



Central NY Society for Technical Communication

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August, 2015

Monthly newsletter of the STC Central New York Chapter (earlier issues are in the [Newsletter archive](#))

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Next meeting

Regular meetings are free for members and open at a small charge to others. [Contact](#) program manager Bobbi Werner for to be added to the CNY Chapter mailing list for meeting announcements. The most current meeting information is always posted on the [Activities](#) page.

From the president--chapter news

The CNY Chapter at this time has ten members, from Albany in the east to Elmira in the west. Our newest member is in Sackets Harbor. This is the core of a strong network of technical communicators in the Syracuse area, and we reach out to colleagues in the many areas in our region seeking to strengthen more local networks. Chapter officers have the goal of publishing this newsletter each month and offering bi-monthly educational programs free to members. Volunteers are welcome in the quest to serve technical communicators living at considerable distance from others in the field.

Opportunities from STC for August

New course

Saul Carliner is presenting an online course for STC, **Instructional Design for Technical Communicators**. This **four session course** will be held on Tuesdays starting 28 July. Each session is 90 minutes starting at 11:00 AM EDT. For more details about the course and to register visit the [STC web page for the course](#). This is a great opportunity to learn from one of the best educators in the industry.

Free webinar for chapter and SIG members only

STC offers free webinars for all members, but this webinar is free **ONLY TO MEMBERS WHO ARE ALSO**

MEMBERS OF A CHAPTER OR SIG.

Date and time: Wednesday, 26 August 2:00 to 3:00 PM ET

Title: Targeting Content to Your Users' Goals

Presenter: Alyssa Fox, Director of Information Development and Program Management, NetIQ Corporation

Cost: FREE for chapter and SIG members!

Link to register: [Chapter and SIG member free webinar](#) (membership is verified)

STC Membership discount—encourage others to join!

Membership in STC is discounted to the lowest rate of the year. This, along with the free webinar announced here is a huge value. Be sure to tell anyone you know who isn't yet a member of STC that now is the time to join. If you haven't renewed yet, now is a great time!

Special event--thank you Bernard for the presentation on minimalism

Date and time: Tuesday, August 11, 2015 6:00 PM to 9:30 PM ET

Program: Minimalism, featuring STC President Bernard Aschwanden

Location: Ramada Geneva Lakefront, 41 Lake Front Drive, Geneva, NY 14456

Details: [Meeting report](#)

Webinar with Whitney Hess

Date and time: Thursday August 13, 2015 2:00 to 3:30 PM ET

Program: Ten Most Common Misconceptions about User Experience Design

Webinar followed by questions and answers, featuring Whitney Hess

Location: Online and Welch Allyn, Skaneateles Falls, NY

The Central New York Chapter thanks Whitney Hess for the informative webinar presented on August 13, "Ten Most Common Misconceptions about User Experience Design." Participants included 25 technical communicators, some dedicated to user experience design for their companies. Whitney pointed out we are all user experience designers. Among the common misconceptions is that user experience is about the user; it is about the context of the experience. User experience is beyond the user interface too. Whitney offered an example: the car is the user interface; the road trip is the user experience. Thank you to everyone who attended, to Welch Allyn for offering a place to gather, and to event organizer Bobbi Werner, and thank you again Whitney!

Cutting edge in 2015--continuing highlights from the STC Summit

Highlights of the Summit are posted continually on [Twitter](#).

There are many links to presentations and handouts on Slideshare. STC will make recordings of most of the sessions available soon via [Summit Playback](#).

August 2015 feature--launching a career in UUX

This month *Copyboard* focuses on "[Get Started in UX: The Complete Guide to Launching a Career in User Experience Design](#)" by Matthew Magain and Luke Chambers, published in April, 2014 in *UX Matters*. STC members are invited to contribute original feature articles. [Contact](#) the president.

STC and chapter links

- [CNY Chapter mission](#)
- [CNY Chapter leaders](#)

- [STC Twitter](#), [LinkedIn](#), [Facebook](#)
- [Next meeting](#), [past presentations](#)
- [Employment information](#)
- [Related organizations](#)
- [Educational opportunities](#)
- [Information resources](#)
- [STC news \(STC's Notebook blog\)](#)

Newsletter archive

Newsletter issues beginning with 2015 are archived from this newsletter page and posted in PDF format. Newsletter issues published before 2015 are posted in a single [zip file](#). The chapter regrets that these archival newsletters may not be accessible. Issues available are listed:

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[July 2015](#)

PrintQueue

March/April 2004; January/February 2004; November/December 2003; April 2002; February 2001; September 2000 (download the [zip file](#))

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May 2000; April 2000; March 2000; February 2000; January 2000; November 1999; October 1999; September 1999 (download the [zip file](#))



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