

Russell Kahn to be Honored with the Jay R. Gould Award for Excellence in Teaching

by Teresa Washburn, Member, Central New York Chapter

What a difference a year makes.

It was just a year ago we were hoping and praying for a miracle. Russell Kahn, our STC Chapter President and long-time STC member, Professor of SUNYIT, was fighting for his life in a Syracuse hospital after a devastating car accident.

A year later we find ourselves celebrating the recognition of Dr. Kahn being honored with the Jay R. Gould Award for Excellence in Teaching. Each year STC honors three faculty worldwide with this lifetime achievement award. This award will be presented to Dr. Kahn at the 51st Annual International STC Conference being held May 11th in Baltimore, MD.

About the Jay R. Gould Award for Excellence in Teaching

The Jay R. Gould Award for excellence in teaching technical communication honors the distinguished teaching career of Professor Gould, whose academic mentorship of technical communication students guided many men and women into the profession.

The award honors excellence in teaching that becomes true academic mentorship: the personal and professional concern that the best teachers extend to their students beyond the demands of the classroom and beyond even graduation as former students continue to grow throughout their professional careers.

To be eligible for the award, a nominee must have been a member of the Society for Technical Communication for ten years and must have been involved in post-secondary education for at least fifteen years.

Russell Kahn, Ph. D.

Russ Kahn has been involved in STC for many years. His involvement dates back to his California days, where he was an active member of the East Bay chapter. Russ Kahn began his SUNYIT career at the inception of the Professional and Technical Communication program 15 years ago. Dr. Kahn has been the Director of the Pro-Tech Comm program for six years, and he is currently Chair of Communication, a position he has held for the past five years. Dr. Kahn is also the Director of the Information Design and Technology Graduate program.

Dr. Kahn has guided hundreds of students through their studies, and has served as professional advisor, mentor, and confidant. A number of SUNYIT alumni wrote letters of recommendation in support of Dr. Kahn.

Continued on page 3

What's in PrintQueue

- 2...President's Message
- 2...Editor's Message
- 4...Member Spotlight
- 3...Educational Opportunities
- 4...Book Review
- 5...Meeting Notes
- 6...CNY Job Queue
- 6...Network Queue
- 6...CNY STC Meetings Notice

STC's 51st Annual Conference Baltimore, Maryland, May 9-12, 2004

STC's annual conference is the world's largest gathering of technical communicators. Among the many highlights of the conference are educational sessions, workshops, vendor exhibits, and displays of the winning entries of the Society's international competitions. Technical communication professionals also benefit from numerous networking opportunities and employment resources.

For more information, please visit www.stc.org/conferences.asp.

Director-Sponsor's Corner

The director-sponsor is a member of the board of the Society, elected by all the members in one region. The director-sponsor acts as a liaison between the members in the region and the Society, and as a mentor and coach for chapter leaders.

We are in Region 1 and Jon Baker, senior member in the Boston Chapter, is our director-sponsor. You may contact Jon at jbaker2525@earthlink.net.

PrintQueue

Society for Technical Communication,
Central New York newsletter
Published: Bimonthly September through
June

Deadline: April 15th to submit letters and
articles for the May/June issue. Submit
letters and articles via email to
raldermn@twcny.rr.com. Reprints are
welcome. Please credit the source.

Copyright 2004 by the Society for
Technical Communication

STC CNY Chapter Officers

President

Roberta J. Alderman
raldermn@twcny.rr.com

Vice President

Veronika Freeman
dotcalm@consultant.com

Secretary

Andrej Melling
andrej@miling.com

Treasurer

Russell Kahn
russ@sunyit.edu

Program Manager

Tim Voorhies
voorheis@a-znet

PrintQueue Editor

Roberta J. Alderman
raldermn@twcny.rr.com

PrintQueue Copy Editor

Teresa Washburn
teresa_washburn@yahoo.com

Employment Manager

Teresa Washburn
teresa_washburn@yahoo.com

Webmaster

Blake Pitcher
Blake@tcportal.com

Contact Information:

STC Region 1 Director-Sponsor

Jon Baker Boston Chapter)
bjbaker2525@earthlink.net

CNY STC Web site:

<http://www.cnystc.org/>

Society for Technical Communication

901 N. Stuart Street, Arlington, VA 22203-
1822. 703-522-4114. www.stc.org

Mission: *Creating and supporting a
forum for communities of practice in the
profession of technical communication*

President's Message Why Attend spectrum?

I have been a member of STC since I was a student at SUNY IT. Russ Kahn, my college advisor, introduced me to the benefits of networking and suggested that I attend conferences. I took his advice and attended the Rochester Chapter STC annual **spectrum** conference. As a result, I found my first job in the Syracuse area from meeting a recruiter at the **spectrum** conference.



Roberta J. Alderman

Over the years, I have found other benefits from attending **spectrum**. There are workshops, networking opportunities and peer support. I have seen demos of the latest software for the technical communication field. I learned about single sourcing, how to manage projects and acquired other skills too numerous to mention. I have had the opportunity to view my peers' documentation and purchase technical books at a discount. One year I won a complete version of the Doc to Help software.

I would say the most important benefit from attending the conference is the friendships made with other technical communicators. Every year I attend the conference I come home with more skills and new friendships, which provide me with support and guidance in my career as a technical communicator. You won't regret attending **spectrum**, and you might even come home with a new piece of software!

Roberta J. Alderman

President, Central New York Chapter 


Editor's Message

In this issue of PrintQueue we honor one of our own, Russ Kahn, for winning the Jay R. Gould Award for Excellence in Teaching. His contribution to teaching technical communication has touched many lives and helped to make many writers better. Do not forget to read the Member Spotlight article. Veronika Freeman, Vice President of the CNY Chapter of STC, shares with us how she created **dotcalm**, a successful business.

Also included in this issue is an article about branding, a book review, and networking information. Read Bill Annios' presentation on "Branded If You Do, Branded If You Don't" to learn how branding affects technical communicators. Branding is an important issue for technical communicators to consider when writing documentation for companies. Read the book review about *Adobe Photoshop 7.0 Classroom in a Book*, the official training workbook from Adobe Systems, Inc. It is a must have for your reference library. If you are looking for networking information make sure you review page 6 of PrintQueue for information about upcoming meetings in Central New York and the surrounding region.

Enjoy the March/April issue PrintQueue. If you have an idea for an article please let me know. If you want to write an article for PrintQueue feel free to submit it to me at raldermn@twcny.rr.com.

Roberta J. Alderman

Editor of PrintQueue 

***Russell Kahn to be Honored with the Jay R. Gould Award
for Excellence in Teaching***

Continued from page 1

Here are some excerpts from their letters of support:

From Angela Ferrannini, 1999 Graduate :

“I could give you a list of his academic and professional accomplishments to support this nomination, but I would prefer to (hopefully) enrich a few minutes of your life with a story.

Russell L. Kahn is a name inscribed on several diplomas that hang on his wall alongside the paper numbers from marathons he ran over the course of his life. However, students, faculty, and friends know that “Russ” is his preferred calling card. Unassuming and quiet, but dedicated with a dry sense of humor, Russ is a man any student at SUNY-Tech should proudly call their teacher.

Always armed with a stack of books and an affable smile, Russ walked about the room and tried to motivate us to look beyond the words to discover how great communication is to not only professionals toiling away at their desks in corporate America but to human beings.”

From Charles Scroger, 2002 Graduate:


“As a teacher, I derived several aspects of my teaching style from Dr. Kahn’s. I knew that students respect and work hard for instructors who respect and work hard for the students. Dr. Kahn demonstrated this respect to me by being at least as prepared for class as he expected me to be. Because of him, our technical communication classrooms are running the latest versions of the best industry software, which Dr. Kahn constantly worked to improve his knowledge and skills on. He did this by doing all of the assignments he expected me to do before assigning them. On almost any visit to Dr. Kahn’s always-open office, I would find him on his computer, with a book on his knee, and Quark or Photoshop open, teaching himself to use the programs.”



Graduation 2002
Dr. Kahn with Stephanie Wisley, now editor at SUNY Press.

Perhaps it’s best to close with what this award means to Dr. Kahn (written to a former student who nominated him):

“This award is intensely meaningful to me for as I lay dying (or nearly dying - as it turned out) in December 2002 and January 2003 when I thought back on my life I thought that perhaps I had made a difference in some students’ lives. This application and the wonderful supporting letters written by you and other former students brought me around full circle. It made me feel that perhaps there was a true reason for why I survived such a terrible accident when many others have not.” ~ Dr. Kahn

Join PrintQueue in congratulating Russ for receiving this prestigious honor: russ@sunyit.edu. Let’s put together a huge cheering section for him at the conference in May! 

Educational Opportunities

STC Telephone Seminars Schedule

March 10, 2004 1-2:30 PM ET


Keywords for Indexing and Search

Presenter: Seth Maislin

March 24, 2004 1-2:30 PM ET

Winning New Business: Preparing and Submitting Proposals 101B

Presenter: Judith Herr

More details about the seminars are available on the STC Web site at www.stc.org/seminars.asp 

Member Spotlight: Veronika Freeman

by Teresa Washburn, Member, Central New York Chapter

Veronika Freeman is unemployed, and she wouldn't have it any other way. Unemployed, that is, from the "captive" corporate employee world. Veronika is busy running a successful business she began in February, 2003, dotcalm, which focuses on one-on-one graphic design and marketing assistance for small businesses, non-profits and individual clients. Her business strategy is "Marketing & design solutions for business & personal success...stress-free...dotcalm."

After graduating from SUNYIT's Professional and Technical Communications program in May 2000, Veronika was employed by McQuade & Bannigan, Inc. where she was the Coordinator for Creative Marketing & Design. In this role Veronika was hoping to be creative and innovative, but found literally creating page after page of nuts and bolts spec-tables to be unsatisfying.

It was when Veronika was employed by McQuade & Bannigan that she heard of Russ Kahn's (the instructor that taught most of the classes she took at SUNYIT) serious car accident on the radio. She didn't know whom to call, but she knew she wanted to help in any way she could. SUNYIT needed an instructor for Portfolio Review, and despite her reservations about being in front of a class, Veronika jumped at the opportunity to help. She knew how much this class meant to Russ, and didn't want someone unfamiliar with the Professional and Technical Communication program to teach it.

Teaching the portfolio class gave Veronika both the courage and freedom to pursue something she thought was only a dream—starting her own business. That's when dotcalm was born. Veronika is able to be analytical, creative, and detail oriented all on her own time, while still having time for her family and friends, which are paramount. She enjoys working on many different types of projects, from marketing packets for Notre Dame High School to brochures, menus, business cards and resumes for various local clients. Her latest project was designing a family cookbook, which was created via the Internet for a client in Rochester.

STC

Veronika has been an active member of STC since January of 2000, and has been the Central NY Vice President since June of 2001.

Veronika hopes to see the CNY Chapter offer more diverse meeting locations, to cater to the widespread geographic membership. She would also like to see workshops offered in addition to monthly meetings.


One initiative Veronika has been working on is the new Membership Directory. This will list the CNY chapter's members, their contact information, and the skills they possess. It will also organize the members into "freelance" categories, which will enable employers to easily search for potential employees.

Veronika stresses it's all about networking. "The cookbook project was a direct result of be a member of the Greater Rochester Chapter of NAWBO (National Association of Women Business Owners). I also belong to the Mohawk Valley Advertising Club and the MV Business Women's Network."

She'll be the first to tell you that being a member of an organization is not enough—participation is the key to successful networking. "You can pay your dues and just get the newsletter, or you can participate and learn what STC can do for you and your career." When asked how she defines participation and its benefits she answered:

"You can pay your dues and just get the newsletter, or you can participate and learn what STC can do for you and your career."

"It doesn't have to be a huge commitment. It can be one workshop, one meeting, one book review for the newsletter, or even an interesting website other members might find useful. Being willing to share in an exchange of information and skills can only serve to make each member, and the organization as a whole, more credible and successful, which is one of the main goals of STC."

For more information about dotcalm, contact Veronika at dotcalm@consultant.com, (315)793-2025, or visit her website at www.geocities.com/dotcalmws. 

January 15, 2004 Meeting Notes

Meeting was canceled due to weather.

February 19, 2004 Meeting Notes

by Roberta Alderman, President, Central New York Chapter

Branded If You Do, Branded If You Don't

Presented by Bill Annios

Bill's presentation was informative and educational. He began the presentation asking us what "Branded if you Do, Branded if you Don't" means. This was later explained as he described what branding is and is not and how branding affects a corporation's success.

We were introduced to what branding is not. "Branding is not advertising! Branding is Branding." - *Bill Annios* He furthered explained that "Branding is getting customers to see you as the one and only choice!" - *Bill Annios*

He provided examples of how branding can create ideals, impressions and company name recognition in the consumer's mind. For example, when you hear the name Disney, you expect wholesome family entertainment. Or when you hear Microsoft Windows, you visualize it as the only operating system software on computers, despite the fact that there are many documented security flaws in the software. Branding is a company's reputation. Bill quoted Jeremy Sampson, who said...

- "Reputation is about everything a company does, wherever and whenever it does it. It is projected by all messages emanating from that company, its associates and all of its staff."
- Reputation is a little like perception, it might not be true, but it is in the eye of the beholder.
- But building a reputation does not stop with the CEO; it is the responsibility of every staffer — a reason why today some companies spend more on internal marketing than external. And the responsibility of reputation is not something to be ghettoized in the PR department. It is all part of building a total brand experience. Reputation, trust and integrity have never been more important."

Why is branding important?

- Every organization develops a brand either by plan or by accident "Branded if you do, branded if you don't"... *Bill Annios*
- A company intelligently controlling communications can successfully shape favorable opinions about its products.

Here are some steps to a successful brand:

- 1) Each employee understands what the brand stands for.
- 2) Every employee in the organization understands how his or her actions affects the brand.
- 3) The company communicates that the brand begins and ends with each and every employee.
- 4) The company has **one** communication strategy.

What does this mean for Technical Communicators?

We have to design documentation with...

- Brand Coherency
- Consistency in visuals (packaging and layout for manuals and other types of publications, forms, proposals, CDs)
- Consistency in "tone of voice" and writing style

There is much to learn about branding and I have only touched on a few of the points Bill presented at the meeting. If you want to learn more about branding, visit the www.cnystc.org site and view Bill's complete presentation.



Book Review

by Roberta Alderman, President, Central New York Chapter

Adobe Photoshop 7.0 Classroom in a Book

Adobe Photoshop 7.0 Classroom in a Book is an official training book for Adobe Photoshop 7.0 software developed by Adobe Systems. The lessons let you learn at your own pace. If you are new to Adobe Photoshop or ImageReady, you'll learn the fundamental concepts and features you'll need to master the programs. And if you have been using Adobe Photoshop or ImageReady for a while, you will find that Classroom in a Book teaches many advanced features, including tips and techniques for using the latest version of these applications and for preparing images for the Web.

The lessons in this edition include information on using the File Browser, defining custom workspace and working with the painting engine. The lessons incorporate new commands and tools, such as the healing brush patch tool, and pattern maker.


Each lesson provides step-by-step instructions for creating a project. You can follow the book from start to finish or do only the lessons that correspond to your interest and needs. Each lesson concludes with a review section summarizing what you have covered.

Adobe Photoshop 7.0 Classroom in a Book is a must have for your reference library. If you have to purchase a reference book for Photoshop 7.0 this is the one.

CNY Job Queue

Employers, please send notices of job openings to our employment manager.

Members, ask our employment manager to email announcements of job openings. Visit the www.stc.org and <http://www.cnystc.org/employment.htm> sites for online job posting or articles.


Contact our employment manager, Teresa Washburn, teresa_washburn@yahoo.com. 

Network Queue

Rochester Chapter STC. Contact Judy Shenouda, jesheno@aol.com, for information about meetings. Or visit the web site <http://www.stcrochester.org/>.

Rochester SGML/XML User Group. For locations and dates, visit www.RNYSXUG.com. 

STC's 51st Annual Conference

STC's 51st Annual conference will be held in Baltimore, Maryland, May 9-12, 2004. For more information, please visit <http://www.stc.org/conferences.asp>. 

CNY STC PrintQueue

108 Green Apple Lane
Minoa, NY 13116

CNY STC Meeting Notice

March

Topic: Rochester Chapter STC 45th annual Conference *spectrum 2004*

Date: March 26, 2004

Time: 7:00 am - 5:00pm

Location: RIT Conference Center Rochester, NY.

Visit <http://www.stcrochester.org/> for more information.

April

Topic: SUNYIT Student Presentations - SUNY IT Mac Lab Donovan Hall G238
Lunch SUNY IT - dining Hall
Tour of Brodock Press

Date: April 29, 2004

Time: 10:00am - 2:00pm

Location: SUNY IT Utica, NY

Visit the SUNY IT web site for directions, <http://www.sunyit.edu/visitors/geninfo/?gselect=directions>, to the campus.

For directions or meeting information contact Tim Voorheis at voorheis@a-znet or Roberta Alderman at raldernm@tweny.rr.com - 315.427.7406 