

Setting:

The **Clemson University Student Chapter of the Society for Technical Communication** held its second official meeting on **Monday, February 2, 2009**, from **3:00 to 4:30 p.m.**, in the **Studio for Student Communication** at Clemson University.

Attendance:

- Dr. Summer Taylor (Advisor)
- Bobby Rettew (Guest Speaker)
- Heather Dunn (President)
- Rita Howard (Public Relations Director)
- Beth Wilkerson (Secretary/Treasurer)
- Heather Witmer (Vice President of Membership)
- Amanda Gold
- Greg Hart
- Janet Miller
- Lara Tellis
- Stephanie Williams
- Dustin Wilson

General Business:

- Club President Heather Dunn began the meeting by letting the general members know that the Clemson chapter has been approved nationally. Within two to three weeks, the chapter should know whether or not it is approved as an official Clemson organization.
- Dunn proceeded to read the Bylaws, which were approved by all present members.
- Dunn then introduced the guest speaker, Bobby Rettew, a graduate of MAPC and the current COO/Partner of View Digital Media, LLC (www.viewd.com) and a part-time Business Writing lecturer at Clemson. Rettew discussed his background in MAPC, along with the career path he took prior to MAPC and after graduation. He provided several useful tips for how students may network, and urged them to start networking during their first year in the program.
- Some more of Rettew's suggestions:
 - Always analyze your audience when applying for a job. Make sure you have what people are looking for. But also make sure you question people extensively too (you want make sure THEY have what YOU are looking for as well).
 - Make sure you have an academic package to go along with a technological package, and be passionate about what you want to do. Don't expect someone to give you a job just because you have an MAPC degree. You have to earn it.
 - Use networking sites such as www.LinkedIn.com, www.Twitter.com, and www.Facebook.com to connect with people and businesses.
 - Visit www.GSATC.org, subscribe to the www.swampfox.ws newsletter, and/or join the Greenville Social Media Group on Facebook.
 - Join the Clemson chapter of PRSSA. Attend conferences, such as the ADventure conference, which will be held in Greenville March 24-25, 2009.
 - Invite some of the following people as guest speakers to future STC meetings: Bobby Hitt, the head of corporate communications for BMW; John Warner, of ADventure; Amy Wood,

anchor for Channel 7 News in Spartanburg; Phil Yanov, who runs the GSATC website; and Joe Erwin of Erwin-Penland.

- Rettew distributed business cards to all present members and encouraged them to contact him to discuss anything related to today's meeting, future MAPC projects/theses, future speakers, MAPC oral exams, or anything with which he may be able to help. Below is Rettew's contact information in case you need it:

Bobby Rettew
COO/Partner
New Media Video Producer

brettew@viewdm.com

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Office: 864-639-VIEW (8439), ext. 100

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Before ending the meeting, Public Relations Director Rita Howard discussed the upcoming STC conference, which will be held in Atlanta, Ga. from Sunday, May 3 through Wednesday, May 6, 2009. A few members expressed interest in the conference. Cost for members is \$175 per person plus hotel fees, provided that they register by April 21.

Next Meeting:

No future meeting time has been arranged yet. However, the next meeting will most likely be held in February on either a Monday or a Wednesday.

Approval of Minutes:

The following signature indicates acceptance of these minutes.

Heather Dunn
Club President