

STC 2009 Election Statement from Aiessa Moyna Candidate for STC Treasurer



When I was asked to consider running for STC treasurer several months ago, the outlook for our global economy was uncertain. Today, it seems downright bleak. Then, layoffs were rare and shocking. Today, they seem to be commonplace. Then, the stock market was down. Today, the market is at the lowest point in a decade. Then, employers might pay annual STC dues as a professional development expense. Today, some members have had to choose between paying their own dues and paying a utility or grocery bill.

The environment around us has changed, and the next two years will be a challenging time to serve as treasurer of a nonprofit professional association. Still, my commitment and my reasons for running have not changed.

I want to serve STC as treasurer to help ensure the continuing success of the Society, which has contributed so much to my professional and personal development. I want to give back, and I want to help ensure that others who follow me will be able to benefit from STC in the same way.

I joined STC as a college freshman 25 years ago. (Go ahead; do the math. I'm running for treasurer, after all.) As a student member, STC offered me opportunities to grow as a technical communicator through exposure to educators and professional mentors, plus the chance to assume chapter leadership roles. As a new professional, STC offered me employment opportunities, ongoing education and volunteer roles in which to broaden my technical skills and gain leadership experience. As a seasoned communicator, STC today offers me a network of other professionals with whom to share experiences and lessons, as well as volunteer roles in which to sharpen my project management and leadership skills.

Serving as treasurer would give me a chance to return the favor, helping to ensure the ongoing financial viability of the Society. In this way, I hope to help ensure that STC continues to serve other technical communication students, professionals, educators and leaders for years to come.

My experience in STC and the field of technical communication has prepared me for this role. I've served STC in a variety of roles at the community, regional and Society level. As treasurer for two STC communities, I learned the Society's required processes for budgeting, managing expenses and reporting within the rules for nonprofit tax-exempt organizations set by the U.S. Internal Revenue Service. I also learned the importance of following these practices to ensure the financial security of the local community and avoid jeopardizing the tax-exempt status of the entire Society.

I currently work as a communications director at American Express Company, supporting the Chief Information Officer and Chief Information Security Officer. In this and previous roles, I've managed and tracked spending for projects with multiple work streams. I've also gained experience in public affairs, compliance and technology development for a financial services corporation, which has made me comfortable with providing fiscal transparency under scrutiny by business, industry and regulatory entities.

To learn more about me, my involvement with STC and my career as a technical communicator, read my biography on the STC Candidates' page at <http://www.stc.org/candidatesFAQ/>. When you vote in the coming weeks, I hope you'll consider me for treasurer.

Aiessa Moyna,
Associate Fellow