STC

2016

SOCIETY HONORS

Adobe | Technical Communication

ADOBE congratulates all the individuals and
communities chosen for awards and honors during the
2016 Technical Communication Summit.

Welcome to the 2016 Honors Reception, where we celebrate the achievements of some of the best and brightest in our profession. It's a time to thank them for their dedication to the community, for helping us grow, and for achieving great things as individuals and as an organization.

The President's Award, Distinguished Community Service Awards, as well as community-level awards all exist to celebrate the many volunteers who give time, energy, and passion to grow STC's value. Add to this the efforts of our dedicated staff who organize content, events, webinars, and of course our annual Summit, and we have a vibrant group of people who provide exceptional value to members.

With us as well are students, many of whom are looking to start a long career in technical communication. We also have people new to the field who joined STC in the past year or two. Together with student members, these people represent where we are going and who we will be. I want to encourage all of our award winners and senior members to talk to the students and new members to share your trials and challenges, but also your successes. Future honorees stand among us today.

Recognition tonight carries with it responsibilities as well. STC is an organization in which individuals contribute to the greater good.

Associate Fellows and Fellows serve STC, and in doing so add to the value our members receive. Every one of them has a wealth of STC service as well as experience in the industry. Take the time to note who they are, stop them on the exhibit floor, seek them out between sessions, and thank them for their work. Award recipients should also remember the people who helped them along the way and strive to be remembered in the same way. It is our job to lead, to set an example, and to help where we can.

The Jay R. Gould teaching award and the Ken Rainey research award are a chance for us to recognize and honor teachers and researchers who help to guide people into our field and understand how we meet the needs of our audiences. The work they do every day reverberates into the future as students who study their materials and apply their ideas enter the work force and apply the collected wisdom of our award winners.

We also recognize writers, of course! The Frank R. Smith award, the ISA Best of Show, and the *Intercom* awards are given to our peers as recognition of the quality of work and skill they demonstrate in creating clear content. Take the time to review their work and congratulate them.

With the new Student Infographic Competition, we showcase the work of some of the newest members in our profession. Seek them out and ask them about their ideas for the future of technical communication. It's my hope that in the years to come, they will step up to lead our Society.

On behalf of your CEO, our staff, volunteers, members of STC, and your Board, I thank you all for the work you have done and I ask you to join me in celebrating the significant efforts of not only the award recipients, but also of everyone who helped us get to where we are today.

BERNARD ASCHWANDEN
President, 2015–2016

FELLOWS

Mollye Barrett

CITATION:

For thought leadership in content strategy and management, for advancing the profession by generously sharing her knowledge, and for long, dedicated service to the STC Wisconsin Chapter.

Mollye Barrett is a veteran technical communicator, content strategist, and content management consultant. Her career focuses on optimizing content, improving the authoring environment, and planning for business continuity. In her work with publication groups, Mollye focuses on content production and curation that includes content management supported by a business case, single-source writing, and localization. For more than 30 years, Mollye has worked in the technical publications arena with hardware, software, and localization companies. Her foray into content management started in 1994, when she was tasked with translating 35 manuals into 12 languages in 6 weeks. Since then, she has been a content management hunter-gather focusing on emerging technologies.

Currently, Mollye manages a team of Information Developers at Rockwell Automation. The group develops online user assistance for Rockwell Controls and Visualization engineered software. Previously, Mollye was a vendor-neutral content management consultant at ClearPath, LLC. Her work there included technical communication development focused on business case, ROI, content reuse, document analysis, workflow analysis, localization, single-source writing, and document conversions.

Mollye served the STC Wisconsin Chapter from 1997–2012 as President, Vice President, Program Manager, and Mentoring Program Manager. She founded the STC Wisconsin Mentoring Program in 1999 with a funding grant from STC and received the Distinguished Chapter Service Award in 2002 for her mentoring work. In addition, Mollye worked as STC Body of Knowledge Editor-in-Chief from 2009–2012, Single Sourcing SIG Manager from 2010 to 2014, and served in various Region 6 conference roles from 1996–2002. Mollye was honored with the R6 Director Sponsor Award in 1997 for her dedication to the conference. She became an STC Associate Fellow in 2013.

Mollye has a keen attention to detail and a genuine interest in the work of others. Some of her greatest skills are in understanding the scope of a project, creating a plan with a timeline, conveying information to stakeholders, and seeing projects through to a successful end. Her constant goal is to make working with others a positive, professional experience. She strives to be a leader in her field, a genuine mentor, and one who is part of a rising tide that lifts all boats.

Pam Estes Brewer teaches in the Department of Technical Communication in Mercer University's School of Engineering. She also directs the Master of Science in Technical Communication Management online program. Pam has worked as a technical communicator for such companies as LexisNexis and Cincom Systems as well as for the Small Business Innovation Research Council. She is past Manager of STC's Academic SIG and a 2014 recipient of the Jay R. Gould Award for Excellence in Teaching Technical Communication. She also received the 2014 STC President's Award. She is a member of the editorial staffs of *IEEE Transactions on Professional Communication* and *Technical Communication*. Pam regularly publishes articles on online communication, and her book *International Virtual Teams: Engineering Global Success* has recently been published by Wiley-IEEE Press.

PAM ESTES BREWER

CITATION:
For her extensive work with the Academic SIG, for her detailed scholarship, and for building bridges between academia and practitioners.

Russel Keith Hirst

CITATION:

For continuing devotion to his students and STC, for inspiring and mentoring students and colleagues for decades, and for his sustained, tireless dedication to the field.

Russel Keith Hirst directs the Technical Communication Program at the University of Tennessee, Knoxville. He joined the Society for Technical Communication three decades ago, while earning his PhD in Communication & Rhetoric at Rensselaer Polytechnic Institute. He has been active in the Society ever since.

Russ is a former President of the East Tennessee Chapter and has chaired the Blakely Scholarship Committee for 20+ years, served on chapter committees, judged at writing competitions and science fairs, spoken at chapter programs, and mentored students in multiple STC functions. He has presented frequently at the Practical Conference on Communication (PCOC), his region's STC conference, and has supported other regional STC conferences through promotion and student involvement. At the Society level, he served as a stem manager for Education and Training and co-edited the STC publication *Education in Technical Communication: Academic Programs That Work*. He now chairs STC's student honorary societies, STX and AS, and he continues actively to promote students' academic and personal growth, both during and after their academic training. In all this, he partners with STC to educate and professionalize students.

Much of Russ's work as a teacher and researcher has had to do with efficiency and ethics in communication. He has also worked to describe effective forms of collaboration among various academic disciplines—primarily English, journalism, science, and engineering—in conjunction with practicing scientists and technical personnel in R&D and industry. He was his college's first joint appointee to Y-12 Nuclear Security Complex in Oak Ridge, Tennessee, where he researched communication in the nuclear industry. This collaboration led to his editorship of the *International Journal of Nuclear Security*.

In all these capacities, Russ has continued to mentor students and train them in the craft of scientific and technical communication—and to promote the value of our craft in both academia and industry.

Rachel Houghton has led a versatile 19-year career as a technical communicator, which includes being a lone writer, contractor, and an employee in various industries.

She is a past Society-level Secretary for STC, past program chair of the STC Summit, competition judge, and book reviewer for the STC journal, *Technical Communication*. Rachel was actively involved in the STC Willamette Valley community from 1998 to 2013, holding many positions on the leadership council, including Chapter President. From 2013 to the present, Rachel has turned her talents to the STC Phoenix Chapter and is currently serving as the webmaster.

Since 1999, Rachel has also been a member of the National Association of Photoshop Professionals and STC's unofficial photographer at many local and international STC events. Her photographs have appeared in *Intercom*, the Willamette Valley Chapter website and newsletter, the Phoenix Chapter website, and STC's *Notebook* blog.

RACHEL HOUGHTON

CITATION:

For tireless devotion to STC at many levels, for her willingness to share her knowledge and take on myriad responsibilities, and for relentlessly promoting and supporting our profession in both print and visual media.

Carolyn Kelley Klinger

CITATION:
For her boundless enthusiasm, her advocacy for STC as the voice of the profession, and her unwavering devotion to recruiting, training, and supporting STC volunteers.

Carolyn Kelley Klinger started her career as a geographer, making digital maps using pre-GUI Geographic Information Systems software for local government agencies. Forced to start fresh due to corporate instability, she found a soft landing in the field of technical communication, where she has stayed since 1994. In the 22 years since, she has gathered expertise in multiple domains and technologies, always seeking to communicate more clearly. After 10 years of independent consulting, she now works as an employee of a biotech research company that consults to the National Cancer Institute, which is part of the National Institutes of Health. She writes technical documentation and manages the content of a large wiki that bioinformaticians and scientists use as they endeavor to cure cancer.

Carolyn began her career in Washington, DC–Baltimore Chapter leadership in 1998 as the chapter's Secretary. Since then, she has gained broad experience by holding all chapter offices, including three terms as President. She is particularly proud of having increased her chapter's local reputation by forging relationships with related organizations, holding many joint events over the years. She currently contributes to her chapter's events and competition committees, supports chapter administration, and advises chapter leaders.

Carolyn supports the Society at the international level through her work on behalf of the Community Affairs Committee, and through her past work as Nominating Committee member and *Intercom* Editorial Advisory Panel member. In 2009, STC's Executive Director appointed her to represent STC in meetings with the Bureau of Labor Statistics (BLS) on the inclusion of technical communication in the *U.S. Occupational Outlook Handbook*.

Carolyn expends time and energy in efforts that support the technical communication profession. She is an enthusiastic booster of STC, speaking often to individuals, schools, and professional groups about the benefits of the profession. She also provides informational interviews and other types of informal mentoring to students.

A domain that Carolyn cares deeply about is accessibility. Between 2009 and 2015, she presented 24 workshops to STC chapters, local universities, and government organizations on Section 508 accessibility techniques for electronic documents.

Carolyn is grateful to the role of STC in her life. It has provided both the challenge and the recognition that are integral to a well-rounded professional career.

Following a 10½-year career in the United States Air Force, **Mike Murray** and his family settled in Orlando, Florida, where he began a 31-year tenure as technical communicator for Lockheed Martin. During his career, he was honored for his contributions to the profession and his employer, but it was in other arenas that Mike's extraordinary qualities distinguished him as a person of remarkable gifts.

In 2001, Mike was persuaded to serve the Orlando Chapter in the role of Vice President. As two-term Vice President and three-term President, Mike made profoundly important contributions to a substantially moribund chapter. Under his leadership, Orlando became an award-winning community (winning its first three of nine Community of Distinction awards), and Mike went on to create innovative programs and share them via annual conference presentations. He mentored numerous members and communities and served as a positive role model for his colleagues and friends.

In addition to his STC accomplishments at the local level, Mike served with distinction on the STC Board of Directors and helped organize the first Community Affairs Committee (CAC). He also mentored struggling STC communities during downturns in membership, leadership, and volunteerism. His service to the chapter, several SIGs—particularly the Accessibility SIG—and the Society has been exemplary and inspiring.

From the very beginning of his Orlando residency, Mike cared deeply about his community, working tirelessly to ensure that the youth of Central Florida had after-school programs that would contribute to their evolution into responsible adults. His instincts for understanding the needs of an organization and implementing appropriate changes at the right times enabled him to rejuvenate a failing youth football program and a faltering Cub Scout pack.

Mike's many talents include announcing for youth sports. As "The Voice of the Panthers" for 23 years, Mike thrilled players and fans and was much beloved by the teams and their management. He was inducted into the Dr. Phillips High School Sports Hall of Fame, and the Dr. Phillips press box was named in his honor.

In retirement, Mike continues to serve the Orlando Central Florida (OCF) Chapter by giving freely of his advice and sharing his knowledge. He is currently writing a series of articles on the subject of excellence, which is published in *Memo to Members*, the OCF newsletter, and he is planning to return to his personal blog on the subject of the disability experience, *Tales from Da Voice*, in the near future.

Mike Murray

CITATION:

For mentoring, encouraging, and guiding technical communicators in Central Florida; for being instrumental to the success of the Accessibility SIG; and for dedicated leadership at the Society level.

Makarand Pandit

Makarand Pandit entered the field of technical communication in 1994 as a freelancer. He is currently CEO and Principal Trainer at Technowrites Pvt. Ltd. An Electronics Engineer and post-graduate in marketing management, he has worked as Technical Writer, ID, Project Manager, and Trainer.

He worked on more than 450 projects in eight countries including India, Singapore, Australia, Thailand, UAE, and the USA, and conducted corporate training courses in India, USA, Singapore, Malaysia, and UAE. In addition to English, he has completed projects in several Indian Regional Languages.

Mak has worked with various educational institutes and universities, including University of Pune, University of Jammu, Indira Gandhi National Open University, and Symbiosis University. He served on a panel appointed by Indira Gandhi National Open University (IGNOU) to develop a course on technical editing and publishing. He also coordinated, directed, and anchored a video interview series on "Technical Writing Careers" for Educational & Media Research Center (EMRC), University of Pune.

Mak also developed India's first post-graduate diploma in technical communication. He successfully collaborated with the University to conduct the course, from taking screening tests to conducting exams and declaring results. The course has seen 100% placement to date.

He has trained more than 2,000 candidates in technical writing over 14 years. Many of his students have now become managers and technical writing department heads. He also trained more than 1,500 candidates as a part of various corporate training courses.

Mak became a founding member of the award-winning STC India Chapter and has been actively involved in STC India activities since 1999. He served the chapter as City Representative, Membership Manager, Election Officer, Conference Program Manager, and Chapter President (2005 and 2016).

In 2014 and 2015, Mak served STC as a member of the Community Achievement Awards Committee. He has been nominated for STC Director three times and served as STC Global Membership Co-manager.

Marta A. Rauch has made many valuable contributions to advancing the profession throughout her career. A Senior Principal Information Developer at Oracle, she leads cloud, mobile, and REST API projects and participates in innovation events for Internet of Things, big data visualization, augmented reality, mobile, and wearables.

Marta contributes to the profession by sharing strategies for adapting to new technologies like wearables and augmented reality. She participates in several organizations, including STC, Institute of Electrical and Electronics Engineers Professional Communication Society (IEEE–PCS), Center for Information Development Management (CIDM), User Experience Professional Association (UXPA), Association for Computing Machinery (ACM), and Human-Computer Interaction International (HCII).

She enjoys presenting at conferences and webinars in the United States, Europe, and India. Her articles appear in *Intercom* and *Technical Communication*, CIDM Best Practices, many conference proceedings, and the IEEE and Springer electronic libraries. She has been a reviewer for *IEEE Transactions on Professional Communication* and provided information for *Developing User Assistance for Mobile Apps* by Joe Welinske. Her wearable topic will appear in *The Language of Technical Communication* by Ray Gallon and Richard Hamilton, and her augmented reality topic appears in *The Language of Content Strategy* by Scott Abel and Rahel Bailie.

Marta's experience includes work for Apple, Adobe, BMC, Hewlett-Packard, Remedy, and Walt Disney Internet as well as Oracle. Her mastery of technical communication is demonstrated by the 15 STC awards she earned for her content, including International Award of Achievement, International Award of Merit, Best of Category, Achievement, Merit, Distinguished, and Excellence.

A prolific contributor, Marta serves STC on the Nominating Committee, participates on the Summit Conference Committee, and has judged entries for the Touchstone Northern California Technical Communication Competition and the International Summit Awards. She is active in the Silicon Valley Chapter, and encourages new writers as a mentor to Stanford University students.

Marta holds a BA with Honors from Stanford University, a teaching credential for English, and certificates in teaching English as a Second Language and as a Foreign Language from Notre Dame de Namur University. She is a certified Gamification Designer and earned a certificate from University of California Extension in managing the development of technical communication.

MARTA A. RAUCH

CITATION:

For enthusiastically bringing her vast knowledge of new technologies to our Society and to the profession, and for consistently encouraging others with kindness, wisdom, and joy.

FELLOWS

VALERIE M. BALL

CITATION:

For evoking in others the same passion she brings to the creation and delivery of all communication to maximize impact and comprehension of the intended audience.

At the age of eight, **Valerie M. Ball** decided that she wanted to be an author. She majored in journalism at the University of Oregon's Honors College, but soon "swooned for Shakespeare" and embraced English, hoping to teach literature after graduation. She started her career editing economics and engineering documents for the Oregon Public Utility Commissioner before earning her MA in English, which led to editing economics and engineering dissertations and teaching writing and literature at various colleges from New York to Astoria, Oregon, including stints at Chinese and Japanese universities. Later, she was a ghostwriter of speech letters and proclamations for the Oregon Governor's office before becoming an avionics tech writer in Portland, Oregon (1998).

Valerie joined STC in 2001, and earned her MS in professional and technical writing by 2003 while working full-time as a tech writer. As with many STC members, Valerie first contributed at the local level with the Willamette Valley Chapter, including co-editing the chapter newsletter and competition judging as her initial bridge to the next level. Through judging, Valerie shares her skills and also mentors a variety of students on local and international levels, including activities for the Academic SIG and continuing to give presentations at STC Summits. Valerie believes her STC activities gave her an edge as an Assistant Professor in technical communication at Oregon Tech in Klamath Falls (2008–2012).

Valerie advises that all technical communicators look to their "roots" in audience analysis and the criteria for communicating with that audience, and she raises the audience viewpoint in every judging event. Valerie is especially mindful of the Student Competitions; many students are "good" writers, but they could become excellent with one-on-one tutoring and mentoring. For her, students are STC's future.

Nicoletta A. Bleiel, a Watson Information Developer at IBM, has more than 21 years of experience in technical communication; writing and developing information for software products in the cognitive computing, documentation, media, industrial automation, simulation, and pharmaceutical industries.

Nicky is an in-demand conference speaker, and has spoken at the STC Summit, WritersUA, tcworld in Germany, Content Management Strategies/DITA North America (CIDM), Council for Programs in Technical and Scientific Communication (CPTSC), IEEE ProComm, and LavaCon on many topics, including responsive design, embedded help, tools and technologies, interviewing SMEs, collaboration, user assistance design, single sourcing, wikis, social media, agile, and convergence technical communication. In addition, she has visited and spoken at 16 different STC communities.

She has been published in STC's *Intercom*, *tcworld* magazine, *ISTC Communicator*, and the WritersUA and Content Wrangler websites. She has interviewed experts in the field of technical communication, including Kathy Sierra, John Carroll, and Nancy Duarte, as well as Owner's Manual (the AMC TV show) cohost Marcus Hunt. Her *Intercom* column, "The Essentials," is a quick reference guide exploring "essential" technical communication topics.

A past President of STC, Nicky preceded her presidency with two terms as a Society Director-at-Large, and therefore holds the record for consecutive years of Board service (eight). Before running for STC Society-level office, she served as Pittsburgh Chapter President, and in a variety of other roles, including Planning Chair of the 2004 Region 4 Conference "Writers Without Borders." She currently serves on the *Intercom* Editorial Advisory Panel.

Nicky is a native of Pittsburgh, Pennsylvania, and lives there with her husband Jeff. Her daughter Laura is a graduate of Penn State and will pursue a Master's in Public Health at Yale this fall.

Nicoletta A. Bleiel

CITATION:
For sustained and prolific contributions to the profession of technical communication and its practitioners through talks, articles, videos, blog posts, and web seminars, and for exemplary service as a Society leader.

ASSOCIATE FELLOWS

TODD A. DeLUCA

CITATION:

For inspirational and enthusiastic leadership within STC at the community and Society levels, for promoting the profession to future technical communicators, and for sharing his knowledge, including the value of volunteerism and community service.

Todd A. DeLuca is a technical communicator who has been an active volunteer and leader with STC since first joining the profession in graduate school. His career and STC involvement have expanded and followed similar patterns in the years since receiving a Master of Technical and Scientific Communication degree from Miami University (Ohio).

Starting as an STC student chapter leader, Todd volunteered and worked his way through various roles and up the STC community ladder. In the last few years he was the Philadelphia Metro Chapter (PMC) Secretary and Vice President, culminating his service as President for two years. Accomplishments during this tenure included a systems-approach to chapter activities, use of web-based tools for event management and communication, and shifting to a low-cost, break-even programming format. He also chaired the chapter's regional conference (Conduit), coordinated elections, solicited sponsorship, and assisted with joint-chapter competitions (among other activities). Todd attributes the continuing success of the chapter to leadership succession planning plus active volunteer recruitment, support, and recognition. Collectively, the chapter received a Pacesetter Award and multiple Community of Excellence honors during Todd's tenure (resulting in a 2014 Distinguished Chapter Service Award).

Todd has been a lone writer for much of his career, working with smaller companies and managing most technical communication and documentation activities. As a "department of one," he built systems that support working within different department areas and delivering multiple deliverables across a variety of vehicles (web, online help, print, and more). Todd recently became the first manager of a new technical communication department responsible for software release documentation, online help, whitepapers, and other related product deliverables. He leveraged a system approach to work and documented processes.

Since 2014, Todd has been an active speaker and presented at chapter meetings, regional conferences (including Conduit and Rochester Spectrum), and the STC Summit. At the national level, Todd has been selected to serve with the Community Affairs Committee (CAC) members and assist with Summit Leadership Day activities. These experiences culminated into his role as Conference Committee Chair of the 2016 STC Summit.

Timothy Esposito started his technical communication career nearly 16 years ago when his employer tasked him to first conduct, and then develop, a training class. He worked with clients to create real-world examples to which they could relate. Shortly thereafter, he became a technical writer, then partnered with a coworker to create a presentation on creating user-centered help, which was accepted by both STC Philadelphia Metro Chapter (STC-PMC) for its annual conference, and ultimately at the STC Summit.

After joining STC in 2005, Timothy started a scholarship program for undergraduates, for which he helped earn a Pacesetter Award. This scholarship program ran for five years. Additionally, Timothy served as Treasurer of the STC Philadelphia Metro Chapter for five years and helped plan the STC NY-PMC-Houston regional competition, and assisted in organizing and running the PMC Mid-Atlantic Technical Communication Conference, all while managing the technology for the chapter. He has been on the STC-PMC board of directors for more than 10 years, earning a Distinguished Chapter Service Award in 2015. Currently Timothy serves as the Vice President of STC-PMC.

At the Society level, Timothy participated in the 2012 and 2016 budget review committees, which reviewed all of the submitted budgets for both SIGs and chapters. In 2015 he joined the STC Community Affairs Committee (CAC) as webmaster.

In addition to his STC involvement, Timothy is active in Philadelphia area community activities such as Cheltenham Township Historical Commission and the Family Ties Investment Club. He is currently a Principal Technical Writer at Oracle Corporation, where he works on logistics software.

TIMOTHY ESPOSITO

CITATION:
For dedicated leadership in the Philadelphia Metro Chapter, guidance to new technical communicators, and instruction to the Society leaders.

ASSOCIATE FELLOWS

Kim E. Lindsey

CITATION:
For her insightful work in technical communication; for sustained creativity, enthusiasm, and innovation in promoting our profession; and for supporting the mission of STC and the Northeast Ohio Chapter.

Kim E. Lindsey has been called a poster child for the Society for Technical Communication, and her career is a great illustration of the value professionals can find in STC. In 1999, Kim changed career paths, and employment testing directed her toward technical communication. She attended a meeting of the Cleveland STC Chapter to network with technical communication professionals and hear about their jobs. Immediately, Kim felt tech comm—and STC in particular—were a good fit for her.

In the 16 years since her career change (all of which have been spent as a member of STC), all four professional positions Kim has held were a result of STC involvement, as she's advanced from entry-level writer to senior instructional designer.

Since STC has meant so much to Kim professionally, it has been her privilege to give back to the Society in numerous ways through the years. Most of her contributions have been at the Northeastern Ohio (NEO) community level, where her practicality, enthusiasm, and innovative thinking have contributed to NEO's success. More recently, she has enjoyed opportunities to serve the international Society by presenting at conferences and responding when there's a need for "boots on the ground."

Kim is the eLearning & Instructional Design Manager at Cinécraft Productions Inc. in Cleveland, Ohio, where she designs learning experiences on a wide range of topics for the company's clients. Kim believes that her philosophy toward technical communication and instructional design is best embodied by her tagline, "Always remember what it's like not to know."

Over a 25-year career in technical communication, **Robert E. Perry** has developed outstanding technical, communication, managerial, and interpersonal skills. Starting out as a chemist, Robert discovered that he enjoyed writing reports and procedures in the laboratory. After discovering the growing field of technical communication, he sought a Master's degree in it. Combining his love for writing with his technical skills, he has never looked back.

Robert has been active in STC since 1992 and has served in many roles for both the Carolina and New York communities. He has been a highly effective judge for local and international competitions and his work won Distinguished and Best of Show Awards. He enjoys speaking on the behalf of the chapter and Society, and serving as a mentor. As the field of technical communication has grown, Robert has grown with it and is highly respected by his peers. With his enthusiasm and professionalism, he has proven to be a highly effective ambassador for STC.

As President of the Carolina Chapter in 2014, Robert revitalized the community. As a result, the chapter was honored as a Community of Distinction and Community of the Year. As an instructor with the Duke University Continuing Studies, Technical Communications Program, Robert evangelizes the importance of our profession and regularly reminds students of the value of STC membership. Currently, he is a Senior Technical Writer at SAS, where he is the lead writer on three product lines and also leads the User Assistance Design Team. He is honored to be recognized by the Society as an Associate Fellow.

ROBERT E. PERRY

CITATION:
For demonstrated leadership and sharing of technical and professional knowledge, for inspiring many productive technical communication careers, and for significant contributions to the Society.

ASSOCIATE FELLOW

Jay R. Gould Award for Excellence in Teaching Technical Communication

The Jay R. Gould Award for Excellence in Teaching Technical Communication honors the distinguished teaching career of the late Professor Gould, whose academic mentorship guided many into the technical communication profession. To be eligible for the award, a nominee must have been a member of the Society for Technical Communication for at least 10 years and must have been involved in postsecondary education for at least 15 years.

Steven M. Gerson

CITATION:
For a career dedicated to student success through inspirational teaching and exceptional mentoring.

Steven M. Gerson (PhD, Texas Tech) is a Senior Professor at Johnson County Community College (JCCC), Overland Park, Kansas, where he has taught since 1978. He is retiring this year after having spent 46 years in the professorate, teaching at the University of Houston, Texas State University, and Texas Tech, prior to his tenure at JCCC. He is the 2003–2004 Kansas Professor of the Year, chosen by the Carnegie Foundation, a recipient of the National Institute for Staff and Organizational Development Master Teacher award, a 12-time winner of JCCC's Distinguished Service Award for outstanding instruction, and a three-time winner of JCCC's Publication Award.

Steve is a Society for Technical Communication Fellow and Associate Fellow. His Fellow plaque reads, "For extraordinarily effective work in publicizing the profession of technical communication among public school students and teachers, for distinguished service to his college, and for outstanding writing, teaching, and mentoring of students." His Associate Fellow plaque reads, "For continuous and outstanding educational contributions to the technical communication profession, and for dedicated service to the Society."

In addition to growing his college's technical communication program from 2 students in 1980 to approximately 300 students annually, Steve has been an educational innovator as an early developer of online education at his college and internationally. His publication "E-CLASS: Creating a Guide to Online Course Development for Distance Learning Faculty" has been adopted and adapted for use by such institutions as the American Sociological Association; the University of Regina (Canada); Texas Women's University; the Geographic Information Technology Training Alliance in Germany, Austria, and Sweden; the University of Geneva; BestUniversities.com; and the University of Oman.

Steve has published over three dozen articles on technical/business writing and given over 75 professional presentations on technical/business writing at regional, national, and international conferences. He has presented approximately 75 technical writing workshops to K-12 teachers and administrators throughout Kansas and Missouri, helping faculty incorporate technical writing assignments into their curriculum.

Steve has been CEO of Steve Gerson Consulting since 1980. During that time, he has facilitated over 500 technical/business writing workshops, focusing on writing and grammar, to over 10,000 participants. He has worked with employees, managers, and supervisors from corporations, including: Sprint (in Kansas, Missouri, Nebraska, Texas, and Minnesota), Data Document Services (in California, Massachusetts, and Kansas), Commerce Bank (throughout Kansas), Bendix-Allied/Honeywell Aerospace, Avon, General Electric, JCPenney, Missouri Public Service, Missouri Department of Transportation, Missouri Department of Natural Resources, H&R Block, and *The Kansas City Star*.

He is the co-author, along with his wife Sharon Gerson, of *Technical Communication: Process and Product* (9th edition), *Writing That Works: A Teacher's Guide to Technical Writing* (2nd edition), *Workplace Communication: Process and Product* (1st edition), and *Workplace Writing: Planning, Packaging, and Perfecting* (1st edition).

JAY R. GOULD AWARD

Herb J. Smith

CITATION:

For a career dedicated to effective education that has influenced teaching practices across the field.

Herb J. Smith is Professor of Technical Communication at Kennesaw State University, where he serves as Coordinator of the Bachelor of Science in Technical Communication in the Department of Digital Writing and Media Arts. He has been a college teacher of technical communication all of his professional life, spanning 35 years. He was Guest Professor, Kommunication und Technische Dokumentation, Fachhochschule Merseburg, Merseburg, Germany, in 1998, and was instrumental in setting up a dual degree program with two Chinese universities, helping their students earn one of their undergraduate degrees in technical communication from Southern Polytechnic State University, now Kennesaw State University. Herb's efforts to set up partnerships with these universities abroad indicate his commitment to promote technical communication worldwide.

In addition, Herb was among the first people in the university system of Georgia to embrace online teaching. Partnering with Dr. Carol Barnum, a former Gould Award recipient, Herb developed the first online technical writing course to be offered in the university system of Georgia.

Herb was also instrumental in setting up the Digital Writing and Media Arts Department's Ken and Elaine Rainey Award, now in its eighth year, which recognizes the accomplishments of an outstanding junior pursuing one of his department's degree programs. Herb also serves as his department's internship coordinator for technical communication majors and has done so for 19 years. During that time, he has directed more than 100 internships.

Along with his colleague Dr. Kim Haimes-Korn, Herb developed an innovative project portfolio capstone course for technical communication seniors and other seniors in the department's degree programs. A key component of that course is an innovative mentorship program whereby each student in the course is paired with a professional in industry who mentors the student on the design and creation of his/her professional paper and electronic portfolios. The mentorship program is in its eleventh year.

Herb's service to the Society for Technical Communication includes his role as volunteer coordinator for the STC Summit in Atlanta in 1992. To support the Summit, Herb recruited and trained more than 80 volunteers, many of them current and former technical communication majors. Herb has served on the Admissions Committee for Sigma Tau Chi, STC's student honorary society (2011–2014). He has worked with his local Atlanta Chapter as faculty advisor to a New Writers Special Interest Group (2002–2009), encouraging his department's technical communication majors to participate in their professional organization and to promote networking with professional newcomers in the Atlanta Chapter.

Over the years, Herb has also published widely on a number of different topics related to technical communication. For example, he co-authored with Ken Rainey and Carol Barnum "Steps and Missteps in Negotiating a Joint Degree Program with a Chinese University," a book chapter in *Designing Globally Networked Learning Environments* (edited by Doreen Starke-Meyerring and Melanie Wilson, 2008), and recently "Collaborating With Industry Using Mentoring Programs and Internships," a book chapter in *Academy–Industry Relationships and Partnerships: Perspectives for Technical Communicators* (edited by Tracy Bridgeford and Kirk St.Amant, 2015).

JAY R. GOULD AWARD

Ken Rainey Award for Excellence in Research

The Ken Rainey Award for Excellence in Research was established by STC in 2006 to celebrate and honor Professor Ken Rainey's passion for research that results in improvements to technical communication, especially to practice. The goal of the award is to encourage quality and excellence in technical communication research by honoring those whose research studies have made an outstanding contribution to the field.

Charles Kostelnick

CITATION:
For a lifetime of quality and influential research in the field of visual communication, a superior publication record, a well-deserved national and international reputation in the field, and influence on generations of teachers, scholars, and practitioners.

Charles Kostelnick is a Professor in the English Department at Iowa State University, where he has taught business and technical communication, as well as a graduate and an undergraduate course in visual communication in professional writing. He is the co-author of *Shaping Information: The Rhetoric of Visual Conventions*, co-author of *Designing Visual Language: Strategies for Professional Communicators*, and co-editor of *Visible Numbers: Essays on the History of Statistical Graphics*.

A former editor of the *Journal of Business and Technical Communication*, he has published in a variety of journals and has made presentations at numerous conferences, with much of his work focusing on visual communication in professional writing, particularly from a rhetorical perspective. His scholarship explores how users respond to design elements (text design, illustrations, data displays), what knowledge (conventions, aesthetic taste) users bring with them to that process, how visual communication has evolved historically, and how students and instructors can translate rhetorical concepts from verbal to visual communication.

Charles grew up in the Chicago area and attended the University of Illinois at Urbana-Champaign, where his interest in visual communication and design was fostered by an undergraduate degree in architecture. He served for ten years as chair of the English Department at Iowa State University. Charles was named an STC Fellow in 2009.

Frank R. Smith Award for Outstanding Journal Article

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.

Petra ten Hove and Hans van der Meij

For the article "Like It or Not: What Characterizes YouTube's More Popular Instructional Videos?" in the February 2015 issue of *Technical Communication*.

Petra ten Hove (born in 1990, the Netherlands) obtained her Master's degree in Educational Science and Technology from the University of Twente (Enschede, the Netherlands) in 2014. During her studies she specialized in the use of television and video in education. Her thesis focused on the identification of characteristics of instructional videos for conceptual knowledge development. After her graduation she joined the Training, Simulation and Operator Performance department of the Netherlands Aerospace Centre (NLR) in Amsterdam.

Petra is an experienced teacher in primary education. Her main interest is on training devices and their effective use in education as well as professional training settings. At NLR she is currently involved in several research studies and projects regarding training devices in the field of aviation. In addition, she supports developers and teachers in the implementation of training technologies and blended learning. As an aspiring scientist she wishes to do large-scale research into the effective use of various training technologies in order to lift education and training to a next level. She may pursue a doctoral degree in the future.

Hans van der Meij is Senior Researcher and Lecturer in Instructional Technology at the University of Twente in the Netherlands. His research interests are questioning, technical documentation (e.g., instructional design, minimalism, self-study materials, video), and the functional integration of ICT in education. He has received awards from STC and from the Institute of Electrical and Electronics Engineers (IEEE) for papers on technical documentation, including a landmark paper award by IEEE for a publication on minimalism (with John Carroll). His most recent awards concern papers on designing instructional videos.

CITATION: *For the authors' thorough statistical analysis of quantifiable characteristics present in popular YouTube instructional videos, and for the clear and useful presentation of the results. Their methodology has immediate applications in technical communication while providing a solid foundation for future research.*

Intercom Outstanding Magazine Article

New awards in 2014, the *Intercom* awards are selected by the *Intercom* Editorial Advisory Panel in collaboration with the editor and honor the outstanding magazine article(s) for the past year, and an outstanding guest editor.

Kirk St.Amant

For the article "Re-considering Social Media for Global Contexts" in the April 2015 issue of *Intercom.*

CITATION: *For posing important questions for technical communicators using social media with global audiences. The article is an outstanding example of using international technical communication principles in a modern media context.*

Kirk St.Amant is an STC Fellow and a Professor of Technical and Professional Communication and International Studies. His main research interests are international communication and information design for global audiences and health and medical communication for international audiences.

Saul Carliner

For the article "Technical Communication at a Crossroads" in the Nov/Dec 2015 issue of *Intercom.*

CITATION: *For providing a historical perspective on the field and identifying challenges the technical communication profession faces after four epochs. The article provides a thorough overview of the past and a clear direction to strive for in the future.*

Saul Carliner is an Associate Professor of Educational Technology and Provost's Fellow for digital learning at Concordia University in Montreal. He has received the Ken Rainey Award for Excellence in Research, the Jay Gould Award for Excellence in Teaching, the STC President's Award, two awards of Distinguished Chapter Service, and seven awards in the Frank R. Smith Competition for Best Article in Technical Communication. He is a Fellow of the Institute for Performance and Learning (formerly Canadian Society for Training and Development) and a Fellow and past President of STC.

INTERCOM Outstanding Guest-Edited Issue

Marcia Riefer Johnston

For the guest-edited content of the January 2015 issue of *Intercom.*

Marcia Riefer Johnston has played many roles in many workplaces, always with writing at the core (not counting those summers working at the Dairy Queen, where she eventually got the hang of making that little curlicue). You can play her weekly word game, Tighten This!, on her blog at Writing.Rocks. Marcia is the author of two books, *Word Up!* and *You Can Say That Again*.

CITATION: *For guest editing an exemplary issue of* **Intercom** *that provides readers with an essential primer on fundamental writing and editing skills. The issue provides new insights and ongoing conversation on a core topic within technical communication.*

Student Infographic Competition

The STC Academic SIG invited STC student members to demonstrate their ability to clarify complex data sets and to exercise their creative talents by entering a Student Infographic Competition at the 2016 Summit. (This year, the Academic SIG changed its annual poster competition to an infographic competition.) The challenge was to present either of two important aspects of the *STC Salary Database* as an infographic. Two winners were chosen. They will each have their work published in *Intercom* magazine as well as win a cash prize. The two winners will be highlighted during the Honors Reception.

2016 President's Award Recipients

Craig Baehr

CITATION: *For the generous commitment of your time and subject-matter expertise in the development of the Certified Professional Technical Communicator program, your ongoing role as Chief Examiner, and your service as Chair of the TC Body of Knowledge.*

Craig Baehr, PhD, is an STC Associate Fellow and Professor of Technical Communication and Rhetoric at Texas Tech University, with 23 years of technical communication experience. He chairs the Technical Communication Body of Knowledge (TCBOK) project, is the Certified Professional Technical Communicator Chief Examiner, and is Faculty Sponsor for the STC Texas Tech University Student Chapter. He is author of *Web Development: A Visual-Spatial Approach* and *Writing for the Internet: A Guide to Real Communication in Virtual Space* and has published material on a wide range of topics, including instructional design, content strategy, hypertext theory, online publishing, and visual communication. Previously, he worked in industry as a technical writer, editor, Web developer, and program director for ten years for the U.S. Army Corps of Engineers. He is an STC Associate Fellow and has been a member of STC since 2000.

Alan Houser

CITATION: *For your ongoing and far-reaching work with STC locally, nationally, and internationally as Summit Conference Chair, President of the Board of Directors, Chair of the Nominating Committee, and for your countless interactions with members and community leaders providing wisdom, insight, and service.*

Alan Houser is Co-founder and President of Group Wellesley, Inc. and a distinguished consultant and trainer in the fields of XML, XML technologies, publishing workflows, and authoring and publishing tools. He is a Certified Instructor in Adobe FrameMaker, a Certified Professional Technical Communicator (CPTC), and an accredited CPTC trainer. Alan is an STC Fellow, past President, and a popular presenter at technical communication conferences. Alan earned an MA in Professional Writing and a BS in Electrical Engineering from Carnegie Mellon University.

Best of Show
Material Hoist Instructional Video
Entered by Brett Millar, Rebecca Firestone, and Benjamin Materna

This flawless video sets a new standard for communicating product knowledge, best practices, and safety. The pacing is superb, there's a Spanish subtitle track, and the video was shot in a single day. The video anticipates everything the viewer could want, from setting up and breaking down, effective safety procedures, and even how to load the hoist into the truck correctly.

Distinguished Technical Communication

Argonne Winter Footwear Safety Video
Entered by Diana Anderson, Jim Corsolini, and Dan Harris

Hypertherm HyPrecision 15/30/50 Waterjet Pump Operator Manual
Entered by K. Catten Ely

Johns Hopkins APL Technical Digest
Entered by Erin Richardson, Kelly Livieratos, Diane Dorsey, Ken Moscati, and Shannon Nelson

Virginia Tech Electrical and Computer Engineering Magazine
Entered by Eileen Baumann, Sara Gundersen, Kara Baumann, David Franusich, and Andrew Beaver

Platinum Communities

Carolina Chapter

For your endless promotion of the Society, strong educational programs for technical communication professionals, as well as creative outreach to university students and other STC communities.

Chicago Chapter

For your dedication to the profession and to STC by offering a wide variety of innovative programs (featuring an elaborate 60th anniversary celebration), running a successful annual competition, producing excellent newsletters, and fostering strong partnerships with other organizations.

Philadelphia Metro Chapter

For having strong and varied programs and events for your members, and especially for your great focus on your student community with your Week of Writing and Web Content Strategy workshop.

Rochester Chapter

For your remarkable work in recognizing members through your various chapter-level awards, impressive blend of educational and social activities, and your extensive student outreach.

Gold Communities

Instructional Design & Learning SIG

For your strong and consistent promotion of STC and the IDL SIG through active participation in the 2015 Summit and your excellent educational offerings, including your very creative Virtual Progression program.

Technical Editing SIG

For providing value to your members, and the Society as a whole, through consistently high-quality educational offerings, collaboration with other communities, and initiatives to strengthen your leadership succession plan.

Silver Communities

Houston Chapter

For providing value to your members and promoting the Society and the profession through your strong leadership plan, varied activities, and especially your innovative STC Spotlight mentoring initiative.

Northeast Ohio Chapter

For your work in building community outside of the work environment through your extensive array of informal events, as well as your impressive student outreach through members sharing their technical communication expertise at area universities.

Texas Tech University Student Chapter

For your dedicated work in promoting STC and the technical communication profession by reaching out to new students, establishing strong ties to area employers, and providing excellent programs and field trips.

Bronze Communities

San Diego Chapter

For your dedicated promotion of the Society and profession, as well as your strong leadership plan that helps the Chapter grow in the STC community.

Southeastern Michigan Chapter

For fulfilling the STC mission of providing quality programs to your members, especially your innovative Choose Your Own Learning Adventure program that not only encouraged participation in STC webinars but engaged your whole community by having attendees share key points of the webinars at your chapter meetings.

Pacesetter Awards

Chicago Chapter

For promoting STC and the Chicago Chapter through a creative and active year-long anniversary celebration, bookended by special events highlighting the rich history of STC.

Southeastern Michigan

For successfully promoting STC webinars and sharing their benefits with your community through your creative "Choose Your Own Learning Adventure" program.

Rochester Chapter

For your creative use of the Periscope app to offer low-cost virtual "live" attendance at your face-to-face programs, including the ability to ask questions via Twitter and for a strategic use of a regional Media List to improve your marketing to increase membership and program attendance.

THANK YOU

Special thanks to the many individuals involved in honoring those in technical communication.

FELLOWS NOMINATING COMMITTEE

Larry Kunz, Chair
Phylise Banner
John Hedtke
Brenda Huettner

ASSOCIATE FELLOWS NOMINATING COMMITTEE

Brian Lindgren, Chair
Lisa Cook
Bill Leavitt
Deanne Levander
Mike Markley
De Murr
Thea Teich
Carolyn Watt

INTERNATIONAL SUMMIT AWARDS COMMITTEE

John Hedtke, Chair
Elizabeth Bailey
Karen Rempel

JAY R. GOULD AWARD FOR EXCELLENCE IN TEACHING TECHNICAL COMMUNICATION COMMITTEE

Kirk St.Amant, Chair
Jackie Damrau
Ann Jennings
Russel Hirst

KEN RAINEY AWARD FOR EXCELLENCE IN RESEARCH COMMITTEE

Ann Blakeslee, Chair
Michael Albers
Saul Carliner
Nancy W. Coppola
Laurie Kantner

FRANK R. SMITH AWARD COMMITTEE

Leah Guren, Chair
Ramesh Aiyyanger
Sally Henschel

INTERCOM AWARDS COMMITTEE

Liz Herman, Chair
Beth Agnew
Nicky Bleiel
Barrie Byron
Alan Houser

COMMUNITY ACHIEVEMENT AWARDS/PACESETTER AWARDS COMMITTEE

MaryKay Grueneberg, Chair
Steve Adler
Francis Bao
Maryann Bowen
Jamye Sagan

STUDENT INFOGRAPHIC AWARD COMMITTEE

Lisa Meloncon, Chair
Phylise Banner
Eva Brumberger
William Horton

STC Society for Technical Communication