

# Lines & Letters

## Northeast Ohio STC Newsletter



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### President's Column

Dear Readers,

2012 has been an exciting year for NEO STC. We accomplished several key achievements, including – we organized nine monthly program sessions for you to attend/learn about timely topics from practitioners in the profession, hosted an educational Writing Canvas Workshop that provided you with hands-on experience to learn about cutting-edge topics and techniques, held networking lunches that gave you access to new and existing business contacts, and reached out to local universities, like John Carroll University and University of Akron, through programming and presentation opportunities. In addition, we introduced a bi-monthly book club early in 2012. In the book club you can read STC-related material that you may otherwise overlook, keep up with current books and authors, and get exposure to new viewpoints.

In 2013, our goal is to continue to achieve or exceed our current caliber of programming, events, and academic/community outreach. Are you interested in helping us to reach this goal?

- ◆ Did you make any New Year resolutions? Consider adding NEO STC volunteer work as one of your resolutions. By volunteering on a chapter committee, you can help us to continue/make new strides forward in the chapter. Plus, volunteering is a great addition to your resume, allowing you to build skills and leadership.
- ◆ Do you have only a limited amount of time to volunteer? We can find volunteer opportunities for you based on your level of availability.
- ◆ Do you feel like you have nothing new to offer to the chapter? Our current volunteers were newbies at one point too, and they quickly learned that their contributions were beneficial for the chapter.
- ◆ Do you want to learn more about volunteering? Contact me at [janean.voss@att.net](mailto:janean.voss@att.net)

If you renewed your membership already for 2013 - thank you! If have not renewed your membership yet, there's still time for you to renew without having a lapse in your membership:

<http://www.stc.org/membership/join-or-renew-now>

Remember that your membership year runs from January – December each year, so your membership

expires on 12/31 each year. If you are considering not renewing, please let us know if there is anything we can do for you as a chapter to make your membership more beneficial. We would like to hear from you.

Thanks everyone for making 2012 great – I'm looking forward to 2013!

Janean Voss

NEO STC Chapter President

### Holiday banquet raffle winners

Our annual holiday raffle was a success again this year! We had 14 items donated, including a baking supplies basket, pasta basket, beverage dispenser, Dick's Sporting Goods gift card, cake pops basket, appetizer/dessert items, Taste of Italy basket, handmade stationery, Amazon gift card, handblown glass ornament, Boogie Board and sleeve, honey basket, Macintosh support time, and a chocolate basket.

Thank you to all of the raffle item donors: Amy Vogt, Christi Carlson, Jeanette Evans, Joann Rasmussen, Ginny Haas, Nicole Derr, Barb Philbrick, Lisa Mileusnich, Tricia Spayer, Janean Voss, the NEO STC Membership Committee, and the NEO STC Executive Board.

Congratulations to all of our raffle item winners: Ginny Haas, Claudia Thompson, Carol Young, Kelly Graham, Tricia Spayer, Julie Mims, Lisa Adair, Lisa Mileusnich, and Kevin Halaburda.

Your generosity through donating items and purchasing raffle tickets is much appreciated! Money raised from this year's raffle will be used to fund upcoming NEO STC workshops.

### Newsletter archives update

**\*\* UPDATED 2017 \*\***

Back issues of the Lines and Letters newsletter, beginning with Fall 2000, have been converted to PDF format as of early 2017.

These full-text searchable PDFs are stored on the [Newsletter Archive page](#) of the chapter website. All Lines and Letters issues will be PDFed going forward.

If you are using links to the old (pre-2017) newsletter archive, **those links will no longer work.**

When you locate an article, we recommend that you save it down to your computer. We cannot guarantee that the archived content will always be available online.

### Webinar Review: Student Chapters

By Genelle Pretty

The STC Academic Relations SIG held a webinar on December 6th, 2012, to discuss the many aspects of STC student chapters. The webinar covered in detail the benefits, opportunities, challenges, and suggestions for STC student chapters. The benefits and opportunities were as expected (networking, access to the STC job bank, reduced cost, leadership positions, resume-building, etc.), but the stated challenges and suggestions were worth noting, and considering how the same issues might also affect an STC chapter.

The significant challenges include:

- ◆ Turnover in leadership and membership
- ◆ Proximity/access to local chapter meetings
- ◆ Event and activity planning resources

The suggestions for growth include:

- ◆ Utilize social media to promote membership
- ◆ Recruit on campus
- ◆ Invite non-members to meetings/events and remind them of reduced fees
- ◆ Network with other chapters and SIGs as possible
- ◆ Submit a budget for STC funding
- ◆ Participate in competitions
- ◆ Apply for awards/recognition
- ◆ Keep members involved after graduation

STC student chapters have great potential to develop committed STC members before they even graduate from college. With a passionate faculty advisor and interested students that can devote time and effort, an STC student chapter could thrive at any school.

### Book Club Update

Our book club chose a Stephen Denning book as the selection for discussion at the February 6, 2013 meeting.

The Stephen Denning title chosen - *The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative* - was named by the Innovation Network as one of the twelve most important books on innovation in the past several years. Here are some more excerpts from the site at <http://www.amazon.com/Stephen-Denning/>.

Stephen Denning was born in Sydney, Australia. He studied law and psychology at Sydney University. After doing a post-graduate law degree at Oxford University, he joined the World Bank where he worked for several decades in various management capacities, including Program Director of Knowledge Management from 1996-2000.

He is the author of eight books, including *The Leader's Guide to Radical Management: Reinventing the Workplace for the 21st Century*. His book, *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*, was selected by the Financial Times as one of the best books of 2007.

Denning consults with organizations in the United States, Europe, Asia, and Australia on topics of leadership, management, innovation and business narrative. In 2000, he was named as one of the world's most admired knowledge leaders (by Teleos) and in 2003, he was ranked as one of the world's top two hundred business gurus by Tom Davenport and Larry Prusak in their book, *What's the Big Idea?*

Denning's Web site (<http://www.stevedenning.com>) has an extensive collection of materials on radical management, leadership, innovation, knowledge management, and business narrative.

### In the Spotlight: Jay Gordon

Dr. Jay Gordon is an Associate Professor at Youngstown State University (YSU) and also Coordinator of the Professional Writing and Editing (PWE) program at YSU.

YSU offers a BA in Professional Writing and Editing and an MA in English-Professional Writing and Editing Track.

Jay's education includes a PHD and MA from Carnegie Mellon and a BA from Brandeis.

The NEO STC Academic Relations Committee recently reached out to Dr. Gordon and heard of his enthusiastic support for NEO STC and his plan to work closely with us in the near future.

We plan to work together to promote to students at YSU any future scholarships in technical communication that NEO STC can offer.

Jay's research and teaching interests include rhetorical theory and history, visual rhetoric and document design,



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technology and communication, and professional and technical writing.

We look forward to working with Dr. Gordon and his students. You can reach him at [jaylgordon@gmail.com](mailto:jaylgordon@gmail.com).

Be sure to like the PWE page on Facebook at:

<http://www.facebook.com/pages/YSU-Professional-Writing-and-Editing-PWE/167193330003704?fref=ts>

### From the Editors - Happy New Year

Out with the old and in with the new - the expression is both trite and true for some when they think about the old year passing and the new year coming.

The new year brings with it the hope for a good year. NEO STC and STC should provide you with the opportunity for interesting and professionally valuable opportunities for the coming calendar year. We can also mention that STC's Diamond Anniversary comes in 2013. With the International Summit coming up also comes judging for the International Summit Awards. If you are interested, you can apply at <https://www.formopro.com/ws/wfaward/rsp/welcome.asp?GUID=270689&ContactType=Judge&Check=1>

As for old and new entries for the Bulwer-Lytton contest, the author of the L'Oreal passage mentioned in our previous *From the Editors* section was Lisa Mileusnich. Who is the author of the following? See a future edition of this newsletter for the answer.

Hillbilly fishing.

It reminds me of that time when Eadmon caught the fish — well, it was two fish really, but one was inside of the other, the outer one being a “cannibal,” as it were, so whether that counts as one or two is debatable — and while he was walking home those people in the Mercedes stopped him and asked for directions to the Inn at Belwyn’s Point, which is ‘way the other side of the county, and what with the covered bridge having been washed out these two years hence, he was stumped on what to tell them until he thought of what yours truly would have said, and facing those city-slickers with his proudest, dumbest, fake-hillbilly expression, told them, “Yew kin’t gitt thayr frum heer, felluh,” so that you never saw anybody roll up their car window so fast (what did they think? — that he’d spit tobacco on their white leather seats?) and drive off like the devil himself was chasing them with a pitchfork — it was as funny as that, but twice as strange.

On another note about the year past, we could mention a humorous list of words from 2012 that should be banished and include fiscal cliff, guru, and trending as explained at the <http://www.nwprogressive.org/weblog/2012/12/banished-words-for-2013.html> location.

We could also mention that the Word of the Year 2012, according to the Oxford American Dictionaries, is GIF, as explained at [http://www.huffingtonpost.com/2012/11/12/word-of-the-year-gif-oxford\\_n\\_2119349.html](http://www.huffingtonpost.com/2012/11/12/word-of-the-year-gif-oxford_n_2119349.html):

"The GIF, a compressed file format for images that can be used to create simple, looping animations, turned 25 this year, but like so many other relics of the 80s, it has never been trendier," noted Katherine Martin, Head of the US Dictionaries Program at Oxford University Press USA, in a press release marking the announcement.

"GIF celebrated a lexical milestone in 2012, gaining traction as a verb, not just a noun. The GIF has evolved from a medium for pop-cultural memes into a tool with serious applications including research and journalism, and its lexical identity is transforming to keep pace."

"By the way, GIF according to its creators, is correctly pronounced "jif" and the three letters stand for Graphics Interchange Format. And although GIFs can be both static and animated, the word most commonly refers to this kind of looped sequence made up of multiple frames."

Wikipedia provides an example of a rotating Earth image in gif format, created from a NASA photo: [https://upload.wikimedia.org/wikipedia/commons/2/2c/Rotating\\_earth\\_%28large%29.gif](https://upload.wikimedia.org/wikipedia/commons/2/2c/Rotating_earth_%28large%29.gif)

### On Blogging and Edublogs

*by Jeanette Evans*

What is good blogging today? If we look at award winners from groups such as Apex and STC, we see a list that includes blogs such as - American Society of Clinical Oncology, Cleveland Metroparks, Cuyahoga Community College Title III Going the Distance, Garretson Resolution Group, Georgia World Congress Center, Indiana Chamber of Commerce, Office of eLearning & Innovation-- Cuyahoga Community College, Realtor Magazine, State Bar of Arizona, and USANA Health.

What is good blogging in the world of education that includes the instructional resource referred to as an edublog? Blog topics in education can include college

life, e-learning, education policy, internet culture, teaching, and technology as explained at the <http://oedb.org> site.

Some examples the site lists as especially notable blogs in education include. Catalysts & Connections, Digital Chalkie, Eduwonk, elearnspace, Schools Matter, The Knowledge Tree, and This Week in Education.

Good business blogs examples include those listed in a site such as <http://www.socialmediatoday.com/content/10-best-corporate-blogs-world> and include Caterpillar, Fiskars, GE, Manpower, Marriott, Patagonia, Southwest Airlines, Starbucks, and Whole Foods.

I visit regularly blogs that have an immediate impact on my life telling me for example the start time for a meeting I plan to attend or providing me with information to help me with a job.

In looking at some of the blogs listed above, especially the Whole Foods blog telling me about recipes, I feel I could visit more blogs than I do already. So many blogs and so little time - with estimates of over 100 million blogs in existence today - so little time is indeed an issue.

### Water cooler chats

The Technical Editing SIG is exploring a trial meeting format called watercooler chats. This format gives users a chance to participate in scheduled and moderated chats about selected topics. The idea is to have a time when we can gather, as if around the proverbial office water cooler, to investigate topics and exchange ideas by discussing them through the SIG chat interface. At this point, any STC member can participate (you do not have to be a member of the SIG).

For information on times, see Water cooler chats (<http://www.stc-techedit.org/Watercooler+Chats>).

*Note from the Lines & Letters editors: At deadline, you could not log onto the water cooler chats unless you were a Technical Editing SIG member. However, the SIG is checking into how to let all members participate. We will post an update when more information is available.*

### MOOCs, Tablets, Big Data - Technologies to Watch

*by Jeanette Evans*

The 2013 Horizon Project Advisory Board recently concluded their final round of voting with the official list of six "Technologies to Watch" now available. Here are the six areas identified for this year's report.

Time-to-Adoption Horizon: One Year or Less

- ◆ Massively Open Online Courses
- ◆ Tablet Computing

Time-to-Adoption Horizon: Two to Three Years

- ◆ Big Data and Learning Analytics
- ◆ Game-Based Learning

Time-to-Adoption Horizon: Four to Five Years

- ◆ 3D Printing
- ◆ Wearable Technology

According to the report, "the Time-to-Adoption Horizon indicates how long the advisory board collectively feels it will be until a significant number of campuses are providing or using each of these technologies or approaches broadly." The report preview is now available, while the full report should be available later in 2013. The stated goal of the full report is to "help readers understand the potential impact of these technologies and their applications on teaching, learning, creative inquiry, or research."

As a reminder in past years here is what topped the lists as explained a recent edition of Intercom:

- ◆ cloud computing in 2012
- ◆ ebooks and mobiles in 2011

### Spectrum 2013

The Rochester Chapter of STC recently announced the Call for Proposals for Spectrum 2013.

This is the 54th Annual Conference for the Rochester group.

Spectrum 2013 will be held on Friday, March 22, 2013, at Rochester Institute of Technology in suburban Rochester, NY.

See <http://stc-rochester.org/> for the latest information about the conference.

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## **Apex 2013**

As explained at their website, APEX Awards for Publication Excellent is an annual competition for publishers, editors, writers and designers who create print, Web, electronic and social media.

Business, nonprofit, agency and freelance communicators can enter APEX to win awards for their best writing, publications, campaigns, programs, design and media.

See

<http://www.apexawards.com/apex2013awardscategories.htm> as a reference if you plan to enter.