

# Lines & Letters

## Northeast Ohio STC Newsletter



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### Presidential moments: What STC means to me

*By Amy Vogt (avogt@ppipubs.com)*

*My name is Amy Vogt and I approve this message.*

As the states on the map turned progressively blue and the decision became clear, I stayed up to watch an historic moment last week. No matter what side you supported, the theme of the two major speeches that night represented hope; hope for a unified America, working together toward common goals.

Our STC community reflects these same sentiments of hope and positive change for the future. We have diverse backgrounds; our network extends beyond Northeast Ohio to every member of our global community. The economy is uncertain, employers are cutting costs and jobs, but STC membership is a support through these times. Opportunities open to you. Friends are there to listen and share. This is a place to explore, grow, and connect.

For me, STC has been a sandbox, to use Jackie Damrau's metaphor. This is a place to play with technology, explore new professional roles, and build some cool-looking "sand castles" while developing great friendships. I feel privileged to get to know and work with so many STC members in the last few years. I am excited to grow and learn more about my profession.

### What STC Means to Me, The Membership Drive Continues!

During this membership drive, take some time in the next few weeks to reflect about what STC means to you. Write a few paragraphs about this topic to be published in the December newsletter. We'll choose a winning entry to be announced at the January meeting. At the January meeting, we'll also raffle additional prizes for our members who participated in the membership drive.

Don't forget that if you encourage a new member to join STC before the end of the year, you and our chapter can achieve recognition and have the opportunity to win prizes. See [stc.org](http://stc.org) for more information.

### Name change: Software Saturdays become Professional Development Workshops

We changed the name of our Software Saturday program to Professional Development Workshops. Our Secretary, Renee Murray, suggested this change because, "We are a technical communication organization that is providing professional development

sessions for our members to increase their knowledge and enhance their careers." Anne Paczula, our Education co-chair from last year, recruited some of the most respected trainers in our field for this year's workshops. We are excited to welcome Alan Houser, Geoff Hart, and Patrick Hoffman to Northeast Ohio in the next few months. The new name reflects the value of each training experience and your STC membership. Each class will not only foster professional development, but will look great on a resume!

You can now register for Alan Houser's Professional Development Workshop. The topic is Adobe Technical Communication Suite, Integration. This class will be held on Saturday, January 10, 2009 at Kent State University. Thanks to Elena and Keiran Dunne at Kent State for their support with the training location!

### Competitions committee did an outstanding job this fall

Thanks to Lori Neuman, Sheri Henkin, Kristen Jackson, and Jeanette Evans for their dedication and hard work this fall. This team has been going non-stop since July!

Also, thanks to the volunteers who combined with this committee to complete the judging in just two weeks: Lisa Mileusnich, Denise Kadilak, Lisa Adair, Paulette Henning, Brian Smith, and Heidi Emhoff.

### Thanks to NEO STC members supporting the Cedarville University STC conference

We had several members support the Cedarville University STC chapter with their conference on November 8. Thanks to the members who traveled south with me this weekend: Stephanie Webster, Kim Lindsey and Mark Sakuta.

Thanks, also to Julie Mason, Tricia Spayer, and Sarah Burke for their graphic design work to prepare for this trip! Julie put together posters to advertise our Professional Development Workshops, Tricia updated our event calendar for conference attendees, and Sarah completed our Scholarship poster and form.

NEO STC donated 25 mugs as giveaways and brought the winning competitions entries we have on loan from international to be displayed at the conference.

### Charity raffle

Don't forget to donate or pledge an item for the Charity Raffle. This year we will be holding a Charity Raffle at our December meeting on Thursday, 12/11/08 to benefit the Cleveland Food Bank.

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Donate or pledge an item for the raffle by 12/1/08. We'll start buying tickets soon!

Contact Jean Church for more information.

### November meeting reminder: Creating personal professional web sites

#### Member-Bring-a-Guest Special

- ◆ Date: Thursday, November 13, 2008
- ◆ Place: Mavis Winkle's in Independence

Please join the Northeast Ohio STC community for its November 13, 2008 meeting and consider bringing a friend!

Presenter: Barb Cagley, owner of SCK Design. SCK is a web communications firm headquartered in the historic Tremont neighborhood. For more information, visit the SCK Web site.

#### Member-Bring-a-Guest-Special!

In addition to our regular meeting, we are encouraging members to invite nonmembers who may benefit from an STC membership. In return, we are offering:

- ◆ Two-for-one registrations for the member and guest
- ◆ An extra door prize drawing for members and their guest
- ◆ Pre-meeting meet-and-greet for new and potential members

New member meet-and-greet from 5:30 to 6 p.m.

There is a two-for-one registration cost for members bringing a guest. Let us know the name of your guest when you RSVP.

Register: If you plan to attend, please email the Programs Committee by COB Nov. 11. Or, call Denise at 216-251-0716.

Hope to see you there!

### December meeting reminder: Holiday Social and Competitions Awards

- ◆ Date: Thursday, December 11, 2008.
- ◆ Place: Great Lakes Brewing Company, Cleveland

### Upcoming events

- ◆ 11/13/08: Monthly seminar: Creating personal/professional web sites. See NEO STC.

- ◆ 11/13/2008: World usability day. See <http://www.worldusabilityday.org/>. For a local event, see <http://www.neoupa.org/Default.aspx?pageId=11863&eventId=30578&EventViewMode=EventDetails>
- ◆ 11/19/08: Live Web seminar. "How to avoid common graphical mistakes that technical communicators make," presented by Naomi Robbins. Sign up at <http://stc.org/edu/seminars01.asp>.
- ◆ 11/20/08: Networking lunch. Glenwillow Grille, 29765 Pettibone Rd., Solon. To RSVP, contact Jill McCauslin
- ◆ 11/22/08: NEO STC Social: An Evening at Severance Hall. NEO STC
- ◆ 12/3/08: Live Web seminar. "Printed Books and Online Help Using a Wiki," presented by Rahul Mehrota. Sign up at <http://stc.org/edu/seminars01.asp>.
- ◆ 12/11/08: December meeting: Holiday Social and Competitions Awards.
- ◆ 12/17/08: NEO STC Social: Wine Tasting at 2182 Bistro and Wine Bar. NEO STC
- ◆ 5/3 — 5/6/09: STC's 2009 Technical Communication Summit in Atlanta, GA.

### NEO STC membership campaign

The new STC Reach for the Stars Member-Get-a-Member campaign is now up and running!

STC chapters, SIGs and individual members can recruit new members and become eligible to win fabulous prizes. For details about this campaign, just click the gold star at the top of the [stc.org](http://stc.org) home page.

NEO STC has set a goal of recruiting 15 new members by December 31, and we need your help. Did you know that a large percentage of new members join STC simply because someone asked them?

If you invite a friend or colleague to NEO STC's November meeting, our chapter is offering some irresistible rewards:

- ◆ Two-for-one meeting registration: You and your guest will both receive half off your meeting registration fee.
- ◆ Prize drawing: You'll both be entered in a prize drawing for one of several spectacular gifts.

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- ◆ Bonus raffle: If your guest joins STC before December 31, you'll be entered in a grand prize raffle to be held in January!

Please also invite your guest to the New and potential member information session before the regular meeting. This half-hour session will start at 5:30 at Mavis Winkle's. Your guest will learn about the technical communication profession, benefits of joining STC, and ways to get involved in our chapter. NEOSTC board members will be on hand to answer questions.

### Cleveland Foodbank charity raffle

#### History of the Cleveland Foodbank

Northeast Ohio's hungry include children, the working poor, the unemployed, the elderly, the homeless, and the chronically ill. A report released in 2006 by America's Second Harvest (now known as Feeding America) the national association of foodbanks, stated that in northeastern Ohio hunger centers:

- ◆ 31% of clients are children
- ◆ 12% of clients are senior citizens
- ◆ 26% of clients have someone in their household in poor health
- ◆ 38% of clients report choosing between paying for food and paying for utilities such as heat
- ◆ 72% of clients have incomes below the federal poverty level

In 1979, a group of civic-minded individuals joined together to create the Cleveland Foodbank. These people determined that a single clearinghouse could solicit, collect, sort, and distribute food in an efficient manner, ensuring improved operations for local charities in the greater Cleveland area.

In the Cleveland Foodbank's first year of operation, 400,000 pounds of food was distributed to 100 local hunger relief organizations. In the past year, more than 20 million pounds of food and other essential products were distributed to 450 member agencies — enough food to serve over 15 million meals.

In 2007, the Cleveland Foodbank distributed food and essential non-food products to more than 440 hunger programs in six counties. Today, they supply a majority of the food used in local soup kitchens, shelters, and food pantries. In addition, they provide food to child care centers, group homes, and programs for the

elderly. Every dollar contributed results in four meals for hungry people throughout Northeast Ohio.



**\$1 = 4 meals**

Poignant words and a reminder to us all that we should continue to support causes as important as this one.

#### Online Charity Raffle Fundraiser

The Cleveland Foodbank could not operate without the many financial donors who so generously support their work. Knowing this, the Northeast Ohio Chapter of STC is supporting the Cleveland Foodbank by hosting an online Charity Raffle fundraiser. And just in time for the Holidays!; This Charity Raffle will benefit the Cleveland Foodbank and members can benefit as well.

#### Donations for the charity raffle

When it comes to donations to a food bank, you may naturally think of donating food. Many food drives still ask for canned and non-perishable food. Here is the typical food chart you may have seen. It shows the retail cost of some common food items that you could buy at the grocery store, which is the lower figure in each colored block. This chart also shows the wholesale cost in **red** that the Cleveland Foodbank has been able to negotiate for the same food items. The Cleveland Foodbank will gladly accept food donations; however, monetary donations can be stretched much further.

Item	Foodbank Price/ Retail Price
Cereal	<b>\$3.69</b>
26 boxes	\$67.34
Milk	<b>\$3.92</b>
6.5 gallons	\$18.62
Orange Juice	<b>\$5.48</b>
4 gallons	\$19.40
Canned Fruit	<b>\$4.20</b>
33 cans	\$32.67
Tuna Fish	<b>\$26.18</b>
48 cans	\$57.12
Beef Stew	<b>\$11.02</b>
12 cans	\$33.00
Canned Vegetables	<b>\$4.20</b>
33 cans	\$26.07
Peanut Butter	<b>\$12.61</b>
12 jars	\$28.56
Soup	<b>\$4.20</b>
48 cans	\$42.12

#### Offer items for our Charity raffle

This fundraiser is designed to offer items for our Charity Raffle. When the you buy a ticket, you will write on the ticket which item the donation should go toward. Tickets are verified for accuracy with the accompanying check, and then separated by item. At the December 11th meeting, one winning ticket will be pulled from the group for each item.

Since winners need not be present, some winners may need to make arrangements to pick up their items from a committee member. To keep costs down, NEO STC will

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not pick up the cost of shipping items, sorry, but congratulations on winning!

To elaborate, we need your items in whatever form you choose:

- ◆ Gift cards and certificates to local stores, restaurants, salons, and so on
- ◆ Event tickets, such as sports, theater, and movie tickets
- ◆ Items such as books, tools, software, and professional services that you or your company can perform, and so on
- ◆ Gift baskets you have bought or put together yourself

When you go out to dinner or attend a public event, consider asking if they would donate a gift certificate or gift card. Some employers offer matching funds for some charities. A solicitation letter is available for you to customize to your needs for credibility if you perform any canvassing on behalf of this fundraiser. Please email [programs@neostc.org](mailto:programs@neostc.org) for more information.

### Pledge items

You can also pledge an item, which means you are obligated to provide the item when it becomes available. Examples are concert tickets that haven't gone on sale yet or a software product that hasn't been released yet. We know you're good for it.

Every item tells a story, so come up with a sentence or two about your item and include a picture. You may want to write a brief description, depending on how well the details in your picture come through. You can include your name or remain anonymous.

### View items online

We are posting all items online for viewing by our members, so email your information to the NEO web team at [paul\\_holland@sbcglobal.net](mailto:paul_holland@sbcglobal.net). All information will be posted on our site as it is received, so check the Charity Raffle web page often ([www.neostc.org/special/index.htm](http://www.neostc.org/special/index.htm)). The idea is that members won't need to be present to participate because everything can be done online. However, we need to know about all the items by December 1st, which is when tickets go on sale.

### Purchase tickets

Starting December 1st, all items should be available online. Tickets can be purchased online at \$1 each or

11/\$10. Click Print the ticket on the Charity Raffle web page to display a PDF file of the ticket. Be sure to completely fill out each ticket. Check the Charity Raffle web page for the exact item number you want (MOST in all the world). You can submit multiple tickets for one item if desired, or split them among several items. Tickets will also be sold prior to the meeting on December 11th, but consider bringing your tickets already completed.

### Checks

Please be sure your check amount matches the amount for the number of tickets you are submitting. If the amount is incorrect, we will not include your tickets. Your check, however, will be considered a donation, so thank you on behalf of the Cleveland Foodbank!

Make your check out to the Cleveland Foodbank. YOU get the tax write-off, and the Cleveland Foodbank gets your donation — a win-win situation!

Participate even if you are not attending the meeting

For those who cannot attend the December 11th meeting and still want to participate in this event, mail your check and tickets EARLY or by December 6th to our Treasurer to ensure delivery.

All checks will be held until the December 11th meeting. All tickets will be pooled together and grouped by item. The winning tickets will be pulled at the December 11th meeting.

### Collect your winnings!

Please be sure to bring the items you donated and pick up what you've won. If you need to bring your item to the November 13th meeting, please contact [jean.church@wgint.com](mailto:jean.church@wgint.com) to make arrangements. Winners need not be present to win. We will be happy, delighted even, to contact you to make arrangements for you to pick up what you've won because SanTa Claus doesn't deliver this early. Again, to keep costs down, NEO STC will not pick up the cost of shipping items, sorry, but congratulations on winning!

One hundred percent (100%) of the proceeds obtained from your contributions will go to the Cleveland Foodbank. Your contributions will be greatly appreciated for this worthy cause.

Good luck! Choose well! And thank you in advance for your time and consideration on behalf of the Cleveland Foodbank.

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The fine print: Winners are obligated to pick up their items. Nothing is shipped. Not responsible for late mail. Hey, it's the Holidays, remember?! Late mail will be considered donations — thank you on behalf of the Cleveland Foodbank!

Still have questions? Email [programs@neostc.org](mailto:programs@neostc.org)

### Radcom gains national recognition

**Northeast Ohio consulting firm is ranked 40th among the nation's top 500 emerging businesses**

*By rcatalano@radcomservices.com*

In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Radcom, Inc. as one of the "Top 500 Emerging Businesses in the United States (Div500)." The Div500 is the 8th annual listing of the Nation's top 500 emerging businesses. Div500 members are sought after by major corporations wishing to increase spending with small and diversity owned companies.

"Small businesses and consumers are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com. "This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business."

The Div500 is a classification that represents the top 500 emerging businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural and women-owned businesses use the list. The Div500 is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

"As a woman-owned company, we are very grateful for organizations like DiversityBusiness.com that help us become a more effective organization," said Angie Dianetti, Vice-President of Radcom, Inc. Radcom was honored at a special awards ceremony at DiversityBusiness.com's "8th Annual Multicultural Business Conference," at Disney's BoardWalk Resort in Orlando, Florida.

### Welcome new members!

Be sure to welcome our new members:

- ◆ Lori Gray
- ◆ Ric Gudgeon
- ◆ David E. Belcastro

We look forward to seeing you at future events!

### Competitions committee work continues

Our meeting in November covered judges' training. Kristen Jackson and Lori Neuman ably conducted the judge training session.

At the session, we distributed items for judging from a Georgia STC chapter. Each team got about a half dozen interesting items to review.

Please see <http://www.neostc.org/> for details on the winners from NEO STC. We also plan a celebration for the winners at our December holiday meeting.

A big thank you goes out to all who participated in this worthwhile activity.

### Member profile: Kristen Jackson

*By Jeanette Evans (jeanette.evans@sbcglobal.net)*

Currently one of the NEO STC Competition Committee managers, Kristen Jackson in the past served on the NEO STC Web site committee and as a judge for previous NEO STC competitions. She was also a member of the student STC chapter at Bowling Green State University, where she earned her Master's degree in English – Scientific and Technical Communication. Since graduation, Kristen has continued her education at Tri-C and Lakeland Community College by taking programming, design, graphic arts, drawing, and business classes. She currently takes a class in Organizational Behavior at Lakeland Community College.

Now working as a consultant at Radcom, Inc., which is located in Hudson, Kristen is currently placed at Swagelok Company. She also worked at Progressive Insurance.

Born and raised in the Cleveland area, Kristen now resides in Willowick. Some of her interests include volunteering for a few different efforts both at her church and throughout the Diocese of Cleveland.

As she puts it, "I'm currently a facilitator for a small faith-sharing group at my church and have assisted with

diocesan volunteer efforts at MedWish (an organization that collects, sorts, and ships unused medical supplies to third-world countries) and the Cleveland Foodbank. I've participated in a number of benefit walks for various charities such as Race for the Cure, Light the Night for the Leukemia and Lymphoma Society, and I may also assist with an Angel Tree effort for the holidays."

Concerning her other interests she says, "I love to travel, and while I've been to or through more than half the states, visited Mexico and Canada a few times, and took a cruise on the Caribbean, I most recently 'crossed the pond' for the first time and visited Rome, Italy this past May. At some point in the future, I would love to return to Europe again and eventually branch out to other places around the world too. During the past few years, I've become interested in meditation, yoga, and various forms of dance as well." Kristen can be reached at kristen374@yahoo.com.

### The Bulwer-Lytton Fiction Contest

*"It was a dark and stormy night; the rain fell in torrents—except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the housetops, and fiercely agitating the scanty flame of the lamps that struggled against the darkness."* — Edward George Bulwer-Lytton, *Paul Clifford* (1830)

In 1982, Prof. Scott Rice in the English Dept. at San Jose State University started the Bulwer-Lytton Fiction Contest. The challenge: **write an opening sentence** to rival Edward George Bulwer-Lytton's infamous opening sentence to his novel, *Paul Clifford*, which is reproduced here.

We want YOU, dear reader, to take up this challenge, write your own opening sentence, and bring it to our March 12th meeting. Read your entry aloud during dinner at the meeting and be in the running for a new Webster's Thesaurus from your peers at the NEO STC. You'll still have plenty of time to submit your entries yourself to the official contest by April 15th, a very ominous date indeed!

For examples and more information, visit the website at <http://www.bulwer-lytton.com>

### Chapter reminders

#### NEO STC listserv

[NOTE: As of 2015, the chapter listserv has been supplanted by our LinkedIn presence. Please refer to the [current chapter website](#) for details.]

To subscribe or change your settings for the Northeast Ohio STC listserv, see <http://mailman.stc.org/mailman/listinfo/stcneohio-l>.

Please let Kris Henige, the NEO STC Listserv Administrator, know if you have any questions.

#### Premium pages for members

[NOTE: As of 2016, the current NEO STC website does not have password-protected content.]

NEO STC has some Premium pages for NEO STC members only. These pages include links to our very own Wiki, an Employer Directory — a listing of businesses that hire technical communicators — and more.

To enter the Premium pages, you will need a user name and password — this is different from the STC International site. Please contact our Webmaster for password information.

#### Change of address? Remember to tell the STC office

Send new addresses to the STC office to avoid interrupted delivery of *Intercom* and *Technical Communication*. Some members assume that informing the post office of their new address is enough to ensure that all of their mail is forwarded. However, the United States Postal Service forwards only first-class mail, not publications such as *Intercom* and *Technical Communication*.

Members may also update their contact and mailing information on the STC website.

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### **Lines & Letters information**

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Love it? Hate it? Let us know! Contact us:  
newsletter@neostc.org

#### **See something interesting? Tell us about it!**

Many of our NEO STC members are also members of another STC community or SIG. If you receive a newsletter and find an interesting article, please consider passing it on to the Lines and Letters editors at newsletter@neostc.org.

You can also submit articles directly through  
<http://www.neostc.org/lines/submit.html>.