



Society for  
Technical  
Communication

TECHNICAL COMMUNICATION  
**SUMMIT'16**  
STC's 63<sup>rd</sup> Annual Conference  
15-18 May 2016 • Anaheim, CA

# Summit 2016 Leadership Program

# Agenda

- Opening



# Agenda

- Opening
- Board News



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- **Community Basics Topics**



# Agenda

- Opening
- Board News
- Community Basics Topics
- **Web Presence**



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- Opening
- Board News
- Community Basics Topics
- Web Presence
- **Internet Security**



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- Opening
- Board News
- Community Basics Topics
- Web Presence
- Internet Security
- **Breakout Topics**



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- Board News
- Community Basics Topics
- Web Presence
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- Breakout Topics
- Awards





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- Board News
- Community Basics Topics
- Web Presence
- Internet Security
- Breakout Topics
- Awards
- **Closing Remarks**



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# Opening

## **Bernard Aschwanden**



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# Opening

## **Chris Lyons**



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Opening

**Cindy Pao**



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## Board News

**Bernard Aschwanden**



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# The Basics of Running a Community

**Emily Alfson**



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# Financial Responsibilities

**Jane Wilson**





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**BREAK**



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# Tools for Organization

**Emily Alfson**



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# Web Development

**Roger Renteria**



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## Social Media

**Rick Lippincott**



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# Internet Security

**Ben Woelk**

# Breakout Topics

Table #	Topic
1	<ul style="list-style-type: none"><li>• <b>Adobe Connect</b> by Roger Renteria</li></ul>
2	<ul style="list-style-type: none"><li>• <b>Community Achievement Award Application</b> by MaryKay Grueneberg</li></ul>
3	<ul style="list-style-type: none"><li>• <b>Framing a Gala Event that Sponsors Want to Support!</b> by Betsy Maaks <i>Chicago Chapter, Pacesetter Award Winner</i></li></ul>
4	<ul style="list-style-type: none"><li>• <b>Social Media</b> by Viqui Dill</li></ul>
5	<ul style="list-style-type: none"><li>• <b>Succession Planning</b> by Lori Meyer</li></ul>
6	<ul style="list-style-type: none"><li>• <b>Using Targeted Contact Lists for Reaching Writers in Your Area</b> by Bobbi Werner <i>Rochester Chapter, Pacesetter Award Winner</i></li></ul>
7	<ul style="list-style-type: none"><li>• <b>Using STC Webinars as a Springboard for Networking Events</b> by Alison Philips <i>Southeastern Michigan, Pacesetter Award Winner</i></li></ul>



# Community Achievement Awards



# Congratulations!

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## Community Achievement Awards **Platinum Communities**

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- Carolina chapter
- Chicago chapter
- Philadelphia Metro chapter
- Rochester chapter





# Congratulations!

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## Community Achievement Awards **Gold Communities**

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- **Instructional Design & Learning SIG**
- **Technical Editing SIG**



# Congratulations!

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## Community Achievement Awards **Silver Communities**

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- Houston chapter
- Northeast Ohio chapter
- Texas Tech University student chapter



# Congratulations!

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## Community Achievement Awards **Bronze Communities**

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- San Diego chapter
- Southeastern Michigan chapter



# Congratulations!

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## Community Achievement Awards **Community of the Year**

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Find out at the Honors Banquet!



# Community Pacesetter Awards



# Congratulations!

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## Community Pacesetter Awards

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- Chicago chapter
- Rochester chapter
- Southeastern Michigan chapter



# Thank you!

## Awards Committee:

- MaryKay Grueneberg (Chair)
- Steve Adler
- Francis Bao
- Maryann Bowen
- Jamye Sagan



# Thank you!

## Today's Coffee Sponsors:

- Orange County chapter
- New England chapter
- Los Angeles chapter







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## Closing Remarks

# **All of Us**



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## Post-event survey

Survey: <http://goo.gl/forms/sMNvJu3uy3>

QR Code:



**Thanks for attending the  
Leadership Program!**



**Virtual Leadership Program**  
**Saturday, June 18**

**See you in Washington DC for Summit 2017**  
**May 7-10 (National Harbor, MD)**

