

President's Column

We were happy to see so many people at our October Program Meeting and Writing Canvas Workshop in October! We heard some great educational presentations from Neil Perlin, Carrie Buchanan, Denise Kadilak, and Lynn Nickels. Neil wanted me to thank everyone for inviting him to visit Northeast Ohio, and looks forward to opportunities to work with us again in the future! Our audience for the workshop contained a great mix of STC members, JCU English and Communications students, and nonmembers from inside and outside the region. Thanks again to Cinecraft Productions for hosting us for the October Program Meeting and John Carroll University for co-sponsoring the workshop with us.

Our November Program Meeting is just around the corner, and will feature Joann Rasmussen, Elena Dunne, and Scott Carothers. They will present a Translation Panel Discussion at Akron General Health & Wellness Center on November 8 that will cover Simplified Technical English, Translation Outsourcing, and Global Translations. This is also our "Member-Bring-A-NonMember-Guest for Free" meeting. Members, this is a great chance for you to introduce someone who is not a member to STC, and show them the great benefits of membership.

We had one new member join in October – welcome Joann to the NEO Community! For all members (and not yet members!), please remember to check out the great deal taking place through December 31 for joining/renewing your Classic Memberships for 2013. And, remember to add the Northeast Ohio Community as your chapter when you join/renew!

If you ever have comments, questions, or suggestions about NEO STC, or you're interested in becoming a chapter volunteer, please write to me. I look forward to seeing you again soon at an NEO STC event!

Janean Voss

NEO STC Chapter President

Editing vs. Proofreading

Are you an editor or a proofreader? Perhaps both?

Regardless of your skill level at editing and proofreading, you may enjoy [this infographic](#) from Scribendi Inc. about the differences between the two.

National Day on Writing Celebrated at Workshop

The Writing Canvas Workshop on October 20 featured a basic writing exercise to celebrate the National Day on Writing. Attendees had the opportunity to share their favorite quotes and/or life lessons by writing the quotes on sticky notes and leaving them on a wall. Here is a sampling of quotes shared by NEO STC members, John Carroll University students, and guests.

"I am always doing that which I cannot do in order that I may learn how to do it." - Pablo Picasso

"Face it... you [messed] up. You trusted us!" - John Belushi in Animal House

"Without contraries is no progression."

"Age is not important unless you are a cheese!" - Sue Ann Nivens, Mary Tyler Moore Show

"He was born with the gift of laughter, and a sense that the world was mad." - Scaramouche, Rafael Sabatini

"Writing is the only thing that, when I do it, I don't feel I should be doing something else." - Gloria Steinem

"You may not be able to control what happens to you in life, but you can control your attitude about it."

"Good girls never make history."

Newsletter Promotion Winners

Congratulations to Tricia Spayer and Barb Philbrick, the winners of our fall newsletter promotion! They will each receive a \$25 gift card to Amazon.com.

Thank you to all of our contributors!

In the Spotlight: Thea Teich

A big thank you goes to Thea Teich for her recent presentation for NEO STC and providing input for this write-up. Marketing communication for technical products and services rather broadly describes the focus of Thea Teich's career. The field—and her experience in it—has led her into a wide array of positions and offered her opportunities that might not standard for someone with the title, "technical communicator."



She's worn a Smokey Bear hat and led nature walks in streams in Oklahoma, developed environmental education programs at major museums, written press releases on water pollution control on the Ohio River, supervised

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photo shoots in chemical plant control rooms, and since 1995, run her own business—among other activities.

That business, Teich Technical and Marketing Communications, offers technical and marketing communications services, including Web content development, indexing, report development, editing, writing, and marketing communications consultation to clients ranging from software manufacturers to financial services, from technical publishing to marketing research. Thea's educational background includes a bachelor's degree in cellular biology and zoology, a master's degree in specialized communications, and an MBA, as well as science teaching certification.

Somewhere in there, Thea Teich found time to be president of the Society for Technical Communication (STC) in 2003-2004. She also served the Society as immediate past president (2004-2005), first vice president (2003-2003), second vice president (2001-2002), regional director (1998-2001), Southwestern Ohio chapter president (1993-1995), and in several other capacities on the chapter level and on Society-level committees.

She remains active in the Southwestern Ohio chapter (currently as treasurer) and the CIC (Consultants and Independent Contractors) SIG.

In 2008, she was named an STC Fellow. In 1998, she received an STC Distinguished Chapter Service Award.

She taught marketing communications at Cincinnati Community and Technical College as an adjunct instructor during the 1990s.

Thea Teich is also involved in the University of Michigan Alumni Club of Greater Cincinnati. She was raised in northern New Jersey and has lived in the Cincinnati area since 1980. She can be reached at Thea@TeichTMC.com.

Atlanta to Host 2013 STC Summit

Taking place May 5-8 in Atlanta, Georgia, the 2013 Technical Communication Summit, the 60th Annual Conference of STC, features over 80 sessions organized by seven tracks.

If you are presenting or plan to attend we would like to hear about your experience.

For more information about the conference, see the <http://www.stc.org/education/technical-communications-summit/summit-website> site.

How can you justify attending the STC Summit in today's economy? At <http://summit.stc.org/program-info/convince-your-boss/> you will see ideas that include a sample memo with some of these ideas on justification:

- ◆ I understand that our company is cutting back on training costs and we are looking for ways to get the most for the money we spend in every area. There is a cost-effective professional education conference in May that will help [your company] reduce expenses in translation costs, structured authoring, project management of reports and publications, as well as several other areas.
- ◆ The Summit is packed with more than 80 sessions over the three full workdays with topics covering all aspects of technical writing, editing, project management, and publication production.
- ◆ When the schedule of sessions is released in February, we can go over the list together to determine which ones will benefit the company most.
- ◆ The sessions will provide us with more knowledge of report production, editing, writing, management concepts, and government contracting. This knowledge will enable us to handle [a particular client or project] with more professionalism and confidence, which will reflect favorably on [your company].

Book Review

147 Practical Tips for Teaching Online Groups: Essentials of Web-Based Education by Donald E. Hanna, Simone Conceicao-Runlee and Michelle Glowacki-Dudka (2000)

Reviewed by Jeanette Evans

The authors of this book are experienced distance educators. They provide tips that cover topics from pre-instruction preparation to teaching effectively. Someone new to teaching distance classes could find the tips of value. Experienced teachers could find the tips to be a good reference. If you just want to familiarize yourself with the subject, you could find something of value in the book as well.

Some of the tips anticipate problems you might face teaching online. Other tips dispel what the authors feel are misconceptions about teaching online. While written when distance learning was in its relative infancy, the book still has valuable tips. The chapter called Myths and Constraints of Online Teaching has some especially

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interesting observations. Here is a snippet covering tips 43-51 from that chapter.

- ◆ 43. Myth: Learners Are Unable to Adapt to the Online Environment
- ◆ 44. Myth: The Instructor Has to Know How to Do Everything
- ◆ 45. Myth: Time Requirements for Teachers Are Lower in an Online Environment
- ◆ 46. Myth: Online Classrooms Aren't Conducive to Group Interaction and Activities
- ◆ 47. Myth: Online Classrooms Aren't as Social as Face-to-Face Classrooms
- ◆ 48. Myth: The Number of Learners in Online Classrooms Can Be Unlimited
- ◆ 49. Myth: Technology Will Always Work
- ◆ 50. Myth: The Course Will Market Itself; Post It on the Web and They Will Come
- ◆ 51. Myth: Learners Will Always Understand Your Intended Expectations for Them from Your Clearly Written Syllabus

Notice that Myth 49 states that technology will always work. Now there is a myth if ever there was one.

From the Editors - November Update

A thank you goes out again this month to all who contributed to this current posting. A thank you also goes out to the NEO STC board for supporting the idea of a drawing for an Amazon gift card for newsletter contributors.

Here is a reminder that with our ongoing monthly meetings, book club, competitions, academic relations work, webinars, and networking luncheons - just some of our NEO STC activities - we hope you find something of interest and value.

NEO STC has already this year provided the chance for you to hear great speakers such as Thea Teich and Neil Perlin for our regular meetings and participate in the impressive Writing Canvas Workshop. NEO STC also offered student discounts, held book club meetings, provided activities related to competitions, and sponsored networking and other learning activities.

The future brings more great speakers, continuing competitions activities, continuing academic relations work, more book club meetings, and, the list goes on. This is not to mention activities available through STC

that include the annual conference and contributing to STC publications.

We have coming up our November and December activities, and in January the chance to hear Mary Knepper speak about how personality type affects negotiating style and tone.

Last but of course not least, please consider contributing to this newsletter. We look forward to hearing from you at our newsletter@neostc.org address.

National Distance Learning Week Celebrated in NE Ohio

Northeast Ohio celebrates National Distance Learning Week (NDLW) on November 5-9, 2012.

According to <http://www.usdla.org/ndlw/about.html>, NDLW is sponsored by the United States Distance Learning Association as it seeks to "promote and celebrate the tremendous growth and accomplishments occurring today in distance learning programs offered by schools, businesses, and governmental departments."

Cuyahoga Community College celebrates NDLW with a series of activities that include student activity tables and online events. Please contact Jeanette Evans if you would like more information.

Last year more than 80 percent of all Tri-C students registered for classes online, with approximately one-third enrolling in some form of distance learning. Tri-C offered 51 degrees and 13 certificates at a distance, making it Ohio's second-largest provider of distance learning coursework. Many consider online learning to be the fastest growing segment of education today.

NDLW is an initiative developed to generate greater awareness and appreciation for distance learning and to recognize leaders and best practices in the field.