



SOCIETY HONORS

2015





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Adobe

ADOBE congratulates all the individuals and communities chosen for awards and honors during the 2015 Technical Communication Summit.

Welcome to the 2015 Honors Reception! This year, we have made some significant changes to this hallowed event, which we hope will make it more accessible and fun for everyone, while still providing our esteemed honorees with the recognition and attention they deserve.

Earlier in the conference, we honored our President's Award winners, our Honorary Fellows, our strongest communities, and our Distinguished Community Service Award winners. These communities and volunteers are the heart of STC, and together with our dedicated staff, help make possible the events and activities that STC provides. If you haven't already done so, please take the time to congratulate these community leaders and volunteers.

Tonight, we honor and thank some of the best and brightest in our profession who have dedicated their time, energy, and passion to advancing the profession with their bodies of work, mentoring, teaching, and steadfast volunteerism. The dedication and energy of these honorees help make STC the strong, nurturing organization that it is.

As we bestow our highest honors, the rank of Fellow and Associate Fellow, please take note of the recipient names. These people (and the ones who've come before them) are your mentors, your guides, your leaders. Congratulate them and learn from them.

Teaching is one of the highest callings there is, one that demands much of its members, while often giving little in the way of recognition and thanks. The Jay R. Gould teaching award and the Ken Rainey research award give STC an opportunity to recognize and honor the teachers who train new members of our profession, add to our Body of Knowledge, and contribute to our understanding of how our work meets the needs of our audiences and changes the world. Be sure to thank them for their dedication to our future.

The Frank R. Smith award, the ISA Best of Show, and the *Intercom* awards provide peer recognition for quality work that demonstrates the winners' professional skills. Congratulate them and take the time to peruse their work.

The Student Poster competition winners and the Sigma Tau Chi award shine a light on some of the brightest new members of our profession. Congratulate them and remember these names. I have a feeling you will be hearing more great things from them.

On behalf of the Board of Directors, staff, and members of the Society for Technical Communication, I look forward to personally thanking each of the honorees for their significant contributions.

Katherine Brown-Hoekstra



KIT BROWN-HOEKSTRA

President, 2014–2015

JOHN CARROLL



CITATION:

For your lifelong contributions to technical communication through your research into human-computer interaction and the concept of minimalism in documentation, and for your dedication to teaching the next generation.

TEMPLE GRANDIN



CITATION:

For your ability to clearly communicate scientific concepts and your work on how perception and noise affect comprehension and appropriate/expected response, which has influenced learning model theory, accessibility for people with learning and brain differences, usability, user experience, and system design in multiple industries and disciplines.

Dr. John M. Carroll is distinguished professor of information sciences and technology at the Pennsylvania State University. His research is in methods and theory in human-computer interaction, particularly as applied to Internet tools for collaborative learning, problem solving, and design of interactive information systems. Recent books include *Creativity and Rationale: Enhancing Human Experience by Design* (Springer, 2012), and *Innovative Practices in Teaching Information Sciences and Technology* (Springer, 2014). Dr. Carroll serves on several advisory and editorial boards for journals, handbooks, and series. He is editor of the *Synthesis Lectures on Human-Centered Informatics*. Dr. Carroll has received the Rigo Award and the CHI Lifetime Achievement Award from ACM, the Silver Core Award from IFIP, and the Goldsmith Award from IEEE. He is a fellow of AAAS, ACM, IEEE, the Human Factors and Ergonomics Society, and the Association for Psychological Science. In 2012, he received an honorary doctorate in engineering from Universidad Carlos III de Madrid.

Dr. Temple Grandin is a professor of animal science at Colorado State University and has been a pioneer in improving the handling and welfare of farm animals.

Born in Boston, Massachusetts, Dr. Grandin's achievements are remarkable because she was an autistic child. At age two, she had no speech and all the signs of severe autism. Many hours of speech therapy and intensive teaching enabled her to learn speech. Mentoring by her high school science teacher and her aunt on her ranch in Arizona motivated Dr. Grandin to study and pursue a career as a scientist and livestock equipment designer.

Dr. Grandin obtained her BA at Franklin Pierce College in 1970. In 1974 she was employed as livestock editor for the *Arizona Farmer-Ranchman* and also worked for Corral Industries on equipment design. In 1975 she earned her MS in Animal Science at Arizona State University for her work on the behavior of cattle in different squeeze chutes. Dr. Grandin was awarded her PhD in Animal Science from the University of Illinois in 1989.

Following her PhD research on the effect of environmental enrichment on the behavior of pigs, she has published several hundred industry publications, book chapters, and technical papers on animal handling plus 63 refereed journal articles in addition to 10 books. At Colorado State University, she continues her research while teaching courses on livestock handling and facility design. Her book, *Animals in Translation*, was a *New York Times* best-seller and her book, *Livestock Handling and Transport*,

now has a fourth edition which was published in 2014. Other popular books authored by Dr. Grandin are *Thinking in Pictures*, *Emergence Labeled Autistic*, *Animals Make Us Human*, *Improving Animal Welfare: A Practical Approach*, *The Way I See It*, and *The Autistic Brain*. She also has a popular TED Talk.

Dr. Grandin has received numerous awards, including the Meritorious Achievement Award from the Livestock Conservation Institute, was named Distinguished Alumni at Franklin Pierce College, and has received honorary doctorates from McGill University, University of Illinois, Texas A&M, Carnegie Mellon University, and Duke University. In 2015 she was given the Distinguished Service Award by the American Farm Bureau Federation. HBO premiered a movie about her early life and career with the livestock industry. The movie received seven Emmy awards, a Golden Globe, and a Peabody Award. In 2011, Dr. Grandin was inducted into the Cowgirl Hall of Fame.

Dr. Grandin is a past member of the board of directors of the Autism Society of America. She lectures to parents and teachers throughout the United States on her experiences with autism. She was honored in *Time Magazine's* 2010 "100 Most Influential People in the World." In 2012, she was inducted into the Colorado Women's Hall of Fame. Dr. Grandin now resides in Fort Collins, Colorado.

ELIZABETH
KENT

CITATION:

For continuing contributions and service to her chapter as a competition manager, volunteer, and historian, and for tirelessly sharing knowledge and skills with other writers.

Like many others, **Elizabeth Kent** joined STC for the networking opportunities, and stayed for education and fellowship. She worked as a technical writer in the medical manufacturing and computer industries for 10 years before she heard about STC. Her first meeting was an awards banquet, which began her interest in the competitions. After several years as a competition judge, Betsy was recruited in 1999 to work on the Competitions Committee for the STC Carolina Chapter and has been there ever since. The trifold pamphlet used for the call for entries was a useful model for a project at Progress Software, and later in one of the courses for her Master's degree at East Carolina. She has served as an officer of the Carolina Chapter in a number of roles. She earned the Distinguished Chapter Service Award in 2006, and was named an Associate Fellow in 2011. Betsy used her experience of training two new graduates into becoming capable and confident writers in a short time to submit a Summit progression presentation on growing and mentoring junior writers. A firm believer in networking, she promotes the networking advantages of being a competition judge and other chapter-level volunteer work.

Nathaniel Lim has worked in technical communication for over 25 years in the pharmaceutical/medical industry. He is currently a senior technical writer for Elekta, where he writes end user documentation for oncology software. He is also a guest lecturer on clinical forms development at the University of California Santa Cruz Silicon Valley Extension. Earlier in his career, he designed and developed innovative case report forms and workbooks for use in clinical trials.

He earned an Associate's degree in science, physics, and mathematics from the College of San Mateo; a Bachelor of Arts in organizational studies from University of California Davis; and a certificate of achievement in technical communication from De Anza College.

At STC, Nathaniel has been a technical publications competition judge at the local, Society, and Best of Show levels and has chaired the International Summit Awards. He is an advocate for first-time attendees at the Summit orientation where a conference chair has called his presentation "contagious." He has served on the STC Summit Program Advisory Committee, STC Nominating Committee, and has coordinated student volunteers at the STC Summit. He has authored numerous articles in *Intercom*, STC chapter newsletters, and *STC's Notebook*, and has made presentations on a variety of topics, such as business forms design, alternative writing careers, Simplified Technical English, and nametags.

Nathaniel sees technical communication as not just a job or profession but a passion. It shows in his wide-ranging work in and out of STC. His outside interests include service to his church and leadership development in the Boy Scouts of America. Nathaniel is an Eagle Scout, honored with the Order of the Arrow (BSA's honor society), and trains Scout leaders (youth and adults). In addition to his technical writing awards from STC, he has also won newsletter awards from the Boy Scouts and the Associated Church Press.

NATHANIEL LIM



CITATION:

For tirelessly and enthusiastically helping people get maximum value from STC, especially for leading the International Summit Awards competition and for championing the Summit conference.

EDWARD
MARSHALL

CITATION:

For being a thought leader in technical communication, promoting developments in technology, and sharing knowledge and methods with peers to facilitate the advancement of technical communication.

Ed Marshall is an enthusiastic supporter of the technical communication profession, inside and outside our field. He is a frequent presenter at STC chapter meetings, annual STC conferences, other events for technical communicators (WritersUA, TEKOM, and Information Development World, to name a few), and community groups. He uses LinkedIn and Twitter to promote and support the technical communication field and STC. He also teaches colleagues on how to use social networking to expand their networks and find jobs and clients.

During his 27-year career as a technical communicator, Ed has evolved into an expert in documenting application programming interfaces (APIs) and software development kits (SDKs). Today, he is considered one of the top experts in the world in this niche, where the demand for writers far exceeds the supply. Ed is a popular speaker on this topic, and he freely shares his knowledge with other technical communicators who are interested in breaking into this market. He mentors technical communicators in a variety of ways, from answering questions related to his fields of expertise to helping them troubleshoot issues with tools in moments of crises.

Ed supports our profession in many other ways, such as publishing newsletter and journal articles of interest to technical communicators on documenting APIs and SDKs, on using social media, and with detailed technical reviews of new releases of MadCap Flare. As a professional musician, he uses his communication skills to support the jazz and classical communities. He produces the monthly schedule for a local jazz club. He writes detailed reports of master classes and lectures at the biennial International Society of Bassists conferences, which are printed in the Society's special conference issue. He described his life as a freelance bass player in the article, "Freelancing Bass-ics," published in *Intercom's* Off Hours column in the July/August 2012 issue.

Lori Meyer began her 31st year of STC membership in 2015, and has served many STC communities in a variety of roles. She is currently membership manager for the Rochester and San Diego Chapters, director-at-large for the Carolina Chapter, immediate past president of the East Bay Chapter, secretary of the Washington DC-Baltimore Chapter and the Instructional Design and Learning SIG, and social media volunteer for the the Consulting and Independent Contracting SIG. She is also a former co-manager and continuing volunteer for the Technical Editing SIG. Lori was named an Associate Fellow in 2012 and has received Distinguished Chapter Service Awards from the Rochester, Carolina, and Washington DC-Baltimore Chapters.

Lori has a Master's degree in instructional technology from Rochester Institute of Technology. She is a technical communicator and curriculum developer in Northern California, where she develops and edits software documentation and training. Lori feels great excitement about the potential of social media and mobile technology to build on our work as technical communicators. She is looking forward to continued service to STC.

LORI MEYER



CITATION:

For outstanding service to multiple STC communities and to the Society as a whole; for achieving distinction as an innovator and pioneer in her service to STC and in her professional career.

ROBERT G.
YOUNG

CITATION:

For his continuing enthusiastic contributions to his community and the profession as a writer and mentor, and for devoted and passionate service to the Society.

A versatile and award-winning writer, **Robert G. Young** is the first Fellow honoree for the Northeast Ohio Society for Technical Communication (NEO STC) Chapter. He has been writing technical documentation for nearly 20 years, the past seven as a senior information developer for Rockwell Automation in Mayfield Heights, Ohio. During this time, Robert has reorganized the documentation strategy for the process division, mentored contractors, and received numerous writing awards, including Distinguished in 2013 and International Merit in 2012.

Prior to Rockwell, Robert was a lone writer for 12 years at MAXIMUS, Inc., in North Canton, Ohio. Besides writing and maintaining 30-plus judicial software manuals, he redesigned the company's documentation distribution system, oversaw the conversion of the documentation into Adobe FrameMaker, and implemented single-sourcing for their Web application.

Young also was an accomplished sports writer for two daily newspapers after receiving his journalism degree in 1978 from Ohio University in Athens, Ohio. His experience includes briefly helping produce ESPN2 TV shows (including several at the Professional Football Hall of Fame in Canton, Ohio), writing advertising copy, and assisting with contract negotiation as the executive secretary for The Cleveland Newspaper Guild.

Robert has held numerous offices for NEO STC, including chapter president in 2006 and serving as co-chairperson for the 2007 Regional Conference in Cleveland, Ohio. Young started the NEO STC sponsorship program and still acquires corporate sponsorships to fund the chapter's annual scholarship program. Honored as an Associate Fellow in 2011, Bob continues to broaden communication channels between the STC Board of Directors and chapter leaders while serving on the Society's Community Affairs Committee (CAC).

Robert is an avid boater and fisherman. He and his wife, Carol, reside in North Canton, Ohio. The couple, who have been married for 34 years, have a son, David, 27, and a daughter, Sandie, 25.

Ramesh Aiyangar has learned the art and science of technical writing while developing and managing information for more than two decades. He was president of the STC India Chapter, and has been associated with the chapter since its inception approximately 16 years ago, serving the chapter to fulfill the Society's mission and values. In addition to his commitment to STC, Ramesh is very passionate about technical communication in general. He sees the art of communications as the language of leadership and has strived to implement this in his professional career to enrich his life and influence the lives of those around him. During his nearly two decades as a technical communicator, he has continuously and passionately promoted the profession. He has managed many information organizations and built stable, highly productive teams, and motivated them to meet and exceed objectives. When Ramesh entered the field, there were only a few technical writers in India, but since then the community has grown by leaps and bounds and India now boasts a sizeable number of technical writers.

At its inception, the STC India Chapter had limited resources, members, and volunteers. Leveraged by seemingly unlimited enthusiasm, Ramesh and the other volunteers served the STC India Chapter and it now stands among STC's most respected chapters. In his current position as business head of technical communications with Persistent Systems, Ramesh leads the operations of the technical communications business unit and uses this strategic role to further advance and promote technical communication. Ramesh holds an MBA degree and a post-graduate degree in communications and journalism from Pune University.

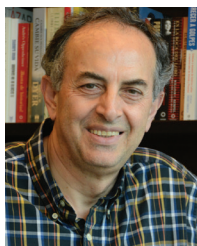
RAMESH AIYYANGER



CITATION:

For continuously and passionately promoting the profession of technical communication in India, support of its practitioners worldwide, and for dedicated and conscientious service as a Society leader.

A. UGUR AKINCI



CITATION:

For technical communication leadership through multiple media, passionate outreach to students, and encouragement and support of the profession in the Washington DC–Baltimore Chapter and local communities.

Dr. A. Ugur Akinci is an award-winning technical communicator who has contributed generously to the profession through his website and many publications. He is the Past President of the STC Washington DC–Baltimore Chapter. Since 1998 Ugur has worked as a technical communicator for Fortune 100 companies and has subsequently established himself as an excellent representative of our profession.

He launched his professional career back in the 1980s as a NATO bilingual (Turkish–English) senior translator. Then, until the mid-1990s, he worked as a writer, editor, and DTP (desktop publisher) for various clients. From 1994 to 1998, he worked as a National Press Club reporter and columnist, covering the U.S. State Department and Congress. Ugur’s mission is to minimize disorganization and conflict, and maximize efficiency and happiness through better information design, communication, and training. A natural educator, Ugur has designed four online video courses focused on technical writing and editing on the Udemy platform. His website, www.ttc6.com, launched in 2007, offers technical writing tips, tutorials, and trends. In 2014, MindTouch ranked Ugur as #36 in its top influencers list.

Ugur studied electrical engineering and sociology at the Middle East Technical University (ODTU) in Ankara, Turkey. He holds a BA in sociology from University of Texas at Austin, and an MA and a PhD in Sociology from Brown University. In addition to STC, he has also been a member of Toastmasters International, the American Turkish Association of Washington DC, and has served as a volunteer for Meals On Wheels. Ugur is married with one child. Hobbies include reading, writing, public speaking, running, walking on the beach, listening to jazz and Bossa Nova, and attending Baltimore Symphony concerts.

Francis Bao has been a member of STC since 1997. Currently the STC Chicago Chapter's committee manager for advertising and sponsorship, he previously served as chapter treasurer, vice-president, president, and nominating, education, and science fair committees manager. He was also a chapter competition judge for more than six years. Francis is a member of the Chicago e-Learning & Technology Showcase Advisory Committee and the American Writers Association. He was on the 2012 STC Summit Host Chapter Committee, where he managed the hospitality desk and STC buddies program for first-time Summit attendees. He became a member of the STC-ITC and the TE SIGs in 2013. He wrote theoretical articles for the ITC-SIG blog and the TE SIG newsletter, *Corrigo*. These articles contained tips for effective editing and translation of technical documents. Francis was a treasurer for the TE SIG during 2014 program year.

His professional awards include the STC Chicago technical communication competition awards, APEX awards, President's Award, Distinguished Chapter Service Award, Chicago Chapter Volunteer of the Year Award, and Robert G. Frank Award (highest achievement award of the Chicago Chapter). Francis has written many articles for the chapter newsletter, *Byline*, and published three theoretical papers in the Society's magazine, *Intercom*, and STC's blog. The content includes how technical translation will affect global marketing communication and tips for winning a technical communication competition, as well as steps to improve technical editing skills. He also received a certificate from Padgett Thompson National Seminar Group at a user manual writing workshop.

Francis owns a Chicago-area technical writing and translation consulting company that he formed in 2001. Since 2010, he has represented a California company in China to help market its health care products. Francis's major role is translating the product information into Chinese, including advertising brochures and international laboratory testing reports.

FRANCIS BAO



CITATION:

For passionate and relentless promotion of the profession of technical communication, elearning practitioners, editors, translators and for distinguished service as a Society leader.

NICKI L. DAVIS



CITATION:

For continuous, passionate dedication to the cause of making technology more accessible through improved documentation and user interface design, and a solid commitment to the profession and the Society.

Nicki L. Davis began her career as a technical writer while studying for her PhD in chemistry. Dismayed by the poor usability of the analytical instrument that she and her fellow graduate students needed for their thesis research, she solved the problem by writing a user manual. Inspired by this experience, she resolved to use her communication skills to make technology easier to use. Upon earning her PhD, she got her first job as a junior technical writer at an engineering company. After that position ended, she had a brief stint as a lab chemist, but quickly moved back to technical communication. Her job titles over the years include scientist writer, senior scientist writer, advisory technical communicator, and senior technical writer.

Throughout her career, Nicki has focused on saving customers' time and money through effective technical documentation driven by usability. While working as a technical writer at a company that made software for chemists in the pharmaceutical industry, Nicki shifted her focus to user interface (UI) design, conducting usability tests and field studies to find out exactly what users needed. At her next job, she initiated usability testing and made significant contributions to the usability of the company's server products. Nicki has delivered several STC presentations based on her work in the field. At her current position at Complete Genomics (Mountain View, California), she looks forward to making it easier for scientists to get their work done.

Nicki has received the Berkeley STC Chapter Distinguished Chapter Service Award and is also a long-time member of the Association for Computing Machinery, the User Experience Professionals Association, and the American Chemical Society.

MaryKay Grueneberg has spent more than 30 years as a technical communicator, predominantly for the computer software industry. She began her career as a technical writer in 1983 after earning a Bachelor's degree in computer science and journalism. Although she was pursuing a dual degree, she wasn't certain how the two disciplines fit together until a colleague introduced her to the concept of technical writing. She has been hooked on technical communication ever since. Her first job out of college was as a technical writer, and for 32+ years she has continued as a technical writer and editor. Her favorite official professional job title was "Queen of Words."

MaryKay joined STC in 1995 and in 2007 ran for secretary of the Chicago Chapter. Working her way up through various administrative council roles, she became chapter president in 2010–2011 and since then has been active at the Society level on several committees.

MaryKay believes in the importance of communication in every facet of life, which is probably why she has been involved in newsletter writing for every organization for which she has ever volunteered. She actively participates in a variety of professional and non-profit organizations in multiple roles (in addition to a Master's degree in communications she has a Master's certificate in non-profit management). As a leader and mentor in non-profit organizations for 20+ years, she has a penchant for honoring the nation's veterans.

The most recent highlight in her career was Fall 2013 when she was part of a team that visited Porto Alegre, Brazil, for a one month initiative designed to foster education and entrepreneurship in emerging markets. While there, MaryKay used her technical communication skills to help the City Hall of Porto Alegre redefine and improve their internal and external communications systems.

MARYKAY GRUENEBERG



CITATION:

For exceptional effort in the support and promotion of technical communication, continued contributions to the Society and the Chicago Chapter, and a never-ending support of fellow practitioners.

SALLY
HENSCHEL

CITATION:

For extraordinary contributions to students, the Academic SIG, the Society, and the field of technical communication, while demonstrating a rare level of commitment, quality, and care to all endeavors.

Dr. Sally Henschel is an assistant professor of English and the online writing curriculum coordinator at Midwestern State University, where she teaches undergraduate and graduate courses in technical and professional communication (TPC), digital rhetoric, information design, and research methods and methodology. Her research includes TPC programmatic issues, pedagogy, and practice.

She serves on the administrative council of the STC Academic Special Interest Group (SIG) as student manager and served on the founding board of the Academic SIG Partnership Preconference. The Preconference was developed to promote the exchange of information between those in industry and the academy and to facilitate cross-boundary collaborations. As a member of the Preconference planning committee, she has served as site and technical manager and marketing and corporate sponsorships manager. In addition, Sally has coordinated the STC Student Poster Competition, collaborated with STC staff and members on the creation of an online Mentor Board to facilitate mentorships between professional practitioners and students, co-chaired an STC Student Outreach Task Force, and contributed to the STC Academic Programs Database and Technical Communication Body of Knowledge (TCBOK).

Sally has received awards for her teaching, service, and scholarship. A 2015 recipient of the Jay R. Gould Award for Excellence in Teaching Technical Communication, Sally also has received the Midwestern State University Faculty Award, the university's highest honor for teaching and service. She has received the Distinguished SIG Service Award, and in 2014, the STC President's Award, the citation for which reads, "For your dedication to your students, the profession, and STC, as well as your outstanding work with the Student Outreach Task Force, the Student Poster Competition, and the Academic SIG." Her research in TPC programmatic issues also has received recognition: a study she co-authored with Lisa Meloncon received the Frank R. Smith 2013 Outstanding Journal Article Award.

Sheila Loring has been a technical communicator for more than 16 years and has been active in the STC Carolina Chapter the entire time. Sheila's professional experience runs the gamut from managing a technical documentation team to designing streamlined technical authoring systems. Much of her work has involved implementing structured authoring in FrameMaker and XML environments, particularly for reusing common content and enforcing consistency.

For the STC Carolina Chapter, Sheila has enjoyed volunteering in many capacities, including serving on the chapter's administrative council for more than eight years. As chapter president, she transitioned the newsletter into a blog (the *Carolina Communiqué*) to provide writers with more opportunities to contribute. The wiki-based *Carolina Communiqué* has won several awards. Sheila also updated the chapter's mailing list to integrate social networking, and as communications manager for five years, Sheila revamped the chapter's board-to-member communication processes. She has also been the chapter competitions judges' manager and a competitions judge.

A stickler for consistency, Sheila works with writers and developers to standardize terminology in publications and software. She's passionate about optimizing documentation and the user interface for localization. Her goals are to increase readability among global readers, present a more professional product, and ultimately save translation costs.

In her spare time, she enjoys traveling and photography.

SHEILA LORING



CITATION:

For commitment to excellence in the technical communication field, enthusiastic leadership in the Carolina Chapter, and providing technical communicators with career development opportunities.

ANNA PARKER



CITATION:

For exemplary work in promoting the value of technical communication in both corporate and academic venues, willingness to share professional expertise with others, and continued service to the Society.

Anna Parker is a self-proclaimed technical communication evangelist who has successfully boosted the visibility and the value of tech comm in the corporate world. As the founder of www.totallyusablecontent.com and co-founder of www.comm4results.com, Anna's vision is to free people from information overwhelm and her mission is to bridge the gap between technical and marketing communications.

As STC Toronto Chapter president (2009–2011), Anna led the chapter to receive numerous STC awards, including Pacesetter, Chapter of Excellence, Chapter of Distinction, and Most Improved Chapter. During the time of financial crisis, Anna led the chapter through the incorporation process and was a vocal supporter of STC International. Anna has contributed to and led the Leadership Program several times, co-chairing and chairing STC's Leadership Day from 2011 to 2013 and raising the bar in terms of quality and organization. She did an excellent job of conveying her vision for a practical, action-oriented program to her team on STC's Community Affairs Committee (CAC) and then leading them in translating it from concept to reality.

Other credentials include: current advisory committee chair, past program coordinator, and professor for the graduate technical communication, co-op program at Seneca College. In these roles she has had direct input into improving collaboration between courses and introducing fresh marketing ideas for promoting the program.

One of Anna's greatest assets is her ability to "fit in" with different cultures and adapt to different character personalities within an organization. It is with this quality that she has been networking throughout her career, and as a result is a fantastic "connector," always working toward enabling others for success.

Kim Rosenlof has been a technical communicator since 1996, and her affiliation with STC has spanned her entire career. In her nearly 20 years in the profession, Kim has grown from a junior technical communicator merely documenting processes to a business owner and project leader capable of scoping, designing, managing, writing, editing, and producing technical materials of all types. From producing “electronic booksets” back in the 1990s to designing cutting-edge custom interactive online training for the U.S. Air Force and delivering work instructions in ePub format for a small aerospace firm, Kim continuously strives to find better ways to design and deliver information to the people who need it the most. She continuously updates and refines her writing style to facilitate reader understanding using simplified English, minimalist writing, and single-sourcing principles, and passes these principles on to the junior writers she now manages. Once a self-employed technical writer bouncing from contract to contract, Kim is now the owner of a small technical documentation company dedicated to producing training manuals for the aviation field.

In concert with STC, Kim has also served the technical communication community in a variety of roles from speaking at chapter meetings and conferences to judging publications and filling chapter/SIG positions. Most recently, Kim cast the deciding vote against dissolution of the STC Phoenix Chapter in October 2012, stepped up as president in 2013 and 2014, and led the chapter back to a position of strength while also planning and executing host chapter duties for the 2014 STC Technical Communication Summit. Under Kim’s leadership, the STC Phoenix Chapter went from one vote away from dissolution in 2012 to a Community of Excellence in 2014, and is aiming for a Community of Distinction award in 2015.

KIMBERLY ROSENLOF



CITATION: *For passionate advocacy of the profession of technical communication and willingness and commitment to serve the Society and the Phoenix Chapter.*

AMY VOGT



CITATION:

For enthusiastic promotion of technical communication and Society membership to colleagues and students, outstanding implementation of technical communication principles in training courses, and for exemplary leadership in the Northeast Ohio Chapter.

Amy Vogt has been in the field of technical communication for 22 years as a project manager, quality assurance manager, translation services manager, instructional designer, graphic designer, and production manager. She is currently senior training and development specialist with University Hospitals in Cleveland, Ohio, with responsibilities ranging from technical writing for clinical and business applications to change management, instructional design, and training.

Amy has spent her career dedicated to writing and serving STC at both the local and international levels. Since 2006 Amy has been a leader of the Northeast Ohio STC Chapter (NEO STC) and has demonstrated that dedication and enthusiasm can draw people together to achieve greatness. During Amy's term as chapter president (2008–2009), NEO STC won both Chapter of Distinction and Pacesetter awards.

Amy has encouraged many coworkers and vendors to become STC members. Her promotion of technical communication to students at Northeast Ohio universities shows her dedication about the future of technical communication. Amy had earned many awards and accolades in technical communication largely because of her innate ability to put herself in the customer's shoes and to create training materials that greatly benefit them. Amy's colleagues and employers have praised her dedication, teamwork, and professionalism that enhanced the value of their organizations.

When she is not working, Amy enjoys skiing and running, and she spends time hiking with her husband, Steve, and her chocolate labrador, Gus. Amy and Steve love to travel and have visited many ski destinations around the world.

BEST OF SHOW

CARLO GAVAZZI EM111 INSTALLATION AND USE INSTRUCTIONS

Entered by Vilma Zamboli, Irene Mazzi, Mavro de Toffol,
Cristian Gallina, and Writec di Vilma Zamboli.

CITATION:

*This document showcases
a compact design and
layout that clearly conveys
the information required
to install and use the
product it accompanies,
in a visually clean format
that enhances the content
in multiple languages.*



DISTINGUISHED TECHNICAL COMMUNICATION AWARDS

AMERICAN BOTANICAL PAINTINGS: NATIVE PLANTS OF THE MID ATLANTIC

Contributors: Bonnie S. Driggers, Editor; Karen Ringstrand
Botanical Artists for Education & the Environment (BAEE)

APS SCIENCE 2013

Contributor: Richard Fenner

ARGONNE NATIONAL LABORATORY SITE ENVIRONMENTAL REPORT FOR CALENDAR YEAR 2013

Contributors: Katherine Obmascik, Lorenza Salinas
Environment, Safety, and Quality Assurance Division

ARGONNE NOW (VOL. 08, ISSUE 01)

Contributors: Louise Lerner, Sana Sandler

COASTAL HERITAGE

Contributors: John H. Tibbetts, Susan Ferris Hill

THE FUTURE OF UNMANNED VEHICLE SYSTEMS IN VIRGINIA

Contributors: Kara Baumann, Eileen Quirk Baumann, David Franusich

RESEARCH FOR SUSTAINABLE BIOENERGY: LINKING GENOMIC AND ECOSYSTEM SCIENCES; WORKSHOP REPORT

Contributors: Kris Christen, Brett Hopwood
Biological and Environmental Research Information System–Oak Ridge National Laboratory,
Office of Biological and Environmental Research–U.S.

ZS PEAK INSTALLATION MANUAL

Contributors: Rebecca Firestone, George Fedoroff, Nick Cohon, Trevor Guthrie

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.

SALLY HENSCHEL, MIDWESTERN STATE UNIVERSITY

For Sally Henschel's bio, see page 18.



CITATION:

For her innovations in teaching and her active and personal mentoring of graduate and undergraduate students in technical communication. She models what we want our students to aim to become.

RUSSEL HIRST, UNIVERSITY OF TENNESSEE

Russ Hirst is a senior member of STC and he directs a program in technical communication at the University of Tennessee, Knoxville. He has devoted the 30 years of his professional life to teaching the art of real-world communication, and he has loved doing it. In his philosophy, the twin pillars of this art are Effectiveness and Ethics. Effectiveness has to do with rhetorical power, clarity, and accuracy. Ethics means connecting with people—forming communities, networking—and caring about people.

Through one's expertise in communication, Russ believes, one strives to keep people safe, equip them for their work, encourage them, and help them to learn, cooperate, prosper, and experience satisfying lives. This philosophy has nourished his years of teaching technical communication, and it has been the basis for his work as a mentor and scholar.

In this mission of study, teaching, and connecting, Russ has relied extensively upon the STC community. He thanks academic colleagues, technical communication professionals, and students alike for the rich fellowship they have formed and in which he delights.



CITATION:

For his dedication to student success through innovative teaching, a collaborative approach to learning, inspiring mentoring, and a commitment to excellence in all aspects of technical communication education.

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.

KIRK ST.AMANT



CITATION:

For his focused, original, and significant research program that has yielded a superb publication record and a well-deserved national and international reputation in the field.

Kirk St.Amant is a professor of technical and professional communication and of international studies at East Carolina University. He has a background in technical communication, cultural anthropology, and international government, and has worked on international projects for companies such as Medtronic, VERITAS Software, the Braun Corporation, and Unisys. He has also worked on projects with the non-profit organizations the Humanitarian Demining Information Center (HDIC) and the Consortium for the Enhancement of Ukrainian Management Education (CEUME). Kirk has taught on-site, online, and hybrid courses for the Kyiv Mohyla Business School in Ukraine, Aalto University in Finland, and the Aarhus School of Business/Aarhus University in Denmark. He is a past president of the Council for Programs in Technical and Scientific Communication (CPTSC) and an STC Fellow. His research focuses on the uses of online media to communicate in international contexts including international virtual workplaces, international outsourcing projects, international educational environments, and health and medical discourse in global contexts. His recent publications include the book projects *Culture, Communication, and Cyberspace: Rethinking Technical Communication for International Online Environments*; *Computer-Mediated Communication Across Cultures: International Interactions in Online Environments*; and *Globalization and the Digital Divide*.

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.

LEO R. LENTZ, HENK L.W. PANDER MAAT, AND TED J.M. SANDERS

For their article, "Towards Evidence-Based Writing Decisions: The Knowledge Base Comprehensible Text" in the February 2014 issue of *Technical Communication*.

Dr. Leo Lentz is professor of document design and communication at the Utrecht Institute for Linguistics UIL-OTS at Utrecht University in the Netherlands. Web usability and text evaluation are the main focus of his research. He develops evaluation methods for reader focused and for text focused evaluation.

Henk Pander Maat is a senior teacher-researcher with the group Language and Communication with the Utrecht Institute of Linguistics OTS at Utrecht University in the Netherlands. His interest lies in the usability and readability of texts in the domains of expert-lay and organization-client communication.

Ted J.M. Sanders (1963, Ph.D. 1992) is a full professor of Discourse Studies and language use at Utrecht University. His research concentrates on discourse structure and coherence in discourse representation, as well as on the cognitive processes involved in discourse production and understanding. Striving for an interdisciplinary approach, Ted Sanders combines cognitive linguistics and text linguistics with corpus studies and the psycholinguistics of discourse processing. He also has a vast interest in text and document design: how can text quality be improved? And how do we develop fundamental criteria for text quality? He is currently head of the department of Languages, Literature, and Communication in the Utrecht Faculty of Humanities.

CITATION:

For research that contributes to academic and industry practices in ways that can foster meaningful discussions across the field.



FRANK R. SMITH AWARD FOR DISTINGUISHED JOURNAL ARTICLE

Each year, the editor of *Technical Communication* appoints a judging committee to select the distinguished 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.

SAUL CARLINER, ADNAN QAYYUM, AND JUAN CARLOS SANCHEZ-LOZANO

For their article, "What Measures of Productivity and Effectiveness Do Technical Communication Managers Track and Report?" in the May 2014 issue of *Technical Communication*.

CITATION:

*For research that advances
our understanding of how
technical communicators
contribute value to
organizations.*



Saul Carliner is an associate professor, Provost's Fellow for Digital Learning, and director of the education doctoral program at Concordia University in Montreal. His research interests include emerging genres of workplace communication and learning, management of groups that produce these materials, and the transfer of research to practice. Also an industry consultant, he provides strategic analysis, communication services, and workshops to clients worldwide like Alltel Wireless, Bronx Zoo, IBM, Microsoft, PwC, ST Microelectronics, Turkish Management Centre, and several U.S. and Canadian government agencies. He has nearly 200 publications, including the best-selling *Training Design Basics* and award-winning *Informal Learning Basics*. He is a past board member of the Canadian Society for Training and Development, past Research Fellow of the Association for Talent Development, and Fellow and past international president of STC. He has received STC's Rainey Award for Excellence in Research and Gould Award for Excellence in Teaching. This is his seventh Frank R. Smith award, receiving Best of Show awards in 2001 and 2000, and Issue of the Year Award in 2002.

Adnan Qayyum, Ph.D., is an Assistant Professor of Adult and Distance Education in the Department of Learning and Performance Systems at Penn State University. He has worked in e-learning and distance education for over 15 years. He was been a Director and Assistant Professor of Distance and Online Education at the University of Manitoba, a Senior Fellow–Knowledge and Learning Specialist at the Centre on Governance at the University of Ottawa, and an instructional designer and researcher in educational technology and distance education at the University of British Columbia. His research interests include planning and design of distance education and e-learning in formal education, non-formal education and the workplace, and the evaluation of distance education.



Juan Carlos Sanchez-Lozano holds a BEng in aerospace engineering, an MBA, and a PhD in educational technology. He has been a consultant in educational technology for eLearning companies, non-profit organizations, and academic institutions in Canada, France, Colombia, and Costa Rica. His goal is to use new technologies, in particular natural user interfaces in immersive environments, to create strategic narratives in art, education, and advertising. He has designed immersive spaces controlled by body motion, gestures, and brainwaves for training and environmental projects. His experimental work, “Daphne City,” was part of a digital literature exhibition at the French National Library.



INTERCOM OUTSTANDING MAGAZINE ARTICLE

New awards in 2014, the *Intercom* awards are selected by the *Intercom* Editorial Advisory Committee in collaboration with the editor. One award honors the outstanding magazine article for the past year, and the other award honors an outstanding guest editor.

RICK LIPPINCOTT

For his article, "We Explain Things" in the April 2014 issue of *Intercom*.



CITATION:

For a realistic-yet-positive view of the importance of our profession and how technical communicators facilitate technological change. Expressing both the foundations of our past and a hopeful look forward as we engage with the future, this article reinforces our value to society and our shared experience as technical communicators, regardless of industry or medium.

Rick Lippincott is an Associate Fellow in STC and a former president of the Boston and New England Chapters. He has been a technical writer since 1984, writing about systems including aircraft, ion implanters, core network switches, telephony systems, X-ray inspection systems, and DNA analysis devices. He is currently working at Analogic Corporation in Peabody, Massachusetts. Rick has a BS in journalism from Ohio University and an MS in technical writing from RPI. He is the author of the Squadron/Signal book *C-5 Galaxy in Action*. He can be seen around the Summit snapping photos of everyone he can, often when they least expect it.

INTERCOM OUTSTANDING GUEST-EDITED ISSUE

TOM JOHNSON

For his guest-edited September 2014 issue, with a theme of “API Documentation.”

Tom Johnson is a senior technical writer for 41st Parameter, a company specializing in fraud detection and device identity recognition. He writes about API documentation and other technical writing topics on his blog, *idratherbewriting.com*. He lives in San Jose, California, and is a member of the Silicon Valley STC Chapter.



CITATION:

For guest-editing an issue of Intercom that contributes to the professional development of technical communicators by delivering valuable information that appeals to both the novice and the veteran technical communicator. This comprehensive issue showcases articles that enlighten and educate readers with useful examples and context for application, as well as effective strategies for practitioners to implement.

SIGMA TAU CHI

The student honorary society Sigma Tau Chi (STX) recognizes student members of the Society who have distinguished themselves as students and have demonstrated promise of future contributions to the Society and the profession.

Membership in STX is an honor given to students enrolled in a program in technical communication, who have a cumulative grade point average of 3.5 or above, are exemplary in participation in STC, and demonstrate a potential for significant contribution to the profession.

Membership is awarded only once and honorees retain the membership only as long as they are members in good standing of the Society. Congratulations to this year's inductee.



**MICHELLE
MALKASIAN**
PORTLAND STATE
UNIVERSITY

Michelle Malkasian has been a nerd since birth and has been writing nearly as long, so when she discovered the two could be merged in the field of technical communication, she dove in headfirst and never looked back. She obtained her English Bachelor's degree from Portland State University in 2013, with summa cum laude honors, and is currently a graduate student in the professional and technical writing program at the same university, with a graduation date of Summer 2015.

When she's not in class, she is employed as the technical content specialist in PSU's Office of Information Technology and manages all of the university's IT help resources, which includes leading a multi-year project to convert the majority of their technical content into DITA. She also runs workshops on Web design and consults on the development and maintenance of numerous back-end systems. She serves the STC Willamette Valley Chapter as social media manager, website manager, and student engagement advisor.

Michelle is passionate about producing accessible content, creating innovative Web development solutions, and promoting the advancement of women in STEM fields. In her spare time, she volunteers with local organizations that support domestic violence survivors and disadvantaged youth. She also likes to develop in and contribute to open source platforms like Drupal.

STUDENT POSTER COMPETITION

The STC Academic SIG invited individual submissions to a Student Poster Competition at the 2015 Summit. The finalists were asked to attend the Summit and presented their posters on Tuesday, 23 June. The topic for the contest was **Current Research Topics in Technical Communication**. Students submitted innovative work in communicating technical content, managing a technical communication group, producing and publishing content, researching content, or promoting the profession. The finalists, plus the winner, will be highlighted during the Honors Reception.

2015 PRESIDENT'S AWARD RECIPIENT

The President's Award honors one or more persons or institutions that have made distinguished contributions to the profession or the Society. The STC President announces the names of the recipients during the opening session of the Society's annual conference. The President's Award is granted at the discretion of the president, and may not necessarily be given every year.

PHYLISE BANNER

Currently an instructional strategist with the American Public University System, **Phylise Banner** is an accomplished and creative training executive with expertise in instructional strategies and professional development solutions.

Throughout her career, Phylise has worked closely with faculty, staff, students, and IT managers to design, develop, and deliver technology-based solutions across departments and disciplines. She regularly embraces opportunities to experiment with emerging technologies in order to best serve adult students at a distance, and to create communities of lifelong learners.

Along with her current achievements in training, professional development, adult learning, and distance education, she has over 18 years of experience in information visualization, with special expertise in the visual representation of financial and economic data. Her career as an informational graphics specialist with the Federal Reserve in the 1980s allowed for early access to Internet technologies, sparking her interest in hypertext and the integration of technology into teaching and learning.

Phylise presents regularly at regional and national technology and communication conferences on the topics of information design, experience design, creative hypertext, Web 2.0 applications, instructional design, information visualization, and GIS technologies. She also teaches digital storytelling and information design online for Empire State College and SUNYIT. Her current research focuses on the use of Web 2.0 applications to establish community and visual presence in the online classroom.

She is an avid angler, aviation enthusiast, and is currently training to be a private pilot. She is the proud owner of a 1967 Amphicar.



CITATION:

For your dedication to our profession and to STC; for your creativity, visionary thinking, teaching, and speaking abilities; and for all the work that you have done over the years helping STC build its online educational programs, Virtual Summit, and conferences.

COMMUNITIES OF DISTINCTION

CAROLINA

For providing value to your members and furthering the profession of technical communication through frequent and diverse educational programs, networking and outreach efforts, and innovative implementation of your mentoring program.

CHICAGO

For revitalizing your community through increased activities, for boosting the student community through the Get Real Interview Program and expanded scholarships program, and for active participation in the larger community through Chicago Alliance Strategic Planning.

HOUSTON

For setting an outstanding example of leadership and planning, for providing excellent programming, and for starting an impressive mentoring program.

NORTHEAST OHIO

For providing value to members beyond your chapter's geographic boundaries and helping to secure the future of technical communication through excellent programming, award-winning communications, and outstanding sponsorship efforts.

ORLANDO CENTRAL FLORIDA

For being committed to your members' needs by continuing to be an active community, by sharing resources with other communities, and by expanding your offerings to your members.

PHOENIX

For hosting the STC 2014 Annual Summit, for serving the community through innovative events like Helvetica, and for your hard work making STC Phoenix one of the most vibrant communities within STC.

TEXAS TECH UNIVERSITY

For developing the future of technical communication by offering various educational and social activities as well as by building symbiotic relationships with corporate partners.

COMMUNITIES OF EXCELLENCE

GEOGRAPHIC COMMUNITIES

East Bay
New England

New York Metro
Philadelphia Metro
Rochester

Washington DC-Baltimore
Willamette Valley

VIRTUAL COMMUNITIES

Academic SIG

Instructional Design & Learning SIG

COMMUNITIES OF MERIT

San Diego

PACESETTER AWARDS

Orlando Central Florida
New York Metro

STC India

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

FELLOWS NOMINATING COMMITTEE

Cindy Currie, Chair
Phylise Banner
John Hedtke
Larry Kunz

ASSOCIATE FELLOWS NOMINATING COMMITTEE

Brian Lindgren, Chair
Lisa Cook
Alan Houser
Deirdre (De) Murr
Thea Telch
Carolyn Watt

INTERNATIONAL SUMMIT AWARDS

Bernard Aschwanden, Chair
Elizabeth Bailey
Paula Robertson

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

Tharon Howard, Chair
Thomas Barker
Kirk St.Amant

KEN RAINEY AWARD FOR EXCELLENCE IN RESEARCH COMMITTEE

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Michael Albers
Ann M. Blakeslee
Patricia Egan

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Mak Pandit
Jamy Sagan

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Adam Evans
Cheryl Landes
Linda Urban



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Technical
Communication