

2014



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Adobe

ADOBE congratulates all the individuals and communities chosen for awards and honors during the 2014 Technical Communication Summit.

Welcome to the 2014 STC Honors Banquet. Tonight is a very special night. We gather to honor those who have really made a difference in our profession and our Society. These honors and awards represent an incredible amount of hard work from many dedicated professionals, without whom our world would be less bright.

We all look forward to this night of acknowledgement and celebration. Those who we honor tonight come from all parts of our profession, which is one of the things that makes this all so special—the diversity of our profession.

We thank them all for the contributions to the profession, for the hours of volunteer work that they do, and for making STC a better organization. Tonight we honor them, we appreciate them, and we hear their stories.

Our Honors Brochure salutes the best of our Society for their contributions and bestows upon them the rank of Fellow and Associate Fellow.

We honor the recipients of the President's Awards, the International Summit Awards, the Jay R. Gould teaching award, the Ken Rainey research award, and the Frank R. Smith award for outstanding journal article. And we honor the first winners of the new *Intercom* article of the year and guest editor of the year awards.

We celebrate those communities who have earned the Community Achievement Awards. We highlight the innovations behind the Pacesetter Awards. And we reveal the communities that receive the prestigious Most Improved Community and Community of the Year Awards.

And we highlight the technical communicators of the future, the students who won the Student Poster Competition and new inductees into the Sigma Tau Chi Honors Society.

As you review the list of honorees, keep in mind these are our shining lights in advancing the profession. Thank them for their contributions and urge them to continue their involvement as mentors to those who inherit their knowledge and wisdom.



NICKY BLEIEL
President, 2013–2014

ALAN ALDA



CITATION

For your long-standing and continuing effort to emphasize and promote the importance of good scientific communication and teach scientists to communicate clearly and simply, with both The Flame Challenge and the Stony Brook University Center for Communicating Science.

Alan Alda, a seven-time Emmy Award–winner, played Hawkeye Pierce on the classic television series *M*A*S*H* and appeared in continuing roles on *ER*, *The West Wing*, *30 Rock*, and *The Blacklist*. He has 33 Emmy nominations as actor, writer, and director, and is a Television Hall of Fame inductee. On film, he has starred in, as well as written and directed, many features, and was nominated for an Academy Award for his role in *The Aviator*. He has appeared often on the Broadway stage, where he received three Tony nominations.

His long-time interest in science and in promoting a greater public understanding of science led to his hosting the award-winning PBS series *Scientific American Frontiers* for eleven years, on which he interviewed hundreds of scientists from around the world. In 2010, he hosted a science series on PBS called *The Human Spark*. On Broadway, he appeared as the physicist Richard Feynman in the play *QED*. In 2002, he had the honor of giving the commencement talk at Caltech, where Feynman himself had delivered the commencement address 28 years earlier.

He is a visiting professor at Stony Brook University's Alan Alda Center for Communicating Science, where he is helping develop innovative programs that enable scientists to communicate more effectively with the public. Together with Stony Brook University, they host the annual Flame Challenge, which challenges scientists from around the world to communicate complex science in ways that would interest and enlighten an 11-year-old.

Donn R. DeBoard is an award-winning technical communicator with over 25 years' experience in the software and financial services industry. Currently, he is a senior information developer at Vertex, Inc., a tax-technology company in Berwyn, PA.

Donn holds a BA in journalism from Indiana University of Pennsylvania, an MS in technical and science communication from Drexel University, and a MEd in instructional systems from Penn State.

Donn is forward-focused as an evolving technical communicator. He shares lessons learned through experience to nurture present STC communities through the Community Affairs Outreach Committee. Donn is future-focused as a mentor to the next generation of technical communicators.

He is an STC champion committed to quality and excellence, demonstrated by multiple STC awards over a 10-year period. Donn has been active in STC programs and leadership at the chapter, SIG, and international levels for over 25 years.

He has a long history of active leadership in the Philadelphia Metro Chapter (PMC) and in PMC publications competitions. Donn has held multiple terms as secretary and co-competition manager. In 2006, he received the Distinguished Chapter Service Award for his service in local competitions. He has been active in the competitions contest on the local and international levels for a combined total of 20 years.

Donn has been a featured speaker at the regional PMC Mid-Atlantic Technical Communication conferences for 10 years. He has also presented at the STC Summit and webinars.

DONN R. DEBOARD



CITATION

For generous and sustained service to the Philadelphia Metro Chapter as speaker, mentor, and chapter leader; for innovation and inspiration in designing and creating customer-centered software documentation.

**JOSEPH J.
DEVNEY****CITATION**

For dedication and commitment to STC at both the community and Society levels, and for consistent advancement of technical communication through knowledge sharing.

Joseph J. Devney, MA, began his career in technical communication by writing system administrator manuals, and joined STC shortly after starting that first assignment. He spent the next several years on a wide variety of technical communication projects in software, biotech, and telecommunications, among other industries. Alongside this paid work, he chaired the editorial board for his college alumni newsletter. He volunteered with the STC Berkeley Chapter, first with small tasks, then as chapter president, an office he held for three years. And he has judged local and international technical communication competitions many times.

In 2007, Joe took a sabbatical to return to school and earned an MA in linguistics from Georgetown University. He is the only person ever to complete the masters in language and communication program in just two semesters. His graduate school experience opened up both new career paths and new ways to contribute to STC. His particular interest is the intersection of language and law. He gives classes to lawyers about the roles that linguistics can play in the justice system—and along the way mentions that technical writers can also be of help to lawyers. He has been a guest speaker at several STC chapters on a variety of topics, including forensic linguistics, designing presentations, and how to convince management to hire more and better tech pubs staff members. He also returned to the chapter presidency.

Since completing graduate school, Joe has returned to the classroom in the role of professor, including teaching visual rhetoric and document design at San Francisco State University.

Leah Guren entered the field of technical communication in 1980. Over the years, she has been a writer, editor, tech pubs manager, Help author, trainer, and usability consultant, primarily in the software sector. In 2008, Leah founded her own company, CowTC, to focus on training and usability consulting to leading high-tech and biotech companies around the world.

Leah is mostly known as an enthusiastic teacher and presenter. Through her courses and seminars, Leah has instructed thousands of people. Her TechComm 101 class was a pioneer online course for STC, built on her years of experience teaching courses that prepared people to enter this field. Leah pushes her students to understand and apply theory and to be true advocates for the user. Her humor and her practical, real-life tips make her an always-popular speaker at the STC Summit and other international technical communication conferences.

Leah's interest in usability led to her research in BDBL (bidirectional bilingual) content. Her findings, first published at the European Information Design Conference in 2005, were one of the first focusing on the issue of websites containing both Hebrew and English.

In 2010, Leah was selected as an industry leader to participate in a joint Israeli-Palestinian high-tech initiative. The program, funded in part by Cisco, was designed to help Palestinian high-tech start-ups learn better technical and business practices.

Through her service to STC at the Society level, Leah has been an unflagging advocate for global awareness. She has helped the Society adapt to the needs of members and communities outside of North America and to become a truly international organization.

LEAH GUREN



CITATION

For strong dedication and commitment to STC at all levels and to the profession of technical communication and its practitioners through myriad presentations and training events, and for advocating for global awareness within the Society.

REBECCA C. HALL



CITATION

For excellence in designing and writing documentation that focuses on serving the customer, for guiding and inspiring colleagues, and for consistently setting a high standard of professionalism.

Rebecca C. Hall has worked in technical communication since she first realized that a technical note helped reduce repeat calls to technical support while providing easy instruction for the customer back in 1986. Eventually moving from software development to full-time technical communication, Rebecca has always worked to provide the right information in the right format for the end user, whether through written documentation, online help, eLearning, or face-to-face instruction. Rebecca started Rebecca C. Hall Consulting in 1995.

A BA in philosophy is the perfect background for logically assessing the needs of a variety of individuals and vertical markets. One-on-one mentoring from an STC Fellow, Susan Feinberg, was instrumental in driving Rebecca's efforts to improve her skills and provide her clients with the documentation that met their needs and gave the end user the skills they needed to do their real work.

After a brief stint in the SIGDOC arm of ACM, Rebecca joined STC when she attended the 1994 conference. Membership led to attending chapter meetings, which led to leadership roles, including chapter president. Inspired to contribute in other ways, Rebecca has presented at several chapters and numerous STC conferences.

While most of Rebecca's clients are in the software industry (either developing software or implementing a customized version of a large product), she has extended her skills into the local community, serving over the years on multiple boards in her current home town of West Chicago, IL. Newsletters and cookbooks seem like small potatoes, but enrich the life of a community by creating connections in place and time.

Robert B. Hanna has dedicated his career to advancing the profession and practice of technical communication as an expert practitioner, innovator, and leader. Hanna's area of specialty focuses on the implementation of structured authoring and single-source publishing technology.

Active within local communities and at the Society level, Rob has enjoyed working to promote strength and growth within STC. He has held leadership positions at all levels. He has also been instrumental in developing new programs from the ground up, such as the Toronto Single-Sourcing SIG, Toronto mentoring, and STC Certification programs.

Rob is now living the dream as director of his own corporation, Ascan Information Architects Limited, where he works with a small group of like-minded experts to help large organizations in Canada, the United States, and Europe transition to structured content.

Chris Hester became interested in technology when programming involved 8-inch disks and gaming was all about playing Pong. Later, she earned a BS in English from Illinois State University, and then completed her MA in English at Bowling Green State University, focusing on technical communication and information systems. Her undergraduate and graduate internships with Argonne National Laboratory focused on Internet-related projects, long before the introduction of browsers. Her first position after graduation was with a technology consulting firm, where she found herself immersed in Internet and early Web technologies. Since then, she has continued to work in high-tech environments, helping organizations fine-tune their content and communication messages for both employees and customers.

Chris believes collaboration and communication are critical tools for relationships, and she thrives on learning and sharing new technologies. These themes are evident throughout her career and her service to STC. In addition to serving STC in multiple roles, she participates in a variety of professional and personal organizations.

Chris joined STC in 1987. She has served the Chicago Metro Chapter in a variety of roles, including president in 2006–2007. Currently, she is the conference chair for the 2014 STC Technical Communication Summit.

ROBERT B. HANNA



CITATION

For dedication and commitment to STC, and for advancement of technical communication through structured authoring and single-source publishing.

CHRIS HESTER



CITATION

For generous and sustained service to the Chicago Chapter as a mentor and chapter leader, for dedication to the Technical Communication Summit through conference and program committee service, and for leadership in the technical communication and content strategy communities.

PAUL MUELLER



CITATION

For exemplary dedication to the profession of technical communication, for leading successful project teams in a variety of disciplines, and for effective, visionary leadership that has enriched the STC Summit.

Paul Mueller is president of UserAid, which designs and implements innovative communication solutions. Paul has managed information development, usability, and graphic design teams across the United States, Bolivia, and India. As a manager, he has mentored many team members and helped them to become active promoters of technical communication through their service to STC, their companies, and the community. Paul presents at conferences on technology and management topics, and he also speaks to STC chapters, youth groups, and university students about technical communication. Paul received a BS in computer science and a BS in mathematics from the Pennsylvania State University and has been involved in technical communication for more than 25 years.

Paul is currently the Technical Communication Summit Program Chair and he has served in many other Summit-related roles. Paul has also served on the Board of Directors and he has led both the *Technical Communication* Editor Search Task Force and the Strategic Program Assessment (SPA) Task Force. He is active in his local STC community and has held various positions, including president, vice president, director, strategic advisor, and many committee manager roles. Paul also served as the 2001 Programs Committee Co-Manager for the STC Region 5 Conference. Paul received the Distinguished Chapter Service Award in 2006, the Outstanding Service Award in 2009, and Associate Fellow in 2011.

Kirk St.Amant is a professor of technical and professional communication and of international studies at East Carolina University, where he directs the university's graduate program in international studies. He has a background in technical communication, cultural anthropology, and international government, and he has taught online and on-site courses in technical and professional communication and in intercultural communication for a number of different U.S. universities.

Kirk has worked on international projects for companies such as Medtronic, VERITAS Software, the Braun Corporation, and Unisys, and for nonprofit organizations such as the Humanitarian Demining Information Center. Kirk has also taught courses in e-commerce, distance education, and business communication in Ukraine with the USAID-sponsored Consortium for the Enhancement of Ukrainian Management Education and has engaged in collaborative online and on-site teaching with international partners such as the Aarhus School of Business in Denmark, the Aalto University School of Economics in Finland, and the University of Belize.

KIRK ST.AMANT



CITATION

For academic research in the field of technical communication focused on the role information technology plays in globalizing best practices in technical communication and publishing extensively on your findings, and for bringing together members of different professional societies to foster inter-organizational collaboration.

BETH AGNEW**CITATION**

For a lifetime of continued dedication to technical communication as an ongoing learner, professor, and advocate, and for passionate promotion of both the profession and the practice.

Beth Agnew is one of the first Certified Professional Technical Communicators. She has worked in over a dozen jobs in the field, sometimes without realizing she was even a part of the field at all! Beth is an educator, a consultant, and a renowned expert in our community.

Beth, like many in our field, stumbled into technical writing. While serving in the Navy—telecommunications, to be exact—Beth's superiors found her verbal and writing skills perfect for training others and writing documentation. After 10 years in the military, Beth went back to school and continued to work in technical communication. After graduation, she worked as a story editor, a writer, and a developer of online education.

Beth pursued masters-level studies in technical communication at Utah State University and joined STC Toronto in 1997. She demonstrates an incredible passion for technology and communication in the work she does, including as a professor at Seneca College.

She believes that our skills lie in being able to make sense of any topic for any audience and thinks technical communication is the perfect field to be in. As she has said herself, "We have to be life-long learners, and always be looking for opportunities to ply our trade on behalf of our users. The more technically complex the world gets, the more we are needed."

Robert Rhyne Armstrong is director of documentation at RouteMatch Software. He has 19 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. Over the last several years, Rhyne has consulted on social media and social networking strategies for several organizations and individuals, and often dives head-first into emerging technologies and communication trends. He is a senior member of STC, serving on the Community Affairs Committee and on the leadership council of the Atlanta Chapter. Rhyne resides in Alpharetta, GA, where he spends most of his time shuttling any of his four kids to soccer, ballet, or gymnastics. He is a rabid soccer fan, a youth athletics coach, and a follower and alumnus of the University of South Carolina.

ROBERT RHYNE ARMSTRONG



CITATION

For your pioneering work in the education of social media and social networking and the giving of your time and expertise to all levels of the technical communication communities and for your exemplary work in the student community.

Maria Antonietta (Tonie) Flores is a native of Honduras. Tonie was allured to emerging computer technology as a data collection clerk on Wall Street while still in high school. By the time she earned her BA in mathematics from Boston University, she had worked with information technology at NASA, Prudential, and Northeastern University. Tonie holds an MS in systems analysis from the University of Rochester School of Management.

For 15 years at IBM, Tonie explained computer applications to office workers, systems engineers, and systems administrators. Later, Tonie used her core skills to develop and deliver training for enterprise resource planning deployments. Studies in personal development and a stint as a usability consultant enhance her effectiveness as a decoder of information management technology to knowledge workers.

After many years as a technical communicator at OSIsoft, an engineering software company, Tonie now coaches clients on ways to restore ailing content management systems.

Tonie is an active member and past officer of the Berkeley Chapter of STC and a long-time competition judge at regional and international levels.

MARIA ANTONIETA FLORES



CITATION

For courage and persistence in your commitment to learning and exploring new technologies, and for your generously sharing your leadership, knowledge, and skills with the Berkeley Chapter, your STC colleagues, your coworkers, and your community.

**SUSAN M.
HAIRE****CITATION**

For generously sharing your expertise and inspiring technical communication learners and practitioners, for building bridges to their clients, and for your enduring commitment and contribution to the Manitoba Chapter and Society.

Susan M. Haire has worked as a technical communicator for over 27 years. Since collaborating to found STC Manitoba Chapter 25 years ago, Susan has remained active in the chapter and in volunteer technical communication pursuits. She served as a chapter executive for over seven years—chair of the Consultants and Independent Contractors SIG, chapter president, and secretary. She is a recipient of the chapter President's Award (1998) and the Distinguished Chapter Service Award (2001). She has been a source of vitality in the profession through presentations at chapter meetings, local conferences, regional conferences, and the STC Summit. Recently, she saved the chapter by inspiring the revival of its program to attract younger participants.

Susan played a vital role in establishing the Technical Communication Diploma program at Red River College, the first full-time credential offered in Manitoba, and continues to serve on the Program Advisory Committee. Susan has consistently led the way building bridges to our employers and clients to advance their understanding of the work of technical communicators and why that work should be valued.

While a proprietor of her own company, Susan was asked by a client, a publishing company, to author several software self-teaching guides on subjects ranging from desktop publishing to WordPerfect, one of which became a Canadian best seller. Throughout her career working for other companies, Susan has led several challenging and interesting projects. She has received awards in both fiction and nonfiction. At present, she works for Manitoba Public Insurance in Winnipeg, Manitoba, Canada.

Mark Lewis helps organizations prove the business case for moving to XML and intelligent content. He guides writers to design metrics that prove their content strategy is in alignment with corporate strategy.

Mark started the DITA Metrics community to promote the sharing of metrics, ROI, and case studies so that everyone can learn and grow. In his book *DITA Metrics 101*, Mark's cost models give everyone a jump start in determining the savings possible with DITA. He is also a contributing author to *DITA 101 Second Edition* and a technical reviewer of *Managing Enterprise Content: A Unified Content Strategy*, both by the Rockley Group.

Mark is a content strategist, content engineer, and DITA educator who has helped companies in a variety of industries including finance, airline, and oil and gas.

Following a 10-and-a-half-year career in the U.S. Air Force, **Mike Murray** and his family settled in Orlando, FL, where he began a 31-year career as a technical communicator for Lockheed Martin. During his career, he was honored for his contributions to the profession and his employer, but it was in other arenas as well that Mike's extraordinary qualities distinguished him as a person of remarkable gifts.

From the beginning, Mike cared deeply about his Orlando community. Even before he became an STC member in 1984, he was working tirelessly to ensure the youth of Central Florida had after-school programs that would contribute to their evolution into responsible adults. His instinct for understanding the needs of an organization and implementing appropriate changes at the right times enabled him to rejuvenate a failing youth football program and a faltering Cub Scout pack.

Mike's many talents include announcing for youth sports. As "The Voice of the Panthers" for 23 years, Mike thrilled players and fans and was much beloved by the teams, their coaches, the faculty, the students, and their families. He was inducted into the Dr. Phillips High School Sports Hall of Fame, and the Dr. Phillips press box was named in his honor.

Mike's contributions to STC were equally effective. He is credited with being an outstanding chapter leader and inspiring the membership through innovative programming and mentoring of up-and-coming future leaders. His service to the chapter, several SIGs—particularly the AccessAbility SIG—and the Society has been exemplary, fruitful, and inspiring.

MARK LEWIS



CITATION

For your passionate contributions to the evolution of DITA and content management technologies, and for your generosity in sharing this with others without reservation within the Society and the profession.

MIKE MURRAY



CITATION

For clarity of vision, strength of purpose, power of communication, and creativity in leadership that has gracefully guided and deeply enriched the profession, the Society, the Central Florida community, and all who call him friend.

CYNTHIA PAO



CITATION

For your dedicated service to STC at all levels and for advancing the technical communication profession by bringing the academic and industry communities together to motivate and engage their members.

Cynthia (Cindy) Pao is a technical documentation specialist and the chair of the Key Charity Committee at Key Energy Services. Cindy works in the small communications department delivering information to more than 8,000 employees.

Cindy received a BA in English from the University of Minnesota and has been involved in technical communication for more than 15 years. She has designed and produced online help systems, user guides, job aids, safety alerts, release notes, policy and procedure manuals, and intranet websites. Cindy wrote “Integrate Yourself” for *Intercom* and she has written numerous articles for the STC Houston and IDL SIG newsletters.

Cindy’s involvement with STC is ubiquitous: president of the Houston Chapter, co-manager of the Instructional Design & Learning SIG, member of the Academic SIG nominating committee, member of the Community Affairs Committee, chair of the Distinguished Community Service Award committee, and helper on the Body of Knowledge project. As a member of the Community Affairs Committee, Cindy is responsible for keeping the Leadership Resources webpage up-to-date and planning/running the leadership webinars. Last year, Cindy led the effort to review and update the STC Community Handbook.

In her local STC community, Cindy has served in almost every leadership role, from president and administrative council member to the chair of many important committees, such as competitions and volunteer recognition. Cindy received a Director’s Award in 2005, the Distinguished Chapter Service Award in 2008, and the Distinguished SIG Service Award in 2011.

PAULA ROBERTSON



CITATION

For your continuous and passionate contributions of clear, concise, and accurate textual and visual information that satisfies the end user at the point of need.

Across three decades in diverse industries, **Paula Robertson** has endeavored to contribute nothing less than clear, concise, and accurate textual and visual information that satisfies the end user at the point of need.

Throughout her career as a designer, writer, and editor, Paula has advocated for the user. A passionate perfectionist, Paula exhibits an unerring focus on information quality. She seeks to exemplify, as well as hold colleagues professionally accountable to, the highest standards of technical communication, STC, and the profession.

TRICIA SPAYER



CITATION

For your continuous promotion of the profession of technical communication, outstanding leadership and mentoring in the field, and engaging and effective presentations to audiences across disciplines.

Following in her father's footsteps by studying electronics engineering, **Tricia Spayer** began her career as a technician and tech support specialist. After several years of repairing equipment, Tricia discovered that creating symptom/repair analyses and reports was more satisfying. She learned technical communication skills by understanding electronics and translating complex technical information into easily understood brochures, descriptions, and instructions.

Her managers at Pressco Technology Inc. have credited Tricia with transforming their dated technical publications processes into modern means of production and publication, providing clients with more understandable and useful documentation and help systems. Her managers also praise Tricia's unique talent for creative as well as technical capabilities. Her work managing the corporate website and creating brochures, trade show posters, and sales presentations demonstrates her creative side.

Tricia first volunteered for the Northeast Ohio STC Chapter at her first meeting in 2000. Since then, she has held numerous leadership positions from president to bylaws chair, and still continues to support the Northeast Ohio STC Chapter. Her efforts earned her the Distinguished Chapter Service Award in 2010, and helped the chapter win an STC Community of Excellence Award, as well as Distinguished Technical Communication in Public Relations from STC.

Tricia served as Director-at-Large on the STC Board of Directors, where she chaired the Community Affairs Committee. Her work with the committee organized three STC Summit Leadership Programs, provided numerous leadership webinars, created a multitude of leadership resources, and helped create a mutually beneficial communication path between STC's staff, Board of Directors, and communities.

ANDREA J. WENGER



CITATION

For your passionate commitment to clear and effective communication, promoting harmonious workplace relationships, and helping others on their path to professional development, and for dedicated service to STC and its communities.

Andrea J. Wenger has worked as a technical communicator for 19 years at Schneider Electric in Raleigh, NC, where her information products have won more than a dozen STC competition awards at the local and international levels. With a degree in English from Lafayette College in Easton, PA, Andrea is a true wordsmith. She loves language and delights in editing complex material into simpler terms to create order from chaos.

This fascination led to a quarterly column in *Carolina Communiqué*, the STC Carolina newsletter, where she extolled the virtues of punctuation and powerful words. She also specializes in the topic of writing and personality type, authoring the popular blog *WriteWithPersonality.com*.

A member of Toastmasters International, she has offered numerous presentations for STC and other organizations. She has served in leadership positions in the STC Carolina Chapter and the Technical Editing SIG. She also volunteers at the Society level, currently serving on the Nominating Committee.

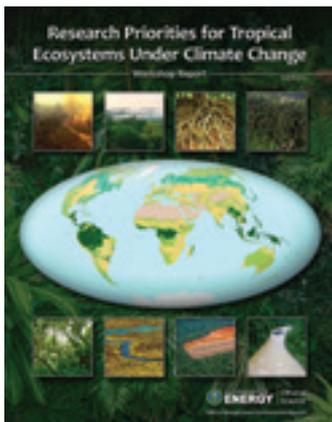
Andrea is active in the Romance Writers of America and is president of the Women's Fiction Chapter. She was a contributing author to the anthology *Heart of the Matter: Tips from the Heart of Carolina Romance Writers on Writing and Selling Your Novel*. Her short fiction has appeared in the literary journal *The Rambler*.

When she's not writing, she enjoys gardening, scuba diving, and hiking active volcanoes with her husband.

BEST OF SHOW

RESEARCH PRIORITIES FOR TROPICAL ECOSYSTEMS UNDER CLIMATE CHANGE

Entered by Jeffrey Chambers, Richard Norby, and the Biological and Environmental Research Information System



CITATION

For providing a connected, thorough, and eminently understandable explanation of a complicated but universally important subject to a diverse audience.

DISTINGUISHED TECHNICAL COMMUNICATION AWARDS

2010–2011 ICCVAM BIENNIAL PROGRESS REPORT

Entered by Catherine Sprankle, Donna Jeanne Corcoran, and the National Toxicology Program Interagency Center for the Evaluation of Alternative Toxicological Methods

2012 ALCF ANNUAL REPORT

Entered by Renee H. Carlson, James Collins, and the ALCF Communications Team

INFORMAL LEARNING BASICS

Entered by Saul Carliner, Stephanie Castellano, and Mark Morrow

THE POCKET PAPER ENGINEER, HOW TO MAKE POP-UPS STEP-BY-STEP, VOLUME 3

Entered by Carol Barton and Eleni Smitham

WELCH ALLYN CP150/250 OFFICE AND HOSPITAL CARTS, ASSEMBLY INSTRUCTIONS

Entered by Bobbi Werner and Corrie Baum

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.

PAM ESTES BREWER, MERCER UNIVERSITY



CITATION

For your joyous and unequalled capacity to bring scholarship, professionalism, and the challenges of global communication into the classroom.

Pam Estes Brewer, PhD, is an associate professor at Mercer University in the department of technical communication, school of engineering. She is a graduate of Texas Tech University. She researches online rhetoric, applied specifically to global virtual team communication and online education. She regularly uses virtual teams in her teaching and is under contract with Wiley/IEEE Press for a book on global virtual teaming. Pam has published articles and book chapters on these topics as well. She is an Associate Fellow in STC and Academic SIG Manager; a member of IEEE PCS; a board member for the Council for Programs in Technical and Scientific Communication; and a member of the editorial staff 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.

SAUL CARLINER, CONCORDIA UNIVERSITY



CITATION

For your commitment to student success, your innovative approaches to teaching, and your dedication to mentoring the next generation of researchers and educators in the field of technical communication.

See page following for Saul Carliner's biography.

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.

SAUL CARLINER

Saul Carliner is an associate professor, provost fellow for e-learning, and director of the education doctoral program at Concordia University in Montreal. He also serves as director of research for Lakewood Media (publisher of *Training Magazine*). As a consultant, he has advised organizations such as Alltel Wireless, Bronx Zoo, Equitas, IBM, Lowe's, Microsoft, ST Microelectronics, and several United States and Canadian government agencies on complex design projects and strategic issues.

Saul's research and teaching focus on the design of materials for learning and communication in the workplace, the management of groups that produce these materials, and the transfer of research to practice. His has received funding from the Social Sciences and Humanities Research Council, Hong Kong University Grants Council, Canadian Council on Learning, Work and Learning Knowledge Centre, KnowledgeOne, and STC, and he has been named to the Provost's Circle of Distinction at Concordia University.

In addition to his university teaching, Carliner teaches online courses for STC and other organizations. He recently received the Alumni Teaching Award at Concordia University.

A recipient of awards in six Frank R. Smith Outstanding Award competitions, Carliner has published eight books, include the recent *Informal Learning Basics* and the classic *Techniques for Technical Communicators* (with Carol Barnum). His publications also include 50 peer-reviewed articles in journals such as *Information Design Journal*, *Journal of Business and Technical Communication*, and *Performance Improvement Quarterly*, and 150 professional articles and book chapters.

Carliner is the editor-in-chief of the *IEEE Transactions on Professional Communication* and vice president of Agence Ometz (a social, employment, and immigration agency). He is a past board member of the Canadian Society for Training and Development, past chair of its Certification Steering Committee, and past international president of STC.

He is a certified training and development professional, a Fellow of STC, and holds degrees from Carnegie Mellon University, University of Minnesota, and Georgia State University.



CITATION

For his focused and established body of work and for his sustained research that serves as a foundation for effective practices in the profession.

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.

LISA MELONCON AND SALLY HENSCHEL

For their article, "Current State of U.S. Undergraduate Degree Programs in Technical and Professional Communication" in the February 2013 issue of *Technical Communication*.



CITATION

For their in-depth, critical review of 65 programs in technical and professional communication in the United States. Their analysis of trends between 2005 and 2011 uses a methodology that makes it easy to replicate their study.

Lisa Meloncon is a senior member of STC and assistant manager of the STC Academic SIG. She is an associate professor of technical writing and the director of the Urban Health Research Center in the McMicken College of Arts and Sciences at the University of Cincinnati. One of her primary research areas is programs and curricula and she has long advocated for stronger relationships between academics and working professionals. Lisa also does research on communication practices in health and medicine, specifically the display of information, health literacy, and the role of technology in health care.

She is the editor of *Rhetorical Accessibility: At the Intersection of Technical Communication and Disability Studies*, and her research has appeared in *Technical Communication*, *Technical Communication Quarterly*, *Environmental Health Perspectives*, and in numerous edited collections. She is currently the vice-president of the Council for Programs in Technical and Scientific Communication and an elected member at large of the Association of Teachers of Technical Writing.

Sally Henschel, PhD, is an assistant professor of English and the online writing curriculum coordinator at Midwestern State University. She earned her PhD in technical communication and rhetoric from Texas Tech University and specializes in technical and professional communication, rhetoric of technology, and information design. Sally's research includes programmatic issues in technical and professional communication, and trends in the communication and English core curriculum.

Her work has been published or accepted for publication in a variety of journals, including *Technical Communication*, *Programmatic Perspectives*, *Intercom*, *Kairos*, and the *Journal of the American Studies Association of Texas*. She has presented research at the Conference of the Council for Programs in Technical and Scientific Communication, the Association of Teachers of Technical Writing Conference, the

Conference on College Composition and Communication, the Computers and Writing Conference, the International Professional Communication Conference, and the STC Summit. A Senior Member of STC, Sally serves as the student liaison for the Academic SIG Administrative Council.

DISTINGUISHED ARTICLE

HANS VAN DER MEIJ AND JAN VAN DER MEIJ

For their article, “Eight Guidelines for the Design of Instructional Videos for Software Training” in the August 2013 issue of *Technical Communication*.

Hans van der Meij is senior researcher and lecturer in instructional technology at the University of Twente (the Netherlands). His research interests are questioning, technical documentation (e.g., instructional design, minimalism, self-study materials, video), and the functional integration of ICT in education. He received several awards for his articles and recently was awarded a “landmark paper” award by IEEE for a publication on minimalism (with John Carroll).

Jan van der Meij is assistant professor at the ELAN Institute for Teacher Education and Science Communication at the University of Twente (the Netherlands). His research interests are functional integration of ICT in the classroom, learning with (multiple) dynamic representations in technology enhanced learning environments, video instruction, and instructional design.



CITATION

For enunciating guidelines that can help us produce training videos that lead to increased motivation, proficiency, and retention of skills. The authors validate each guideline by connecting it to major experimental studies and closely analyzed examples of effective videos.

INTERCOM OUTSTANDING MAGAZINE ARTICLE

A new award in 2014, the editor of *Intercom* appointed a judging committee to select the outstanding magazine article and an outstanding guest-edited issue from the previous year.

ALYSON RILEY, ANDREA L. AMES, AND EILEEN JONES

For their article, “Telling the Right Story: Proving the Business Value of Content” in the May 2013 issue of *Intercom*.



CITATION

For highlighting the need to prove the business value of content; for connecting data and storytelling with business goals like revenue streams, ROI, and successful conversions; for providing a direct tie between the content that technical communicators produce and the key performance indicators (KPIs) and metrics that drive broader business.

The article inspires and resonates with technical communication practitioners, their colleagues, and managers alike.

Alyson Riley’s mother swears that her first word was actually a complete sentence, and she began her career as an information architect shortly thereafter by developing organization schemes for her toy dinosaurs and horses. At the time the article was published, Alyson served as a senior enterprise content strategist on the corporate client technical content experience team within IBM’s CIO organization. Alyson drove content-centric business transformation through her work leading IBM’s corporate-level efforts in content strategy and consulted with IBM content teams worldwide to develop effective content strategies for the portfolio of IBM products. She has since taken her skills in strategy, requirements analysis, relationship building, and story-telling to a new context. Alyson now brings a content strategist’s passion for content and systems-thinking perspective to her new work in driving business transformation initiatives at the Mayo Clinic. Alyson is a Senior Member of STC and coauthors with Andrea Ames “The Strategic IA” column for *Intercom*.

Andrea L. Ames, MS, is an enterprise content experience strategist, architect, and designer at IBM, and she designed, coordinates, and teaches for UCSC in Silicon Valley technical writing and communication program. Her mantras are “I don’t write doc; I solve user and business problems”; “installation is not a user goal”; and “think more, write less!” She is Fellow and past president (2004–2005) of STC and a Distinguished Engineer of ACM (the first technical communicator to achieve this distinction). She has published two award-winning technical books and more than 50 papers and articles and speaks regularly at conferences and professional meetings around the world.

Eileen Jones is responsible for enterprise content and e-support services across IBM. In this role, she leads the enterprise content business transformation in IBM and directs the team responsible for IBM portfolio content experience strategy and enablement of the content development teams (internal and external standards, tools and technologies, processes, development infrastructure, roles/responsibilities, and skills); enterprise content management; electronic support experience and enablement for electronic delivery, automated problem reporting, electronic service requests, and customer notifications;

and IBM Internet search strategy and enablement. Her passion is in client-driven organizational transformation. She and her team focus on content experience, quality, and management, and their expertise is with technical content. They partner with marketing and sales to drive an e2e IBM content experience. Eileen leads the total information experience transformation in IBM with an outside-in focus on content as a strategic business asset. Eileen specializes in driving organizational cohesiveness, efficiency, effectiveness, and strategic alignment.

INTERCOM OUTSTANDING GUEST-EDITED ISSUE ALAN J. PORTER

For the guest-edited content of the May 2013 issue of *Intercom*, with a theme of content strategy.

Alan J. Porter is an industry-leading content strategist and is currently engaged as the content marketing manager for Caterpillar Inc., leading the team to develop and deliver an enterprise-wide content strategy for one of the world's top 100 brands. He has written extensively on content on blog at *TheContentPool.com* and in his book *The Content Pool*, published by XML Press.



CITATION

For guest-editing an issue of Intercom that provides readers with an essential primer to the growing field and discipline of content strategy; for compiling articles that showcase job growth, technologies and methodologies, vision, and alignment with other disciplines. The issue is an outstanding example of content curation around a single theme, providing new insights and ongoing conversation.



SIGMA TAU CHI

The student honorary society Sigma Tau Chi (STX) recognizes student members of the Society who have distinguished themselves as students and have demonstrated 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 inductees.



ANNA LEREW-PHILLIPS
MIDWESTERN STATE UNIVERSITY



SARA SCHRAM
MICHIGAN TECHNOLOGICAL
UNIVERSITY

STUDENT POSTER COMPETITION

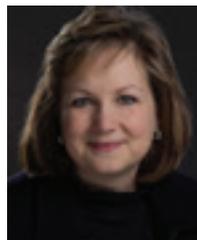
The STC Academic SIG invited individual submissions to a Student Poster Competition at the 2014 Summit. The three finalists were invited to attend the Summit and presented their posters on Tuesday, 20 May. The topic for the contest was **Current Research Topics in Technical Communication**. Students were invited to submit innovative work in communicating technical content, managing a technical communication group, producing and publishing content, researching content, or promoting the profession. The three finalists, plus the winner, will be highlighted during the Honors Banquet.

2014 PRESIDENT'S AWARD

The President's Award honors one or more persons or institutions that have made distinguished contributions to the profession or the Society. The STC President announces the names of the recipients during the opening session of the Society's annual conference. The President's Award is granted at the discretion of the president, and may not necessarily be given every year.

PAM ESTES BREWER

Pam Estes Brewer, PhD, is an associate professor at Mercer University in the department of technical communication, school of engineering. She is a graduate of Texas Tech University. She researches online rhetoric, applied specifically to global virtual team communication and online education. She regularly uses virtual teams in her teaching and is under contract with Wiley/IEEE Press for a book on global virtual teaming. Pam has published articles and book chapters on these topics as well. She is an Associate Fellow in STC and Academic SIG Manager; a member of IEEE PCS; a board member for the Council for Programs in Technical and Scientific Communication; and a member of the editorial staff 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.



CITATION

For your exceptional work with the Academic SIG, and the Sigma Tau Chi and Alpha Sigma Honor Societies, and your commitment to your students, the profession, and the Society.

SALLY HENSCHEL

Sally Henschel, PhD, is an assistant professor of English and the online writing curriculum coordinator at Midwestern State University. She earned her PhD in technical communication and rhetoric from Texas Tech University and specializes in technical and professional communication, rhetoric of technology, and information design. Sally's research includes programmatic issues in technical and professional communication, and trends in the communication and English core curriculum.

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CITATION

For your dedication to your students, the profession, and STC, as well as your outstanding work with the Student Outreach Task Force, the Student Poster Competition, and the Academic SIG.

COMMUNITIES OF DISTINCTION CHICAGO

For your impressive involvement with other technical communication communities—both within and outside of the Society—in promoting each other’s events, as well as with the general community in hosting résumé review events.

HOUSTON

For your overall strength in providing your members with a solid connection to the technical communication profession through your many educational programs and high commitment to volunteerism.

NORTHEAST OHIO

For your dedication to your members and to the promotion of the technical communication field with an impressive number of initiatives and strong ties to the community and students in your area.

ORLANDO–CENTRAL FLORIDA

For making change happen for the better—you have demonstrated the core of STC values by collaborating with multiple STC communities and educational entities.

TEXAS TECH UNIVERSITY

For your outstanding service to students, bringing educational programs and professional development opportunities to future practitioners.

COMMUNITIES OF EXCELLENCE

GEOGRAPHIC COMMUNITIES

Carolina

East Bay

New England

New York Metro

Philadelphia Metro

Phoenix

Rochester

Washington DC–Baltimore

Willamette Valley

VIRTUAL COMMUNITIES

Academic SIG

Instructional Design
& Learning SIG

Technical Editing SIG

COMMUNITIES OF MERIT

India

PACESETTER AWARDS

Collaboration between Orlando–Central Florida, Willamette Valley, and the Academic SIG
Carolina

Instructional Design & Learning SIG

New York Metro

Southeastern Michigan

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

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Linda Oestreich

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THANK YOU



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