

President's Corner

Welcome back for the new 2013-2014 NEO STC Programs year!

The 2012-2013 year was notable in that the Northeast Ohio Community was named a community of distinction. Well done to all of our energetic and enthusiastic members.

Why does the STC remain an important part of the NEO STC membership's professional lives and how can the community add value going forward? For all of the wonderful relationships that are cultivated, as well as the good times enjoyed, the organization's goals and focus must remain on developing good members of the larger professional community.

Toward that end, one of the continued goals for this year's presentations is for each to provide information that the community members can use and apply on their job. We have a great group of people volunteering for the NEO STC, and I am grateful for every one of them. With that said, another goal is that each continue to maintain a good sense of balance in all areas of their life. If you are interested in getting more involved as a volunteer, please feel free to contact me.

We are looking forward to a good year.

Paul

PS. A word of explanation regarding the picture associated with this column. I am a maritime historian and wanted to share something unique with the community each month. The lady pictured this month is the USS Enterprise, CVN-65. She was our nation's first nuclear-powered carrier and she served us, with honor, for 51 years. She retired in 2013. If you read this column for no other reason, you will see a beautiful vessel introduced each month.

2013-2014 NEO STC Technical Writing Competition

It's time to look at the documents you have created in the last 12 months and see which ones can be entered in the NEO STC competition!

NEO STC is currently looking for competition entries and judges.

When you submit an entry in the competition, you receive detailed evaluation and feedback from your peers and recognition for your work. In addition, submissions that receive Distinguished Technical

Communication or Excellence awards are eligible to be entered in the international competition, where your submission will receive additional evaluation.

When you volunteer to judge in the competition, you get the opportunity to contribute to the evolving definition of quality for technical communication. You can also share your expertise, see the best examples of our craft, and make new contacts in the field. This year, we are exchanging entries with the Rochester chapter, so you will get the opportunity to see work from another chapter.

Important deadlines

- ◆ October 7, 2013: Applications to judge must be received
- ◆ October 18, 2013: Entries must be received

About the competition

The competition is divided into four categories:

- ◆ Informational Materials
- ◆ Instructional Materials
- ◆ Promotional Materials
- ◆ User Support Materials

There are three award levels:

- ◆ Distinguished Technical Communication
- ◆ Excellence
- ◆ Merit

One of these may be awarded Best in Show.

We will swap entries with the Rochester STC chapter again this year, so entries to NEO STC will be judged by the Rochester chapter. NEO STC will judge the entries for the Rochester chapter.

How to enter

See the Competitions page on this website for entry forms and additional information.

Full competition rules are available at <http://www.stc.org/membership/recognition/competition>.

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Submit an Article for a Chance to Win a Kindle!

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

When you submit an article to Lines & Letters, you will be entered in our drawing to win a Kindle 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.

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
- ◆ hints and tips for software applications
- ◆ a review or synopsis of what you learned at a professional event (STC or other professional group)

Technical Writers Article in Plain Dealer

The Cleveland Plain Dealer interviewed local NEO STC Chapter Member Stephanie Schmelzer in an article about technical writers in its August 18 edition. Stephanie pointed out the value and necessity of joining a local chapter. To read the article in its entirety, see the article here

http://www.cleveland.com/employment/plaindealer/index.ssf/2013/08/technical_writers_need_strong_analytical_and_communication_skills.html

Radcom and STERIS Collaboration Wins 2013 APEX Award

The collaborative team of STERIS Corporation and Radcom, Inc. has won The Communicator Award of Distinction, an award honoring communications professionals for creative excellence. Their entry, Security Awareness, is part of a web-based training program meant to educate employees on STERIS's corporate security concepts and policies.

The APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. APEX Awards of Excellence recognize exceptional entries in each of the individual categories. With some 2,400 entries, competition was exceptionally intense. The Radcom/STERIS entry was chosen as one of ten winners from the 212 entries in the Electronic Media: Education and Training category.

"I'm thrilled we won this award. Security is an important subject for any organization, and I'm glad we were able to help STERIS better train their employees to meet and exceed federal standards. Working with the STERIS team was a very positive experience," said Jo Ellen Frost, who was the instructional designer and storyboard writer from Radcom.

Bob Warren, STERIS's Chief Security Officer, added that, "In our industry, security is of the utmost importance, not only to comply with government requirements, but also to keep our people, property and information secure."

Kelly Chickos, STERIS's Manager of Learning & Development, stated, "We are very committed to maintaining our culture of safety and security at STERIS. The interactive nature of the web-based training we developed with Radcom has given us the ability to provide our employees with the knowledge they need to keep themselves and the company secure."

Each year, the quality of entries for the APEX Awards increases. Overall, this year's entries displayed an extraordinary level of quality. The APEX judges saw only the most promising publications that professional communicators could enter. From them, they had the truly difficult task of selecting the award-winning entries.

The panel of judges included John De Lellis, Concepts Editor & Publisher, Carolyn Mulford, Senior Writer & Editor of Writer's Web Watch and the Writing That Works Archives, Christine Turner, Contributing Editor of the Writing That Works Archives, and Bill Londino, Consulting Editor of Writer's Web Watch.

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In the Spotlight: Jeanette Evans

By Lynn Nickels



Jeanette Evans has been a member of the Northeast Ohio Chapter of STC for — well, "forever," she says! Since joining in the '90s, she has worn many hats within the local chapter and is currently co-editor of NEO STC's newsletter, Lines &

Letters, and serves on the Academic Relations Committee. She was the Competitions Committee Chair for several years, an NEO STC treasurer, and a competitions judge. She also organized the first NEO STC conference, working in conjunction with the Cleveland Engineering Society.

Jeanette has also been able to contribute at both the national and international levels for the Society for Technical Communication. She was a competitions judge for the International Publications Competitions in 2000, 2001, and 2012, and is a several-times published author/co-author of many articles in *Intercom*, STC's national magazine.

Titles for *Intercom* have included: "Emerging Technologies to Consider," "What We Can Learn from Project Managers," "Six Emerging Technologies to Watch," "Effective Storyboarding," "Seven Steps to Successful Online Help with Reuse," "and "Moving Toward a Content Reuse Strategy, Slowly and Carefully." Jeanette has also presented several times at STC's Annual Conference and has done many book reviews for the Society.

In addition to her work with NEO STC, her vast experience in communications includes that of writer, editor, instructor, and consultant/analyst. She is familiar with web design, HTML, writing on-line help, technical documentation, and medical manuscripts. During her career, Jeanette has worked for such companies as Philips Medical Systems and Rockwell Automation, and currently works for Cuyahoga Community College. She has held the role of instructor, as well as technical writer/analyst for the Office of eLearning and Innovation at Tri-C and has been a Tri-C Title III informational blog contributor.

In addition to working in the corporate world, Jeanette enjoys freelance work and has done projects for the Case Western Reserve School of Medicine's Department of Pathology and the Cleveland Clinic Foundation's Office of Clinical Interfaces. If you need a great freelancer, keep Jeanette in mind.

Most recently, Jeanette is especially excited about her volunteer work as secretary for the Friends of Euclid Creek and Highland Heights Green Task Force. She writes a news blog at foecnews.blogspot.com. Please check it out!

Jeanette lives in Highland Heights with her husband, Rick. They have two daughters, Sacha and Barbara, who was recently married.

Jeanette's education includes an M.S. in Technical Communication Management from Mercer University and a B.A. in Education from the University of Illinois at Champaign-Urbana. If you want to know more, or are curious about which hat Jeanette is wearing today, contact her at jeanette.evans@sbcglobal.net or see her blog at <http://jeanetteevans.blogspot.com/>.

STC Offers 140 Free Archived Seminars

STC is now offering a collection of 140 archived web seminars that any member can access for free. Subject areas include professional development, content management, writing and editing, and tools and technology.

STC's free, on-demand, archived seminars include an audio recording synched with the PowerPoint presentation. For more information or to access a seminar, visit this link on the STC website.

Editor's Newsletter Notes: Welcome

By Jeanette Evans (co-editor, Lines & Letters)

Here it is – the start of the 2013-2014 year for NEO STC! A big thank you goes out to our wonderful new officers and chairs for taking on their new responsibilities. We are all looking forward to a great year for NEO STC and of course, Lines & Letters.

Lynn Nickels has, fortunately for us, agreed to serve as a co-editor for Lines & Letters. She has contributed to this newsletter often and otherwise to STC and NEO STC for many years. A graduate of YSU (with a Masters in English and Bachelors in Journalism/Photography/Professional Writing and Editing), Lynn was a past president of the YSU STC student chapter, and in April, 2013, presented at the PWEPALOOSA event hosted by YSU (for Professional Writing and Editing majors). She continues a dialog at YSU about re-starting a student chapter.

Lynn's other recent accomplishments include presenting at the Writer's Canvas event at JCU, creating an

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impressive STC Webinar, receiving Awards of Merit and Excellence in our publications competition, working in NEO STC registration since 2009, and editing the Community Handbook section. What a list of impressive accomplishments! We all look forward to seeing Lynn bring her background, especially in copy editing, to Lines & Letters. She agreed to use The Chicago Manual of Style when editing this newsletter.

We are also fortunate to have Lisa Mileusnich play the dual role of newsletter co-editor and incoming vice president. Her list of accomplishments and involvement with STC continue to grow at an impressive pace. Having joined NEO STC in 2005, Lisa was previously a member of the BGSU student chapter. Holding a BA in English and a minor in technical communication, she currently works as a technical analyst in the Corporate IT Technical Communications department at Parker Hannifin.

Lisa's many accomplishments include being a past treasurer for NEO STC. She also talked in the spring of 2013 about careers in writing and technical communications to English and communications students at Walsh University in North Canton. We very much look forward to Lisa's new vice presidency role for NEO STC and thank her for staying on as co-editor. We are so lucky to have a member such as Lisa in our community. Many of us appreciate how organized and hard-working she is.

Continuing our promotion, if you submit an article to Lines & Letters by November 30, you get a chance to win a Kindle. We look forward to seeing your submissions.