



Society for
Technical
Communication

Society for Technical Communication

Annual Business Meeting

Hyatt Columbus, Regency Ballroom

22 June 2015 5:00-6:00 PM EDT

Call to Order

Ms. Kit Brown-Hoekstra, STC President, called the meeting to order at 5:04 PM EDT.

A quorum was established.

Adoption of the Rules

Ms. Joy Myers, PRP, Parliamentarian, informed the membership of the rules of the meeting. Speakers will be timed. The chair has named Ms. Marisa Seitz to serve as timekeeper. The microphones on the floor are to be used if any members have comments so that they may be recognized by the chair. All cell phones and other electronic devices should be turned off or set to silent.

Under New York State law and the Society's current bylaws, the voting members of the Society are charged with the responsibility of electing directors and officers to manage the affairs of the Society. Motions from the floor dealing with Society management will be ruled out of order for the purposes of this meeting.

The rules for the meeting were adopted without objection from the membership.

Agenda

- Call to Order
 - Establishment of the Quorum
 - Adoption of the Rules
- Kit Brown-Hoekstra, President
Alyssa Fox, Secretary
Joy Myers, PRP, Parliamentarian

- Adoption of the Agenda Kit Brown-Hoekstra
- Reading of the Minutes Alyssa Fox
- President's 2014-2015 Report Kit Brown-Hoekstra
- Treasurer's Report Jane Wilson
- Introduction of Outgoing Board Kit Brown-Hoekstra
- Nominating Committee Report Aiessa Moyna
- Installation of the 2015-2016 President Kit Brown-Hoekstra
- Installation of 2015-2016 Board Bernard Aschwanden
- President's Address 2015-2016 Bernard Aschwanden
- New Business Bernard Aschwanden
- Adjournment Bernard Aschwanden

Adoption of the Agenda

The agenda was adopted without objection from the membership. The board shall review and approve the minutes for this business meeting.

Reading of the 2014 Business Meeting Minutes

The minutes from the 2014 STC Annual Business Meeting were approved.

President's Report 2014-2015

Ms. Kit Brown-Hoekstra addressed the assembly.

Treasurer's Report

Ms. Jane Wilson, Treasurer, reported on the current financial state of the Society. The audited financial statements for 2014 were accepted by the board of directors on Saturday, June 20, 2015. The audit firm stated that our 2014 financial statements fairly and accurately presented the financial position of the Society, and that changes in net assets and cash flows conformed to generally accepted accounting principles.

The Society ended the year with total assets of \$921,896 and total liabilities of \$1,119,075. We realized a net surplus of over \$113,000, which brought our total net assets for the year equal to negative \$197,179.

For the year, the Society budgeted a surplus of slightly over \$20,000 but surpassed that goal by a significant margin with a total Change in Net Assets of \$113,315. This is the first surplus STC has reported since 2010, and the audit noted that we had made a good dent in reducing our

deficit. This strong performance can be attributed primarily to solid and realistic forecasting of expected revenue and effective control on expenses.

The Society closed the year with \$298,483 in total investments; we had a return on our investments consistent with the broader market. The performance was positive, and because of effective cash flow management, we were able to avoid liquidating any investments as we have had to do in previous years.

After experiencing some significant financial setbacks in 2013, by necessity, we approached 2014 as a rebuilding year. While it will take time and continued effort to remove our deficit, in 2014, we made a move in the right direction. Much credit goes to Chris Lyons and the entire STC staff for keeping expenses low while still delivering on revenue numbers.

Introduction of Outgoing Board

Ms. Brown-Hoekstra presented the outgoing members of the 2014-2015 Board of Directors, who stood to be recognized:

- Nicky Bleiel, Immediate Past President
- Deanne Levander, Director
- Ben Woelk, Director

Ms. Brown-Hoekstra noted that at last year's business meeting, it was moved that the board of directors formally assess the status and progress of the website migration plan and implement improvements as needed. In response to that motion, it was noted that all SIGs but one have migrated to the WordPress template.

Nominating Committee Report

Aiessa Moyna, Nominating Committee Chair, announced the official results of the Society for Technical Communication's election that ended on 06 April 2015.

Out of 4,320 eligible voters, there were 471 votes cast, 10.90% of the total voters. These votes were cast using an online system provided by Intelliscan, which certifies the election results are correct, true, and accurate. All STC election rules were strictly adhered to and all necessary Intelliscan internal controls were in place to ensure the accuracy and integrity of the voting.

For the office of Vice President, two candidates were nominated:

- Ms. Adriane Hunt received 365 votes.
- Mr. Christopher Ward received 103 votes.
- 3 voters abstained.

By your vote, Ms. Adriane Hunt was elected Vice President.

For the office of Treasurer, one candidate was nominated unopposed:

- Ms. Jane Wilson received 459 votes.
- 12 voters abstained.

By your vote, Ms. Jane Wilson was elected Treasurer.

For the office of Director, four candidates were nominated for two positions:

- Ms. Cindy Pao received 206 votes.
- Mr. Craig Baehr received 201 votes.
- Ms. Lisa Pietrangeli received 192 votes.
- Ms. Kirsty Taylor received 166 votes.
- Mr. Kirk St. Amant received 162 votes.
- 5 voters abstained.

By your vote, Ms. Cindy Pao and Mr. Craig Baehr were elected as Directors.

For the Nominating Committee, four candidates were nominated for two positions:

- Ms. Cindy Currie received 326 votes.
- Ms. Viqui Dill received 314 votes.
- Mr. Ramesh Aiyangar received 174 votes.
- Mr. Rick Lippincott received 109 votes.
- 2 voters abstained.

By your vote, Ms. Cindy Currie and Ms. Viqui Dill were elected to the Nominating Committee.

In addition, Bernard Aschwanden automatically ascended to the office of President.

Ms. Moyna recognized the 2014-2015 Nominating Committee:

- Phylise Banner, rolling off
- Andrea Wenger, rolling off
- Donn DeBoard
- Marta Rauch

Ms. Moyna introduced the 2015-2016 incoming Nominating Committee members:

- Alan Houser, Chair
- Viqui Dill
- Cindy Currie

Installation of the 2015-2016 President

Ms. Brown-Hoekstra introduced Mr. Bernard Aschwanden, 2015-2016 President, and presented him with his gavel. Mr. Aschwanden thanked Ms. Brown-Hoekstra for her service and dedication to STC.

Introduction of Recently Elected Board Members

Mr. Bernard Aschwanden introduced the recently elected board members:

- Adriane Hunt, Vice President
- Craig Baehr, Director
- Cindy Pao, Director

President's Address 2015-2016

Mr. Aschwanden addressed the assembly.

New Business

Mr. Aschwanden asked if there was any new business.

Ms. Li-at Rathbun, Santa Barbara chapter, Los Angeles chapter and Technical Editing SIG, made the following motion: *"The board consider enabling more members to attend the annual business meeting by moving it online, either altogether or in conjunction with the in-person meeting during Summit."*

The motion was seconded.

The motion carried.

Ms. Li-at Rathbun, Santa Barbara chapter, Los Angeles chapter and Technical Editing SIG, made the following motion: *"The board consider re-incorporating chapter membership into the basic STC membership."*

The motion was seconded.

Mr. Rich Maggiani, New England chapter, spoke against the motion.

Mr. Adam Evans, Chicago chapter, spoke for the motion.

Mr. Michael Opsteegh, Orange County chapter, spoke against the motion.

Ms. Li-at Rathbun clarified her point, speaking for the motion.

Mr. Ben Woelk, Rochester chapter, Academic SIG, Policies and Procedures SIG, spoke against the motion.

Mr. John Hedtke, Willamette Valley chapter, spoke for the motion.

Ms. Jamye Sagan, Instructional Design SIG, Technical Editing SIG, Policies and Procedures SIG, SIG Liaison for CAC, spoke against the motion.

Ms. Nancy Allison, New England chapter, spoke for the motion.

Ms. Thea Teich, CIC SIG, spoke against the motion.

Ms. Kim Rosenlof, Phoenix chapter, spoke for the motion.

Ms. Christina Mayr, Carolina chapter, spoke against the motion.

Ms. Tammy Paul, Agile SIG, spoke for the motion.

The motion was denied.

Ms. Li-at Rathbun, Santa Barbara chapter, Los Angeles chapter, and Technical Editing SIG, made the following motion: *“The board consider permanently sponsoring Summit registration for one leader from each community (that is, annually sponsor one leader’s attendance at Summit.)”*

The motion was seconded.

Mr. Rajdeep Gupta, India chapter, spoke for the motion.

Mr. Brian Lindgren asked for a point of order on whether the motion included travel expenses or registration only.

A question was asked about how many communities there are.

The motion was denied.

Ms. Beth Agnew asked for a point of clarification on the wording of motions, specifically the wording “that the board consider.”

Ms. Anna Parker, Toronto chapter, made the following motion: *“To explore a standardized approach to membership campaigns that follow inbound marketing best practices.”*

The motion was seconded.

Ms. Parker amended the motion to read *“The board consider a standardized approach to membership campaigns that follow inbound marketing best practices.”*

The motion carried.

Adjournment

Mr. Aschwanden adjourned the meeting at 5:57 PM EDT.