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**Society for Technical Communication**

**Annual Business Meeting**

**Gaylord National Resort, National Harbor, Cherry Blossom Ballroom**

**8 May 2017 5:30-6:30 PM EDT**

# Call to Order

Ms Adriane Hunt, STC President, called the meeting to order at 5:34 pm EDT. Ms Hunt 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 was seconded. The motion passed.*

# Adoption of the Rules

Ms Hunt put the business rules to the gathering. The business rules were adopted without objection from the membership.

# Agenda

* Call to Order Adriane Hunt, President
* Credentials Report Kirsty Taylor, Secretary
* Adoption of Business Meeting Rules Ferial Bishop, PRP, Parliamentarian
* Adoption of Business Meeting Agenda Adriane Hunt
* President’s 2016-2017 Report Adriane Hunt
* Treasurer’s 2016-2017 Report Jane Wilson
* Introduction of Outgoing Board Adriane Hunt
* Nominating Committee Report Bernard Aschwanden
* Installation of the 2017-2018 Officers Adriane Hunt, Past President
* Incoming President’s remarks Alyssa Fox, President
* Business from 2016 Annual Meeting Adriane Hunt
* New Business Adriane Hunt
* Adjournment Adriane Hunt

# Adoption of the Agenda

The agenda was adopted without objection from the membership.

# President’s 2016-2017 Report

Ms Hunt presented her report on the 2016-2017 year. Ms Hunt expressed her gratitude for being elected. She welcomed Ms Liz Pohland as CEO, and thanked Ms Alyssa Fox for chairing the CEO search committee.

Ms Hunt mentioned that US News and World Report has added Technical Communicator job rankings for the first time in 2017. She thanked Mr James Cameron in the STC office for helping in this endeavor. Highlights during the year included the board’s face-to-face meeting in November 2016, where the board members discussed many aspects of agile development and strategies for being more agile in our activities and response to member opportunities. The board onboarding processes and information will be a focus for Ms Hunt.

Ms Hunt spoke on Mr Roger Renteria’s behalf to thank everyone who keeps STC running – staff, board, volunteers.

# Treasurer’s 2016-2017 Report

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

The STC’s annual audit process is currently underway; the 2016 financial statements are being reviewed. Results will be published after the audit is complete and has been accepted by the board.

The society ended the year with total assets of $665,648 and total liabilities of $716,158. This represents a positive change in net asset of $87,739. We had budgeted for a surplus of close to $5,000, so performance beat the plan by almost $83,000.

This is the third consecutive year that STC has recorded a surplus and is working down its debt. Our total unrestricted net assets are -$50,511. We have come a long way; three years ago, the total net assets were -$221,864 (budget was not met, an unproductive loan to the STC Certification Commission was written off, and assets were sold). This year’s result is a net improvement of over $170,000 in just three years.

Total revenue was reported as $2,193,160, almost $80,000 less than budget. Total expenses were $2,130,382, which was also below the budget of $2,267,768. The Society closed the year with $365,105 in total investments. The net investment return ($24,961) was consistent with broader market return. Revenue numbers were not met, but expenses are being closely monitored. Going forward, we need to focus on revenue streams, such as growing our membership and strengthening our education offerings.

Ms Wilson commented that she has been honored to have served as society treasurer. She thanked Ms Aiessa Moyna for her mentorship, as well as her board colleagues over the past four years. Ms Wilson also thanked the staff of STC for their help and patience, especially Ms Elaine Gilliam.

# Introduction of Outgoing Board

Ms Hunt presented the outgoing members of the 2016-2017 Board of Directors. She then introduced those rolling off the board, who stood to be recognized:

* Cindy Pao, Director
* Craig Baehr, Director
* Jane Wilson, Treasurer
* Bernard Aschwanden, Immediate Past President

# Nominating Committee Report

Mr Bernard Aschwanden, Nominating Committee Chair, recognized the outgoing and incoming Nominating Committee members.

* Cindy Currie, rolling off
* Viqui Dill, rolling off
* Rick Lippincott
* Becky Todd

Mr Aschwanden announced the official results of the Society for Technical Communication's election that ended on 9 March 2017.

Out of 3,037 eligible voters, there were 437 votes cast, 14.39% of 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 President, Ms Alyssa Fox automatically ascends to the office of President.

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

* Mr Craig Baehr received 171 votes.
* Ms Jane Wilson received 248 votes.

By your vote, Ms Wilson was elected Vice President.

For the office of Treasurer, two candidates were nominated:

* Mr. James Bousquet received 230 votes.
* Mr Timothy Esposito received 186 votes.

By your vote, Mr Bousquet was elected Treasurer.

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

* Mr Ramesh Aiyyangar received 232 votes.
* Ms Jessie Mallory received 319 votes.
* Mr Robert Perry received 252 votes.

By your vote, Ms Mallory and Mr Perry were elected Directors.

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

* Ms Jamie Gillenwater received 299 votes.
* Mr. Grant Hogarth received 207 votes.
* Mr. Larry Kunz received 316 votes.

By your vote, and by board decision, Ms Gillenwater and Mr Kunz were elected to the Nominating Committee. Mr Aschwanden thanked everyone who stood for election, and the staff for their assistance with the election.

# Installation of the 2017-2018 President

Ms Hunt introduced Ms Alyssa Fox, 2017-2018 President, and presented her with her gavel. Ms Fox thanked Ms Hunt for her service and dedication to STC.

# Installation of the 2017-2018 Board

Ms. Hunt introduced the incoming 2017-2018 Board of Directors:

* Alyssa Fox, President
* Jane Wilson, Vice President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Adriane Hunt, Immediate Past President
* Alisa Bonsignore, Director
* Liz Herman, Director
* Jessie Mallory, Directory
* Robert Perry, Director

Jamie Gillenwater and Larry Kunz were elected to the Nominating Committee

Ms Hunt thanked the 2016-2017 Nominating Committee members for their service.

# President’s Address 2017-2018

Ms. Alyssa Fox, 2017-2018 Society President, addressed the assembly.

Ms Fox commented on her excitement to move into the role of President, and the many exciting discussions she’s had at the Summit, and in the past year. Her vision for the board is for it to become more strategic, and consider how technical communicators can be part of the customer journey, as the content that we create is valuable, and solves customer problems.

Now is the time for technical communicators to establish our strategic position as a part of the customer experience.

STC exists to help you learn, network, and grow. We have a new CEO, a new board, and a new certification program. Thank you for your faith in this board, the staff, the countless hours, the boundless energy in providing assistance to our members. Relationships are the backbone of our society.

# Business from 2016 Annual Meeting

Ms Hunt reviewed the motions from last year’s business meeting. The following motions were brought forward last year:

* “*The board consider creating and distributing a website migration plan for communities moving to the new hosting service and WordPress platform.*”

Official board response: Ms Liz Pohland, STC CEO, has confirmed that a migration plan is already in place and that most communities have successfully moved to the new hosting service and WordPress.

* “*The board recognize that SIGs function like virtual chapters rather than the originally envisioned and limited discussion groups.*”

Official board response: The Parliamentarian ruled the matter not in order at the 2016 meeting. The Board of Directors has established a Community Model Task Force to examine all community models.

# New Business

Ms. Hunt asked if there was any new business.

Ms Connie Kiernan made the following motion: “*The board consider ensuring that the costs of additional tickets to the Summit Welcome Reception be more in line with actual costs.*”

*The motion was seconded.*

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

Mr Ben Woelk, Rochester chapter, spoke against the motion.

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

Ms Kiernan made a comment to clarify the intent of her motion.

Ms Brown-Hoekstra commented that this should be addressed by staff, not the board.

Ms Leah Guren spoke for the motion.

Ms Marilyn Woelk, Rochester chapter, CIC SIG, spoke for the motion.

Ms Hunt consulted with the parliamentarian. It was decided the assembly was not in a position to vote on the motion as written. The board would take the intent of the motion under advisement.

Ms Li-At Rathbun, Santa Barbara chapter, Los Angeles chapter, Technical Editing SIG, IDL SIG, made the following motion: “*The board consider providing free Summit registration annually for one leader from each STC community.”*

*The motion was seconded.*

Ms Rathbun spoke to the motion.

Discussion

Ms Greta Boller Buskirk, Washington DC-Baltimore chapter, spoke in favor of the motion.

Ms Crystal Elerson, Lone Star chapter, spoke in favor of the motion.

Mr Ben Woelk, Rochester chapter, spoke against the motion.

Ms Ann Marie Queeney, Philadelphia chapter, Policies and Procedures SIG, Consulting and Independent Contractor SIG, Technical Editing SIG, spoke in favor of the motion.

Mr David Coe, Orlando chapter, spoke in favor of the motion.

Ms Leah Guren made a point of order that the STC office/conference is not “National”; STC is international.

Ms Serena Beck, Canada West Coast chapter, spoke in favor of the motion.

Ms Amanda Lewanski suggested a revision to the motion.

Ms Danielle Villegas, Philadelphia Metro chapter, spoke in favor of the motion.

The motion was put to a vote. 41 voted for; 52 voted against.

The motion did not pass.

Mr Matthew Auto, South Nevada chapter, made the following motion: “*The meeting be extended by 10 minutes.*”

*The motion was seconded. The motion carried.*

Ms Ann-Marie Queeney, Philadelphia chapter, Policies and Procedures SIG, Consulting and Independent Contractor SIG, Technical Editing SIG, made the following motion: “*The board consider reducing the annual retiree membership dues for STC and its communities.*”

*The motion was seconded.*

A point of order was made about which dues this should cover, and Ms Queeney clarified that the motion is asking for reduction in both society-level dues and community-level dues.

Ms Kit Brown-Hoekstra, all SIGs, Rocky Mountain chapter, made a point of order that everyone suggesting the cost of things be reduced should provide suggestions for income potential for the society.

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

Ms Queeney spoke in favor of the motion.

Ms Brown-Hoekstra clarified her comments to say that suggestions for non-member revenues are welcome.

The motion was put to vote. 22 voted for, 53 voted against.

*The motion did not carry.*

# Adjournment

Ms Hunt adjourned the meeting at 6:36pm EDT.