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**Society for Technical Communication**

**Annual Business Meeting**

**Online Webinar, 2 June 2020 5:00pm EDT**

# Call to Order

Mr Ben Woelk, STC President, called the meeting to order at 5:05 pm EDT. Mr Woelk introduced the board members on video for the meeting, the parliamentarian, timekeeper, teller 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.*

There were 110 members in attendance.

# Adoption of the Rules

Mr Woelk presented the proposed annual meeting rules.

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

# Agenda

* Call to Order and Introductions Ben Woelk, President
* Credentials Report Kirsty Taylor, Secretary
* Adoption of Business Meeting Rules Donald Garrett, PRP, Parliamentarian
* Adoption of Business Meeting Agenda Ben Woelk
* 2019-2020 President’s Report Ben Woelk
* 2019 Treasurer’s Report James Bousquet
* Introduction of Outgoing Board Ben Woelk
* Nominating Committee Report Jane Wilson
* Installation of the 2020-2021 Officers Ben Woelk, Past President
* 2020-2021 President’s remarks Craig Baehr, President
* Business from 2019 Annual Meeting Ben Woelk
* New Business Ben Woelk
* Adjournment Ben Woelk

# Adoption of the Agenda

The agenda was adopted without objection from the membership.

# President’s 2019-2020 Report

Mr Woelk reported on the activities of the past year. He welcomed members, and commented what an interesting year it’s been – a year of infrastructure and agility. On the infrastructure side, STC identified an outsourcing partner, Association Headquarters. The partnership provides Liz Pohland, our CEO, the ability to outsource functions such as IT, Marketing and Industry Relations, while maintaining a core staff – Erin Gallalee, Elaine Gilliam, and Phylise Banner. This partnership will help to provide a stable financial and operational position for STC going forward.

The STC office moved to a new location, and earlier this year we renewed our contract with our CEO. We had a very successful Summit in Denver in 2019 with many attendees, and also launched the STC Roundtable education subscription, which is now available to all gold members as part of their membership.

On agility, this was a year where many organisations had to make extraordinary changes. Thanks to this year’s conference committee, and especially to Phylise Banner, for all of your work in bringing together the Virtual Summit. There was outstanding content and networking events, with more than 400 attendees. We also held a fully virtual leadership program with over 90 attendees, and there will be more webinars coming up.

STC awarded the new Scholarship to Chloe Carter of Mercer University. We will be launching new Communities of Interest and Communities of Practice model for SIGs.

Mr Woelk thanked the Board for their work, Liz Pohland as CEO, and the STC staff. He also thanked Andrea Ames and Sam Dragga for their editorship of Intercom and Technical Communication. Mr Woelk thanked Alyssa Fox for her work on the STC Roundtable. He then thanked all of the STC folk who participated in various taskforces, committees, and communities; we had many first-time volunteers this year.

Mr Woelk thanked the members for giving him the opportunity to serve as President. We’re proud of what we accomplished this year and excited about the upcoming opportunities.

# Treasurer’s 2019 Report

Mr Bousquet presented the financial report for society operations in 2019.

Mr Bousquet reported that the audited financial statements for 2019 were accepted by the Board at its meeting on Thursday, 28 May, 2020. As part of the Society’s income tax submission, a summary financial report for the past year will be available for members on the STC website.

## Audited financials

The opinion of the auditing firm, Wegner CPAs LLP, is that the Society’s financial statements for 2019 present fairly, in all material respects, 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 2019 with total assets of $714,869 and total liabilities of $943,007. We continue to work to reduce our overall deficit. For 2019, STC had budgeted for a $56,601 surplus and exceeded that by over $75,000. The change in total net assets (restricted and unrestricted) was positive by $132,010. This improved the Society’s total net deficit to negative $228,138.

Total support and revenue from operations for the year was $1,736,099, which was below the budgeted amount by $122,860. Total expenses for operations were $1,673,278, which was better than budget by $163,780.

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

## Investment performance

During the year, the Society monitored its investment portfolio to ensure that it maintained a moderate profile and aligned with the asset allocation for equities, fixed-income funds and cash equivalents specified in our Investment Policy.

The investment portfolio balance increased in 2019 by $69,190 to end the year 2019 at a value of $465,620. The average return on our investments was positive 17.45% for the year.

## Closing

CEO Liz Pohland and STC staff again deserve tremendous credit for controlling expenses and creating operational efficiency in 2019, improving on the expense budget by 9%. However, on the revenue side, the positive Denver Summit variance was offset mainly by lower-than-budgeted education program revenue and membership fees. STC has reorganized staff and contracted with an association management company in an effort to address these issues.

## Introduction of Outgoing Board

Mr Woelk introduced the 2019-2020 Board members. Mr Woelk introduced those rolling off the Board, and thanked them both for their service:

* Jane Wilson, Immediate Past President
* Alisa Bonsignore, Director

# Nominating Committee Report

Ms Jane Wilson, Chair, presented the Nominating Committee report on the 2020 society election.

Of 2,040 eligible voters, there were 372 votes cast, which is 18.24% of total voters. Votes were cast through a secure, third-party software, provided by Intelliscan, which certifies the election results are accurate and confidential. All STC election rules were strictly adhered to and all necessary internal controls were in place to ensure the accuracy and integrity of the voting.

For the office of President, Vice President Craig Baehr automatically ascends to the office of President.

For the office of Vice President, one candidate was nominated:

* Kirsty Taylor received 358 votes

By your vote, Kirsty Taylor was elected Vice President.

For the office of Secretary, two candidates were nominated:

* Timothy Esposito received 241 votes
* Rick Lippincott received 127 votes

By your vote, Timothy Esposito was elected Treasurer.

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

* David Caruso received 170 votes
* Todd DeLuca received 181 votes
* Jamye Sagan received 178 votes
* Ann Marie Queeney received 194 votes

By your vote, Todd DeLuca and Ann Marie Queeney were elected Directors.

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

* Tonie Flores received 173 votes
* Liz Herman received 212 votes
* Christina Mayr received 178 votes
* Roger Renteria received 163 votes

By your vote, Liz Herman and Christina Mayr were elected to the Nominating Committee.

# Installation of the 2020-2021 Board

* Craig Baehr, President
* Kirsty Taylor, Vice President
* Timothy Esposito, Secretary
* James Bousquet, Treasurer
* Bethany Aguad, Todd DeLuca, Laura Palmer and Ann Marie Queeney – Directors

The incoming Nominating Committee members were recognised: Christina Mayr and Liz Herman.

The 2019-2020 Nominating Committee was recognised – Jackie Damrau, MaryKay Grueneberg, Kelly Shrank, and Li-At Rathbun.

# 2020-2021 President’s Address

Mr Baehr addressed the meeting. Mr Baehr thanked the membership for the opportunity to serve the society in a new role.

Mr Baehr commented on the new opportunities for the year. STC has held its first virtual Summit and first virtual Annual Business Meeting. We have a thriving and dedicated community, and this is something we can build on. Volunteering opportunities are great, and they continue even in a virtual word.

Opportunities will come to you. Stand up, be recognized, get involved, and stay connected. STC has educational opportunities at all levels.

Stay active, stay engaged in technical communication, Society events, and connect with your STC community.

Mr Baehr commented that he is looking forward to the coming year of STC events, and he hopes the members are as well.

# Business from 2019

The following motions from the 2019 Annual Business Meeting, held on 6 May 2019, were referred to the Board of Directors.

**Motion 1**: “That the board consider providing greater visibility and recognition for local/regional competitions.”

The official Board response is: “The board discussed various aspects of this motion during the February 2020 board meeting, including the activities and achievements of the Alliance Competition.

It was agreed that space in the exhibit hall should be made available to all competitions; all competitions need to have the same opportunity. STC cannot support the cost of a catered event for competition recognition for all STC chapter competitions and all attendees. It was agreed that Leadership Program is where such recognition occurs, and that would be the most appropriate time for competition winners to be recognized.”

**Motion 2**: “That the board consider reporting results of recommendations, considerations, and reports from internal task forces to the membership, specifically the motion that passed at the 2018 Business Meeting concerning holding a Summit outside the US each year until a location is finalized.”

The motion was withdrawn.

**Motion 3**: “That the board consider providing some way for attendees to see the sessions if they are not physically at the Summit, in whatever capacity is most financially beneficial.”

The official Board response is: “Given the success of the 2020 Virtual Summit, the STC Board will consider offering virtual tracks at the conference in the future.”

**Motion 4**: “That the board consider adopting a diversity program at the committee level to represent geographic diversity so that the committee membership reflects the diversity of the society at the committee level.”

The official Board response is: “We will actively try to find volunteers for committees from various geographies, and we will try to find volunteers from non-US/non-North American locations. The Board is also establishing a Diversity, Equity, and Inclusion Advisory Panel to advise the STC Board and staff on diversity matters beyond geographical locations.”

# New Business

Mr Woelk introduced the motions that were brought forward in advance of the meeting.

**Motion 1:** “Move that the STC Board of Directors consider making future Annual Business Meetings (ABMs) open to all members, regardless of Summit attendance status, by holding the ABM either fully virtually or in a virtual/in-person hybrid format.”

Moved by Karen Lane and Elizabeth Fraley.

Ms Lane spoke to the motion.

Ms Fraley spoke to the motion.

Mr Ray Gallon spoke in favour of the motion.

Ms Lori Corbett (Florida, Philadelphia Metro chapters) spoke in favour of the motion.

The motion was put to vote. The motion passed.

**Motion 2:** “That the Board to consider revising the new member and returning member signup experience.”

Moved by Sree Pattabiraman.

In support of the motion, Ms Pattabiraman spoke of issues members faced when they re-join STC, not being able to find their community, and other challenges.

Ms Pattabiraman spoke to the motion.

Ms Katherine Brown-Hoekstra spoke in favour of the motion.

The motion was put to vote. The motion passed.

**Motion 3:** “That the Board consider instituting an STC-wide community chat application, such as a Slack workspace that all STC members get as part of their membership.”

Moved by Sree Pattabiraman.

In support of the motion, Ms Pattabiraman mentioned issues around the need for virtual communication channels since the Covid-19 pandemic, and that various groups within the Society are already using Slack to some degree.

Ms Lin Laurie (Puget Sound chapter) spoke against the motion.

Ms Elizabeth Fraley spoke in favour of the motion.

Ms Danielle Villegas (Philadelphia Metro chapter) spoke against the motion.

Ms Jennifer Shumate (South Central Texas chapter) spoke for the motion.

The motion was put to vote. The motion passed.

**Motion 4:** “Move that the STC Board consider modernizing the Annual Business Meeting processes to support remote members and generally increase member engagement in the Society as a whole.”

Moved by Elizabeth Fraley.

In support of the motion, Ms Fraley commented on specific actions such as providing an annual report, the Society’s P&L statement, motions under consideration, and further information well in advance of the meeting.

Mr John Garison (New England chapter, Medical Information SIG) spoke to the motion.

Ms Leah Guren spoke to the motion.

No-one spoke against the motion.

The motion was put to vote. The motion passed.

**Motion 5:** “Move that the STC Board consider modifying the STC bylaws to permit student members to serve as STC Directors on the STC Board. And, if this motion passes, that the Board consider having it take effect for the current elections (for positions that start in June 2021).”

Li-At Rathbun (Santa Barbara chapter, Los Angeles chapter, Tech Editing SIG)

The motion was ruled out of order, as the process for amending Society bylaws is documented in Article X of the STC Bylaws.

**Motion 6:** “Move that the STC Board consider modifying the STC bylaws to permit student members to serve on the STC Nominating Committee. And, if this motion passes, that the Board consider having this change take effect for the current elections (for positions that start in June 2021).”

Li-At Rathbun (Santa Barbara chapter, Los Angeles chapter, Tech Editing SIG)

The motion was ruled out of order, as the process for amending Society bylaws is documented in Article X of the STC Bylaws.

There was no further new business.

# Adjournment

Mr Woelk adjourned the meeting at 6:13pm EDT.