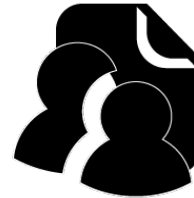




TECHNICAL COMMUNICATION SUMMIT '15

Leadership Program
21 June 2015 • Hyatt Regency Hotel • Columbus, Ohio

community success *with the*



Community
Affairs
Committee

Agenda

- | | |
|----------|--|
| 8:00 AM | Check-in and Networking |
| 8:30 AM | Opening remarks from STC Director and CAC Manager, Ben Woelk |
| 9:00 AM | STC Board of Directors news from STC President, Kit Brown-Hoekstra |
| 9:30 AM | New York Metro Chapter Pacesetter Award with Julie Waxgiser |
| 9:40 AM | Breakout Sessions (2 rounds, 20 minutes each) |
| | New Leaders |
| | <ul style="list-style-type: none"> • Resource Sharing for Low Volunteer Communities with David Caruso • Our Use of Social Media with Nancy Allison • Awards and Recognition with Lori Meyer • Student Mentoring Programs Toolkit with Dan Voss |
| | Experienced Leaders |
| | <ul style="list-style-type: none"> • Regional Conferences with Jessica Rineer & Kelly Schrank • STC Mentor Board with Sally Henschel & Pam Brewer • New CAA Application with MaryKay Grueneberg • Sponsorships with Bob Young |
| 10:30 AM | Orlando Central Florida Chapter Pacesetter Award with Jack Molisani |
| 10:40 AM | Breakout Sessions (2 rounds, 20 minutes each) |
| | New Leaders |
| | <ul style="list-style-type: none"> • Budgets & Finances with Lisa Mileusnich & Jane Wilson • Giving your Programs Pizazz and Professionalism with Marilyn Woelk • Meetup.com with Timothy Esposito • Cheap! Free and Low-Cost Ways to Host Meetings with Todd DeLuca • Community Success Plan with Li-At Ruttenberg |
| | Experienced Leaders |
| | <ul style="list-style-type: none"> • Adobe Connect with Rhyne Armstrong • Succession Planning & Volunteers with Ben Woelk • Managing a Successful Student Chapter: Networking, Outreach and Corporate Sponsorship with Craig Baehr & Timothy J. Elliott • Revitalizing Your Membership with Christopher Ward |
| 11:30 AM | Closing Remarks |



**STC would like to thank our contributors
to leadership development initiatives
2014/2015**

**Community Affairs Committee (CAC) | Outreach Team Members
Leadership Day Presenters and Organizers | STC Office Staff**

Emily Alfson
Nancy Allison
Rhyne Armstrong
Bernard Aschwanden
Craig Baehr
Vic Bhai
Pam Brewer
Kit Brown-Hoekstra
David Caruso
Todd DeLuca
Viqui Dill
Timothy J. Elliott

Timothy Esposito
Elaine Gilliam
MaryKay Grueneberg
Sally Henschel
Molly Jin
Carolyn Kelley Klinger
Rick Lippincott
Chris Lyons
Betsy Maaks
Lori Meyer
Lisa Mileusnich
Jenna Moore
Stacey O'Donnell

Michael Opsteegh
Cindy Pao
Li-At Rathbun
Jessica Rineer
Jamye Sagan
Kelly Schrank
Marisa Seitz
Christopher Ward
Jane Wilson
Ben Woelk
Marilyn Woelk
Robert Young

Thank you to our Leadership Program sponsors

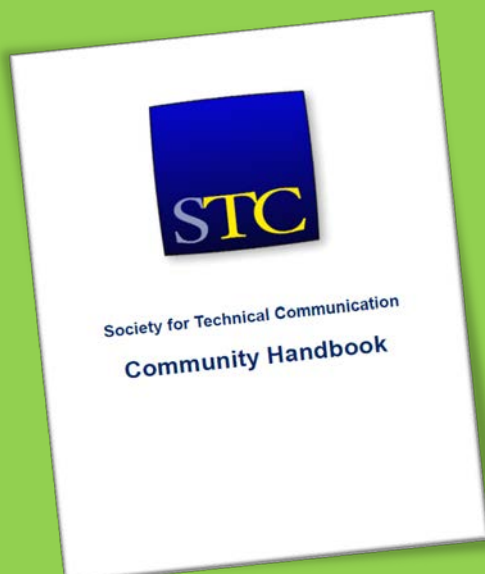


**Leadership Program
Mission Statement**

Today's Leadership Program provides an opportunity for new and experienced leaders to learn effective practices for successfully running a chapter or SIG, share innovative practices, and enjoy recognition for their successes.

The Community Affairs Committee hosts the event and provides leadership resources throughout the year. Our goal is to improve communication between the Society and its communities and to provide ongoing support to community leaders. We are here for you.

Enjoy the Leadership Program and be sure to network with the other attendees. You will make lasting friendships and benefit from the professional connections you make.





Nancy Allison

Nancy Allison is the president of the New England Chapter of STC. She is especially interested in making the best possible use of collaborative work environments, and reaping the benefits of social media. Her goals for the New England Chapter include reaching out to younger people and bringing along the next generation of technical communicators.



Rhyne Armstrong

Rhyne Armstrong is Director of Documentation at RouteMatch Software. He has 23 years experience in the technical communication field; often moving from the core discipline of technical writing to the outlying roles of corporate communication, product marketing, and user experience design.



Craig Baehr

Craig Baehr is an Associate Fellow of STC and Professor of Technical Communication at Texas Tech University. He currently serves as Co-Chair of the Technical Communication Body of Knowledge Committee, Program Director of the STC Academic SIG, and Faculty Sponsor for the STC Texas Tech University Student chapter. He is author of *Web Development: A Visual-Spatial Approach* and *Writing for the Internet: A Guide to Real Communication in Virtual Space*.



Pam Estes Brewer

Pam Estes Brewer is an associate professor at Mercer University in the Department of Technical Communication, School of Engineering. She is a graduate of Texas Tech University and researches online rhetoric, applied specifically to global virtual team communication and online education. She regularly uses virtual teams in her teaching and recently published her first book *International Virtual Teams: Engineering Global Success* with Wiley/IEEE Press. She is an Associate Fellow in STC and Academic SIG Manager; a member of IEEE PCS and CPTSC; and a member of the permanent board of reviewers for IEEE Transactions on Professional Communication and Technical Communication. She has also worked as a technical communicator for such companies as Mead Data Central (now LexisNexis) and Cincom Systems.



David Caruso

David L. Caruso is a Senior Member of STC and current President of the Greater Pittsburgh Chapter. He also served as the assistant manager and manager for the former Information Design and Architecture SIG. He works as a Health Communication Specialist for the National Institute for Occupational Safety and Health (NIOSH).



Todd DeLuca

Todd DeLuca has 15 years of experience as a Technical Communication professional with a career that has led him from working as a solo writer (department of one) to managing a team of technical writers. He has a Master of Technical and Scientific Communication degree and is an active participant and Senior Member of the Society for Technical Communication (including Past President of the Philadelphia Metro Chapter 'of Excellence' and 2014 recipient of the Distinguished Chapter Service Award).



Timothy J. Elliott

Timothy J. Elliott is a PhD candidate in Texas Tech's Technical Communication and Rhetoric program. He currently serves as the president of the Texas Tech student chapter of STC. His on-going dissertation work examines the way visuals tell stories in urban redevelopment projects. His most recent publication, with Dr. Kristen R. Moore, is titled "From Participatory Design to a Listening Infrastructure: A Case of Urban Planning and Participation." Contact: Timothy.Elliott@ttu.edu



Timothy Esposito

Timothy Esposito is a Principal Technical Writer at Oracle Corporation where he works on logistics software. An STC member since 2005, Timothy has served as Scholarship Chair, Treasurer, Webmaster, and was recently elected Vice President for the Philadelphia Metro Chapter. Additionally, Tim has participated in the 2012 STC budget review committee, helped plan the STC NY-PMC-Houston regional competition, and assisted in organizing and running the PMC Mid-Atlantic Technical Communication Conference, all while managing the technology for the chapter. This year he won the Distinguished Chapter Service Award.



Sally Henschel

Dr. Sally Henschel is an assistant professor of English and the online writing curriculum coordinator at Midwestern State University. She is a 2015 recipient of the Jay R. Gould Award for Excellence in Teaching, the Midwestern State University Faculty Award for teaching and service, the STC President's Award, the Distinguished SIG Service Award, and with co-author Lisa Meloncon the Frank R. Smith Outstanding Journal Article Award. Contact: sally.henschel@mwsu.edu



Lori Meyer

Lori Meyer is in her 32nd year of STC membership in 2015. She is currently serving as membership manager for the Rochester and San Diego Chapters, secretary of the Washington DC-Baltimore Chapter, director-at-large for the Carolina chapter, secretary of the Instructional Design and Learning and Technical Editing SIGs, and social media volunteer for the Consulting and Independent Contracting SIG. She is the immediate past president of the STC East Bay Chapter and a former co-manager of the Technical Editing SIG. In 2015, Lori received a Distinguished Chapter Service Award from the Washington, DC-Baltimore and Carolina chapters, and was honored as an STC Fellow.



Lisa Mileusnich

Lisa Mileusnich is the current president of the Northeast Ohio STC chapter. (She will become immediate past president on July 1). She served NEO STC as treasurer for two years, and has also been the newsletter co-editor. Lisa is a technical writer in the IT department at Parker Hannifin Corporation in Cleveland, Ohio.



Cindy Pao

Cindy Pao is the Lead Technical Writer at Harris Health Systems in the IT Department. She is an Associate Fellow of the STC, as well as an incoming Director on STC's Board of Directors. Cindy has served in many volunteer positions in STC.



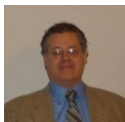
Jessica Rineer

Jessica Rineer is a Senior Technical Writer and Project Lead at Oracle Corporation. She earned an M.S. degree in Information Science and completed the Project Management Certificate Program in 2013. Jessica is the 2014-2015 President of the STC Philadelphia Metro Chapter. She helped to lead the chapter to earn the Community Achievement Award of Excellence. She worked closely with 2015 STC-PMC Conference Chair to plan another successful Mid-Atlantic TechComm Conference. She has also served as Vice President, Membership Manager, and has been a volunteer on the STC-PMC Mid-Atlantic TechComm Conference committee.



Kelly Schrank

Kelly is in her second year of being co-chair of the Spectrum conference and co-Vice President of the Rochester chapter. She has also volunteered for the American Medical Writers Association (AMWA) on the annual conference committee and in other capacities for the AMWA-NY chapter. For over 15 years, she was a technical editor and writer in a variety of industries. She is currently a medical editor managing a small team of editors.



Christopher Ward

Christopher Ward, Director of Sales at WebWorks, specializes in helping teams accomplish big things by better aligning departmental processes with overall company strategies. Christopher's experience in strategy development began as an Analyst for U.S. Army Intelligence and then later moved in to the corporate world when working for Dell computers. His diverse experiences allow Christopher to recognize untapped potential in a company's overall business strategy and help them achieve that potential. For over the last five years, his personal mission has been is to increase the value of technical communication departments in the organizations they serve. He has traveled all over the world delivering the message that "Documentation is not a business expense, it is a revenue generating tool."



Jane Wilson

As STC Treasurer, Jane chairs the Finance and Investment Committee, which is responsible for the annual budget, financial reserves, and financial processes of the Society. Jane is a Senior Member of STC and belongs to the East Bay and Atlanta Chapters, as well as the IDL and Content Life Cycle SIGs. She is an Information Development Manager at the GE Software Center of Excellence in San Ramon, CA, where she leads the team of writers responsible for product documentation for Industrial Internet Applications.



Dan Voss

A 39-year aerospace veteran with Lockheed Martin and an adjunct instructor for Webster University, Voss is an STC Fellow whose 28 years include leadership roles in the STC Orlando Central Florida Chapter, the AccessAbility and Academic SIGs, and a number of Society task forces. He co-founded and co-manages Orlando's successful mentoring program with tech com students at the University of Central Florida.

daniel.w.voss@lmco.com



Julie Waxgiser

Julie Waxgiser has been a technical communicator since 1998. She has been an active member of STC since 2007 and is currently the president of the STC NY Metro chapter.



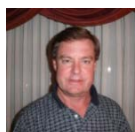
Ben Woelk

Ben Woelk is an incoming Director on STC's Board of Directors, where he served as the Chair of the Community Affairs Committee. Ben is a past president of the Rochester Chapter, architect of the CAC Outreach Team, and incoming Director. Ben has identified and recruited numerous volunteers to the Rochester council, mentoring team, and outreach team. He's a strong proponent of servant leadership and the importance of casting a vision.



Marilyn Woelk

Marilyn is the owner and president of Wingz Creative and Technical Group, Inc. She is experienced in business and communications consulting, process improvement, and project management for marketing communications, training, and documentation projects. She is the acting manager of the STC CIC SIG and a Member-at-Large and past president of Rochester, STC. Last year she won the Distinguished Chapter Service Award.



Bob Young

Bob Young is an STC Fellow and senior member of the Northeast Ohio chapter. A versatile writer, Young has more than 30 years writing experience, the past seven years as an Information Developer for Rockwell Automation in Mayfield Heights, Ohio. He has served in numerous administrative positions for NEO STC, including past president, membership chair, and co-chair of the 2007 Cleveland Regional Conference. Bob helped to reinvigorate numerous membership involvement programs, including recognition for service and longevity to the NEO STC community. Bob continues to work with the chapter's Sponsorship Committee to raise funds for the NEO STC annual scholarship to Ohio college students.