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**Society for Technical Communication**

**Annual Business Meeting**

**Hyatt Regency Orlando, Windermere Y-Z Ballroom**

**22 May 2018 5:30-6:30 PM EDT**

# Call to Order

Ms Alyssa Fox, STC President, called the meeting to order at 5:37pm EDT. Ms Fox introduced the board members on-stage, parliamentarian, timekeepers and assistants.

# Credentials Report

*Ms Taylor moved that the list of checked-in delegates be the official roll of the voting members of the convention. The motion passed.*

101 members in attendance.

# Adoption of the Rules

Ms Fox put the business rules to the gathering.

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

# Agenda

* Call to Order Alyssa Fox, President
* Credentials Report Kirsty Taylor, Secretary
* Adoption of Business Meeting Rules Barbara Proctor, PRP, Parliamentarian
* Adoption of Business Meeting Agenda Alyssa Fox
* President’s 2017-2018 Report Alyssa Fox
* Treasurer’s 2017-2018 Report James Bousquet
* Introduction of Outgoing Board Alyssa Fox
* Nominating Committee Report Adriane Hunt
* Installation of the 2018-2019 Officers Alyssa Fox, Past President
* Incoming President’s remarks Jane Wilson, President
* Business from 2017 Annual Meeting Alyssa Fox
* New Business Alyssa Fox
* Adjournment Alyssa Fox

# Adoption of the Agenda

The agenda was adopted without objection from the membership.

# President’s 2017-2018 Report

Ms Fox presented her report on the past year. This is such a thrilling time for tech communicators.

STC must continue to transform, to be relevant for the future. Certification continues to flourish, with around 170 CPTCs as of this week. This year STC launched a new Women in Technical Communication SIG. The board has launched a taskforce looking at the business value of technical communication, an academic outreach taskforce, and a community model taskforce.

STC is working on a Thought Leadership council for Technical Communication, as well as updates to the society’s logo for its 65th year.

Take a look at what the society is doing in these areas, and get involved if something interests you.

Ms Fox offered her thanks to the membership and staff for their faith, support, and time. Ms Fox commented that it had been a wonderful year serving all of you.

# Treasurer’s 2017-2018 Report

Mr James Bousquet, Treasurer, reported on the current financial state of the Society.

The opinion of the auditing firm, Rubino & Company, is that the Society’s financial statements for 2017 fairly present the financial position of the Society, and that changes in its net assets and its cash flows conform to generally accepted accounting principles.

The Society ended the year with total assets of $694,053 and total liabilities of $862,811. Our investment portfolio balance was up for the year, due to a combination of gains, interest and dividend income. We continue to work to reduce our overall deficit. We had projected a $45,787 surplus for 2017, but we missed that by approximately $37,000. The change in unrestricted net assets was still positive by $8,356. This brought our total net assets for the year up to negative $168,758.

Total revenue for the year was reported as $1,843,845, which is less than the budgeted $2,145,086 by about $301,000. Total expenses were $1,891,070, which is better than the budgeted $2,099,299.

Thanks to effective cash flow management, no investment funds were used for cash-flow purposes.

**Investment performance**

During the year, the Finance & Investment Committee monitored and rebalanced the Society’s investment portfolio to ensure that it maintained a conservative profile, aligned with the asset allocation for equities, fixed-income funds and cash equivalents specified in our Investment Policy.

The Society closed the year with $420,686 in total investments. The average return on our investments was 15.2% for the year, which was consistent with the broader market.

We continue to make progress on the path of re-stabilising STC’s financial position. CEO Liz Pohland and the entire STC staff again deserve tremendous credit for their diligence in controlling expenses and creating operational efficiency. Two-thirds of that shortfall is due directly to low membership dues revenue. Facing a similar challenge this year, we cannot succeed in returning to solid financial ground solely by reducing expenses. We need both to reverse the loss of membership and also to diversify and to grow other revenue streams. Our education and certification programs partly address this need.

# Introduction of Outgoing Board

Ms Fox presented the outgoing members of the 2017-2018 Board of Directors. She then introduced those rolling off the board, who stood to be recognised:

* Liz Herman, Director
* Adriane Hunt, Immediate Past President

# Nominating Committee Report

Ms Adriane Hunt, Nominating Committee Chair, announced the official results of the Society for Technical Communication's election.

Out of 2,853 eligible voters, there were 455 votes cast, which represented 15.95% of total eligible voters. These votes were cast using a secure third-party software 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 President, Ms. Jane Wilson automatically ascends to the office.

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

* Ms Pam Brewer received 159 votes.
* Mr Ben Woelk received 290 votes.

By your vote, Mr Ben Woelk was elected Vice President.

For the office of Secretary, one candidate was nominated:

* Ms Kirsty Taylor received received 446 votes.

By your vote, Ms Kirsty Taylor was elected Secretary.

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

* Mr Ramesh Aiyyangar received 136 votes.
* Ms Alisa Bonsignore received 299 votes.
* Mr Todd DeLuca received 270 votes.
* Mr Makarand Pandit received 132 votes.

By your vote, Ms Alisa Bonsignore and Mr Todd DeLuca were were elected Directors.

For the office of Nominating Committee, three candidates were nominated for two positions:

* Ms Jackie Damrau received 310 votes.
* Ms MaryKay Grueneberg received 272 votes.
* Ms Li-At Rathbun received 263 votes.

By your vote, Ms Jackie Damrau and Ms MaryKay Grueneberg were elected to the Nominating Committee.

# Installation of the 2018-2019 Board

Ms. Fox introduced the incoming 2018-2019 Board of Directors:

* Jane Wilson, President
* Ben Woelk, Vice President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Alyssa Fox, Immediate Past President
* Alisa Bonsignore, Director
* Todd DeLuca, Director
* Jessie Mallory, Directory
* Robert Perry, Director
* Jackie Damrau and MaryKay Grueneberg were elected to the Nominating Committee

Ms Fox acknowledged the 2017-2018 Nominating Committee members for their service, including outgoing Chair Ms Adriane Hunt, Mr Rick Lippincott, and Ms Becky Todd.

# President’s Address 2018-2019

Ms. Wilson addressed the assembly.

Ms Wilson thanked the membership for allowing her to serve the STC as president. It’s an honour, and she looks forward to an exciting year. As we celebrate our 65th birthday, we also need to think of the future, and we need to make sure that we provide value to our membership.

Ms Wilson commented that she’s heard some concerns expressed about the future of the society; she commented that we are also doing some things right. Areas of focus and positive development include professional certification, education on advanced in technical topics, the job bank, and our network of members.

This past year, the Society’s Board of Directors refined the vision statement for the society:

*The Society for Technical Communication is recognized as an authority in the disciplines of designing and delivering content; and a leader in articulating the value of content, and the value of those who develop it. Membership in STC is an internationally respected and desired complement to the study, teaching, and practice of technical communication.*

Ms Wilson looks forward to us all working together to meet that vision. She expressed that she is proud to have the opportunity to lead the organisation.

# Business from 2017

The following motions from the 2017 Annual Business Meeting, held on 8 May 2017, were referred to the Board of Directors.

Motion: “*The board consider ensuring that the costs of additional tickets to the Summit Welcome Reception be more in line with actual costs.*”

The board discussed the motion at their 18 July, 2017 meeting (although the Parliamentarian ruled that the assembly was not in a position to vote on the motion as written).

The official board response is:

Ms Liz Pohland, STC CEO, has confirmed that the Welcome Reception additional ticket costs are in-line with the food costs for the Welcome Reception, and well below the overall expenses incurred by STC for the event.”

Motion: “*The board consider providing free Summit registration annually for one leader from each STC community.*”

The motion was put to vote at the meeting. 41 voted for; 52 voted against. The motion did not carry.

Motion: “*The board consider reducing the annual retiree membership dues for STC and its communities.*”

The motion was put to vote. 22 voted for, 53 voted against. The motion did not carry.

# New Business

Ms. Fox asked if there was any new business.

Ms Elizabeth Fraley, East Bay chapter, made the following motion: “*I move that the board consider holding a Summit outside North America within the next five to eight years.*”

The motion was seconded.

Ms Fraley spoke to the motion, commenting that if STC wants to go out to the world, we should be in the world.

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

M Lori Corbett, Philadelphia Metro and Florida chapters, spoke against the motion.

Ms Jennifer Shumate, Houston chapter, spoke against the motion.

Ms Maria (Toni) Flores, Berkeley chapter and Policies and Procedures SIG spoke for the motion.

Ms Pam Brewer, Mercer University student chapter, Academic SIG, Women in Tech Comm SIG spoke to the motion.

Ms Marilyn Woelk, Consulting and Independent Contractor SIG, Rochester chapter expressed concerns about logistics and staffing.

Ms Fraley made further comments clarifying her request.

*The motion was carried.*

Ms Li-At Rathbun, Santa Barbara and Los Angeles chapters, and Technical Editing SIG, made the following motion: “*That the board consider re-attaching community affiliation to the basic STC membership.*”

Ms Rathbun spoke to the motion.

Ms Karen Lane, Florida chapter and Technical Editing SIG spoke to the motion.

A point of order was made that the motion had not been seconded.

The motion was seconded.

Mr Steven Jong, New England chapter, Agile, API and Usability SIGs spoke to the motion.

Ms Rebecca Hall, Chicago chapter spoke to the motion.

Ms Nicky Bleiel, Women in Tech Comm SIG, spoke to comments about members being aware of what they have joined.

Ms Rathbun made comments to the motion.

Ms Bobbie Werner, Central New York chapter, made comments about the membership process.

Ms Carolyn Klinger, Washington DC Baltimore chapter spoke to the motion.

The motion carried.

Ms Li-At Rathbun, Santa Barbara and Los Angeles chapters, and Technical Editing SIG, made the following motion: “*That the board consider allowing non-English inscriptions on Associate Fellow and Fellow honors (in the program – printed and online). Either both in English and in an additional language, or the language of their choice.*”

The motion was seconded.

Ms Rathbun spoke to the motion.

The motion carried.

Ms Li-At Rathbun, Santa Barbara and Los Angeles chapters, and Technical Editing SIG, made the following motion: ”*That the board consider making SIGs equivalent to geographic communities.*”

The motion was seconded

Ms Rathbun spoke to the motion.

Ms Melissa Ruryk, Canada West Coast chapter, Instructional Design and Learning SIG, and Technical Editing SIG spoke to the motion

Ms Cindy Pao, Houston chapter and Instructional Design and Learning SIG spoke against the motion.

Ms Lori Corbett, Philadelphia Metro and Florida chapters, made a comment on the typical membership sizes of SIGs vs geographic communities.

Ms Maria (Toni) Flores, Berkeley chapter, asked for a point of clarification on what was meant by “making SIGs equivalent”.

Ms Rathbun responded to clarify that SIGs should not be restricted in the activities they can pursue , should be able to hold funds and their own leadership.

Ms Marilyn Woelk, Consulting and Independent Contracting SIG and Rochester chapter spoke to the motion.

A question was asked regarding tax structure or accounting issues that block SIGs holding funds.

Ms Fox commented that under the current structure, SIGs cannot hold funds.

The motion was re-stated for the gathering.

Ms Jamie Gillenwater, Instructional Design and Learning, Technical Editing, and Women in Tech Comm SIGs, made comments about volunteer time required in accounting activities.

Ms Rathbun made some clarifying comments.

Ms Jamye Sagan, Instructional Design and Learning, Technical Editing, Policies and Procedures, and Women in Tech Comm SIGs spoke to the motion.

Ms Kit Bronw-Hoekstra, Rocky Mountain chapter, all SIGs, spoke against the motion.

Ms Marilyn Woelk spoke to the motion.

The motion was put to the gathering.

The motion did not carry.

# Adjournment

Ms. Fox adjourned the meeting at 6:31pm EDT.