

### President's Column



Dear Readers,

We have had a great year at NEO STC, and I want to thank all of you for your contributions to the chapter! Administrative board volunteers, committee volunteers, business

sponsors and hosts, presenters, event attendees, academic relations partners, and renewing, new and not-yet members – you all played an important role through your efforts.

Over the summer, there are ways for you to stay connected to NEO STC through networking events (socials and lunches) and book clubs. Details are available through the Events tab on the NEO STC website. Incoming chapter president Paul Holland will also meet this summer with committees and the administrative board to plan for the 2013/14 year. If you are interested in getting more involved as a volunteer in your award-winning chapter, please feel free to contact Paul at paul\_holland@me.com. He'd love to hear from you!

It has been an honor and privilege to serve as your chapter president this past year. As I make the transition out of this role, I look forward to seeing our chapter continue to grow and move forward.

Janean Voss

NEO STC Chapter President

### The Results Are in: 2013 NEO STC Awards, Recognition, and Election

*By Claudia Thompson*

It's been a great year for NEO STC — a year full of successful events and new initiatives, all made possible by the dedication and hard work of our volunteers, community partners, and corporate sponsors.

On May 16, 2013, NEO STC celebrated this success with its annual Awards Banquet and Election at the DoubleTree Hilton in Beachwood, Ohio. Voting for the NEO STC 2013/2014 officers was held during the event, and the results were announced at the end of the evening.

To kick off the event, Janean Voss, 2012/2013 NEO STC President, reviewed the year's achievements and expressed her thanks for the hard work everyone put in to make these achievements possible. She then began

the presentation of awards. A summary of these awards follows.

#### COMMUNITY-LEVEL AWARDS



#### NEO STC is a Community of Distinction!

This year, NEO STC earned two community-level awards:

- ◆ Community Achievement Award, Community of Distinction. The highest possible level of community recognition, NEO STC earned this award for exceptional service to its members and for meeting Society goals well beyond expectations.
- ◆ Pacesetter Award. This society-level award recognizes successful implementation of a single beneficial innovation that can be implemented by other STC communities; our community earned this distinction for its NEO STC Book Club.

#### SOCIETY-LEVEL AWARDS

A number of NEO STC members received honors for their extended service to both the Society and NEO STC:

- ◆ Kelly Graham, Associate Fellow. The STC organization bestows the rank of Associate Fellow upon a senior member who has attained distinction in the field of technical communication.
- ◆ Ginny Haas and Denise Kadilak, Distinguished Chapter Service Award. The DCSA is the highest level of recognition that a member can receive for service to their community.
- ◆ Jeff Bryk, Ginny Haas, Paul Oleksa, Colleen Price, and Janean Voss, New Senior Members. These NEO STC members received Senior status for five years of continuous STC membership.

#### NEO STC VOLUNTEER AWARDS

Each year NEO STC recognizes its volunteers for their service in several categories. This year's winners:

- ◆ Paul Holland, Lisa Mileusnich, Genelle Pretty, Joann Rasmussen, and Tricia Spayer, NEO STC Volunteer

Recognition Award. Awarded to volunteer(s) annually by the Northeast Ohio community president for their volunteer efforts and active participation during the year.

- ◆ Claudia Thompson, Rookie Volunteer of the Year. Awarded to a new first year chapter volunteer annually by the Northeast Ohio community president for their outstanding efforts to help the community accomplish high goals.
- ◆ Ginny Haas, Volunteer of the Year. Awarded to an individual annually by the Northeast Ohio community president for their outstanding efforts to help the community accomplish high goals.
- ◆ Nicole Derr and Barb Philbrick, Competitions, Committee of the Year. Awarded to a committee annually by the Northeast Ohio community president for their outstanding efforts to help the community accomplish high goals.
- ◆ Jill McCauslin, President's Achievement Award. Awarded to an individual by the Northeast Ohio community president for consistent contributions to keep the community running smoothly over the years.

### ELECTION RESULTS

Following the awards ceremony, the votes for 2012/2013 NEO STC Board positions were counted. A quorum of the NEO STC membership voted: sixteen members voted in person, and two members voted by proxy, for 18 total votes.

The vote was unanimous for the 2013/2014 candidates for the open board positions of Vice President, Secretary, and Treasurer.

The board identified below will serve in their respective roles from July 1, 2013 to June 30, 2014:

- ◆ Paul Holland, NEO STC President
- ◆ Lisa Mileusnich, NEO STC Vice President
- ◆ Debbie Mekker, NEO STC Treasurer
- ◆ Claudia Thompson, NEO STC Secretary
- ◆ Janean Voss, NEO STC Immediate Past President

## Sarah Perrine Wins 2013 NEO STC Scholarship

*By Kelly Graham*

Youngstown State University (YSU) Junior Sarah Perrine was awarded the NEO STC Technical Communication Scholarship for 2013. This ambitious young woman will complete a B.A. in Professional Writing and Editing, and a B.S. in Environmental Studies in May 2014. "Sarah demonstrated a dedication to her technical communication studies, a passion for sustainability and environmental awareness, and a true potential to be a leader in the field," said Sarah Burke, NEO STC Academic Relations Committee co-chair.

"The writing skills I have developed through my Professional Writing and Editing major are extensive and contribute greatly to my significant achievements," said Sarah. Last summer she completed an internship with the Mahoning Soil and Water Conservation District. Sarah wrote a successful Ohio Environmental Education Fund (OEEF) grant application for a Mahoning County Junior Envirothon. She did site visits to oversee that proper precautions were taken for soil and water resources, and participated in outreach to local schools by monitoring stream quality. Sarah also helped manage the website for the Grey to Green Festival hosted by a coalition of community organizations and environmental groups in Youngstown, Ohio.

She would like to study abroad, in Europe, before graduation. Her "dream profession" is to work at an Association of Zoos and Aquariums (AZA) accredited zoo. Sarah's long-term plan is to live in Colorado.

Sarah and her mother Amy attended the NEO STC Awards Banquet on Thursday evening, May 16th, at the DoubleTree by Hilton in Beachwood. Poised, articulate, and funny, Sarah fit right in with STC members.

## NEO STC Social Events

*By Ginny Haas*

Social Events are back! The NEO STC will kick off the summer on June 28, with a social event at the Wine Bar in Rocky River. On August 24, we will challenge your putt-putt skills at the miniature golf course at Fun 'n' Stuff in Macedonia. On October 20, we invite you to join us for a leisurely hike at the Brecksville Reservation. Watch for details on the NEO STC website Networking Lunches and Socials page.

### GiveCamp Is Back!

*By Kristen Jackson*

Cleveland GiveCamp is kicking off another round of assisting area non-profit organizations and needs your help! They are looking for individuals to donate their time and talent to create documentation for various Web and mobile apps developed throughout the weekend. If you are available during the weekend of July 19-21, please visit <http://www.clevelandgivecamp.org/> for more information or to sign up. Sponsors of the event will provide food and beverages throughout the weekend.

Note: You do not need to be present at GiveCamp for the entire weekend. The most critical period is Friday evening, but you can work with your project manager if you need to work offsite for a period of time or have other obligations to address during the weekend timeframe.

If you want to volunteer, sign up as soon as possible! Since 2011, due to popular demand, Cleveland GiveCamp has "sold out" of volunteer spaces. Don't miss out!

### In the Spotlight: Kevin Tousey

Kevin Tousey is one of our newest NEO STC members. He joined our community earlier this year.

He has a degree in mechanical engineering from Cleveland State University and previously worked as a systems integration engineer for a defense contractor. Working alongside other contractors and civil servants at NASA, he helped create utilization documentation for experiments performed in an experimental rack onboard the International Space Station.

After that, he spent time working with drafting and design of mechanical building systems, commissioning on institutional LEED projects, facility engineering, and project engineering. Kevin has always enjoyed learning new things and building on what he knows in his work. Presently, he is a contract designer on overhead crane designs.

Kevin's first connection with the technical writing industry was through NEO STC. He attended a book club meeting and met Janean Voss, Claudia Thompson, and Jill McCauslin. They were all very welcoming, and seemed very interested in answering his questions about both the organization and working as a technical writer. Since then, Kevin has found camaraderie with many wonderful people that he's met through STC as a

student member volunteering with the Programs committee.

Last year, he decided to commit to his interest in technical writing by not only joining STC, but also by taking courses toward a certificate in technical writing through the University of Riverside California. He plans to finish in December 2013.

Kevin currently lives in Ohio City with his girlfriend Lisa, son Ben, two retired greyhounds, and three rescued cats. In addition to learning about technical writing, he has spent time researching grant proposals for the Hospice of Western Reserve (and suggests that anyone looking for an organization to volunteer with, or contribute to, look into HWR!), participating in his son's Cub Scout troop, playing golf, and writing articles online.

If you see Kevin at one of our monthly meetings or other events, be sure to say hello!

### NEO STC at the 67th Annual CTSC Scholarship and Achievement Awards

*By Sarah Burke and Ginny Haas*

On May 6, Windows on the River opened its doors (and windows!) to some of the region's most talented high school juniors and seniors in the areas of science and technology. NEO STC's Interactive Booth at the College and Professional Societies Fair



For the 67th year, the Cleveland Technical Societies Council (CTSC) recognized outstanding young people, nominated by their teachers, as the "best of the best." These students, who are planning to pursue careers in science and technology, were awarded over \$20,000 in scholarships.

The Northeast Ohio chapter of the Society for Technical Communication (NEO STC) participated for the sixth year in this worthy event. During the 2013 College and Professional Societies Fair, the NEO STC's booth provided fair goers with a glimpse into the field of technical communication from the perspective of practitioners themselves. One board contained sticky notes, illustrations and other descriptions—created by

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NEO STC members—about what it's like to be a technical communicator. A second board captured students' career interests and major areas of study. This year, engineering and the environment were the most popular areas of interest among those attending the fair.

The banquet portion of the evening featured a keynote speaker and the presentation of the student scholarships. Keynote speaker Baiju Shah, chief executive officer of BioMotiv, gave an inspiring talk focused on hometown innovations and the three Cs. As a nearly lifelong resident, he spoke fondly about Cleveland (another important "C") and the unique mix of Community, Connectedness, and Creativity it fosters. He shared with students how a palpable energy toward science and innovation is on the up and closed by inviting students "with energy" to come back to their hometown, to give back, after completing their studies.

Most inspiring were the 22 scholarship awardees themselves. Their passion for science and technology and their optimism showed as they walked across the stage and answered a "pop" question about themselves given by their scholarship donor. This year's recipients, according to the scholarship requirements, "were nominated in 2012 by their schools as the best junior in science and mathematics, and who participated in the CTSC program last year and have agreed to major in science mathematics or engineering in college." Students hailed from Northeast Ohio's large and small public schools, private academies, and parochial schools.

The CSTC scholarships are funded by outside donors. This year's donors included a mix from professional societies, such as the American Society of Civil Engineers, ASM International, the Society of Tribologist and Lubrication Engineers (look that one up!), and area corporations. Corporations represented healthcare (Cleveland Clinic Foundation, University Hospitals), manufacturing (Eaton Corporation, Lincoln Electric, Voss Industries), and other specialty scientific and technical companies, such as Lubrizol Corporation, Nordson Corporation, and Swagelok Corporation.

The CTSC represents 25 professional scientific, engineering, technical and educational societies, including the NEO STC, from throughout Northeast Ohio. It was organized in 1941 by 24 technical societies to be a model throughout the United States. To learn more, visit <http://www.ctsc.org/>.

### Talk of the Town

**Kristen Jackson** is now a Documentation Specialist at TMW Systems in Beachwood.

**Tricia Spayer** achieved two awards this spring from Toastmasters International. Here is how she explains them:

- ◆ **Competent Leader** – I was recognized for critical thinking, time management, planning and implementation, organizing and delegating, facilitation, motivating people, and team building.
- ◆ **Advanced Leader Bronze** – I was recognized for influencing and motivating followers to achieve a goal, helping them function productively and deliver quality performance. To achieve this award, I also served as a club officer, helped prepare a Club Success Plan, participated in officer training, and conducted modules from Toastmasters' Successful Club Series.

"I have been working towards these goals for several years, and am extremely excited that I achieved them! I am working towards my goals of Advanced Communicator Gold and Advanced Leader Silver next. Stay tuned!"

**Youngstown State University's** writing program name has changed from "Professional Writing and Editing" to "Professional and Technical Writing." This program is part of the English Department. See NEO STC's Educational Opportunities page for more information on this program.

**Jeanette Evans** recently served as an International Summit Awards judge as part of a three-member team judging four entries.

### My Summit 2013

*By Tricia Spayer*

2013 marked my ninth Summit, and Monte's seventh! We were both excited to see Northeast Ohio STC win Community of Distinction AND Pacesetter awards this year! I am extremely proud of everyone in our chapter, and especially thankful to Janean Voss who led our chapter to these prestigious awards.

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As many of you know, I had to attend the Summit. I have been a Director-at-Large on the Board of Directors since 2010. The Summit is where the Board meets face-to-face, and the Society holds its Annual Business Meeting to elect new Board members.

This meant I arrived the Friday before the Summit to attend Board meetings. That wasn't so bad, though. The weather was still fairly nice that day. It started storming Saturday in Atlanta, causing turbulence and air traffic problems. Fortunately, most people I spoke with didn't have too many difficulties getting in. Interesting note, the weather turned spectacular here in Northeast Ohio that weekend – 70s and sunny, while it was in the 50s, cloudy and rainy in Atlanta until Tuesday that week. Wild, huh? It was OK though. If I was going to be attending meetings and sessions all day, it might as well be nasty outside.

I had an excellent room on the 22nd floor of the Atrium building of the Hyatt Regency Atlanta Downtown. The Atrium is open to the lobby, and you can look down (dizzily) to the little ants below. A few Board members mentioned a team-building exercise to rappel down those 22 floors – I know that's something Monte would win with no problem!



My Summit highlights came outside the educational sessions. I will say, though, I had more time this year to attend sessions, and that was terrific! Being on the

board, I was usually tied up in meetings and other obligations, which meant I had little time to attend the education sessions. Until this year.

My first highlight came on Saturday evening. There is a President's reception where he welcomes new Associate Fellows, Fellows, other award winners, and invited guests. My committee with which I had been working the last three years, the Community Affairs Committee (CAC), was there. After all the others' recognition, my committee got up in front of everyone and presented me with a fabulous tiara! They decided that I was their CAC Queen, and they needed everyone to know. I was told to wear the tiara for the entire conference – or else! So I did! I was so touched by my committee's gesture. They recognized me for my leadership of the committee and dedication to developing STC leaders. It validated the thousands of hours I spent working on these efforts. People recognized me everywhere – it was great!

My second highlight was Sunday – Leadership Day. My CAC committee put the event together, so we oversaw all the educational presentations as well as the flow of the entire day. Leadership Day is where incoming STC community leaders come and learn how to run their chapters or SIGs. I must tell you that there was a terrific, positive vibe that day. Everyone I spoke with said they learned a lot. I'm really proud of everyone on the CAC who participated and organized this event.

My third highlight came Monday night. At the Annual Business meeting, new Directors were sworn in, and I officially rolled off the board. It will be strange to get used to. Not attending meetings all the time, not running a Society committee, not having something I need to be doing (for STC) all the time. Not to worry, they signed me up to be the Chair of the Community Achievement Awards Committee this year, which I think will be fun. I really do believe that communities are still the backbone of STC, and I want to contribute what I can to recognize communities for doing excellent work, as NEO STC has these past dozen years or so.

My fourth highlight was Monday night after the Business meeting. We had a Communities Reception, then an STC 60th Anniversary Party, at which "The Rough Drafts," an STC band, played. One of my committee members, Viqui Dill, is the bass player for this band. They also had karaoke. My committee members kidnapped Monte (gasp!) while I was in the restroom. They left a ransom note that said, "We have Monte. Come to the stage and no harm will come to him." I had no choice. The CAC all got up on stage during a karaoke segment, placed a chair front center stage for me, and sang a wonderful

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"Ode to the CAC Queen" song, which I'll never forget. And Monte was safe (whew!). You can see a clip here on YouTube: <http://bit.ly/11oYuEy>

My fifth highlight was, of course, attending the Honors Banquet Tuesday night. To witness our own Kelly Graham receive her Associate Fellow honor was terrific! Then we (NEO STC members) all got to run up on stage – TWICE – to be recognized for both Community of Distinction and Pacesetter! We, of course, made plenty of noise, and made everyone around us jealous. It's great fun – you all need to be there next time!

Oh yeah, I attended some educational sessions, too. They were excellent. I even took five pages of notes during one session. I'm waiting for Summit-at-a-Click to see those I missed. In all, Summit was great! It was fun spending time with NEO STC folks. We had lunch together, chatted in the halls, and sat together at the banquet. I got to be Queen for a week (almost). Monte escaped harm. I got to hang out with people that I normally only 'spoke' with online all year. And I can't wait till next year in Phoenix!

### NEO STC Represented at Youngstown State University

*By Lynn Nickels*

"PWEPalooza!" -- or, in layman's terms, a chance for Professional Writing and Editing majors to get a taste of what experts in their chosen career path really do. On April 24, students got that opportunity at Youngstown State University by attending a panel discussion Palooza-style featuring four professional writers, all who just happen to be members of NEO STC.

Hosted by Dr. Jay Gordon, coordinator of the Professional and Technical Writing program at YSU, participants were invited to "PWEPalooza" to talk informally to students about real-world technical communication careers. Panelists included Bob Dianetti of Radcom, Inc., Jeanette Evans of Cuyahoga Community College, and Lisa Adair and Lynn Nickels of Rockwell Automation. Topics included freelance writing, editing, contract writing, technical writing processes, and employability.

Carly Ondash, a second-year Professional Writing and Editing major, said, "I learned the importance of group work...and that technical writers often juggle many projects at once."

Professional Writing and Editing major Sara M. Pompeo said one of the most important take-aways she gleaned

from the presenters was the need to join STC, "It is a great group to join in order to be present in the technical communications world, something, I believe is very important."

Pompeo also said she learned the importance of interviewing skills and, "what professionals may look for during an interview."

Both students said writing has always been their passion and view technical writing as a very rewarding career. Ondash said, "Hopefully you will come back to YSU soon to give another presentation!"

### Radcom and STERIS Collaboration Wins 2013 Communicator Award

The collaborative team of STERIS Corporation and Radcom, Inc. has won The Communicator Award of Distinction, an award honoring communications professionals for creative excellence. Their entry, "Security Awareness," is part of a web-based training program meant to educate employees on STERIS's corporate security concepts and policies.

The International Academy of the Visual Arts (IAVA) announced the winners of the 19th Annual Communicator Awards on May 1 and will hold an awards celebration on May 30, 2013 in New York City. This year's winners were chosen from over 6,000 entries that IAVA received from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers and public relations firms.

"I'm thrilled we won this award. Security is an important subject for any organization, and I'm glad we were able to help STERIS better train their employees to meet and exceed federal standards. Working with the STERIS team was a very positive experience," said Jo Ellen Frost, who was the instructional designer and storyboard writer from Radcom.

Bob Warren, STERIS's Chief Security Officer, added that, "In our industry, security is of the utmost importance, not only to comply with government requirements, but also to keep our people, property and information secure." Kelly Chickos, STERIS's Manager of Learning & Development, stated, "We are very committed to maintaining our culture of safety and security at STERIS. The interactive nature of the web-based training we developed with Radcom has given us the ability to provide our employees with the knowledge they need to keep themselves and the company secure."

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The Communicator Awards is the largest and most competitive awards program recognizing communications professionals. The program is overseen by IAVA's 600+ members who are leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media.

"We are both excited and amazed by the quality of work received for the 19th Annual Communicator Awards. This year's class of entries is a true reflection of the progressive and innovative nature of marketing and communications," noted Linda Day, executive director of the International Academy of the Visual Arts. She added, "On behalf of the entire Academy I want to applaud this year's Communicator Awards entrants and winners for their dedication to perfecting their craft as they continue to push the envelope of creativity."

### Career Talk with Walsh Students

*By Lisa Mileusnich*

I visited Walsh University on April 14 to speak about technical communication to students majoring in English, Communications, and Corporate Communications. I talked about my education, how I got into tech comm, my work at Parker Hannifin, and the benefits of STC. A key point was assuring the students that their writing skills are more important than their experience with software programs or industry knowledge.

The Membership Committee provided me with STC packets to hand out, and I also brought information about tech comm websites and resources for other types of writing careers.

The students primarily had questions about job interviews, resumes/portfolios, and internships. A second speaker from Diebold also talked about LinkedIn and social networking.

A common predicament for students in writing-related majors is "I chose my major because I love to write, but what kinds of jobs am I qualified for?" I believe that as STC members we have a lot of information to offer these students because we work in so many different fields and in different types of roles. Students can't choose to explore a career if they don't know it exists. If NEO STC approaches you about speaking to a class, please consider it. You may learn something about your own career in the process!

### Editing Tools, Resources, and Processes: A Panel Discussion

*By Lynn Nickels*

Rules, Rules, Rules! These words are a necessary evil to writers and the words editors live by.

NEO STC's March program meeting at Rockwell Automation featured four editors who live to make writers better at what they do. The panel format enabled the audience to get a peek into how editors think and what they look for when editing documents. Technical Editor Sarah Burke of Booz Allen Hamilton, Editorial Director Paul Heney of Design World magazine, and Technical Editors Kelly Graham and Lisa Adair of Rockwell Automation rounded out the discussion.

The short list of practices and tools discussed included Google Docs, style guidelines, best practices, URL shorteners, and frequently-used terms. Burke also provided the audience with an Editorial Resources List with many useful links to resources that participants could take with them.

Heney spoke about many of the Word tools he uses in his editorial role. Attendee Genelle Pretty said she learned much from this segment, saying, "I was not aware of most of the Microsoft Word shortcuts Paul shared, so it was neat to learn those few tricks."

Pretty also said she enjoyed Graham's introductory comments. "She started her presentation by saying that the goal of an editor should be to make the writer's job easier, which in turn makes the editor's job easier. I had not heard that before, but I think this is a great concept!"

The tone of the discussion was educational and informational. Moderator Lisa Adair led the panel with prepared questions that kept the conversation moving.

The gist of the panel discussion? Editors are not the enemy!

So, for all of you writers out there, take it from attendee Kevin Halaburda, "We're all a lot alike as technical communicators, and they're not necessarily 'out to get us!'"

To get your copy of Burke's Editorial Resources List, go to the NEO STC website at Program Meeting Presentations.

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### **Create a Website in a Snap!**

*By Jennifer Loudiana*

Do you need a website for yourself, your small business, or school group? If so, Google has a solution called Sites that allows users to create a website that has text, pictures, video, Google items, and more without any HTML or programming knowledge.

Available for free to Gmail, Google Apps for Business and Google Apps for Education users, Google Sites allows you to control a site's look, who can access the site, and who can make changes to its pages. Create your own from scratch or use a template to create a site for your personal life, organization, or business. Google Sites integrates with all Google products, allowing users to integrate Google Docs, Spreadsheets, and other applications.

Google Sites offers hundreds of templates and dozens of layouts, but it's just as easy to create a Site on your own. There are four types of pages you can add to your Site: a webpage, announcements page (which functions like a blog), a file cabinet, or a list. Use as many or few types of pages you need based on the type of information that needs to be displayed.

To use Google Sites you will need a Gmail or Google Apps account. Once logged in, click More in the black Google header bar, then Even More in the drop down, and choose from Home and Office Sites. Click Create to get started.

More information is available on Google's website:

[https://support.google.com/sites/answer/153098?hl=en&ref\\_topic=23216&rd=1](https://support.google.com/sites/answer/153098?hl=en&ref_topic=23216&rd=1)

### **From the Editors**

Lines and Letters will be taking a break for June and July. Have a great summer! We will see you again in August or September as we prepare for another great year with NEO STC.

Please keep your submissions coming to [newsletter@neostc.org](mailto:newsletter@neostc.org) as we are accepting them throughout the summer. Did you attend the Summit or another conference, read a tech-comm related book, or discover a new blog that you think is great? Tell us about it! All articles submitted over the summer will appear in our first newsletter edition of the 2013-2014 NEO STC year. And, every article earns you another chance to win the e-reader!