

# SOCIETY HONORS

2017









Adobe

# Technical Communication

ADOBE congratulates all the individuals and communities chosen for awards and honors during the 2017 Technical Communication Summit.

## WELCOME TO THE 2017 STC HONORS RECEPTION!

We are gathered here today to honor and celebrate the achievements of some remarkable people in the technical communication profession and to thank them for their dedication and service to our community. The Distinguished Community Service Awards, the President's Award, and the various community awards celebrate the volunteers who give their time, energy, knowledge, and expertise to help grow STC's value and keep the Society strong, vibrant, and future-focused. Add to this the ongoing efforts of the dedicated STC staff who drive education, webinars, the Summit, and so much more, and the combined result is an amazing group of people who provide exceptional value to all STC members worldwide.

Recognition carries with it responsibility as well. STC is an organization in which individuals contribute to the greater good of the Society and our profession. Associate Fellows and Fellows serve STC, and in doing so add to the value that all members receive. Each one has an impressive background of service to STC and experience in the industry. Take a moment during the Summit to thank them for their service. In turn, award recipients should thank those who helped them along the way.

Many of the students here today are planning to start careers in technical communication. We also have people at the Summit who are new to the field and new to STC. Please meet and talk with students and new members and share both your challenges and successes. Future honorees are among us today!

The Jay R. Gould teaching award and the Ken Rainey research award give us opportunities to recognize and honor teachers and researchers who guide people into our field and understand how we meet our audience needs. The work they do every day reverberates into the future as students who study their materials and apply their ideas enter the work force and reap the collected wisdom of our award winners.

We also recognize writers, of course! The Frank R. Smith award, the ISA Best of Show award, and the *Intercom* awards are given to our peers as recognition of the quality of work and skill they demonstrate in creating clear content. Be sure to review their work on display at the Summit and congratulate them.

On behalf of your STC CEO, staff, volunteers, members, and the Board of Directors, thank you all for the work you have done and your service to STC and our profession. Join me in celebrating the significant efforts of both today's award recipients and everyone who helped us get to where we are today!



**ADRIANE HUNT**  
*President, 2016-2017*

## MARK LEWIS



## CITATION:

*For his tireless devotion, enthusiastically pioneering in content strategy/marketing and DITA; for his knowledge in promoting the profession; and for his willingness to work with anyone in the field of technical communication.*

Mark Lewis is a content strategist, author, and DITA Metrics educator. In his book, *DITA Metrics 101*, Mark proves the value of moving static content to XML and intelligent content. He is recognized throughout the industry for his ability to build clear business cases that show the benefits of aligning content strategy and corporate strategy.

His experience spans a variety of industries, including life sciences, finance, aviation, education, and oil and gas. He started the DITA Metrics community to promote the sharing of metrics, ROI, and case studies. Mark's cost models offer a framework to show the savings possible with an intelligent content approach. His latest research appears in his STC *Intercom* column, Metrics.

He is a contributing author of *DITA 101 Second Edition*, *The Language of Technical Communication*, and *The Language of Content Strategy*. He's also a technical reviewer of *Managing Enterprise Content: A Unified Content Strategy* by the Rockley Group.

Patrick Lufkin entered technical communication after earlier careers in public relations, newsletter and magazine production, and library research and information retrieval.

In the mid-1980s, he returned to college to take graduate courses in English, computer science, and technical communication at San Francisco State University. Upon earning an MA, he joined STC and launched a career in technical communication.

In the early 1990s, he served as President and Newsletter Editor of the San Francisco STC Chapter. While President, he established a scholarship for technical communication students at SFSU. He also teamed up with an economist to produce demographic and salary surveys of STC members in Northern California, which gave a unique picture of the profession during the technology boom, and earned his chapter a Pacesetter Award.

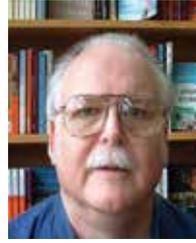
Over the years, he has played key roles in intra-chapter activities, engaged in educational outreach efforts, promoted technical communication to other professional organizations, and published dozens of articles in STC and allied publications.

For more than two decades, Patrick has helped shape and manage technical communication competitions by judging, training judges, handling publicity, and taking on other management duties.

He has earned Distinguished Community Service Awards from the San Francisco and Berkeley Chapters, and from the STC Management SIG.

He currently chairs the STC Dr. Kenneth M. Gordon Memorial Scholarship for Technical Communication, co-manages the Northern California Technical Communication Competition, and is a book reviewer for the STC journal, *Technical Communication*.

## PATRICK LUFKIN



**CITATION:** *For your more than two decades of STC leadership in the Bay Area chapters and the Management SIG, and especially for your work in support of scholarships and communication competitions.*

## LINDA ROBERTS



**CITATION:** *For your tireless advocacy for the profession as an author, teacher, and mentor, and especially for your passion for making products and information about them accessible.*

Linda Roberts graduated with a bachelors of science degree in English and communication arts, specializing in technical communication, from the University of Wisconsin; a masters of science degree in technical communication from North Carolina State University; and a doctoral degree in adult education from North Carolina State University. She has spent the last 26 years contributing to the field of technical communication.

Linda has also been an active Girl Scout advisor for the past 21 years. Knowing that the tagline for Girl Scouts is “for every girl everywhere,” Linda and her co-advisors have welcomed girl scouts of all abilities into their troop. Their work with girls with disabilities imbued her with a sense of the need for accessibility in the physical world, online, and in communications, which Linda has turned into passionate advocacy. She also co-authors a column in STC’s *Intercom* on accessibility, All Access.

Linda is a certified Project Management Professional, and she has shared this knowledge by presenting at three STC Summits on topics about accessibility and project management in technical communication.

Linda has also judged technical communications competitions for STC at the local and international levels. She wrote several peer-reviewed articles about technical communications for professional journals. She also taught the use of common technical writing tools at Duke University in their technical communication certificate program. For the last 13 years, Linda has worked at SAS Institute in Cary, NC, writing documentation about statistical software products, primarily for the banking industry.

Stephen Adler has extensive experience as a technical writer and is a long-time active member of the Philadelphia Metro Chapter. Starting with fairly limited, well-defined roles, Steve steadily took on more responsibilities, eventually serving as Vice President and President of the chapter (each for two terms). As President, he helped to manage the Mid-Atlantic Technical Communications Conference and Regional Techcomm Competition. He received a Distinguished Chapter Service Award in 2015 and currently serves on the Community Achievement Awards Evaluation Committee (CAAEC).

Steve is a Lead Technical Communications Specialist at Temple University, where he develops information to support the IT resources deployed throughout the organization. In this role, he produces a variety of end-user documentation and other communication materials for a diverse community of 38,000 students and 8,500 faculty/staff members.

After earning a degree in technical writing and editing from Carnegie Mellon University, Steve started his career in the area of hospital information systems. He later moved to a large company that developed mainframe computers and applications, such as document imaging. His other technical writing jobs included developing support materials for business-to-business e-commerce websites and creating documentation for an automated toll collection system for roads and bridges. Steve is grateful for the many opportunities STC has provided him, and especially values the professional relationships he developed over the years as a chapter volunteer. As an added perk to his STC membership, Steve is proud to be a member of STC's unofficial Summit band, the Rough Drafts.

## STEPHEN ADLER



### CITATION:

*For dedication to the technical communication profession and sustained, outstanding leadership in his local STC community, which have provided great value to those who work with him.*

**DAVID L.  
CARUSO****CITATION:**

*For application of content strategy and technical communication best practices in occupational safety and health research, and for dedication and willingness to mentor others at work and in STC.*

David L. Caruso joined STC in 2001, while finishing his MA in professional writing at Carnegie Mellon University. Since then, he's served the Society in many important ways, including early volunteering and management of the Information Design and Architecture SIG and several terms as President of the STC Greater Pittsburgh Chapter. David first volunteered to help with the STC Summit at the 2007 conference in Minneapolis, and in 2017 he serves as our Program Committee Chair. While in grad school and working as a clinical microbiologist, David developed MS Word training materials for his lab colleagues. He also developed training sessions and conducted the lab portion of CMU's Online Information Design course, which presented students with real-world Web scenarios.

David applied everything he learned at Carnegie Mellon and five years as a professional microbiologist to earn a fellowship at the National Institute for Occupational Safety and Health (NIOSH), a division of the US Centers for Disease Control and Prevention (CDC). Subsequently, NIOSH hired him as a Health Communication Specialist, a role which employs David's sharp communication skills to develop and disseminate critical occupational safety and health research information. David now works as the Coordinator and Senior Health Communication Specialist for NIOSH's Oil and Gas Program, where he helped draft a 10-year strategic plan, and works with the industry and its workers. He also co-facilitates the NIOSH Communication Leadership Team.

Joseph M. Humbert has served as a software developer, small business owner, and writer. He attended California State University, Los Angeles, earning a BS and an MS in physics in 1971 and 1973, respectively. During this time, he made student films, sparking an interest in writing screenplays. He moved to Oakland in 1974, where he worked as a supervisor at an IBM keypunch card service bureau. In 1982, Joe started a home grown educational software company, Kidbit Software, writing programs, user guides, and ad copy for the Commodore 64. In 2001, Joe started taking technical communication classes at U.C. Berkeley Extension, earning a certification with distinction. He joined STC in 2002 and started assisting with the STC Northern California Technical Communication Competition, called Touchstone, first as a judge in 2002 and 2003, then as Treasurer in 2008.

Since 2003, he has volunteered in the service of the East Bay STC Chapter. He has been President, Membership Manager, Newsletter Editor, and Podcast Manager, and for the past 14 years has served as Webmaster and Treasurer. He has also worked with Dr. T. R. Girill on the chapter's Technical Literacy Project, a chapter initiative that won an STC Pacesetter Award. He has also freelanced as a website developer.

Currently retired, he is writing novels. Joe turned his last unsold screenplay into a novel, *There's the Rub*, in 2013. Joe continues to write novels and volunteer for Touchstone and the East Bay STC Chapter.

## JOSEPH M. HUMBERT



### CITATION:

*For extensive contributions of technical expertise, combined with creativity and business insight, that for many years have made a positive difference for the East Bay Chapter and technical communication in Northern California.*

## NANCY LARBI



**CITATION:** *For ease in communicating in international communities in English and French, in-person and remotely, and for dedication to providing the highest standards of technical communication to clients in software technology and international development.*

Nancy Larbi is a bicultural, bilingual technical communicator with extensive international experience working at the intersection of language, technology, and international development. With a masters in French literature from Columbia University and the University of Paris, she trained in technical writing at The American University in Paris. Nancy has worked for 33 years in the technical communication field. For 18 of those years she worked in the nonprofit field at the United Nations Education, Science, and Culture Organization (UNESCO) in Paris, supporting international scientific projects such as pioneering bilingual user information for the transition from mainframe to desktop users.

Since 2000, Nancy has been a remote Senior Technical Writer at SAS for consulting project teams in the United States, where she supports successful software implementation experiences for SAS clients. Attentive and delicate at communicating, she manages documentation, analyzes audience, helps clarify client needs, and designs information to meet their goals.

Nancy was a founding member (1992) and remote board member of the STC France Chapter (2011–2014, 2016), and a founding member of Tech Writers Without Borders. She was editor of a global, online publication for SAS Professional Services (2014–2016) with a readership of more than 5,900 from 55 countries. She continues to share best practices on the impacts of technology and globalization on communication, and above all is amazed at the power of language to connect the world. Her greatest desire is to constantly improve her communication and language skills and to exercise them in service to others.

From the very start of her technical communication career—which spans over 20 years—Li-At has served as an advocate for the profession and has helped improve the field through her efforts within and outside of STC. Li-At has served various STC communities, including the Los Angeles Chapter (LASTC), Santa Barbara Chapter (SBSTC), and Technical Editing Special Interest Group (TE SIG). She has also served STC as a whole through her efforts on the Community Affairs Committee (CAC) Outreach Team, working as a liaison between individual communities and the Society. She has been recognized for her community-level efforts through multiple awards, including the Distinguished Chapter Service Award in 2009 (LASTC) and Volunteer of the Year Award in 2008 (LASTC) and 2013 (TE SIG).

As a technical editor, Li-At has helped many writers improve their writing through constructive criticism and thorough feedback in her markups. She can offer this honest feedback because her professional experience and continuous training support her insights.

Li-At is a 2017 Summit Track Manager and the current TE SIG Co-Manager, SBSTC President, and Surveys Lead for the CAC. She also teaches the popular Technical Editing Foundations course through STC online education. Her students energize her, and they excite her about technical communication's future.

## LI-AT (RUTTENBERG) RATHBUN



### CITATION:

*For continually encouraging and mentoring technical communicators in best practices and professional development, and for ongoing support to STC communities in providing relevant programs to STC members.*

## MARALEE SAUTTER



### CITATION:

*For enthusiastically promoting the value of technical communication within local and virtual communities, and for personal leadership qualities that inspire the professional community and the next generation of technical communicators.*

Maralee Sautter has been a technical communicator since 2000, when she landed her first job through networking, attending program meetings, and rubbing shoulders with the professionals in the Willamette Valley Chapter (WVC). Exhilarated with technical communication, Maralee enrolled in the Technical Writing graduate program at Portland State University (PSU). Before graduating in 2003, she established the Rose City Student Chapter, where she encouraged students to leap into technical communication using STC connections.

Shortly after graduation, WVC promoted Maralee to first Vice President, then President (2004–2005). As she progressed in her leadership skills, Maralee’s knowledge of technical writing increased exponentially. This was due to education at the chapter meetings and to her consistent STC conference attendance, where she learned about leading-edge tools, technical communication trends, and the importance of networking.

Maralee has taught evening and online technical writing classes at PSU since 2007, and has had day-time jobs at Fortune 500 and local companies since 2000. Her jobs have encompassed written documentation, online help, project/content management, instructional design, and training.

At the 2008 Instructional Design and Learning (IDL) SIG Summit business meeting, Maralee volunteered for the position of Secretary. She quickly advanced to Co-Assistant and Co-Manager (2009–2013). She continued to help with the website, write articles, and send publicity until 2015.

Maralee continued to volunteer with WVC as the Web manager, but in 2011 there was a leadership void in the chapter, and through 2015 she was Vice President, President, and Immediate Past President.

Roberta “Bobbi” Werner has been a technical communicator for almost 30 years and is a stalwart supporter of education and training. She taught technical communication at Syracuse University and gained real-world experience to inform her teaching as a contract writer and corporate trainer in the Syracuse area. Her course designs and approach to teaching earned the highest recognition in the SU writing program and also opened doors to design a professional writing for managers course in SU’s MBA program. Being a practitioner in fields as diverse as nuclear power, automotive design, HVAC, and telecommunications enhanced both her knowledge and credibility as an educator. While in academia, Bobbi infused her teaching with opportunities to develop both hard and soft skills that would serve her students well in the workplace.

In December 2000, Bobbi moved from academia to a full-time writing career, first in the telecommunications field, then in the medical insurance, ground surface radar, and medical device industries. At Welch Allyn, where she has worked since 2008, she is a leader on her team and has produced several award-winning publications at both the regional and international level. Despite having left academia, the “teacher in her” lives on as she promotes and arranges for quality training for both colleagues and STC constituents, and as she mentors students and others making a transition into technical communication. Her protégées value her insight and experience as well as the time she devotes to them.

## ROBERTA (BOBBI) WERNER



### CITATION:

*For dedication to developing STC leaders, enacting continuous improvement processes, flawlessly carrying out new STC initiatives while leading conferences and chapters, and for embodying the spirit of volunteerism as a role model for students.*

## BEN WOELK



## CITATION:

*For passionate support and mentoring of STC leaders and members by modeling servant leadership and developing innovative solutions that strengthen STC communities.*

Ben Woelk has been a technical communicator for 20+ years and a leader at the local and Society level in STC for 10+ years. As Rochester Chapter President, Ben strengthened the chapter's ties to STC via the Community Achievement and Pacesetter awards. Subsequently, Rochester was recognized as Community of the Year twice in four years. Ben began his Society-level service with the Community Affairs Committee, where he created and led an outreach team to support community leaders, and later served as Committee Chair. Ben actively seeks to develop innovative and sustainable practices to help strengthen STC communities. Ben's experience spans a diversity of technical communication disciplines, and his ability to apply a technical communication mindset and skillset to information security awareness has enabled him to develop a benchmark security awareness program for higher education. A frequent speaker at technical communication and information security/risk management conferences, Ben consistently delivers effective seminars in creating security awareness programs.

Ben shares his knowledge of information security best practices, distilling complex information security principles into actionable strategies for the laymen through courses he developed around digital self defense—helping individuals protect themselves and others. Additionally, he authored a Kindle ebook, *Shockproofing Your Use of Social Media: Staying Safe Online*. A former STC Director-at-Large, Ben recently refocused his activities around mentoring and coaching leaders, especially introverts. To support mentoring and coaching (and to assist techcomm practitioners in studying for the CPTC), Ben developed an online introverted leadership community and CPTC study group using Slack. This leadership community has 100+ participants.

# JAY R. GOULD AWARD FOR EXCELLENCE IN TEACHING TECHNICAL COMMUNICATION

The Jay R. Gould Award for Excellence in Teaching Technical Communication honors the distinguished teaching career of the late Professor Gould, whose academic mentorship guided many into the technical communication profession. To be eligible for the award, a nominee must have been a member of the Society for Technical Communication for at least 10 years and must have been involved in postsecondary education for at least 15 years.

## MADELYN FLAMMIA

Dr. Madelyn Flammia is an Associate Professor of English at the University of Central Florida in Orlando, Florida. She teaches both graduate and undergraduate courses in technical communication. Her research interests include international technical communication, global citizenship, and virtual teams. Madelyn is the co-author of *Virtual Teams in Higher Education: A Handbook for Students and Teachers* and the co-editor of *Teaching and Training for Global Engineering: Perspectives on Culture and Professional Communication Practices*. She has given presentations on intercultural communication and on global virtual teams at professional conferences and for corporate audiences. Madelyn was the recipient of a 2014 National Council of Teachers of English Technical and Scientific Communication Award for the best article on pedagogy or curriculum in technical or scientific communication. She is currently working on the second edition of her book *Intercultural Communication: A New Approach to International Relations and Global Challenges*.



### CITATION:

*For excellence in expanding and advancing international aspects of technical communication education in online and on-site contexts.*

**RICHARD  
JOHNSON-  
SHEEHAN****CITATION:**

*For dedication to advancing technical communication pedagogy through exceptional research, teaching, and service in the field.*

Dr. Richard Johnson-Sheehan is a Professor of English at Purdue University, where he teaches courses in technical communication, health and medical communication, science writing, conservation writing, editing, and other courses. He earned his PhD from Iowa State University in 1995, and he was a faculty member for nine years at the University of New Mexico. He has been on the faculty at Purdue University for 13 years. He has directed the composition and professional writing programs at Purdue and the University of New Mexico, and he served as an interim director of the Purdue Writing Lab, which includes the Purdue OWL. He has published articles about communication in a variety of scientific and technical fields. He is best known for his popular series of books, *Technical Communication Today* (6e), *Strategies for Technical Communication Today* (3e), *Writing Today* (4e), *Argument Today*, and *Writing Proposals*. He is a Fellow of the Association for Teachers of Technical Writing (ATTW) and has chaired the ATTW Conference twice. He served as the Editor of Special Issues for *Technical Communication Quarterly* for ten years. He is currently working on developing Purdue's Medical Humanities program. He is also collaborating with The Foundry, Purdue's small business incubator, to develop entrepreneurial opportunities for scientists and engineers. With The Foundry, he is researching ways to centralize entrepreneurship and design thinking in the field of technical communications.

Dr. Greg Wickliff is an Associate Professor of English and Coordinator of the technical/professional writing programs at the University of North Carolina at Charlotte, where he has taught for more than 25 years. His undergraduate work was at Miami University, where he studied with Paul V. Anderson, and his graduate work was at Purdue University, where he studied with Patricia Sullivan. He teaches courses in technical communication, information design, usability studies, editing, and communicating science. He consistently integrates projects for out-of-class clients into his courses. Most recently, his students completed a series of usability studies for the university's library website. His research has focused on the rhetoric of nineteenth-century American science writing and photographic illustration. In 2014, he was a Resident Scholar at the Dibner Library for the History of Science and Technology at the Smithsonian Institution, and in 2010, he was a Fellow at the Lemelson Center for Study of Invention and Innovation. He is a member of the Society for Technical Communication, the Association of Teachers of Technical Writing, the National Council of Teachers of English, and the Daguerreian Society.

## GREGORY A. WICKLIFF



### CITATION:

*For innovative teaching practices and an exceptional commitment to mentoring students and colleagues.*

## KEN RAINEY AWARD FOR EXCELLENCE IN RESEARCH

The Ken Rainey Award for Excellence in Research was established by STC in 2006 to celebrate and honor Professor Ken Rainey's passion for research that results in improvements to technical communication, especially to practice. The goal of the award is to encourage quality and excellence in technical communication research by honoring those whose research studies have made an outstanding contribution to the field.

### THARON W. HOWARD



**CITATION:** *For focused and significant contributions in the area of industry research related to usability and user experience; a superior record of carrying out high-impact research in industry and workplace contexts; a well-deserved reputation in the field; and for mentoring and preparing generations of students for the workplace.*

Dr. Tharon W. Howard teaches in the Master of Arts in Professional Communication program and the Rhetorics, Communication, and Information Design doctoral program at Clemson University. He is a recipient of the STC's Jay R. Gould Award for Excellence in Teaching Technical Communication and is an internationally recognized leader in the field of usability and user experience research. As Director of the Clemson University Usability Testing Facility, he has conducted sponsored research aimed at improving and creating new software interfaces, online document designs, and information architectures for clients including Pearson Higher Education, IBM, NCR Corp., and AT&T.

For his work promoting the importance of usability in both industry and technical communication, Dr. Howard was awarded the Usability Professionals Association's "Extraordinary Service Award." Howard is the Series Editor for the Routledge-AT&T Series on Technical and Professional Communication, and he also serves as the Production Manager for Clemson's Center for Electronic and Digital Publishing where—in addition to producing scholarly journals, books, fliers, and brochures—he teaches MAPC and RCID graduate students to create and maintain digital publications and websites. He also designed and directed Clemson's Multimedia Authoring Teaching and Research Facility, where faculty and graduate students in architecture, arts, and humanities learn to develop fully interactive, stand-alone multimodal productions and experiment with emerging instructional technologies, augmented reality devices, and interface designs.

Howard is the author of *Design to Thrive: Creating Online Communities and Social Networks That Last*, *A Rhetoric of Electronic Communities*, co-author of *Visual Communication: A Writer's Guide*, co-editor of *Electronic Networks: Crossing Boundaries and Creating Communities*, and has articles in journals including *Technical Communication*, *Technical Communication Quarterly*, and *Computers and Composition*.

# FRANK R. SMITH AWARD FOR OUTSTANDING JOURNAL ARTICLE

Each year, the editor of *Technical Communication* appoints a judging committee to select the outstanding article from the previous year's issues. Judges base their decisions on article content and form. The award honors the memory of Frank R. Smith, during whose 18-year tenure as editor *Technical Communication* became established as the flagship publication of STC and the profession.

## CHARLES KOSTELNICK

For the article "The Re-Emergence of Emotional Appeals in Interactive Data Visualization" in the 2016 May issue of *Technical Communication*.

Dr. Charles Kostelnick is a Professor at Iowa State University, where he teaches graduate and undergraduate courses in visual communication. He has published several articles and book chapters on visual communication as well as co-edited *Visible Numbers: Essays on the History of Statistical Graphics* (2016) and co-authored *Shaping Information: The Rhetoric of Visual Conventions* (2003) and *Designing Visual Language* (1998 and 2011). He has served as Editor and Co-Editor of the *Journal of Business and Technical Communication*.



**CITATION:** *For the author's thorough review of data visualization from historical practice to modern usage, presented in clear language and with effective graphics. The article is not only of educational and historical interest, but also reveals shifts and trends that directly affect both the teaching and practice of our profession.*

## FRANK R. SMITH AWARD FOR DISTINGUISHED JOURNAL ARTICLE

### REBECCA WALTON, ROBIN E. MAYS, AND MARK HASELKORN

For the article "Enacting Humanitarian Culture: How Technical Communication Facilitates Successful Humanitarian Work" in the 2016 May issue of *Technical Communication*.



Rebecca Walton is an Assistant Professor of Technical Communication and Rhetoric at Utah State University. Her work has appeared in *Technical Communication Quarterly*, *Journal of Business and Technical Communication*, and other journals and edited collections.



Robin E. Mays is a humanitarian practitioner and ethnographic researcher. She has worked for over 18 years in rapid response operations and logistics, with an 11-year career as a humanitarian logistician.



Mark Haselkorn is a Professor of Human Centered Design & Engineering at the University of Washington. He is Director of the Center for Collaborative Systems for Security, Safety, and Regional Resilience (CoSSaR).

**CITATION:** *For a compelling reminder of how our work in technical communication can directly help people.*

# FRANK R. SMITH AWARD FOR DISTINGUISHED JOURNAL ARTICLE

## CARLOS EVIA AND MICHAEL PRIESTLEY

For the article “Structured Authoring without XML: Evaluating Lightweight DITA for Technical Documentation” in the 2016 February issue of *Technical Communication*.

Carlos Evia is Associate Professor and Director of Professional and Technical Writing at Virginia Tech. He conducts research about technology-enabled workplace communication for the Virginia Tech Centers for Human-Computer Interaction and Occupational Safety and Health.

Michael Priestley is IBM’s Enterprise Content Technology Strategist. He was the co-editor of the DITA 1.0 and DITA 1.1 specifications, and is currently working on the specification for Lightweight DITA.



### CITATION:

*For lucidly cutting through  
the jargon and hype and  
presenting practical  
alternatives to XML.*

## INTERCOM OUTSTANDING MAGAZINE ARTICLE

The *Intercom* awards are selected by the *Intercom* Editorial Advisory Panel in collaboration with the editor and honor the outstanding magazine article(s) for the past year, and an outstanding guest editor.

### JENN CARLOS, TRAVIS KELLY, AND VIVIANNE COSTA

For the article “Measuring Content Like a Marketer: Getting Started with Web Analytics” in the 2016 March issue of *Intercom*.



Jenn Carlos brings a progressive user-centered approach to documentation and content creation. A digital native and former designer, she’s an expert on how analytics, user behavior, and visual design drive content delivery and conversion. Jenn has worked across content strategy, user experience, and corporate communications for the past 15 years, leading high-performing content and creative teams across a number of industries. Most recently, she managed the UX Content Strategy organization at PROS, a B2B modern commerce software company in Houston, Texas, and now serves as their Senior Corporate Communications Manager.



Travis Kelly is a Content Strategist with over 10 years of experience writing, editing, and delivering documentation. More recently, his focus has shifted to analytics, CSAT, and other ways of collecting actionable feedback from users. He is always on the lookout for more flexible, user-focused approaches to documentation that result in high-value content for all users.



Vivianne Costa has been a strong customer experience advocate for the past 15+ years, working first in digital marketing, then diving into the product world as senior product manager for a customer help portal.

Starting from scratch in 2001, Vivianne taught herself how to use analytics and earned a Google Analytics Certification. Over years of hard-won experience, she has designed effective analytics strategies for many different kinds of Web portals, including, most recently, a documentation and support platform.

A passionate advocate for useful analytics, Vivianne is always excited to share how to transform raw data into actionable insights and is keen to help analytics newbies create meaningful reports that can drive leadership decisions and real-world improvements that directly impact customer experience.

**CITATION:** *For clearly and enthusiastically explaining how to collect quantitative and qualitative data about Web-based content and use it to strengthen future content and persuade stakeholders of the value of technical communication.*

# INTERCOM OUTSTANDING GUEST-EDITED ISSUE

## NICKY BLEIEL

For the guest-edited content of the 2016 November/December issue of *Intercom*.

Nicky Bleiel, a Watson Information Developer at IBM, has over 20 years of experience as a technical communicator in the software industry, working on products in the cognitive computing, technical publishing, media, industrial automation, simulation, and pharmaceutical industries.

She has been published in STC's *Intercom*, *tcworld* magazine, *ISTC Communicator*, and more on a variety of subjects. She has interviewed many luminaries in the field of technical communication, including David Pogue, Kathy Sierra, John Carroll, and Nancy Duarte. Her interview with John Carroll, titled "Minimalism Revisited," was reexamination of minimalism 23 years after the publication of his landmark book, *The Nurnberg Funnel*. She also interviewed Marcus Hunt, co-host of the AMC TV series "Owner's Manual" about his adventures on the show. Nicky's *Intercom* column, "The Essentials," explored topics as diverse as presentation skills, responsive design, editing resources, and online help outputs.

Nicky is an in-demand speaker, and has given over 100 presentations at conferences and meetings, including the STC Summit, WritersUA, *tcworld* in Germany, Content Management Strategies/DITA North America, Council for Programs in Technical and Scientific Communication, IEEE ProComm, and LavaCon. She has hosted instructional videos, blogged, and hosted a podcast series about technical communication.

Nicky is a Past President and Director of STC, as well as an Associate Fellow. She has served in many other STC volunteer roles, including competition judge, Summit proposal reviewer, as a member of the *Intercom* Editorial Advisory Panel, *Technical Communication* Journal reviewer, and Pittsburgh Chapter President. See [nickybleiel.com](http://nickybleiel.com) for a list of her talks and articles.



**CITATION:** *Because of the exceptional commitment of the guest editor, this special issue tells the history of the field from well-informed perspectives and, as significantly, creates an emotional connection with these "legends" and our field.*

## SIGMA TAU CHI (STX) AND ALPHA SIGMA

The student honorary society Sigma Tau Chi (STX) recognizes student members of the Society who have distinguished themselves by demonstrating promise of future contributions to the Society and the profession.

Membership in STX is an honor given to students enrolled in a program in technical communication, who have a cumulative grade point average of 3.5 or above, are exemplary in participation in STC, and demonstrate a potential for significant contribution to the profession.

Membership is awarded only once and honorees retain the membership only as long as they are members in good standing of the Society. Congratulations to this year's inductee.

### SAVANNAH DEFREESE



Savannah DeFreese will be graduating from the University of Tennessee, Knoxville in May with a BA in English and a minor in business administration. Her studies have sharpened her communicative skills and understanding of business operations. Savannah plans to apply these skills in the technical communication field.

When she's not studying, Savannah works three part-time jobs. Currently, she is an intern at RCN Technologies, where she writes white papers highlighting RCN's telecommunication products. Also, Savannah is a student assistant at UT's Center for Transportation Research, where she has written website copy, developed summaries for educational databases, researched and written about seat belt safety, and collaboratively developed an educational iBook. Savannah also waits tables at Calhoun's on the River, one of Knoxville's busiest restaurants.

In addition to her studies and jobs, Savannah is an active member of Sigma Tau Delta (the English Honor Society), and a student liaison and member of the STC East Tennessee Chapter. These organizations have allowed her to connect and grow with others in the fields of literature, writing, and technical communication.

# DISTINGUISHED TECHNICAL COMMUNICATION

Each year, the Society for Technical Communication sponsors international competitions through which technical communicators have the opportunity to receive recognition for their work. STC chapters hold preliminary competitions from which Excellence and Distinguished Award winners advance to the international level. Each entry is judged against criteria that measure the degree of technical content, achievement of purpose, and technical execution, whether online or in printed deliverable.

An entry must win an Award of Excellence or Distinguished Technical Communication at the chapter/regional level to qualify for submission to STC's International Summit Awards (ISA) competition.

Below are the ISA entries that received Distinguished awards:

## KEY SUBSTANCE USE AND MENTAL HEALTH INDICATORS IN THE UNITED STATES: RESULTS FROM THE 2015 NATIONAL SURVEY ON DRUG USE AND HEALTH

Contributors: E. Andrew Jessup, Richard S. Straw, Valerie Garner, August J. Gering

## KVH MINI-VSAT BROADBAND CREW TRAINING SERIES

Contributor: Mike Nelson

## MEDIDATA DEVELOPER CENTRAL

Contributors: Charles Miller, Lelia Livadas, Nitza Hauser

## RETINAVUE 100 IMAGER STARTUP GUIDE

Contributor: Sandra Craig, Kenneth Reid

## SAS(R) EVENT STREAM PROCESSING 4.2 DOCUMENTATION

Contributors: Michael Harvey, Carolyn Sutton, Eric Harmeling

## SAS(R) MOBILE BI 8.1 FOR IPAD AND IPHONE: HELP

Contributors: Karen Mobley, Brad Kellam

## BEN WOELK



## CITATION:

*For outstanding contributions to STC in various roles, including Rochester Chapter Co-Vice President, Scholarship Committee Chair, former Director on the STC Board, Spectrum Conference Co-Chair, STC Notebook blog contributor, Intercom guest editor, CPTC and introverted leadership study groups coordinator. Your dedication to the technical communication profession and your approach to excellence represents STC at its finest.*

Ben Woelk has been a technical communicator for 20+ years and a leader at the local and Society level in STC for 10+ years. As Rochester Chapter President, Ben strengthened the chapter's ties to STC via the Community Achievement and Pacesetter awards. Subsequently, Rochester was recognized as Community of the Year twice in four years. Ben began his Society-level service with the Community Affairs Committee, where he created and led an outreach team to support community leaders, and later served as committee chair. Ben actively seeks to develop innovative and sustainable practices to help strengthen STC communities. Ben's experience spans a diversity of technical communication disciplines, and his ability to apply a technical communication mindset and skillset to information security awareness has enabled him to develop a benchmark security awareness program for higher education. A frequent speaker at technical communication and information security/risk management conferences, Ben consistently delivers effective seminars in creating security awareness programs.

Ben shares his knowledge of information security best practices, distilling complex information security principles into actionable strategies for the laymen through courses he developed around digital self defense—helping individuals protect themselves and others. Additionally, he authored a Kindle ebook, *Shockproofing Your Use of Social Media: Staying Safe Online*. A former STC Director-at-Large, Ben recently refocused his activities around mentoring and coaching leaders, especially introverts. To support mentoring and coaching (and to assist techcomm practitioners in studying for the CPTC), Ben developed an online introverted leadership community and CPTC study group using Slack. This leadership community has 100+ participants.



## PLATINUM

### CAROLINA CHAPTER

For your dedicated promotion of the Society and profession through your quality educational programs, strong leadership plan, innovative student outreach activities, varied social events, and annual competition.

### CHICAGO CHAPTER

For endless promotion of the Society, trailblazing list of programs, active community outreach, and systematic planned leadership transition. For coming up with innovative ideas for education promotion and formulating the Volunteer Incentive Program.

### INSTRUCTIONAL DESIGN & LEARNING SIG

For fulfilling the STC mission of providing quality programs to members through innovative activities. For your outstanding work on leadership, transition, and community outreach.



## GOLD

### INDIA CHAPTER

For showing incredible growth, doubling your membership in a single year, and for your successful 18th annual conference at Hyderabad, which offered many sessions and presentations on key topics in the technical communication field.

### PHILADELPHIA METRO CHAPTER

For your dedicated focus in reaching out to the future of technical communication via your Academic Outreach program, for your spirit of teamwork in partnering with both STC and non-STC groups to further the profession, and for your work in organizing many social and educational programs, especially your annual CONDUIT conference.

### ROCHESTER CHAPTER

For your exemplary work in recognizing and nurturing volunteer involvement, helping students of all ages learn about the technical communication profession, and collaborating with other STC communities in knowledge sharing, most notably with your Virtual TechComm Showcase meetings.

### SAN DIEGO CHAPTER

For providing value to your members and promoting the Society and the profession through your excellent mentoring programs, student outreach activities, education programs, networking events, and innovative Webinar Mania program.

### ROCKY MOUNTAIN CHAPTER

For your dedication to the Society and profession through your quality educational programs, excellent student outreach activities, many networking events, and innovative "co-writing" sessions.



## SILVER

### NORTHEAST OHIO CHAPTER

For your great support of the STC organization in all your social media postings; by encouraging members to volunteer/serve at the Society level; and for the wonderful emphasis on social and networking opportunities in your many programmed, educational, and social get-togethers.



## BRONZE

### EAST BAY CHAPTER

For upholding the highest virtues of the Society through active leadership, fiscal discipline, and community outreach.

### TECHNICAL EDITING SIG

For your consistent support of STC initiatives and member education opportunities, an innovative engagement process for your virtual community, and sound leadership planning and transition processes.

### SOUTHEASTERN MICHIGAN

For continuing to provide quality programs to your members by offering a full schedule of face-to-face programs and by participating in and hosting an STC multi-chapter virtual/live tech comm showcase.

### TEXAS TECH UNIVERSITY STUDENT CHAPTER

For your dedicated work in promoting the technical communication profession by providing several educational and social opportunities each semester, and by hosting brown bag events that foster collaboration and networking opportunities among fellow technical communicators.



## PACESETTERS

### CHICAGO CHAPTER

For your excellent Volunteer Incentive Program (VIP) that encourages and rewards an active membership at all levels of involvement.

### INDIA CHAPTER

For your innovative and quick response to new local financial laws that help your community with overall tracking of finances.

### INSTRUCTIONAL DESIGN & LEARNING SIG

For your innovative Article Writing Competition that encourages student participation with a unique two-level award system that benefits both the community and the Society.

### PHILADELPHIA METRO CHAPTER

For your innovative two-level approach to sponsorship and scholarships for students that lets them experience STC membership and encourages volunteerism within the community.

### ROCHESTER CHAPTER

For your innovative and collaborative Multi-Community Virtual Techcomm Showcase that provided many benefits to participating communities, STC members, and stakeholders at the same time.

### TEXAS TECH UNIVERSITY STUDENT CHAPTER

For futherling Society and community goals by participating in your university's Diversity Week and promoting technical communication to a larger audience.

# THANK YOU

Special thanks to the many individuals involved in honoring those in technical communication.

## FELLOWS NOMINATING COMMITTEE

Larry Kunz, Chair  
Jackie Damrau  
George Hayhoe  
Brenda Huettner

## ASSOCIATE FELLOWS NOMINATING COMMITTEE

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