



Lakeshore Connection

Wisconsin Chapter, Society for Technical Communication

Volume 7, Issue 2

April - June 2006



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

June Chapter Meeting- Storytelling as a Method for Technical Experts to Share Knowledge: A Case Study Conducted at We-Energies

The June meeting will feature Chapter recognitions, officer elections, a recap of the 2005-2006 year, and brainstorming to plan for the coming year of STC-Wisconsin programs. In addition, Vanessa O'Neil will present, "Storytelling as a Method for Technical Experts to Share Knowledge: A Case Study conducted at We-Energies". Please join us for good company along with a topical presentation and discussion.

Vanessa conducted her research during her eight - year tenure as Manager of Training at We-Energies. Her previous positions include Instructional Designer for Fleet Mortgage Group and Assistant Director of Continuing Education at Marquette University. Vanessa has also been an

adjunct for fourteen years in settings such as Alverno, Marquette, Ottawa, and MATC. She completed her Doctor of Education in Leadership, Learning and Service in 2002, where she defended and published her storytelling dissertation. Vanessa currently continues to work adjunct teaching, consulting, but mostly at home with a lively 2-1/2 year old daughter.

Where:
Midway Hotel
1005 S. Moreland Road
Brookfield, WI 53005

(See www.stc-wi.org for map)

When:
Wednesday, June 14th

Schedule:
Networking
5:30 P.M. - 6:00 P.M.
Dinner
6:00 P.M. - 7:00 P.M.
Presentation
7:00 P.M. - 8:00 P.M.

Members:
Watch your email for RSVP information. You may also RSVP at: www.stc-wi.org



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President's Note: Meeting Goals

*By Mollye Barrett,
Chapter President*

When the season started my goals were to help offer members the programming, education and support they needed to thrive in their careers. Thanks to many Chapter colleagues, I believe we've met those goals. Some accomplishments include hosting eight program meetings, a network gathering, and 17 webinars for approximately 170 Chapter members!

An indicator of progress, our new website was completed and installed this season. Thanks to Dave Clark, this excellent resource is now used routinely for Chapter meeting and webinar announcements and to make meeting reservations. The website is the hub of Chapter communication and will further support our activities over the summer as we finalize an automated job exchange, a Chapter forum, a new Chapter directory and a consultant directory.

Further, thanks to Kathie Gorski, the rechartering effort is complete and ready for your approval. The rechartering document contains a new Chapter mission statement that clearly articulates the purpose of the Chapter:

Our mission is to promote the value of technical communication and to provide members with programs and activities that encourage and support their personal and professional growth. The Chapter positions itself as an intermediate-sized geographic community within STC and as the premiere, broad-based technical communication organization in Southeastern Wisconsin. The Chapter will serve as an information resource focusing on new and emerging technologies while at the same time provide ongoing support for members' current professional needs.

The Chapter is in sound fiscal condition and Philomena Sucharda has done an excellent job as Treasurer. She keeps a keen eye on our funds, advises on financial strategies and is always willing to lend a helping hand for other activities. Philomena has agreed to serve as Treasurer for the coming season and you will find her name on your voting ballot.

Bob Graw served as the Secretary this year and in addition to handling board meeting minutes, he also provided meeting reports and articles for the newsletter. Bob has agreed to serve as Vice President for the coming season so you will also find his name on your voting ballot.

Our current Vice President, Susan Duncan, worked with meeting facilities and has been involved with the Chapter for many years. Though Susan is moving to Virginia in July and we will miss her at meetings, she plans to remain a member of the chapter and serve as Newsletter Editor next year. Susan, you have our best wishes for success!

Jesse Kieck published regular “Lakeshore Connection” newsletters this year. In addition to articles, Jesse’s efforts have kept members informed of upcoming meetings, important chapter messages and meeting reports.

Mary Coffee, Jason Hancock and Jean Tikusis served on the Nominating Committee this year and will be presenting a full slate of candidates for your approval. Their fine work provides important Chapter continuity for officer succession and is greatly appreciated.

STC plays an important role in my professional life and I am proud to be a member of the Wisconsin Chapter. With a 45 year history, new leaders and vital Chapter members are renewing and sustaining the vitality of the Wisconsin Chapter. This renewal is found in the slate of new board members that is ready for your approval. Please give the incoming board members your support and suggestions. They are ready for the challenges of leadership that will help members stay connected to each other and to their profession.

Thank you all for the opportunity to serve as the Wisconsin Chapter president. It has been my honor and pleasure. ♦

Mollye Barrett

2006 Office Candidates Up for Vote

The Nominating Committee formed in May has prepared the slate of 2006 Chapter Officers for membership approval. Using preliminary candidate information from the current Chapter officers, the Nominating Committee prepared biographical information and included it on the chapter website for each candidate on the slate.

Candidates for office are:

President: Linda Verway
Vice President: Bob Graw
Secretary: Susan Archer
Treasurer: Philomena Sucharda
Public Relations: Jean Tikusis
Programming Chair: Rebekka Andersen
Website: Dave Clark
Newsletter Chair: Susan Duncan
Membership Chair: Anne Nault



To vote, members are asked to go to <http://www.stc-wi.org/elections/>, enter their email address and then select “yes” or “no” for each candidate. Please note that email addresses are used only to validate membership, and will not be stored or linked with votes. The Nominating Committee asks that voting be completed by noon on Wednesday, June 14, 2006. Results will be announced at the Chapter meeting that evening.

The 2006 Nominating Committee comprises STC members, Mary Coffee, Jason Hancock and Jean Tikusis. The Committee thanks the candidates for agreeing to serve the Chapter and all members for participating in the Wisconsin STC Chapter elections. ♦

April Meeting Recap- Hearing vs. Listening by Jenny Crain of Performance Consulting

*By Bob Graw,
Chapter Secretary*

The April member meeting featured Jenny Crain of Performance Consulting who focused on the differences between hearing and listening. Jenny started her presentation with an exercise for the audience members. Everyone was given a sheet of paper and instructed to close their eyes. Then Jenny gave a series of instructions that alternated between folding the paper and tearing off corners. When finished, the audience opened their eyes and compared each other's handiwork. Amazingly, most of the people folded their paper differently with removed corners further accentuating the differences. What Jenny was conveying through the exercise is that we may be hearing the same thing, but that doesn't mean that we are all listening the same way.

During her presentation, Jenny explained why hearing and listening are different: hearing is a sensory process while listening is a learned behavior. Then Jenny involved the audience through a series of questions to identify why people don't always "hear" what is said. Through our answers, Jenny explained that listening is affected by our personal experiences, perceptions, biases and values.

Jenny finished her presentation with a second exercise. She distributed a second paper that needed missing information regarding active listening facts. After we completed our guesses, we were surprised to learn that:

1. A speaker speaks at a rate of 125-150 words per minute.
2. People can listen at a rate of 500-600 words per minute.
3. 60 percent of misunderstanding can be traced to poor listening and only 1 percent to written communication (a very important fact that validates what we technical writers do!).
4. Studies have shown that immediately after listening to a 10-minute oral presentation, the average listener has heard, understood, properly evaluated, and retained approximately 50 percent of what was said.
5. Within 48 hours after listening to that oral presentation, the retention drops and levels off to 25 percent.

Jenny concluded her presentation with handouts for us to further assess our listening abilities and a list of recommended resource material about better listening. Jenny can be reached at (414) 372-7844 or jenny3130@msn.com ♦

Rechartering Efforts Wrapping Up - Your Input Sought

*By Kathie Gorski,
Immediate Past President*

Each Chapter/Community/SIG within STC has been asked to “recharter,” and we are just about ready to finalize our efforts. Rechartering essentially means identifying and documenting the value—in terms of programs and services—that a Chapter or SIG offers to its members. It answers the question, “Why should a member choose to belong to your community?”

A team of five individuals developed our rechartering document over the course of several meetings and emails. The document is now ready for your input. Please go to the chapter website at www.stc-wi.org to read it, and send all comments to Kathie Gorski at kgorski@execpc.com. We are also asking you to vote on whether or not to change the Chapter name from the Wisconsin chapter to the Southeastern Wisconsin chapter. You will be receiving an email soon inviting you to vote on the proposed name change. Please participate, both in the vote and in sending comments on the document.

We hope to finalize the document before our last meeting of the current term (Wednesday, June 14), so please send your feedback. Thanks! ♦

STC Webinar on DITA

Next Wednesday, June 14, our STC Chapter is sponsoring a webinar titled, “Introduction to DITA”. Please join us!

The seminar will start promptly at noon and run for 90 minutes. It will take place at Ken Cook Co., located at 9929 W. Silver Spring Dr., Milwaukee 53225.

The cost to STC members is \$10 (\$15 for nonmembers). Please arrive 10 minutes early. Feel free to bring a bag lunch.

RSVP by email to Melissa Peterson melissap@kencook.com by 9:00 a.m. the morning of the event. ♦

Chapter Officers and Contact Information



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Upcoming STC Webinars

Our Wisconsin chapter will be sponsoring numerous webinars offered by STC. We are providing these events at minimal cost (\$10) as part of our mission to offer professional development to our members.

Each webinar lasts 90 minutes and takes place from noon to 1:30 p.m. In the past, we have sought local companies to host these events - to provide a room with an Internet and phone connection, large enough to accommodate up to six external attendees in addition to any of their own personnel interested in attending. If your company is able to host any of the webinars below, contact Kathie Gorski at kgorski@execpc.com. There is no cost to host companies.

We will send out email announcements as the logistics for each webinar are worked out. Mark these dates on your calendar! ♦

<p>June 14, 2006 Introduction to DITA Presenter: Paul Prescod Level: Beginner/ Intermediate</p>	<p>July 12, 2006 Adding Panache to Your Procedures Presenter: Leah Guren Level: Beginner/ Intermediate</p>	<p>July 26, 2006 Working in Global Teams Presenters: Melanie Doulton and Makarand Pandit Level: All levels</p>
<p>August 9, 2006 Creating Training that Sticks Presenter: Maggie Haenel Level: Beginner/ Intermediate</p>	<p>August 23, 2006 It Might Be GUI, but It Doesn't Have to Be Messy! Presenter: Leah Guren Level: All levels</p>	<p>September 27, 2006 Creating Interactive CBTs with Captivate-in Half the Time Presenter: Kevin Siegel Level: All levels</p>

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We welcome articles from members. Feature articles and articles of general interest should be about 300-400 words. Articles should be submitted as a Word file attached to an email. Please include your name, title, and company.

Send to: newsletter@stc-wi.org
Subject: Lakeshore Connection - STC Wisconsin, article submission