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**Society for Technical Communication**

**Annual Business Meeting**

**Anaheim Marriott, Grand Ballroom F**

**16 May 2016 5:00-6:00 PM PDT**

# Call to Order

Mr. Bernard Aschwanden, STC President, called the meeting to order at 5:02 PM PDT.

A quorum was established.

# Adoption of the Rules

Mr. Robert Duitsman, PRP, Parliamentarian, informed the membership of the rules of the meeting. Speakers will be timed. The chair has named Mr. James Cameron to serve as timekeeper. The microphones on the floor are to be used if any members have comments so that they may be recognized by the chair. All cell phones and other electronic devices should be turned off or set to silent.

Under New York State law and the Society's current bylaws, the voting members of the Society are charged with the responsibility of electing directors and officers to manage the affairs of the Society. Motions from the floor dealing with Society management will be ruled out of order for the purposes of this meeting.

The rules for the meeting were adopted without objection from the membership.

# Agenda

* Call to Order Bernard Aschwanden, President
* Establishment of the Quorum Alyssa Fox, Secretary
* Adoption of the Rules Robert Duitsman, PRP, Parliamentarian
* Adoption of the Agenda Bernard Aschwanden
* Reading of the Minutes Alyssa Fox
* President’s 2015-2016 Report Bernard Aschwanden
* Treasurer’s Report Jane Wilson
* Introduction of Outgoing Board Bernard Aschwanden
* Business from 2015 Annual Meeting Bernard Aschwanden
* Nominating Committee Report Alan Houser
* Installation of the 2016-2017 President Bernard Aschwanden
* Introduction of Incoming Board Adriane Hunt
* President’s Address 2016-2017 Adriane Hunt
* New Business Adriane Hunt
* Adjournment Adriane Hunt

# Adoption of the Agenda

The agenda was adopted without objection from the membership.

# President’s 2015-2016 Report

Mr. Aschwanden addressed the assembly and thanked the staff, board, and nominating committee for their work and service over the last year.

# Treasurer’s Report

Ms. Jane Wilson, Treasurer, reported on the current financial state of the Society.

The audited financial statements for 2015 were accepted by the board of directors on Saturday, May 14, 2016. The audit firm stated that our financial statements for 2015 present fairly, in all material respects, the financial position of the Society; and the changes in net assets and cash flows for the year conformed to generally accepted accounting principles in the United States.

The Society ended the year with total assets of $791,094 and total liabilities of $929,344, which brought our total unrestricted net assets at the end of the year equal to ($138,250).

This represents a positive change in net assets of $58,929. We had budgeted for a surplus of slightly over $41,000 – so our performance beat our plan by almost $18,000. This is the second year in a row that the STC has reported a surplus, and we are continuing to work at reducing our overall deficit.

Total revenue for the year was reported as $2,159,727, slightly less than the budgeted $2,373,597. Total expenses came in at $2,101,383, which is also below the budgeted $2,332,448. Once again, much credit goes to Chris Lyons and the entire STC staff for keeping expenses low, which allowed us to realize a surplus for the year in spite of not quite making revenue numbers.

In addition, because of effective strong cash flow management, we were able to avoid drawing on our line of credit in 2015.

The Society closed the year with $343,855 in total investments. For the first time in many years, we were able to add to our investments by contributing $45,000 to the portfolio early in 2015. Apart from that, we had a return on our investments consistent with the broader market, which was, unfortunately, not very good in 2015 – our net investment return for the year was only $585.

We are continuing to make positive strides to improve the STC’s financial position. While it requires sustained effort and vigilance, we are continuing to make positive progress.

Much of that positive financial performance in 2015 can be attributed to keeping a sharp eye on expenses and realizing operational efficiency. But, this is not enough. As we go forward in 2016 and beyond, the key to a return to solid financial ground for STC must include a sharp focus on our revenue streams. We need to explore new avenues for revenue, and membership growth and retention, in order to remain stable and financially viable.

# Introduction of Outgoing Board

Mr. Aschwanden presented the outgoing members of the 2015-2016 Board of Directors. He then introduced those rolling off the board, who stood to be recognized:

* Charles Fisher, Director
* Ray Gallon, Director
* Kit Brown-Hoekstra, Immediate Past President

# Business from 2015 Annual Meeting

Mr. Aschwanden reviewed the motions from last year’s business meeting. The following motions were brought forward and carried last year:

* “That the board consider enabling more members to attend the annual business meeting by moving it online, either altogether or in conjunction with the in-person meeting during Summit.”

Official board response: The board decided to leave the process as is and make motion forms and instructions available at the beginning of the annual meeting.

* “That the board consider a standardized approach to membership campaigns that follow inbound marketing best practices.”

Official board response: Mr. Chris Lyons, STC CEO, has affirmed that STC already follows these best practices.

# Nominating Committee Report

Mr. Alan Houser, Nominating Committee Chair, announced the official results of the Society for Technical Communication's election that ended on 9 March 2016.

Out of 3,029 eligible voters, there were 443 votes cast, 14.63% of the total voters. These votes were cast using an online system provided by Intelliscan, which certifies the election results are correct, true, and accurate. All STC election rules were strictly adhered to and all necessary Intelliscan internal controls were in place to ensure the accuracy and integrity of the voting.

For the office of Vice President, two candidates were nominated:

* Ms. Alyssa Fox received 282 votes.
* Ms. Rhonda Truitt received 154 votes.

By your vote, Ms. Alyssa Fox was elected Vice President.

For the office of Secretary, two candidates were nominated:

* Ms. Kirsty Taylor received 216 votes.
* Ms. Jackie Damrau received 214 votes.

By your vote, Ms. Kirsty Taylor was elected Secretary.

For the office of Director, five candidates were nominated for two positions:

* Ms. Liz Herman received 209 votes.
* Ms. Alisa Bonsignore received 191 votes.
* Mr. Todd DeLuca received 165 votes.
* Mr. Robert Perry received 153 votes.
* Mr. Rajdeep Gupta received 134 votes.

By your vote, Ms. Liz Herman and Ms. Alisa Bonsignore were elected Directors.

For the Nominating Committee, four candidates were nominated for two positions:

* Mr. Rick Lippincott received 251 votes.
* Ms. Becky Todd received 230 votes.
* Ms. Lori Meyer received 230 votes.
* Ms. Elizabeth O’Neill received 139 votes.

By your vote, and by board decision, Mr. Rick Lippincott and Ms. Becky Todd were elected to the Nominating Committee.

In addition, Ms. Adriane Hunt automatically ascended to the office of President.

Mr. Houser recognized the 2015-2016 Nominating Committee:

* Mr. Donn DeBoard, rolling off
* Ms Marta Rauch, rolling off
* Ms Viqui Dill
* Ms. Cindy Currie

# Installation of the 2016-2017 President

Mr. Aschwanden introduced Ms. Adriane Hunt, 2016-2017 President, and presented her with her gavel. Ms. Hunt thanked Mr. Aschwanden for his service and dedication to STC.

# Introduction of Incoming Board

Ms. Hunt introduced the incoming 2016-2017 Board of Directors:

* Alyssa Fox, Vice President
* Kirsty Taylor, Secretary
* Jane Wilson, Treasurer
* Bernard Aschwanden, Immediate Past President
* Cindy Pao, Director
* Craig Baehr, Director
* Alisa Bonsignore, Director
* Liz Herman, Director

# President’s Address 2016-2017

Ms. Hunt addressed the assembly.

# New Business

Ms. Hunt asked if there was any new business.

Ms. Christina Mayr, Carolina chapter, made the following motion: *“The board consider creating and distributing a website migration plan for communities moving to the new hosting service and WordPress platform.”*

*The motion was seconded.*

Ms. Li-At Rathbun, Santa Barbara chapter, Los Angeles chapter, Technical Editing SIG, spoke in favor of the motion.

Mr. Roger Renteria, New Mexico chapter, made a point of order that a guide is coming.

Ms. Marilyn Woelk, Rochester chapter, CIC SIG, spoke in favor of the motion.

Ms. Larry Kunz, Carolina chapter, Technical Editing SIG, spoke in favor of the motion.

Ms. Hunt made a point of order that no chapters are required to move to STC hosting.

Ms. MaryKay Grueneberg, Chicago chapter, made a point of order that the CAA guidelines noted that STC chapters needed to be moved to June.

*The motion carried.*

Ms. Li-At Rathbun, made the following motion: *“The board recognize that SIGs function like virtual chapters rather than the originally envisioned and limited discussion groups.”*

The parliamentarian ruled that this matter is not in order at this time and will be referred to the board for consideration at the next board meeting.

# Adjournment

Ms. Hunt adjourned the meeting at 5:41 PM PDT.