

### Ettorre speaks at sold out September meeting

"Writing is an apprenticeship, just like boat-building and cabinet-making. If you think you've finally mastered it, you're just not setting the bar ever higher." This statement appeared during our September meeting as one of the principles John Ettorre proposed for building a "powerful and sustainable" writing practice.

Localingua Localization and Translation

(<http://www.localingua.com/en-US/team.aspx>)

sponsored the September meeting at the Winking Lizard Tavern on Miles Road in Bedford Heights.

Josh Palmer, the 2011 recipient of the All-Ohio Scholarship in Technical Communication, received recognition at the meeting. Thank you to Alanna Klapp for the picture of Josh (center) with Sarah Burke (right), and Jeanette Evans (left).



Attendees of September's "Tapping Into the Exploding Demand for Writing" meeting heard a thoughtful presentation where Ettorre presented ideas on how writers can work in various niches available today.

Web copywriting, video scriptwriting, journalism, content marketing (blogs, case studies, and white papers), ghostwriting, speech writing, and e-book consulting include some of those niches.

He argued that the opportunities available to writers today are growing due to increasing channels led by the Internet - what he calls "the world's largest publishing platform."

Now working as a writer, editor, marketing consultant, and writing coach, Ettorre began his writing career as a reporter in Washington, D.C. He later served as University Editor of John Carroll University, his alma mater.

His bylined work has appeared in more than 75 newspapers and magazines, from such national newspapers as the New York Times and the Christian Science Monitor to business publications like Industry Week Magazine and Crain's Cleveland Business. One of his cover stories in Cleveland Magazine was selected by the editors as among the 50 best in the magazine's 30-year history.

Currently a member of the American Society of Journalists and Authors, a board member of the

Cleveland Coach Federation, and a former board member of the Society of Professional Journalists, John has written, ghostwritten or edited a half-dozen books and frequently speaks about writing, journalism and online publishing at conferences and seminars. He has taught writing for many years, at such venues as Cleveland State University, Lakeland Community College, and the Poets and Writers League of Greater Cleveland.

His print work has won numerous awards, including from the Press Club of Cleveland and Women in Communication. His work on video scripts has also garnered both a Telly award and an Emmy, the latter for a baseball documentary broadcast on several PBS stations across the country. In 2006, the Society of Professional Journalists recognized his online weblog, Working With Words, a digest of notes and observations about writing, as the best in Ohio.

### In the spotlight: Nicole Derr, Competitions Chairperson



Nicole Derr is heading Nicole Derr up our NEO STC competition effort this year. With 10 years of experience in the field, Nicole is a great asset to NEO STC. She is also a recent graduate of the MS in technical communication management

program at Mercer University. Currently working in Akron at Virtual Hold Technology, Nicole designs and develops documentation related to virtual queuing software that is integrated with complex telecommunication systems for contact centers.

She has also worked as an information developer for IBM in Boeblingen, Germany, where she was associated with the IBM Tivoli OMEGAMON XE Performance Expert for DB2 on z/OS development team at the IBM Research and Development Lab. OMEGAMON XE for DB2 PE is a complex set of software components that database administrators use to analyze, monitor, and tune their DB2 databases.

Previously working in New Bern, NC, at Bosch and Siemens Home Appliances (BSH), Nicole created or managed the creation of all user documentation for cooking products sold in the United States, Canada, and Mexico. She trained writers in international locations on necessary legal, safety, and formatting requirements in the North American market. Bosch and Siemens Home Appliances (BSH) is one of the world's leading manufacturers of home appliances. BSH produces high-

end brands in America, including Bosch, Neff, Siemens and Thermador.

In addition, she was a Documentation and Training Specialist in Columbus, Ohio, at Worthington Cylinders where she was a member of the sales department and wrote and designed all departmental process and procedural documentation. Worthington Cylinders, a division of Worthington Industries, produces steel and aluminum cylinders for pressurized gases such as propane, refrigerant, and industrial gases.

A Senior Member of STC since 2008, Nicole also holds a BA in English from the The College of Wooster. She also has volunteered as a grant writer for the Friends of Triangle Seniors and Food Assistance.

NEO STC is lucky to have Nicole as our competitions coordinator this year.

### **NOTICE: NEO STC proposes updated bylaws**

At our monthly seminar on November 10, 2011, the NEO STC board will hold an open discussion for the updating of the NEO STC bylaws. You will have the opportunity to ask questions and make comments to the NEO STC administrative council at that meeting.

At a meeting of the administrative council on 29 September 2011, Bylaws Chair Tricia Spayer presented a proposal to update the existing NEO STC bylaws. The administrative council discussed the reasons for the changes, and made suggestions for wording. Per our existing bylaws, NEO STC President Sharon Jendrisak subsequently sent the proposed updated bylaws to the Society Bylaws Committee to be reviewed and approved. These have been reviewed and approved by Kathryn Burton, STC's Chief Executive Officer, and Steve Skojec, STC's Director of Community Relations.

According the NEO STC's existing bylaws, the administrative council must hold an open discussion for our general membership within 60 days of the proposed amendment. Thus, the 10 November meeting will include an open discussion of the proposed bylaws.

#### **Why update our bylaws now?**

We (NEO STC) have been operating under our existing bylaws for many years. We needed to add provisions for e-mail notices to members and administrative council members, admin council members participating in board meetings via conference calls, and update a few other

articles. Since we started this process back in 2009, we have learned that:

- ◆ Bylaws are meant to be policies, not procedures. Our current bylaws contain a great deal of procedural information, such as the roles of the executive board. Creating procedural documentation that the administrative council can review and update yearly (or more frequently, if desired) makes operating our chapter more flexible and dynamic. This information can change as the community's needs change, whereas updating bylaws takes many more steps (as you can see from this article).
- ◆ STC has created Chapter Model Bylaws Templates for chapters. This puts chapters in compliance with Society bylaws and New York Law, under which STC falls. This template is an easy-to-complete form in which the chapter fills in a few blanks. This is what I have used in my proposed bylaws.
- ◆ STC will soon be requiring all chapters to update their bylaws to make sure they're in compliance with Society bylaws and New York Law. Our chapter must go through this process anyway.

#### **What happens next?**

After the open membership discussion on 10 November, the Administrative Council needs to pass the proposed bylaws by a 3/5 vote. This vote will take place at the next NEO STC board meeting, usually held in January each year. If the bylaws changes are accepted, then the Secretary files the new bylaws, and the chapter then operates under the new bylaws. These will also be posted to the NEO STC web site in place of the existing bylaws.

#### **What do the proposed bylaws look like?**

Please see this link: [http://neostc.org/lines/NEO\\_us-chapter-bylawsSept2011\\_kb.pdf](http://neostc.org/lines/NEO_us-chapter-bylawsSept2011_kb.pdf)

Existing bylaws:  
<http://www.neostc.org/cms/index.php/about-the-neo-stc/bylaws.html>

#### **Questions?**

If you have questions, come to the meeting on November 10!

Thank you for reading this notice! The NEO STC administrative council works hard to make your community healthy and helpful to you.

### Six emerging technologies to watch

Electronic books and mobiles top the list of emerging technologies in the world of learning, teaching, and creative inquiry. This is in relation to time-to-adoption per the 2011 edition of The Horizon Report that I recently read. Please let Jeanette Evans know if you have any questions or comments about the report or this article. This is adapted from the similar article that recently appeared in *Intercom*.

My thinking is that we can benefit by looking at the findings in The Horizon Report and ask how the identified technologies might influence our own work in the future, especially in terms of how to best serve our users.

We can ask ourselves, for example, if users will expect to have instructional material available to them on their cell phones for access anytime and anywhere.

### What is The Horizon Report?

The New Media Consortium and EDUCAUSE Learning Initiative (ELI) collaborated to provide the report and complete the underlying research, providing such research and reports since 2005.

HP provided a grant to make the 2011 report possible. In the report, HP calls itself the "world's largest technology company" noting that HP creates "technology solutions that benefit individuals, business, governments, and society."

With the report available at <http://net.educause.edu/ir/library/pdf/HR2011.pdf>, permission is granted under a Creative Commons Attribution license to use the report freely if the following citation is made: Johnson, L., Smith, R., Willis, H., Levine, A., and Haywood, K., (2011). The 2011 Horizon Report. Austin, Texas: The New Media Consortium.

### Electronic books and mobiles top the list

Here is the list of the six technologies identified in The Horizon Report.

- ◆ Electronic books
- ◆ Mobiles
- ◆ Augmented reality
- ◆ Game-based learning
- ◆ Gesture-based computing
- ◆ Learning analytics

### Time to adoption

Concerning time to adoption, here are the results of the research.

- ◆ 1 year or less - electronic books, mobiles
- ◆ 2 to 3 years - augmented reality, game-based learning
- ◆ 4 to 5 years - gesture-based computing, learning analytics

*Technical Communication* is an example that fits the finding in The Horizon Report that scholarly journals are more and more becoming available in electronic versions.

*Intercom* is available as an electronic flipbook.