http://www.centralohiostc.org/>, where Dan Wiltshire writes that the "Central Ohio chapter now no longer exists, and any current Central Ohio memberships will automatically be moved to the Southwestern Ohio chapter. You can direct any questions about membership transfers and options to the STC Membership Committee."

He also states that the Central Ohio website "will remain active and we'll post any new information right here until our web hosting contract expires in late March, 2012. For some period of time afterward, the centralohiostc.org URL will redirect visitors to the Southwestern Ohio STC website."

May 2012 Business Meeting Summary

We want to extend a "Congratulations!" to our new board for 2012/13:

- ◆ Janean Voss – NEO STC President
- ◆ Paul Holland – NEO STC Vice President
- ◆ Kevin Halaburda – NEO STC Treasurer
- ◆ Claudia Thompson – NEO STC Secretary
- ◆ Sharon Jendrisak – NEO STC Immediate Past President

We had a quorum of our NEO STC membership vote at the May Business Meeting on May 10th in Pepper Pike. Fourteen members voted in person, and five members voted by proxy. The vote was unanimous (19 votes total) for the 2012/13 open board positions (Vice President, Secretary, and Treasurer). The board identified above will serve in their respective roles from July 1, 2012 to June 30, 2013.

In addition, we recognized service over this 2011/12 year:

- ◆ DCSA (Distinguished Chapter Service Award): Sarah Burke
- ◆ Community Achievement Award: Community of Excellence
- ◆ Committee of the Year: Competitions: Nicole Derr and Carrie Cianciola
- ◆ Volunteer Recognition Awards: Janean Voss, Ginny Haas, Lisa Mileusnich, Tricia Spayer, and Amy Vogt

- ◆ Volunteer of the Year: Janean Voss

Workplace 2020: Some ideas

By Jeanette Evans

Workplace futurist Rick Von Feldt, a former executive at HP and Dell, recently spoke about the 2020 workplace at a presentation I attended.

Teaching workshops in "power communications" to students and faculty, Rick is also a coach and advisor to the Stanford University Graduate School of Business Communications and coach for the Critical Analytical Thinking and Stanford Sloan Masters programs. Rick has also partnered with Karie Willyerd and Jeanne Meister, authors of *The 2020 Workplace*, a book that used research of over 250 companies to describe best practices for companies who are working towards being ready for the 2020 workplace.

Working with Jeanne Meister, Rick recently authored *ASTD Training and Development on Mobile Learning*. He is also working with the Department of Intelligence to determine the leader of the future in the military. In addition, Rick coaches executives on mobile and tablet computing.

In the presentation on the 2020 workplace, Rick argued that human resource executives need to understand four dramatic shifts. These shifts should occur in the coming years, culminating in 2020, when half the world's working population will be Millennials. These shifts will contribute to dramatically change the way work is done. This is to be as dramatic a change in the workplace as the change that took place 100 years ago with industrialization of the workplace.

The big sociological and technical shifts that are coming include the following:

- ◆ Social media - Rick explains by saying, "new social activity is having a dramatic impact in how knowledge, capability, and mindset is shared across the world. Facebook is nearing 800 million participants online. One out of every eight minutes of online activity is spent sharing, learning, and socializing on Facebook. Internet users spend three times more minutes writing blogs and on social networks than reading email. IBM reports 95% of standout organizations will focus more on getting closer to the customer with social media. And 74% of CIOs see collaboration and communication as a key driver in transforming their organizations. Marketing and IT are driving a social revolution

Lines & Letters

Northeast Ohio STC Newsletter



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Technical
Communication

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inside of companies, and HR and learning executives are scrambling to either keep up or decide how they will participate in the cultural change."

- ◆ Adoption of technology - Mobile smart phones, tablets, and unified communication devices are changing how and when we work. Some predict that about half of the workforce will do some part of their job virtually by the end of 2012. In addition, people will expect and demand learning on mobile devices.
- ◆ Globalization – In the coming year, a prediction is that 70% of consumer growth will happen in the emerging markets of China, India, Russia, and Brazil, which will account for 40% of the world's population. Companies thinking about growth should prepare to serve and do business in these countries.
- ◆ Five generations in the workplace – As Rick puts it, "starting this year, in the USA, on January 1, ten thousand Baby Boomers, born between 1946 and 1964, will reach the age of 65, and begin to retire. That is going to keep happening every single day for the next 19 years. Generation X, which followed the Baby Boomers from 1964 to 1976, is only half the size of the Baby Boomers. There will not be enough ready leaders in that generation to take over leadership roles. In all locations around the world, the Millennial Generation born between 1976 to 1996 is the largest generation ever. For many countries, it is nearly twice or three times as large as Generation X. And they are different."

When speaking about the Millennial Generation, it was interesting to hear the idea that "they are the most intelligent generation, the most confident generation and the generation that is likely to stay single longer, be more liberal, and have the highest expectations ever from employers."