

# Lines & Letters

## Northeast Ohio STC Newsletter



April 2013 Issue

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### President's Column

Dear Readers,

The STC Summit in Atlanta is coming up in May! Are you planning to attend? If you are attending, please contact me. I want to arrange a time for all of us attending to get together for lunch while at the Summit.

During April, we have a book club meeting coming up on April 3, and a program meeting on April 11. More information about these events is available in this newsletter and on our website. In addition, we have a few Academic Relations items going on this month. Lisa Mileusnich has been asked to talk about careers in writing and technical communications to English and Communications students at Walsh University in North Canton. Jeanette Evans, Lisa Adair, Bob Dianetti, and Lynn Nickels have been invited to talk to Youngstown State University students and faculty about careers in the field of technical communication. We wish them all the best of luck!

Are you a member of STC but not a member of the Northeast Ohio (NEO) community? (If you are not sure, and you want to find out, you can check through the membership directory at [www.stc.org](http://www.stc.org).) If you are not an NEO member, did you know that you can add the NEO community to your membership for \$25? NEO STC offers a variety of events during the year (program meetings, book club, networking lunches, webinars, and workshop) at a reduced rate for members, and these events allow you to expand your knowledge in the field and your professional network.

Several new members have joined or rejoined NEO STC in 2013! Welcome to Kevin T, Traci B, Mary P, Kelly P, Teresa S, Heidi E, and Peggy C. Since this time last year (March 2012), the NEO STC membership has grown by almost 10%. Thank you to all of our renewing and new members! If you ever have comments, questions, or suggestions about NEO STC, or you're interested in becoming a community volunteer, please write to me. I look forward to seeing/meeting you at an NEO STC event!

Janean Voss

NEO STC Community President

### Talk of the town

**Tricia Oleksy Spayer** received her Advanced Communicator Bronze award from Toastmasters. This means that she completed 20 projects in the speech education program. She reports, "I'm still active in my club, the Swagelok Impact Toastmasters club, and the program has given me the skills and confidence to do things I never thought I could." Congratulations and keep up the good work!

### NEO STC Community Officer Elections

Elections will be held May 16, 2013 at the Annual NEO STC Community Awards Banquet and Election.

Candidates for our 2013/2014 NEO STC officer positions are:

- ◆ Lisa Mileusnich: Vice President Candidate
- ◆ Debbie Mekker: Treasurer Candidate
- ◆ Claudia Thompson: Secretary Candidate

All voting members may vote for our candidates in person or by proxy at this meeting on May 16. For each officer position, each voting member may vote for the candidate identified above, or identify a write-in candidate. Any write-in candidate must be a regular, student, or senior member of the NEO STC community to qualify. If we have a quorum of voting members (10% of membership) voting at the May 16 meeting, then the candidate that receives the majority of votes in their respective position will be elected.

If you are unable to attend the May 16 meeting, and would like to vote by proxy instead, please contact Sharon Jendrisak by May 14 to let her know who you are designating as your proxy to attend the meeting and vote in your place.

### STC International Election Results

If you missed the STC International election results in the STC Notebook, click here (<http://notebook.stc.org/2013-stc-election-results/>) to see the results!

### STC Live Webinar Features Our Own Lynn Nickels

Lynn Nickels from our NEO STC community is presenting a live STC webinar: Writing Across Genres: The Formulas and Technicalities of Writing Outside the Box on April 9. She presented this topic for our NEO STC

community last October at the Writing Canvas Workshop. Good luck Lynn!

### Documents On The Go!

*by Jennifer Loudiana*

Have you ever been in an offsite meeting and needed to reference a document, but found it was on your network and you did not have access to it? Have you ever needed to access a file from home, but did not have your work computer with you? Google has a solution to help you organize your work so you can access it anywhere, anytime.

Google Drive is a free tool through your Gmail or Google Apps account. It is available through the Google Bar at the top of your e-mail service. Click Drive, and then click Create or the upload icon next to it to get started.

"Create" allows you to create documents, spreadsheets, presentations, forms, or drawings in the Drive interface. The documents can be downloaded easily and viewed with Microsoft products. In addition, the icon next to "Create" allows you to upload files you already may have or be working on. Google Drive stores documents on the Internet. As long as you have an Internet connection, you can access your documents.

If you download the app, you also can sync files between your computer and the Internet. If you do not have Internet access, you can still keep working and sync your files when the service is online again.

This product provides you with an easy way to back-up files and work on projects both online and offline. Additionally, Drive features include sharing, versioning, and viewing change history and organizational features, such as tagging and folders.

More information, instructions, and ideas about Google Drive are available online ([https://www.google.com/intl/en\\_US/drive/start/index.html?authuser=0](https://www.google.com/intl/en_US/drive/start/index.html?authuser=0)).

### Condolences: Donna Horowitz Peach

Donna Horowitz Peach passed away March 27, 2013 at UC Irvine Hospital in California. When she lived in Ohio, she worked at Hickok Inc, and was an active member and volunteer in the NEO STC community. Information about her life and journey are available through her blog: <http://donnapeach.com/2013/03/26/update-03-26-2013-break-a-leg-donna/>.

Our condolences go out to her family and friends.

### Radcom Is Four-Time NEO Success Award Winner

Radcom, Inc., a custom learning solutions consulting firm in Hudson, Ohio, has been selected as a 2013 NEO Success Awards winner. Inside Business magazine recognized Radcom's achievements, along with 96 other regional businesses, at an awards luncheon in March at Executive Caterers at Landerhaven.

Since 1995, the NEO Success Awards program has celebrated the growth and successes of Northeast Ohio's top-performing public and private companies. The award is based on sales growth, employee growth, and profitability. For Radcom, growth in the last few years has resulted in a wider variety of clients and service offerings.

"To win the NEO Success Award for the fourth straight year is remarkable in this economy" said Radcom vice president, Angie Dianetti. "Our growth is due to our constant attention to our clients needs and vigilant control of cost that allow us to provide great value."

### Sponsorship and Advertising Guidelines

NEO STC has implemented new guidelines for sponsorships and advertising.

An organization can serve as the primary sponsor of NEO STC for a given month, or participate at a more limited level by co-sponsoring a month. An advertisement can appear on our website for a specified timeframe.

Funds raised via sponsorships and advertising are used to fund our scholarship. Monies exceeding the scholarship amount will be allocated by the community leadership to either defray community event expenses for members or go towards efforts that will be most beneficial for the community.

For more information, including rates, see the Sponsorship and Advertising Opportunities page on our website.

### From the Editors: April Brings Good Things

April showers bring May flowers. This phrase comes to mind this time of year for some of us. April also brings thoughts for some of us in NEO STC of the upcoming STC Summit and NEO STC Community Awards Banquet and Election in May. We featured our Associate Fellow and Distinguished Chapter Service Award honorees in

previous editions of this newsletter, and will recognize them and several others at the banquet.

In addition, we should mention that it has been a great year so far for our community and soon to be outgoing president Janean Voss. A huge thank you goes out to Janean for her hard work in keeping our group alive, interesting, and valuable. A special thank you goes to her for her wonderful contributions to this newsletter. What a great term it has been in so many ways.

On a final note, it looks like people are talking about the cloud. Check out two articles in this issue on the topic. Go to <http://onestophumour.com/picture-2332-the-evolution-of-data-storage.html> to find a humorous depiction of data storage evolution.

### Reviews for "Quiet: The Power of Introverts in a World that Can't Stop Talking"

A selection of reviews for *Quiet: The Power of Introverts in a World that Can't Stop Talking* by Susan Cain:

"Cain takes a balanced, intelligent look at the interactions of introverts and extroverts. Her anecdotes can startle. She mixes in neuropsychological studies, interviews and her own experience to craft a smart book that steers clear of pedantry. QUIET is an excellent resource. It does justice to social complexities without martyring introverts or stigmatizing extroverts."- *The Cleveland Plain Dealer*

"Susan Cain's Quiet, an earnest and enlightening 300-page inquiry into introversion and its uses. A rich, intelligent book."- *The Wall Street Journal*

"Quiet demonstrates just how deep and disturbing is this plague of extroverts—the showoffs, risk-takers, salesmen, charmers, charlatans and politicians"- *New York Post*

If you would like to hear Susan talk about this book in her own words, she gave a TED (Technology, Entertainment, Design) Talk that you can watch here: [http://www.ted.com/talks/susan\\_cain\\_the\\_power\\_of\\_introverts.html](http://www.ted.com/talks/susan_cain_the_power_of_introverts.html).

What did you think about this book? Attend the April Book Club, and write your own review for this book to submit to the newsletter.

### Submit an Article for a Chance to Win an E-reader!

This is your newsletter, and your chance to be published! In addition to being published, you can also be entered to win an E-reader!

Starting April 1, 2013, when you submit an article to Lines & Letters (via [newsletter@neostc.org](mailto:newsletter@neostc.org)), you will be entered in our drawing to win an E-reader. NEO STC members can submit an article from April 1, 2013 to November 30, 2013 to be eligible. You will receive an entry for each article you submit, and the drawing will be held in December. The winners of our last drawing in 2012 were Tricia Spayer and Barb Philbrick.

We are running this promotion to give you a chance to share your knowledge and expertise with other professionals. In order to continue to keep our newsletter vibrant and fresh, we need your articles! Examples of what you can submit include:

- ◆ a book review
- ◆ an interview with an STC presenter, member, or professional
- ◆ an article about a new/different/cutting-edge technology
- ◆ a review or synopsis of what you learned at a professional event (STC or other professional group)

While this promotion begins on April 1 (April Fools Day), it is the real deal, we promise!

### Google Drive, SkyDrive, Dropbox: Some Thoughts

By Jeanette Evans

I recently did some research for a project to learn about the available cloud storage options. Here are a few beneficial resources that I found:

- ◆ An article from CBS MoneyWatch comparing cloud storage options ([http://www.cbsnews.com/8301-505143\\_162-57420569/](http://www.cbsnews.com/8301-505143_162-57420569/)) and explaining the costs for extra storage:
- ◆ Dropbox 2GB
- ◆ Google Drive 5GB
- ◆ SkyDrive 7GB
- ◆ A Microsoft chart comparing storage options: <http://windows.microsoft.com/en-us/skydrive/compare>

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- ◆ A free eBook called "Choosing the Right Cloud for Dummies"

### Library Introduces Digital Newsstand

*By Cheryl D'Mello*

*Thank you to Cheryl - president of the Society of Professional Journalists (SPJ) local chapter - for allowing us to reprint this article. The article originally appeared in the newsletter of the NE Ohio chapter of the SPJ.*

It is inevitable - the switch from the newsstand at the street corner to one online.

Along with news about federal cuts and a brand new whiskey named "Cleveland" was the recent announcement in The Plain Dealer about our county library's new online newsstand, bristling with our favorite magazines.

Cuyahoga County Library patrons now have access to nearly 400 of the most popular magazines, accessible using a Windows or Mac computer as well as a wide variety of mobile devices, from Apple iOS, Android, Blackberry and Windows phones to tablets and even the Kindle Fire, using a free Zinio Reader app.

What a deal! All this from Zinio, the self-proclaimed "world's largest newsstand." Nationally, about 650 libraries offer the magazines today. It seems hard to believe that the days of individual subscriptions, when magazines arrived folded neatly in your mailbox, may be gone forever.

You once eagerly flipped through the crisp pages, browsing through the features and ads. Gone, perhaps, is the feel of glossy paper between your fingers. As with all things online, this will mean a slight change in lifestyle. Interestingly, the digital version is supposedly a boon for seniors, since these devices allow them to read the magazines in larger type. If increased e-content means more voracious readers, this does seem worthwhile!

Let's just wait and watch to see whether this revs up our readers, as reading styles morph and are transformed.

### Seven of the Best (Short) TechComm Videos on YouTube

*Thank you to Yvonne Wade Sanchez for letting us reprint this from the STC Houston newsletter. Yvonne currently acts as the newsletter and social media manager for STC Houston.*

Using the "short" filter in YouTube, I found the following entertaining and informative videos:

- ◆ Information architecture:  
<http://www.youtube.com/watch?v=GT0ACPC3fUw>
- ◆ User Research and Usability Testing:  
<http://www.youtube.com/watch?v=yyV- ra1aZ4>
- ◆ What the #\$\$%@ is UX Design?:  
<http://www.youtube.com/watch?v=Ovj4hFeko7c>
- ◆ Technical Writing in Hollywood:  
<http://www.youtube.com/watch?v=aF7A0mG3XcO>
- ◆ Information Revolution:  
<http://www.youtube.com/watch?v=-4CV05HyAbM>
- ◆ Three anti-social skills to improve your writing:  
<http://www.youtube.com/watch?v=flthk8SNiiE>
- ◆ Future of Techcomm:  
<http://www.youtube.com/watch?v=dSdhnyDF0YY>

### Program Meeting Presentations

Some of our monthly speakers have shared their presentation slides and reference materials with us. Look under "Professional Resources" on the top navigation bar for Program Meeting Presentations. Please note that all materials are available for personal use only.