

The 5 Most Important Reasons for Attending the STC Summit

BY CINDY CURRIE, FELLOW

- 1 **Networking.** Like the saying goes, “dig your well before you are thirsty,” and now is the time to build or expand your network. In today’s economic climate, it’s vitally important to have a large network of colleagues, business acquaintances, and friends. At the 2009 Summit, you’ll have unparalleled opportunities to expand your global network through intimate networking events with professionals from leading organizations, including some of the most successful technical communicators in the world!
- 2 **Expand Your Knowledge.** With more than 100 sessions organized into 6 tracks, you’ll be sure to find dozens of applicable presentations that will increase your value by augmenting your knowledge, updating your skills, and adding to your résumé. This isn’t your average “lecture” conference. We’ve created more interactive sessions than ever before.
- 3 **Update Your Jargon.** Are you still describing the value of your work with 1990s lingo? Learn how to persuade management that your contributions have a positive and direct impact on the bottom line. Attend the sessions, visit the exhibits, talk with your colleagues during breaks—find out how they describe moving to XML as an authoring source, structured authoring as an approach, and the ability to automate publishing tasks, as well as the value they bring to the bottom line.
- 4 **Enlist in Our Job Bank.** Attend the sessions devoted to job strategies to learn how to spot weaknesses or pitfalls that could eliminate you before you get started. Why reduce your employment chances to just responding to published opportunities when it’s a known fact that more than 90 percent of jobs are never published in the classifieds or website listings. Don’t limit yourself to posting your résumé on public job boards where you compete with millions of others who think they can write. The online STC Career Center is specific to technical communicators and is known to those who hire. *Don’t forget, STC members get a 14-day advance look at new listings in the Career Center before everyone else.*
- 5 **Get It All.** STC is capturing the audio and visual content of every session (excluding panels and roundtables) and will make it available to every attendee after the conference. This increases the value of the Summit enormously. With Summit@ aClick, you can “attend” every session that interests you, revisit the ones that you found to be most beneficial, and learn at the pace you feel is most comfortable. You won’t miss a minute with this special new feature!!



Cindy Currie, STC First Vice President, believes this Summit is the most important meeting for technical communicators.

“This isn’t your average ‘lecture’ conference.”

For more information about the Summit, visit <http://conference.stc.org/>. 

Atlanta: Big Fun at a Little Cost

By JOE SCARDINA, Senior Member

You don't have to spend big bucks to have big fun at the 2009 STC Technical Communication Summit. Atlanta, the host city, has a variety of attractions that are affordable and easily accessible from the conference's location, the Atlanta Hyatt Regency. The Hyatt is located near the Metro Atlanta Rapid Transit Authority (MARTA) station, Peachtree Center. For \$12, you can purchase a MARTA four-day visitor pass that'll give you unlimited rides on MARTA's trains and buses (visit www.itsmarta.com for details). From the Peachtree Center station, you can visit any of the fun attractions below.

Atlanta Braves Baseball

(www.braves.com)

Enjoy America's favorite pastime at Turner Field (also called The Ted). Do the Braves' tomahawk chop chant, see yourself and your friends on the Jumbotron TV, or just sit back and enjoy the Atlanta skyline.

Cost: \$5-15 for upper box seats

Dates: 2 May, 3:40 PM; 3 May, 1:35 PM; 4 & 5 May, 7:10 PM

Getting There: MARTA's Peachtree Center > MARTA's Five Points > Braves shuttle

Centennial Olympic Park

(www.centennialpark.com)

Visit Atlanta's landmark for the home of the 1996 Olympics. The 21-acre park offers many amenities including the Fountain of Rings. See the water dance to music at the Fountain of Rings' show at one of these times: 12:30 PM, 3:30 PM, 6:30 PM, or 9 PM.

Cost: Free

Dates: Open Daily

Getting There: 10 minute walk from MARTA's Peachtree Center

Atlantic Station

(www.atlanticstation.com)

Take a walk around the block at Atlantic Station, the neighborhood where Atlantans live, work, and recre-



Centennial Olympic Park

ate. This community is filled with parks, shopping centers, and restaurants.

Cost: Free

Dates: Open daily from 10 AM-7 PM

Getting There: MARTA's Peachtree Center > MARTA's Arts Center > Atlantic Station shuttle

Atlanta Botanical Gardens

(www.atlantabotanicalgarden.org)

Stop and smell the roses at the botanical gardens, located in Piedmont Park. The gardens are filled with exotic plants, glass sculptures, and dazzling fountains.

Cost: \$12

Dates: Tues-Sun; 9 AM-7 PM

Getting There: MARTA's Peachtree Center



Atlanta Botanical Gardens

> MARTA's Arts Center > Take Bus 36 (on Sunday, take Bus 27).

Cyclorama

(www.atlantacyclorama.org)

View the largest oil painting in the world depicting the Battle of Atlanta during the US Civil War. The panoramic painting is 123 years old, four stories tall, and over 100 yards in length.

Cost: \$8

Dates: Sat, 9 AM-4:30 PM; Sun, 12:30-3:30 PM

Getting There: MARTA's Peachtree Center > MARTA's Five Points > Bus 97

Inman Park Walking Tour

(www.preserveatlanta.com)

Stroll through the neighborhood of Victorian homes in Atlanta's first planned community (1889) and one of America's first garden suburbs.

Cost: \$10

Dates: Sundays at 2 PM

MARTA: Peachtree Center > Five Points > Inman Park

For more spots on dining, shopping, and entertainment, visit these websites:

- <http://atlantaregency.hyatt.com>
- www.stcAtlanta.org
- www.accessatlanta.com

Joe Scardina (jjstechwriter@comcast.net) is the Public Relations Manager for the STC Atlanta Chapter and has been a technical writer in Atlanta for nine years.

Nominating Committee Seeks Candidates for Society-level Positions in 2010

Would you like to be a part of leading STC and ensuring that it remains a vital organization? You—and other members whom you know and respect—could have the chance by running for a Society-level position in 2010.

Do you have experience directing the implementation of new ideas? Do you want to coordinate programs that are beneficial to our profession? Are you ready to use your strategic skills to take STC to the next level? If your answer is yes, contact the STC Nominating Committee and let them know you are interested in running for office. If you know another member who should be considered for a position on our international board, please pass on that person's name, too.

The Nominating Committee will consider all recommendations as it draws up the 2010 slate of candidates. As part of the committee's review process, it will contact all potential candidates to confirm that they are interested in running for STC office.

The members of the current nominating committee are Carolyn Kelley Kinger (carolyn.klinger@verizon.net), of Olney, Maryland, and Thea Teich (teichtmc@aol.com), of Cincinnati, Ohio. Please feel free to discuss your ideas with either of these individuals. A new chair for the Nominating Committee has been selected, but that appointment was not confirmed when this article was submitted for publication. STC would like to thank Suzanna Laurent for the two years she served as chair of this committee. Two additional Nominating Committee members were chosen in the 2009 election, but their names were unknown when this article was submitted for publication.

Open Positions and Qualifications

In the year ahead, the STC Nominating Committee will develop a slate of candidates for the following positions:

- Second Vice President
- Secretary

Candidates for Society Office

Check the appropriate box below and provide the necessary information.

I would like to be considered for the office listed below.

I would like to recommend the person listed in the following section for the office listed below.

Office: _____

If you would like to be considered for office or would like to recommend another member, please enter the appropriate information below.

Prospective candidate's name: _____

Address: _____

Daytime phone: _____

Email: _____

Filling out this form is only a preliminary step in the nomination process. Additional information will be sent to you or the person you recommend. Please remember that when STC members consent to be candidates, they do not automatically become candidates.

Please return a copy of this form by 1 July 2009 to the following address:

Society for Technical Communication

Attn: Nominating Committee

9401 Lee Highway, Suite 300

Fairfax, VA 22031-1803

Fax: +1 (703) 522-2075

Or email to: stc_election@stc.org

Questions? Contact Diana Buttram at diana.buttram@stc.org, +1 (571) 366-1919.

- Director (two positions)
- Nominating Committee (three positions)

The STC Board of Directors depends on experienced business, academic, or Society leaders. All candidates should be senior members, have experience working at a strategic level, be comfortable making decisions collaboratively, and be focused on outcomes. Ideally, they should have Society-level leadership experience, but key to these roles is strategic business experience or a strong academic background with professional skills managing people, projects, and budgets. Being an STC board member is a chance to leverage these skills, to learn how to lead a nonprofit organization, and to ensure that the Society continues providing members with opportunities, services, and more. Candidates interested in the positions listed

above should also have the following characteristics:

- Candidates for second vice president must be passionate about the tech comm industry, have in-depth knowledge of Society-level processes and practices, and be experienced in implementing large business, policy, or educational initiatives outside of STC.
- Candidates for secretary should be detail oriented, focused, and able to multitask. They should be familiar with taking minutes and maintaining records.
- Candidates for director should have some STC community-level experience and a background that includes strategic business experience or a strong academic background, with professional skills managing people, projects, and budgets.

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STC Announces Fellows, Associate Fellows for 2009

The highest rank that the Society for Technical Communication can confer upon a member is that of Fellow. The select few who become Fellows are Associate Fellows who have attained eminence in the arts and sciences of technical communication through service that has distinguished both the Society and the profession.

2009 Fellows

Rahel Anne Bailie

Canada West Coast and Israel Chapters; Canadian Issues, International Technical Communication, Management, Single Sourcing, and Usability & User Experience SIGs

Charlie J. Kostelnick

Iowa State University Chapter; Academic SIG

Victoria Koster-Lenhardt

TransApline Chapter; Management and Usability, & User Experience SIGs

Janis G. Ramey

Pittsburgh Chapter; Consulting & Independent SIG

Ralph E. Robinson

Toronto Chapter; Policies & Procedures and Quality & Process Improvement SIGs

Garret H. Romaine

Willamette Chapter; Academic SIG

Martha K. Sippel

Rocky Mountain Chapter; Consulting & Independent Contracting and Usability & User Experience SIGs

Jane L. Smith

Phoenix Chapter; Consulting &

Independent Contracting and Instructional Design & Learning SIGs

STC recognizes and honors deserving senior members by conferring upon them the rank of Associate Fellow. Those selected as Associate Fellows are exceptional individuals who have consistently demonstrated meaningful contributions to the Society and to the profession over a period of years.

2009 Associate Fellows

Karen L. Bachmann

Orlando and Suncoast Chapters, AccessAbility, Consulting & Independent Contracting, Information Design & Architecture, and Usability & User Experience SIGs

Karen L. Baranich

South Carolina Midlands Chapter, Instructional Design & Learning SIG

Susan C. Becker

San Francisco Chapter, Information Design & Architecture and Usability & User Experience SIGs

Lori J. Brown

Atlanta Chapter, Technical Editing SIG

Sharon V. Burton

Inland Empire, TransAlpine, and France Chapters; Academic, Emerging Technologies, Environmental, Safety, & Health Communication, Information Design & Architecture, Management, Policies, & Procedures, Quality & Process Improvement, Scientific Communication, and Usability & User Experience SIGs

DJ Cline

Silicon Valley Chapter; Usability & User Experience SIG

Marella M. Colyvas

Rocky Mountain Chapter; Information Design & Architecture and Technical Editing SIG

Nancy W. Coppola, PhD

New York Metro Chapter; Academic SIG

David D. Dayton, PhD

Metro Baltimore and Washington DC Chapters; Academic, Information Design & Architecture, Single Sourcing, and Usability & User Experience SIGs

Scott DeLoach

Atlanta Chapter; Information Design & Architecture and Instructional Design & Learning SIGs

Robert J. Dianetti

Northeast Ohio Chapter; Management SIG

Elizabeth G. Frick, PhD

Rocky Mountain Chapter; Consulting & Independent Contracting SIG

Sharon K. Garrity

Oklahoma Chapter; Consulting & Independent Contracting SIG

Bonni J. Graham

San Diego Chapter; Usability & User Experience SIG

Jeffrey J. Haas

Atlanta Chapter; Online SIG

Patrick Hofmann

Australia Chapter

Caroline Jarrett

United Kingdom & Ireland Chapter; AccessAbility, Information Design & Architecture, Technical Editing, and Usability & User Experience SIGs

Cheryl A. Landes

Boston and Puget Sound Chapters; Consulting & Independent Contracting, Instructional Design & Learning, Marketing Communication, Technical Editing, and Usability & User Experience SIGs

Deborah K. Lockwood

Rocky Mountain Chapter; Consulting & Independent Contracting and Lone Writer SIGs

Patrick B. Lufkin

Berkeley, East Bay, San Francisco, and Silicon Valley Chapters; Management SIG


Preeti Mathur

Twin Cities Chapter; Consulting & Independent Contracting and Instructional Design & Learning SIGs

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- Candidates for the Nominating Committee should have excellent judgment about people and be well acquainted with members at all levels of the Society. They also must understand the goals of the Society so that the candidates they select can meet the needs presented by those goals.

The Nominating Committee welcomes your suggestions about potential candidates for the positions listed here. If you think that you or someone you know should be considered, please fill out the application form on this page or download it from the STC website (www.stc.org) under Members/Admin Docs, and return it to STC by 1 July 2009.

Alternatively, members attending the Technical Communication Summit in Atlanta, Georgia, 3–6 May, may turn in their forms at the Nominating Committee table in the exhibit hall. Summit attendees are welcome to drop by the Nominating Committee table to learn more from committee members. 

Jill McCauslin

Northeast Ohio Chapter; Consulting & Independent Contracting and Management SIGs

Patricia G. Moell

Carolina Chapter; Instructional Design & Learning, Management, Technical Editing, and Usability & User Experience SIGs

Jeffrey A. Randolph

Orange County and San Diego Chapters; Scientific Communication SIG

Lu Rehling


San Francisco Chapter; Academic SIG

Sally J. Spahn

Quad Cities Chapter; Consulting & Independent Contracting, Management, and Technical Editing SIGs


Honors Reception

The new Fellows and Associate Fellows will be honored at STC's 2009 Technical Communication Summit,

3–6 May 2009, in Atlanta, Georgia. An honors banquet will be held on Tuesday, 5 May. (A reception will precede the banquet at 7:30 PM.) Tickets for the banquet and reception are \$75 and can be purchased using the conference registration form online at <http://conference.stc.org/docs/2009-Summit-Registration-Form.pdf>. 



STC Is on Twitter!

We're posting up-to-the-minute details about the STC Technical Communication Summit, 3–6 May, and will be using the hashtag #stc09 this year. Follow us for updates at http://twitter.com/stc_org. 

STC Address Changes in April

Beginning in April, mail to the STC offices should be addressed to 9401 Lee Highway, Suite 300, Fairfax, VA 22031. STC will save almost \$200,000 annually with the move. Details reported on the STC website (www.stc.org).



Distinguished Chapter Service Awards

The Society for Technical Communication has long recognized the importance of the hard work and commitment of its chapter members. Without their energy and enthusiasm, the Society would cease to be the largest, most effective, and most prestigious organization of technical communicators in the world.

In 1988, the Society initiated the Distinguished Chapter Service Award (DCSA) to recognize exemplary dedication to the chapter and its activities. The first awards were presented in 1989. Following is a list of DCSA winners for 2009.

Atlanta

Jeff Albers
Dr. George Hayhoe
Linda Van Sickle

Berkeley

Ben Lukas

Birmingham

Sara Beth Scudder

Boston

Greg Bartlett
Linda Fritz
William B. Gruener

Chicago

James Jones

East Bay

Ken Evans

Houston

Erika Frensley
Deborah Long

Indiana

Scott Abel

Lone Star

Melissa P. Haughton

Montreal

Marta Cepek

New Mexico Kachina

Ellen Cline

Northeast Ohio

Stephanie Webster

Oklahoma

Linda S. Stark

Palm Beaches

Rachel Alexander

Pittsburgh

Chuck Lanigan

Rochester

Lori Meyer

Rocky Mountain

M. Katherine (Kit) Brown
Carmen Carmack
Deborah Lockwood

Southeastern Michigan

Sharon McDonnell
Christine Pellar-Kosbar

Southwestern Ontario

Margie Yundt

Distinguished SIG Service Awards

In 2002, the Society initiated a formal awards program to recognize the commitment and hard work of members of its special interest groups (SIGs). The Distinguished SIG Service Award (DSSA) recognizes length of SIG membership, consistency of service over the duration of membership, and variety of service.

Following are the winners of the 2009 Distinguished SIG Service Award:

Consulting and Indendent Contracting

Linda Gallagher

Instructional Design & Learning

Robert Hershenow

Lone Writers

Shari Gray

Technical Editing

Michelle Corbin

Usability and User Experience

Karen Bachmann

Distinguished Service Award for Students

In 2005, the Society introduced a special awards program, the Distinguished Service Award for Students (DSAS), designed to recognize exemplary dedication to student chapters and their activities. Only student members who are currently attending school on a full-time basis are eligible for this award. The winners of the 2009 DSAS are listed below.

Orlando Chapter

Daniel Beck

Cedarville University Student Chapter

Adam Evans

“My Job” Calls

Do you have a unique job in the field of technical communication? Does each day bring forth new and exciting challenges, opportunities, and experiences? If so, consider writing an article for the My Job department in *Intercom*. We are always looking for members who want to share their interesting careers with the rest of STC. Send your article ideas to intercom@stc.org today!

Jay R. Gould Award Winner

The Jay R. Gould Award for Excellence in Teaching Technical Communication honors the distinguished teaching career of the late Professor Gould. His academic mentorship guided many into the technical communication profession. The Gould award honors excellence in teaching that becomes true academic mentorship: the personal and professional concern that the best teachers extend to their students beyond the classroom. This mentorship continues beyond graduation as former students grow throughout their professional careers.



To be eligible for the award, a nominee must have been a member of the Society for Technical Communication for at least ten years and must have been involved in postsecondary education for at least fifteen years.

This year's winner of the Jay R. Gould Award for Excellence in Teaching Technical Communication is:

Ann Jennings
University of Houston
Houston, Texas
Senior Member

Frank R. Smith Outstanding Journal Article Award

Each year, the editor of *Technical Communication* appoints a judging committee to select the outstanding article from the previous year's issues. Judges base their decisions on article content and form. The award honors the memory of Frank R. Smith, during whose 18-year tenure as editor *Technical Communication* became established as the flagship publication of STC and the profession.



Roger Munger, PhD, is an associate professor of technical communication at Boise State University where he coordinates undergraduate and graduate internships for the English Department. His teaching and research interests include green writing, eco-friendly printing processes, internships at socially just and environmentally sustainable companies, publications management, and service learning. Roger's workplace clients include US Fish & Wildlife Service, National Park Service, US Geological Survey, Winter Wildlands Alliance, Northwest Animal Companions, Idaho Mountain Search and Rescue Unit, and Northwest Coalition for Alternatives to

Ken Rainey Award Winner Chosen

In 2007, STC established the Ken Rainey Award for Excellence in Research to celebrate and honor the late Professor Rainey's passion for research that results in improvements to technical communication, especially to practice. The award acknowledges the importance of exemplary research to technical communication and encourages excellence in technical communication research by honoring those whose research studies have made an outstanding contribution to the field.



This year's winner of the Ken Rainey Award is:

Carol Barnum
Southern Polytechnic State
University
Atlanta, Georgia
Fellow

New Sigma Tau Chi Members Named

The STC Board of Directors recently elected six new members of Sigma Tau Chi (STX), the honorary society for students of technical communication. STX recognizes students enrolled in baccalaureate or graduate technical communication programs who have a cumulative grade point average of 3.5 or above, are exemplary participants in STC, and demonstrate a potential for significant contribution to the profession. The new STX members at the undergraduate and graduate levels are as follows:

Undergraduate

Molly Bunton
Missouri State University

Erin SanGregory
Cedarville University

Daniel Beck
University of Central Florida

Graduate

Teresa Spear Counterman
Missouri State University

John Strange
North Carolina State University

For more information on STX, please contact the STC office by email at stc@stc.org

Pesticide. His scholarship has appeared in journals such as *Technical Communication*, *IEEE Transactions on Professional Communication*, *Technical Communication Quarterly*, *Proposal Management*, *Technical Rescue*, and *Metropolitan Universities*. Roger is author of *Designing Documents and Understanding Visuals* (2008) and *Document-Based Cases in Technical Communication* (2005). He is also a vegan and activist for animal rights. The article for which he is honored is "Green Printing: A Guide to Environmentally Responsible Printing."