

# Lines & Letters

## Northeast Ohio STC Newsletter



December 2012 Issue

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### President's Column

Our Annual Holiday Recognition Banquet and Raffle is coming up on December 13 in the ballroom at the Hilton Cleveland East in Beachwood. We will recognize and award the 2012 NEO STC Competition winners and also hold our annual holiday raffle.

- ◆ This year's competition had 15 submissions including promotional, instructional, informational, and user support publications. Come to recognize your peers' achievements, and see a display of the award-winning submissions.
- ◆ For the raffle, we already have over 10 raffle donations ranging in value from \$20 - \$200, including themed gift baskets, gift cards, services, and handcrafted items. Money raised from this year's raffle will be used to fund future NEO STC educational workshops.

We hope that you will join us, and also welcome you to invite your significant other, co-workers, and friends to attend the banquet. The price is just \$30/person to attend, and this includes dinner, awards ceremony, and one complimentary raffle ticket. Additional raffle tickets will be sold at the event. This event always proves to be fabulous celebration of your peers' accomplishments and a great end of year celebration for 2012 with NEO STC! E-mail [programs@neostc.org](mailto:programs@neostc.org) by close of business December 7 to register.

For all members (and not yet members!), please remember to take advantage of 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! We have had 25% of our NEO STC membership renew (or join) already – this is great! And, remember, for those that renew (or join) for 2013 by December 13, you will receive two free raffle tickets to use at the Annual Holiday Recognition Banquet and Raffle on the 13th. If you are unable to attend the banquet, then your tickets will be entered to win a raffle item donated by our Membership committee.

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

### Competition Award Winners

Congratulations to the NEO STC competition award winners!

#### Distinguished Technical Communication Awards

- ◆ **Brad Lindamood, Dave Howell, and Theresa Marchwinski** of Quest Diagnostics for "Care360 Linking and Single Sign-On Programmer Reference."
- ◆ **Theresa Marchwinski, Dave Howell, and Brad Lindamood** of Quest Diagnostics for "Quest Diagnostics Data Exchange Services Orders and Results Programmer Reference."
- ◆ **Lisa Burriss-Masters, Sophia Helton, and Sabrina Darnowsky** of Quest Diagnostics for "Care360 Labs and Meds User Help."
- ◆ **Jonathan Vasko, Michael Pendleton, Lisa Adair, and Robert Meeker** of Rockwell Automation for "CompactLogix 5370 Controllers User Manual."

#### Excellence Award

- ◆ **Brad Lindamood, Dave Howell, and Theresa Marchwinski** of Quest Diagnostics for "Quest Diagnostics Data Exchange Services Certification Suite Administrator Manual."

#### Merit Awards

- ◆ **Sabrina Darnowsky** of Quest Diagnostics for "Care360 Lab Orders and Results 2012.3 PSC/IOP User Manual."
- ◆ **Lynn Nickels, Jonathan Vasko, and Kelly Graham** of Rockwell Automation for "Firmware Release Notes Instructions."
- ◆ **Bob Young, Jason Wright, Lisa Adair, and Tony Molica** of Rockwell Automation for "PlantPax Process Automation System Selection Guide."
- ◆ **Peggy Goodell and Amanda Barcon** of University Hospitals for "Lean Six Sigma: Using Tools to Improve Our Workplace."
- ◆ **Dan Schrembeck, Randy Jasinski, Ron Dowd, and Nicole Derr** of Virtual Hold Technology for "Virtual Hold System Requirements."

### Book Club Update: Jill Facilitates the Discussion



Jill McCauslin recently became the new facilitator of our NEO STC book club.

She is a long-time member of NEO STC and STC Associate Fellow.

She also recently was voted in as a member of the Hudson Library Board of Directors.

Lines and Letters recently had a Q-and-A session with Jill.

#### How does the book club work?

Right now the book club meets every two months on the first Wednesday of the month. We've been meeting at the Panera in Independence. It is centrally located and has enough space for a group of us to sit and chat. We've been selecting titles of books that were reviewed in Technical Communication and asking members to vote. That's been working well but since we're meeting six times a year and the journal is only published four times a year, we may need to find other titles. I think we'll ask chapter members to suggest possible books to add to the list when we need more titles. Feel free to invite interested co-workers or friends to join us. Also, people should feel free to vote on the book choice. If your book doesn't win and you don't want to participate, that's ok. Best Practices Are Stupid: 40 Ways to Out-Innovate the Competition by Stephen M. Shapiro is our current selection.

#### What is your own history with book clubs?

I like book clubs. I think they're a great way to read books that we might not normally read. I've been in a couple of business/industry-related book clubs. One thing I've learned from those kind of clubs is that often the best books to discuss aren't obvious business books. For example, *Travels in Siberia*, by Ian Frazier, led to a great discussion about economics and international travel. I have belonged to a book club at the Hudson library for years. It's been a great way of making some friends and reading books that I might not have chosen. I also am an administrator for an online book club on Shelfari. I joined the group and began to participate and they asked me to help manage it. One thing I like about online clubs is that you can participate on your own schedule.

#### What are some of your own personal favorite books?

I'm really a fiction reader. I just finished *The Art of Fielding* and loved it. It doesn't get any better than baseball and Herman Melville in one book. Other favorites are *Out Stealing Horses* and *Cutting for Stone*. I belong to both Shelfari.com and GoodReads.com. I usually rate the books that I read. I'm Jill M on Shelfari and jillmccauslin on Good Reads so if anyone belongs to either site, feel free to connect with me. I also always enjoy anything by Mary Doria Russell and Thrity Umrigar—we're lucky to have them as local authors.

In the non-fiction world, I enjoyed *The Other Wes Moore*, *The River of Doubt: Theodore Roosevelt's Darkest Journey*, and *The Omnivore's Dilemma*. These are all books that I've read due to some book club assignment.

#### What is your favorite part of being a discussion book club leader?

I'm a reader--I'm always reading a book. This year has been a busy one for me so my reading has slowed but I never stop completely. I've gone to audio books for the car and download books from the library to my phone but I still always have a book close to hand. I help lead an online book club. Because we read a different book every month, it's nice to have a couple of other administrators to help. When Janean asked me if I'd be interested in being the book club facilitator, I agreed. It was a good fit for me and allowed me to do something for the chapter.

#### What other thoughts about the book club would you like to share with NEO STC members?

The great thing about the book club is that it doesn't require a major commitment for people to participate. You just read a book and come discuss it over a cup of coffee. Even when people don't finish the book, they usually can participate without problem. It's a good opportunity to learn something new, both from reading the book and discussing it with the other participants. I hope that anyone who has been thinking they might want to attend will do so.

#### NEO STC Holiday Raffle Items Needed

Please consider donating an item (or more) for the NEO STC holiday raffle! The raffle will be held during our Holiday Party on December 13 at the Hilton Cleveland East in Beachwood.

### Why are we raising money?

Money raised from this year's raffle will be used to subsidize the upcoming year's NEO STC workshops. These workshops include intensive training that you cannot get anywhere else for such a great price. The funds raised by the raffle allow us to keep your costs low.

### What items are normally donated?

Some examples of items donated in previous years include gift cards, themed gift baskets (for example, wine or chocolate baskets), books, autographed sports memorabilia, handmade jewelry or craft items, or an electronic item (for example, an iPod).

### How do I donate?

If you know now what you'd like to donate, please contact Lisa Mileusnich. Advanced notice of gifts is greatly appreciated (even if you don't know exactly what the item will be - it will help us plan space), but please feel free to bring anything you want the day of the event.

You do not need to attend the event to donate an item. Please arrange an early drop-off with Lisa Mileusnich or Tricia Spayer.

### How much are raffle tickets?

Everyone who attends the Holiday Party will receive one complimentary raffle ticket. Additional tickets will be sold during the holiday party. You must be present to win. Please bring cash or check – no credit cards accepted.

Ticket prices are:

- ◆ \$2.00 for one ticket
- ◆ \$10.00 for six tickets
- ◆ \$20.00 for 20 tickets (and \$1.00 more per ticket beyond 20).

Thank you! – and see you on December 13!

## Five Questions with the NEO STC Membership Committee

Welcome to a new column in the NEO STC newsletter! We will be featuring a different committee each month (using a Q&A format) to learn about what they do and how they help our chapter.

The highlighted committee for this month is Membership, represented by Genelle Pretty. We asked her five questions:

### 1. What is the Membership Committee?

The Membership Committee performs administrative functions related to welcoming new members, maintaining member information, providing STC and NEO STC informational materials to members and guests, and promoting membership renewal.

### 2. Why is the Membership Committee important to the chapter?

The Membership Committee is important to the chapter because NEO STC needs to reach out to new members, maintain the information of current members, encourage current members to renew their membership each year, and provide non-members with membership materials and brochures.

### 3. What tasks do you work on with the Membership Committee?

The Membership Committee tasks include sending welcome e-mails to new members, monitoring the NEO STC roster through the STC website, adding to/maintaining member information in Constant Contact, and printing and assembling STC and NEO STC informational materials for distribution to non-members.

### 4. How did you get involved with this committee?

I got involved with the Membership Committee right away when I joined the chapter in the summer of 2010. I was looking to help in some way, and the Membership Committee was the first opportunity that surfaced.

### 5. What are a few reasons why we should renew our STC memberships?

Reasons that chapter members should renew their membership are:

- ◆ To continue learning through education opportunities
- ◆ To pursue career development through monthly program meetings
- ◆ To participate in professional networking opportunities
- ◆ ...all for a reasonable cost!

Thank you to the Membership Committee for your hard work and dedication to STC! If you would like more information about this committee, please contact Genelle Pretty. If you would like to volunteer with the Membership Committee or any of our other chapter committees, please contact chapter president Janean Voss.

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### In the Spotlight: Christine Barger

Christine Barger joined STC this past spring after what she calls a "yummy networking lunch at Crave in Akron." About being in STC, she says, "So far I've really enjoyed meeting people in my field; for a long time, I've been isolated in my work, and it's great to get new perspectives from people doing the same things I do. " You can reach Christine at her christinewbarger@gmail.com address. Here are her answers to some questions we recently asked her.

#### What is your educational and professional background?

Graduating with a BA in English, I started working part-time from home for the American Physical Society, editing and prepping journal articles for publication in Physical Review D, Particle Physics. The subject matter was very intense and mathematical. One time I got to edit a Stephen Hawking submission! He's probably the most famous physicist, or at least the only recognizable one. I started working fulltime at the NASA Glenn Research Center as a Technical Editor/Writer in their Publishing Department. Our editing team got to work with journal articles, technical reports, proposals, flyers, posters, and any and all material that was routed through the department.

Working at NASA kept me on my toes, and there was always a new project to be excited about. In April of 2012, after getting a little sick of my commute, I found a job at a midstage startup in Akron called Echogen. The company offers a waste-heat-to-power solution for industry. It's amazing to be a part of a company that's working to help save the planet, and the energy of a new company is exciting. As the only communications professional here, I'm in charge of all external and internal publications including procedures, manuals, presentations, marketing materials, the website, proposals--you name it.

#### What other information about your background could be of interest to our readers?

I am a Brownie leader for troop 1025 in Hudson. I keep busy with my three kids (ages 8, 6, and 2) and their sports, art classes, birthday parties, etc. They don't leave me much time for hobbies or leisure, but every day is an adventure, or a borderline disaster. I usually try to see it as the former.

### From the Editors - December Update

The end of the calendar year brings of course a chance to reflect on the past and think about the future. NEO STC has already provided us in the 2012-2013 term some great monthly meetings, competitions activities, academic relations activities, book club events, networking lunches, and more.

The new calendar year brings new opportunities for interesting and valuable NEO STC and STC activities. If you plan to attend the STC annual conference in the spring or another conference such as the one in Rochester, we would love to hear from you about your experiences.

Let's not forget that congratulations go out to the winners of the drawing for those who contributed to this newsletter. Our winners were Tricia Spayer and Barb Philbrick. They won \$25 Amazon gift cards.



This past November marked another National Distance Learning Week. Cuyahoga Community College celebrated with many activities, including a focus on gaming and an activity with the freerice.com site. If you are good with vocabulary or want to be, and don't already participate, please consider going to <http://freerice.com/> and playing. Other subject areas besides vocabulary are also available. For each correct answer submitted, rice is donated to the UN World Food Programme.

Last but not least, let's not forget that 2013 brings with it the chance to pen a new entry for the upcoming Bulwer-Lytton Fiction Contest (<http://www.bulwer-lytton> provides details). Several NEO STC members have written in the past in connection with this contest. Do you know who in NEO STC wrote the following? See the answer in our next newsletter.

He slowly ran his fingers through her long black hair, which wasn't really black, because she used Preference by L'Oreal to color it, because she was "worth it"; her carrot-colored roots were starting to show, and it reminded him of the time he'd covered his car's check engine light with black electrical tape, but a faint orange glow still shone around the edges.

### Student Membership Discounts

Are you currently enrolled in a Northeast Ohio educational institution? Are you interested in exploring technical communication as a career field? Consider

joining NEO STC! Student membership offers you access to STC's online publications, and membership in NEO STC and one additional special interest group. Your membership in NEO STC alone will get you access to great networking opportunities, mentoring, events, and much more!

Can't afford to join? If you qualify, NEO STC will pay for half of your STC one-year student membership (a \$37.50 value). Requirements to qualify for funding include the following:

- ◆ Interest in the field of technical communication
- ◆ Current enrollment as a full-time student at a Northeast Ohio community college, college, or university
- ◆ Willingness to participate in a three-month chapter mentoring program

Through December 31, we can help up to three students offset their student membership fees through this program. In 2013, we plan to continue to help fund a limited number of student memberships too!

If you are interested in this opportunity, apply today!

Questions? Send an e-mail to [studentmemberships@neostc.org](mailto:studentmemberships@neostc.org).

### Candidates for 2013 STC Election

The STC Nominating Committee has announced the slate of candidates for the 2013 STC election. All STC members who join or renew by February 28 will be eligible to vote in the election. For the full list of candidates, visit the STC Notebook (<http://notebook.stc.org/announcing-the-stc-2013-slate-of-candidates/>).

### Book Club

*NEO STC strives to add value to its members by providing a variety of educational and networking opportunities. This book club offers you an opportunity to read STC-related material that you may otherwise overlook, keep up with current books and authors, and get exposure to new viewpoints.*

Stay tuned for information about the next book!

If you have recommendations for future books, or you want more information about the next meeting, please contact Jill McCauslin.

### On-Demand Presentations on New Technologies

You may be interested in seeing the presentations on new technologies that the The Office of eLearning & Innovation (at Cuyahoga Community College) recently posted in connection with National Distance Learning Week. Click here to see the full list of on-demand presentations available. Here is a sampling of titles that you may find of interest and a list of partners.

#### A Crash Course in EduGaming

What is edugaming, exactly? This presentation introduces it, the concepts behind gamification, and select game mechanics. Learn to play!

#### A Crash Course in mLearning

Not sure what mLearning is? Mobile learning is anywhere, anytime access to learning, and it typically involves either smartphones or tablets. Explore some great apps for education and productivity, as well as key design components for mLearning.

#### Dropbox in Your Classroom

Accessing information anytime, anywhere is quickly becoming the norm in society today. It is not surprising to find that we expect access to our personally-created content on separate devices. A great tool for this is Dropbox!

#### Emerging Technologies: An Overview

What does the prestigious Horizon Report show as emerging technologies in the near future? Explore them in this overview.

#### Facilitating a Virtual Meeting

This presentation helps individuals seeking to host a virtual meeting using web conferencing technology. Key concepts will be addressed to ensure a successful and effective virtual meeting.

#### When Is a Test Like a Game? A Game is Better!

A test is often used to determine retention of material. Games are based on developing competency. The goal is always for students to become competent. Is it time to consider new ideas that match what we learn rather than what we memorize?

### Handy Hint: InDesign Lists and Text Wrap

by Lisa Mileusnich

I was working on a quick reference guide in InDesign that contained numbered steps for a process. The list formatting used a hanging indent. I placed an image to the left of the text and turned on text wrap, thinking that it would simply push the numbered list to the right and keep the hanging indent exactly the same. The list was indeed moved to the right, but the hanging indent was gone and a huge gap appeared between the number and the first word in each sentence.

I played around with the indents and numbering formats, but nothing worked. I read through some topics in the help, but my problem was not addressed.

A visit to the Adobe forums gave me a solution: I manually added a tab stop to correct the spacing between the number and the sentence. Then I inserted the "indent to here" character (Type > Insert Special Characters > Other > Indent to Here) in each list item. Now everything is lined up the way I want it to be.

This is a quick, manual fix. To make the update using styles, you would define a numbered format with no paragraph indent and a fixed width space instead of a tab. Then you would find/replace to locate the first character in each paragraph and add the "indent to here" character in front of it.

For details, see this topic (<http://forums.adobe.com/message/3200281#3200281>) in the Adobe InDesign forum.

### Book Review

*147 Practical Tips for Synchronous and Blended Technology Teaching and Learning* by Rosemary M. Lehman and Richard A. Berg (2007)

*Reviewed by Jeanette Evans*

Relax, enjoy, and be yourself?

Yes, that is what the authors of this book recommend. They think you should have fun as you enter into what they call the "inevitable and exciting world of synchronous and blended technologies."

With an audience to include administrators, information developers, graphics designer, web designers, resource support, and technical personnel, this book attempts to provide valuable advice to the audience on creating effective learning environments. "Focus on the learners,

not the technology" is the kind of good advice the authors provide.

What is blended learning? The definition in this book is that of technologies to meet specific objectives and needs to include videoconferencing, web conferencing, webcasting, instant messaging, podcasting, blogs, wikis, telephones, and gaming. These are some of the technologies available for blending. Why use these technologies? Of course they are not appropriate for all learning situations and all learners. For distance learning classes, the technologies are of course appropriate. For face to face courses, the technologies could be helpful if for example you want to bring in a guest speaker who cannot attend at the site.

How do you draw a learner into a learning environment according to these authors? In an online world, you could ask for pictures of learners, pets, or hobbies. With this kind of input from learners, as an instructor you can visualize students which should help an instructor and rest of the class connect. If someone is hesitant to post a picture of themselves, you should honor this asking them to post a photo of a pet or hobby.

This glimpse into the world of academia and pedagogy gives me an optimistic view of an approach to providing effective technology-based learning environments that help support student connecting with the exciting world of learning. In the section on developing and designing for emerging technologies, the authors ask readers to keep learner needs at the top of the list of concerns and realize you could do best by "distancing yourself" from technologies. As for new technologies, you could at first focus on the informal play that sounds like fun, as the authors recommend.