

## President's Message

by Richard Inch

I've been hearing from more and more members concerning what's good and what's bad about our CNY Chapter. Thank You to all those who have contacted me! I truly welcome everyone's comments, whether positive or negative. (Remember, I've got a tech writer's thick skin!) It is our chapter, it is our money, it is our Central New York. I do need your help. Please send me an e-mail (rinch@inficon.com) or call me (315-434-2507) to share your "here's what I think" opinion. Otherwise, I'm clueless and I'll be taking "shots in the dark" in an effort to move our chapter towards a robust, worthwhile organization. For those who missed Bill Busher's overview of ISO 9000 during the January meeting, you missed a great presentation by a very knowledgeable speaker. (Note: a transcript is available at [www.stc.org/region1/cny/downloads/Jan\\_00\\_BBusher.pdf](http://www.stc.org/region1/cny/downloads/Jan_00_BBusher.pdf))

Our February speaker, Lori Marra, will be holding a discussion of Measurement and Analysis, a must-know for any technical communicator who has to justify their existence. (Isn't that all of us??)

This issue of CopyBoard looks at our money---where does it come from and what should we do with it. I'm really excited about spending some of our money on a celebration that brings us closer together. A banquet? A picnic? No Speaker? In June? Where? Binghamton? Norwich? Ithaca? Utica? Oswego? Syracuse? Getting us together to celebrate our Chapter in a no-cost to members, informal setting seems like a great way to spend our money. If you are interested in helping organize this celebration, please contact me. I'll be putting together a "Celebration Committee" meeting later this month.

We've got some great momentum going. With your help, our Chapter will become better than ever! See you at the February meeting! ■

## Don't Miss Lori Marra, our February 16th Speaker!

Lori Marra, our February guest speaker, is a dynamic, engaging person with a no-nonsense approach to technical communication. Hear Lori on Wednesday, February 16 at Betts Library from 7 - 8:30 PM! (Hint: Lori usually brings door prizes, too!)

With corporate pressures to increase quality and customer satisfaction, reduce cycle time and costs, and lower defects, technical communicators often grapple with key questions: How do I better understand our technical communications process? How do I measure it? How do I achieve process and product related goals, and how do I prove I've achieved these goals? Measurement and analysis can help answer these questions by showing us where we are, and revealing strengths or weaknesses in our process. They can also be compared with current data to show improvements. Lori will look at common and not-so-common technical communication measures. She will talk about their characterizations and indications. Finally, she will review some methods for collecting these measures and applying them to the technical communication process.

Lori Marra has been a technical communicator since 1983. She leads the development of technical training programs for Advanced Hi-Tech Corporation (AHT). In addition, she maintains her own consulting business, Communications Plus, a firm which specializes in process improvement, documentation and training template design, and placements in both salaried and contract positions.

Over the last decade, Lori has been very active in the Rochester Chapter of STC. She has been President, Vice President, and Program Chair. During her tenure as President, the Rochester Chapter won the prestigious STC International Chapter Achievement Award. She planned the chapter's first one-day workshop on Web page creation and is currently serving as Web Master. She also co-wrote an article on strategic planning for Technical Communication, the STC International publication. Lori remains very active in STC.

Lori earned a B.S. degree in Management Science from Nazareth College of Rochester. She is currently working on her thesis for a Masters Degree in philosophy from the University of Rochester. In her "spare" time, she founded and coordinates a book club, All-Booked-Up.

When she is not working, studying, or reading, you'll find Lori taking in a play, tasting wine, cooking, or watching reruns of Star Trek with at least one cat on her lap. ■

## Terri Granger to Pioneer Education Liaison Post

Terri Granger, Knowledge Management Specialist at AppliedTheory in Syracuse and a recent SUNY IT graduate, is launching a brand new initiative within CNY STC as Education Liaison! We're delighted to have her help in pioneering this important new function and we look forward with great anticipation to her efforts which are intended to bring CNY STC and the educational community closer together for mutual benefit! Here how Terri describes it:

*Dear Fellow CNY STC members:*

*My name is Terri Granger and I have recently accepted the CNY STC Education Liaison position. Being a very recent college graduate, I feel appropriately suited for the task. As the Education Liaison, these are a few of the goals I have set for the position:*

- 1. Establish relationships with university faculty/department chairs and students – in person, via phone or e-mail, or both. This should provide an ample reference point for what is expected from CNY STC in regards to student membership.*
- 2. Establish working relationships with CNY STC professionals in order to obtain internships or mentorships in the field. I strongly feel that working professionals can learn a lot from the "new" members in the field – and of course, students can "learn the ropes" from STC professionals.*
- 3. Develop procedures for CNY STC sponsored internships. I am more than open for suggestions here!*
- 4. Assist in organizing student chapters or CNY STC sub-chapters at area colleges and universities. I was deeply involved in this procedure last fall at SUNY Utica/Rome. Without the help and patience from Bob Workman and Richard Inch the SUNY Utica/Rome plan would have fallen flat! I wish to continue that type of connection with other schools.*
- 5. Organize CNY STC student "invitationals". Hosting open forums or social mixers on area campuses so CNY STC professionals can interact with communication students and vice-versa.*
- 6. Locate and support Continuing Professional Education classes and certification programs for STC professionals at area colleges.*
- 7. Assist and support bringing CNY STC into the 21st century!*

*I'm looking forward to the opportunity and the challenge presented by this position. If you have any comments or suggestions, please contact me via e-mail: [tgranger@appliedtheory.com](mailto:tgranger@appliedtheory.com). ■*

### **COPYboard**

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#### **CNY STC Website:**

[www.stc.org/region1/cny](http://www.stc.org/region1/cny)

CNY STC Listserv: [cnystc-l@stc.org](mailto:cnystc-l@stc.org)  
(broadcasts to all CNY members)

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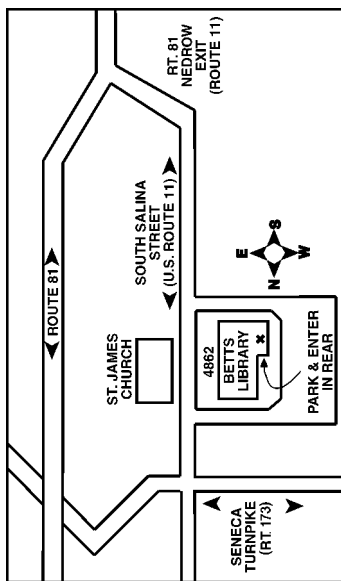
Submit letters and articles to the Editor via E-mail. Deadline: 1st day of the month of publication.

To broadcast CNY Job leads to our CNY STC Listserv via email:  
[cnystc-l@stc.org](mailto:cnystc-l@stc.org)

CNY STC Website Jobs Listings:  
[www.stc.org/region1/cny/jobs.htm](http://www.stc.org/region1/cny/jobs.htm)

To post jobs, contact Ann Louiselle  
([jlouise1@twcny.rr.com](mailto:jlouise1@twcny.rr.com)).

All CNY STC meetings are free and take place at Betts Branch Library, 4862 South Salina Street, (U.S. Rt 11) Syracuse, from 7 p.m. to 8:30 p.m. on the third Wednesday of the month. The entrance to Betts is in the rear, where there is also free parking. Betts is just south of Seneca Turnpike (see below). For directions, call Betts Library at: 315-435-1940.



## How is Our Chapter's Money Managed?

The STC Chapter Handbook explains the rules for running a chapter, and offers tips for implementing these rules. I've plagiarized some of the following text directly from the Chapter Handbook, distilling it in to a few brief paragraphs that I believe will help you understand our chapter's financial picture:

Q. Who has fiscal responsibility for the chapter?

A. The chapter treasurer is the one person (with advice and concurrence from the president) primarily responsible for the chapter's money.

Q. What are the responsibilities of the treasurer?

- A. (1) Signing signature cards (the chapter president and vice president must also sign the cards.)  
(2) Prepare a budget.  
(3) Pay bills.  
(4) Deposit chapter funds.  
(5) Keep accurate records.  
(6) Prepare periodic budget reports for review by chapter president and/or chapter administrative council.

Q. What is our tax status?

A. STC is an IRS-recognized, tax-exempt, nonprofit organization and is exempt from federal income taxes under section 501(c)(3) of the internal revenue code. Therefore, our chapter is tax-exempt as well.

Q. What do we routinely spend money on?

- A. (1) When a guest is invited to speak at a chapter dinner meeting, the chapter pays for the guest speaker's dinner.  
(2) Newsletter copying and mailing.

Q. Where does the money come from?

A. Each year, the chapter receives 30% of your dues as a dues rebate.

The dues rebate is calculated using the number of members in our chapter on June 30 of each year.

The rebate of 30% of each member's dues or \$28.50 for regular members, \$12.00 for student members, and \$100.00 for sustaining organizations. (I know of no CNY STC sustaining organization.)

Note that regular members include members, senior members, and fellows who are not retired. Chapters do not receive rebates for retired fellows, honorary fellows, and retired members, who have reduced dues or no dues.

Q. How much money is in the bank right now?

A. Give or take some interest, we have \$1422.98. We do have a few expenditures for newsletters and speaker's dinners yet to be charged against this account. ■

## New Region 1 Fellows and Associate Fellows

Kathleen B. "Kitty" Aughey, our Region 1 STC Director-Sponsor, reports that at the STC Board meeting in Phoenix, the following Region 1 members were awarded fellowships:

### **STC Fellows**

Saul Carliner (Boston)

Jan M. Ulijn (France)

### **STC Associate Fellows**

Lynn Harris (Boston)

Roy Hartshorn (Toronto)

Patricia McClelland (France)

### **What's a 'Fellow'?**

The highest rank that the Society can confer upon a member is that of Fellow. Those who become Fellows are Associate Fellows who have attained such eminence in the arts and sciences of technical communication that they are designated among the select few whose service has distinguished both the society and the profession. Fellows are recommended by a Nominating Committee consisting of STC Fellows and are elected by a two-thirds vote of all members of the STC Board of Directors. (We have three Fellows among our CNY STC membership: Russell Terry, Doc Morris, and Jim Hamlett.)

### **What's an 'Associate Fellow'?**

The Society recognizes and honors deserving senior members by conferring upon them the rank of Associate Fellow. Those selected as Associate Fellows are exceptional individuals who have demonstrated a consistent pattern of meaningful contributions to the Society and the profession over a period of years. The rank of Associate Fellow is elective and honorary. It is based upon the recommendations of a committee of Fellows and Associate Fellows, and is conferred by a two-thirds vote of the entire Board of Directors.

### **What's a 'Director-Sponsor'?**

STC Chapters are divided into 8 regions. Each region elects one member to serve a 3-year term as a director-sponsor on the STC Board of Directors. To stay in touch with members' concerns, director-sponsors regularly visit chapters and participate in regional events. They share members' concerns with the STC Board and report back to the members the results of recent STC board meetings. Kathleen Aughey is currently our Region's Director-Sponsor. She is Manager of Digital Publications and Product Services at Eastman Kodak in Rochester, and was CNY STC's featured Speaker in November 1999. (A transcript of her program is available for downloading at our website: [www.stc.org/region1/cny/downloads/Nov\\_99\\_KAughey.pdf](http://www.stc.org/region1/cny/downloads/Nov_99_KAughey.pdf))

## ...So, What Should We Be Doing With Our Money?

In six short months:

- We've got new Chapter leadership, including President, Vice President, and Secretary.
- We've got fascinating new Speakers scheduled or being set for every meeting in 2000.
- We've got a new Education Liaison to help us to reach out to all CNY college and university students and faculty.
- We've got a redesigned newsletter to keep us better informed.
- We've got a great new website that includes:
  - 1) An online member contact roster to help us get to know each other and keep in touch;
  - 2) Special pages dedicated to supporting special initiatives such as Education and Jobs;
  - 3) An e-mail listserv that lets any of us 'talk' to all of us, any time we want to;
  - 4) A Website Committee, working together to make our site the best it can be.

All the above improvements have been accomplished at zero expense, thanks to a lot of volunteer hours!

Now we're turning to the question of where and how we should be spending our limited Chapter Finances for the betterment and benefit of the entire CNY STC organization. Here are some of our thoughts; let us know what YOU think!

### Richard inch:

We do have two mandatory expenses: (1) newsletter copying and postage, and (2) paying for our guest speaker's dinner.

What *can't* we do with our money? Since I am unaware of any existing Chapter Bylaws, I know of no rule that says anything about what we can't do with our money. (No STC CNY Chapter Bylaws Committee exists!) Of course, leading a Bylaws Committee would be a great place for those who truly want to change this chapter, to step forward and volunteer.

I would personally suggest that sending members to conferences and such, should probably be a 'no-no'. Paying for something that is covered by a standing STC Loan and Grant program does not make sense to me. Otherwise, as far as I am concerned, the money is ours to spend.

What about paying the bucks to reserve a real nice room for our meetings? Ever wonder why we meet at the Betts Library? Believe me, sometimes I do, too! But meeting at Betts costs us nothing; they're free.

Years ago, CNY STC held dinner meetings. As long as enough members bought dinner, the room cost nothing. Then members started to complain about the cost of the meal, and about how the meal was a "required" part of the meeting. Eventually, not enough members showed up at meetings and we had to pay for the room because not enough dinners were bought.

For example, a meeting room costs \$100.00 to rent without the dinner. Hmmm. Eight meetings a year at \$100.00 a meeting for the room. Whoa!

Suddenly, free sounds pretty good! That's essentially why we meet at Betts Library (although I am sure there are other "freebie locations" equally as nice).

I think it would be wise to get some prices on various rooms and decide if we can afford or can not afford to move to another location. If anyone wants to make some phone calls, get some prices, actually look at the locations, and then suggest that we could -- say for \$50.00 a meeting -- move to a more central location (with softer chairs, please), I am all for it!

I'd love to see an "event" that all members + significant others + children can attend. Of course, the chapter would pay all of the expenses, so this would be a "freebie" for us all. I started thinking about a banquet, but I've been told that's too "stuffy".

The idea of a "Celebrate CNY STC" picnic at some nice location seems to be getting the most approval. What do you think? We'd need to get some idea of how many will attend, find a place to have it, and get somebody to cater it. Members could show up and get to know each other and enjoy the day (maybe even join me and the kids for some great games). All expenses would be picked up by the CNY Chapter.

Does this sound interesting?? I could really use some help setting this up, so if you feel inspired to help please contact me at 315-434-2507 (rinch@inficon.com).

Do you have additional ideas as to what we should or should not do with our money? Please, let us know!

### Bob Workman:

It's obvious by Richard's above suggestions that we are searching for new ways to bring our members together. Through his efforts, particularly in locating speakers, Richard has been increasing monthly meeting attendance. This has helped, but to make our Chapter function as a group, we need some way to get a much larger number of our members together in one place, for two reasons: 1) To get to know each other, and (2) To allow us to talk about certain issues which are vital to our Chapter's future direction.

Clearly, since the Chapter has been in 'hibernation' for a prolonged period, the first order of business should be to re-establish friendship and acquaintance opportunities among our members.

I think Richard's idea about holding a 'Celebrate CNY STC' picnic this Spring is therefore a good one! Aren't we all interested in seeing CNY STC become better, stronger and more responsive to our needs? If that's how you feel, here's a wonderful opportunity for YOU to help make such a gathering a success by attending! If you've been watching from the sidelines and wondering whether or not this 'new' CNY STC was worth getting involved with, now is the time to step forward and help Richard and our Chapter Officers organize and co-ordinate this Spring gathering!

We could likely attract a large percentage of CNY STC members to such an event. Members would get to know each other better. And, we could devote a portion of our time to a brief meeting in which we could discuss where we are, and where we should be going, as a professional organization. Where should we be spending our money? How can we use our resources to best benefit the largest number of members?

Other ideas might include devoting some funds to:

- furthering member education -for example, by helping to sponsor one or more college-credit seminars per year, open to all members. Members would pay a tuition fee to attend, which would be used to reimburse the educator who conducts the seminar and arranges the college credits.
- Supporting the Education Liaison if minor expenses are incurred in the course of doing educational outreach work.
- Assisting & helping sponsor CNY STC Student Chapters.
- Taking some meetings 'on the road' each year.

Our Chapter finances are a precious resource and we want to spend them wisely in the Chapter's behalf. Let us know what you think!

— Bob Workman • 315-637-2361 • (rw@twcny.rr.com)

## Mark Your Calendar!

All our meetings will continue to be held on the third Wednesday of the month at the Betts Library in Syracuse (see map on page 2.) Meetings start promptly at 7:00 p.m. and end promptly at 8:30 p.m. **HINT:** Before each meeting, many people have been meeting at nearby Luigi's Pizza and Italina Restaurant located at 1524 Valley Drive (the northwest corner of Valley Drive and Seneca Turnpike intersection) and then going to the meetings. *Try it—you'll like it!*

Here is how our calendar is shaping up for the coming year: *(Note: we don't hold meetings in May, July or August.)*

### February

Lori Marra, from Rochester STC Chapter: Ways of measuring and analyzing technical communications for greater effectiveness.

### March

**Lori Ann Defurio**, Application Engineer, New England & Upstate NY Adobe Systems, Inc., will give a presentation on FrameMaker and Acrobat.

### April

**The Student Chapter** at SUNY IT in Utica will be hosting this meeting, at SUNY IT. (details to come)

### June

What about a picnic at Green Lakes Park, where we can get re-acquainted and celebrate STC together? The chapter will pay for the picnic. If you are interested in attending, please contact Richard Inch. If you are interested in helping with the planning for this event, Richard would really like to hear from you!

### September

**Wendi Evans**, Proposal Desk Manager at AppliedTheory in Syracuse, is building a Proposal Group and will talk about how the Group is evolving and the approaches they are taking to implement proposal generation services for AppliedTheory.

### October

Our first Ithaca Meeting – a great opportunity for Southern Tier members to get involved! Y'all Come, y'heah?

### November

(details to come)

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