

Lines & Letters

Northeast Ohio STC Newsletter



February 2015

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President's Corner

Greetings! The NEO STC Academic Relations committee is now accepting applications for the 2015 scholarship! A total of \$1000 will be awarded for educational purposes to either one student applicant OR one technical communication practitioner applicant. Visit the scholarship page on the website to see the full details and download an application. If you are interested in judging the scholarship, send an e-mail to scholarships@neostc.org.

We are looking for a few good volunteers for our 2015-16 administrative council and committees! If you are interested in adding to your resume, acquiring leadership skills, and working with a great team, please contact any one of our chapter officers. We will also be reaching out personally to recruit new officers and committee chairs. If you get an e-mail or phone call from one of us, please consider the opportunity to serve the chapter!

Did you know that you can post job openings on the NEO STC LinkedIn page? Click the Jobs tab at the top of the page to get started. Only the group members will be able to see the jobs that you post. If you are not a member of our LinkedIn group, join us today! (Because our group is private, you may experience a short waiting period while your membership is approved.)

The next NEO STC program meeting will be on February 12 in Beachwood. Lynn Nickels will present "Put Some 'Punch' Into Your Marketing and Technical Documents with PowToon!" For topic details and registration information, click [here](#). Also, the Cleveland ATD (Association for Talent Development, formerly ASTD) is hosting an interesting meeting on February 19. It is titled "What Comes First – the Training or the Documentation?" To learn more, visit the ATD website.

NEO STC's budget was approved in January, so we are off and running in 2015!

Kind regards,

Lisa Mileusnich, NEO STC Chapter President

STC Slate of Officer Candidates Announced

The STC Nominating Committee (composed of members Phylise Banner, Donn DeBoard, Marta Rauch, and Andrea Wenger, and chair Aiessa Moyna) is pleased to announce the final slate of candidates for the 2015 Society election:

President

- ◆ Bernard Aschwanden will automatically succeed from the office of Vice President

Vice President

- ◆ Adriane Hunt
- ◆ Christopher Ward

Treasurer

- ◆ Jane Wilson

Director (two positions to be elected)

- ◆ Craig Baehr
- ◆ Cindy Pao
- ◆ Lisa Pietrangeli
- ◆ Kirk St. Amant
- ◆ Kirsty Taylor

Nominating Committee (two positions to be elected)

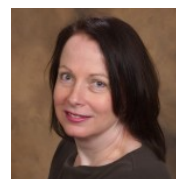
- ◆ Ramesh Aiyangar
- ◆ Cindy Currie Clifford
- ◆ Viqui Dill
- ◆ Rick Lippincott

Congratulations to the candidates, and thanks to all STC members who expressed interest in running for office.

The Society election is scheduled to open on 9 March and close on 20 March 2015. To be eligible to vote, members must have paid their dues by 15 January 2015. [[Link to election website no longer functional.](#)]

In the Spotlight: Kelly Graham

By Lynn Nickels



For this month's spotlight, we are catching up with long-time STC member, Kelly Graham. Kelly has worked at Allen-Bradley/Rockwell Automation for 25 years. She is a technical editor and Acrolinx

administrator at Rockwell Automation in the Technical Communications Department.

"Acrolinx is a really nifty editing tool that the company purchased last summer—but I'll save that for another newsletter article," she said.

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She is an Associate Fellow and has had many roles since joining the STC/NEO STC in 1990. "I've volunteered as a publications competition judge many times and as an Ohio scholarship judge for several years. I've held several offices, including chapter president, newsletter editor, and assistant to the regional director-sponsor. Some years back, I received the Distinguished Chapter Service Award for leadership and sustained contributions to the Northeast Ohio chapter, and for my support and encouragement of publications competitions. I've received a variety of publications competition awards, locally and internationally."

One of Kelly's most endearing qualities is her great love for animals—especially helping dogs in need. Kelly shares her home with 11 dogs and is involved in puppy-mill-dog rescue and retired racing-greyhound adoption.

She has had an interesting year, to say the least. "Last September I was involved in a motorcycle accident just as the annual benefit ride for Camp Ho Mita Koda, the oldest camp for children with diabetes, was getting underway. I missed three months of work. That's when I began editing a monthly newsletter for the Marine Corps League. I also support Toys for Tots, a charity near and dear to the USMC, all year long," she said.

In her spare time, she enjoys photography, writing, reading, and the occasional trail ride on horseback. She holds a B.A. in Communication from Ursuline College in Pepper Pike, Ohio.

Kelly's vast experience in the fields of writing and editing make her a great resource. If you'd like to learn more about, or from Kelly, you can contact her at ckgraham@ra.rockwell.com.

Philly STC Chapter Conference Is Coming

The Philadelphia Metro Chapter is hosting its annual conference on March 28, 2015. For more information please contact Jessica Rineer, President, STC-Philadelphia Metro Chapter, at her president@stcpmc.org address.

Put Some Punch Into Your Marketing and Technical Documents with PowToon!

By Lynn Nickels

Join me as I share with you this cool little tool that can really snazz up your documents, presentations and resumes. [PowToon](#) is a tool that allows you to create short animations that can present a new message or refresh an existing one.

Just like it sounds, PowToon is a hybrid presentation tool that combines the slide features of PowerPoint with the animation of a cartoon. Together, they can bring new life to training, technical and marketing documents.

PowToon isn't meant to write a book. It's a short and sweet way to both hook your audience and give them a succinct message in a few words. We keep hearing that using as few words as possible with more images is the wave of the future — and PowToon is a great option to do this!

Please join me at the February NEO STC meeting so that I can give you an overview of this unique tool. I will show some great examples and give a high-level explanation of the features and how you can use them to create your own PowToons. And best of all—there's a free version!

Hope to see you there!

Tech Writers and Social Media Support: Some Ideas

By Jeanette Evans

Technical writers have much to contribute to social media campaigns, because a tech writer normally has a good mix of communication skills and the ability to work with and learn technologies. A technical writer can apply this mix effectively when working on the social media support that relies on analyzing an audience and delivering the right message using the right technology. Here are a couple of articles I found on related subjects. I hope you enjoy them.

An *Information Week* article – [How Social Media Changes Technical Communication](#) – has the author making some great points. The points are not so much about the contribution tech writers can make, but on how two-way communication is more possible now due to social media.

A *TC World* article called [Technical Writers and Social Media](#) looks also, not at the skills the writer can bring, but at usage of social media by one tech comm community. As you could expect, opinions vary among the community on whether social media is a way to connect with people or keep up with news and ideas.