I E E E
PROFESSIONAL COMMUNICATION SOCIETY
N E W S L E T T E R

TIME FOR CHANGE — PRESIDENT'S COLUMN

BY MARK HASELKORN

MARK HASELKORN

Before getting down to business, I must thank you and your representatives, the PCS Administrative Committee, for electing me as 1996 president. Although the PCS president is not elected directly by the members, I want very much to speak for and with you all. My e-mail address is *m.haselkorn @ieee.org* and I hope you won't hesitate to contact me for any reason. Now to work.

Our Society is very much in need of change. (For that matter, so is our Institute, and the IEEE has embarked on a program of significant change that will impact us all. More on Institute change in my next column.) In the case of PCS, some change is needed so that our packaging matches and does justice to our substance; however, other, more fundamental, change is required as well.

In this first president's column, I focus on a change that I introduced for discussion at the March 9 AdCom meeting in Seattle — a change in our Society's name. Although this change falls primarily in the "packaging" area, our name is the most fundamental expression of who and why we are. It is important that all of you have a chance to be heard in this discussion (and related discussions involving changes in our mission statements and constitution).

I propose that our name be changed to the *IEEE Technical Communication Society.* There are a number of reasons for making this change, some positive (i.e., why Technical Communication Society is the right name) and some negative (i.e., why Professional Communication Society is the wrong name). First, the negative.

What is "Professional Communication"? Is it communication done by professionals?

Professional communicators or any professional? Is it communication done well, as opposed to "unprofessional" communication? Is it communication done in the course of professional activities, as opposed to personal communication? In all my time with the IEEE, I have never met a person, other than those with close ties to PCS, who could accurately tell me the technical area covered by the Professional Communication Society.

The numerous positive reasons for a name change are even more important. Technical communication has emerged as the most accepted name of the rapidly growing field of study and practice that our Society represents. Look at the names of the three primary competitors of our *Transactions:* (1) *Technical Communication Quarterly,* (2) *Technical Communication,* and (3) *The Journal of Technical Writing and Communication.* Look at the growing number of Internet resource pages for technical communicators. Look at the flourishing departments, programs, and degrees in technical communication in our universities and colleges (often something *and* technical communication, but rarely without *technical* included).

This leads to a second positive reason. It is crucial to the future success of our Society that graduates of programs in technical communication, as well as people with equivalent on-the-job experience, be accepted by IEEE as full members representing a legitimate expertise of interest to engineers and computer scientists.

This expertise is the practice and theory of how information is created, delivered, used, stored, and accessed. We are

LETTERS TO THE EDITOR

Joan Nagle claims in the March/April issue that *If* was written by Edgar Guest. On this side of the Atlantic we are taught that it was written by Rudyard Kipling.

Of course, there is the possibility that it was written simultaneously by both authors in different countries—a subject worthy of a story by Jorge Luis Borges.

— Andrew F. Wilson
London
afwilson@iee.org.uk

Editor's note: Joan acknowledges a temporary lapse of memory.

Thank you, thank you PCS AdCom for establishing the [Emily K. Schlesinger] Award in my name and for so graciously arranging the first presentation thereof. I enjoyed every minute of being eponymous at the conference, yielding to the charms of Savannah, and savoring new as well as old friendships.

To feel again like "a real person in the outside world" was a delightful adventure, both in itself and with an unexpected extra. As I returned to this community of seniors, it seemed indeed that I was "coming home"; I have been more at ease than before in being "my own person" here. Apparently, entering a retirement environment means having to adjust to a fourth stage of living. Thanks to PCS, I have now almost got the hang of it, and no longer feel out of place.

I continue with great, almost participatory, interest to read PCS news and to follow the fortunes of PCS members. It gave me great pleasure to be with you in Savannah. I will always, at heart, be a PC-er.

— Emily K. Schlesinger
Cockeysville, MD

Editor's note: Among her many PCS activities, Emily was newsletter editor and president in the 1970s. The EKS Award is given for service to the Society.

This is to commend you and the staff for the new look of the *IEEE PCS Newsletter* and to express my appreciation of the content of, in particular, the March/April 1996 issue (vol. 40, no. 2).

We all receive dozens of magazines and newsletters each month. I always look forward to the *IEEE PCS Newsletter* and place it on top of the reading pile. This issue was no disappointment, with Paul Seesing's informative summary of Internet services, Joan Nagle's usually controversial but always informative column, well written pieces by Laurel Grove and Ron Blicq, and interesting capsules extracted from other publications.

Yes, I understand that David Nadziejka's editorship over the past two years led to the present style and format. I wish he had the time to continue; I hope you find a comparable editor.

I have written (and you have published) my critiques in past years. They are all hereby retracted.

— Roger L. Boyell
Moorestown, NJ
rboyell@cscmail.csc.com

SEATTLE ADCOM MEETING

BY LAUREL KAY GROVE

The PCS AdCom met in Seattle on Saturday, March 9. At a reception the night before, AdCom members met president Mark Haselkorn's colleagues from the University of Washington and Mark presented past president Debby Kizer with a pin honoring her service.

New Faces

Steven Robinson volunteered to serve as Bill Kehoe's understudy as treasurer. Steven is a member of the scientific staff at Northern Telecom, Inc., and served as a fraternity treasurer in his undergraduate days.

Dan Dailey was confirmed as PCS's new senior representative to the Intelligent Transportation Systems committee. Dan will serve as ITS committee treasurer and is on the program committee for the ITS conference planned for the fall of 1997. Emily Sopensky is PCS's new junior representative on the committee and publication chair for the 1997 ITS conference.

Planning for Conferences

We're always thinking about future conferences. If you are interested in chairing or otherwise being involved in IPCC 99 or beyond, contact Roger Grice (*r.grice@ieee.org*) and start developing a proposal.

In the glow of the success of Forum 95, the AdCom agreed to pursue an interest in sponsoring Forum 2000.

Reinventing the Organization

The question of changing PCS's name was hotly debated. A small ad hoc committee was created, under the leadership of Debby Kizer, to collect input and present its findings at the June AdCom meeting. The committee will also consider changes to the Society's mission. Debby welcomes your input. Contact her at *d.flahertykizer@ieee.org*.

In the constitutional revision being overseen by Richie Robinson, many of the details implementing the rules of Society governance are being shifted from the constitution to the bylaws.

New Opportunities

Editing and producing the *IEEE Transactions on Professional Communication* will become an opportunity for a three-year grant. A request for proposal is now being developed. If you are interested in learning more about the opportunity or receiving the RFP when it is ready, contact Rudy Joenk at *r.joenk@ieee.org*.

PCS plans to introduce a contest for high school World Wide Web home pages. Because of the high expected level of interest, other communication societies will be invited to participate as equal partners in judging the entries. George Hayhoe is leading the effort (*g.hayhoe@ieee.org*).

Typical weather, great meeting.

"CONVERSATION" BEING PLANNED

PCS is planning a "conversation" tentatively called "The Virtual Organization: Impacts of Electronic Collaboration." By "conversation" we mean a forum where experts on various aspects of a rapidly changing subject share their views in a structured format that facilitates the creation of a book on the subject. We anticipate that our first conversation will result in an IEEE publication. For more information or to discuss possible involvement, contact Mark Haselkorn at *mark@uwtc.washington.edu*.

PCS Web address must be all lowercase: *http://www.ieee.org/pcs/pcsindex.html*

PREPARING OUTSTANDING PRESENTATIONS

CHERYL REIMOLD

Get to your main message within 90 seconds.

P art 3 — The Introduction

In parts 1 and 2 of this series, I discussed (1) how to find a strong main message and key points based on the needs and interests of your listeners and your own purpose, and (2) how to arrange that basic material most effectively. The universal structure I recommended consists of an *introduction* (rapport builder, attention getter, main message, and presentation plan), a *body* (three or at most four key points backed up by evidence and examples), and a *summary* (restatement of main message, plus call to action). This time, let's take a detailed look at the introduction.

The *RAMP* Formula

In the introduction, you have to accomplish four important goals:

1. Let the audience know that you are delighted to be with them (otherwise, they won't be happy to be with you).

2. Motivate them to make an extra effort to stay awake during the body of your talk.

3. Give them your main message while they're still naturally attentive.

4. Share your presentation plan so they can digest your points more easily and don't have to prepare themselves for the usual "torture by chaos."

The *RAMP* formula helps you achieve all four goals. It is simple to remember — just think of a *ramp* leading up to the body of your presentation. Here it is:

*R*apport builder (5-15 sec): Some variant of "Good morning (afternoon)! I'm delighted to have this chance to talk to you."

*A*ttention getter (30-60 sec): An event, problem, quote, discovery, or benefit that clearly illustrates the importance of your main message to your audience.

*M*ain message (15 sec): The main point you want the audience to take away with them.

*P*lan (15 sec): Preview of the key points you will discuss.

The whole introduction should never take more than two minutes. Specifically, you must get to your main message within 90 seconds, or you will miss the high part of the audience's attention curve. So, don't get carried away with a lengthy rapport builder ("funny things that happened to me on the way to this presentation") or attention getter.

The attention getter should relate directly to your main message, in a professional way. For example, if you are proposing a piece of equipment, the attention getter might be a severe problem that will be solved by the new equipment. You might even reinforce the point with a figure that shows the problem — but don't get into an extended discussion. Stay away from jokes; they are usually neither professional nor properly related to your message.

The Cardinal Error: Starting with a Pseudo Message

Most presentations don't follow the *RAMP* formula at all in the introduction. Instead, they start with a lame pseudo message, perhaps followed by an agenda. Here's an example from a presentation given by a manager of purchasing to a group of engineers:

"This morning, I'd like to run through our purchasing procedures. I'll be reviewing our objectives, explaining the step-by-step process we use, and discussing some problems we have been having over the last six months."

This is a pseudo message because it *says nothing useful* about the topic (purchasing procedures) — it just *announces* it.

A real message tells the audience members something useful to them about the topic.

Contrast this opening with the previous pseudo start:

> "This morning, I am going to show you how you can save a good deal of time and money on your next order of supplies — just by following our purchasing procedures."

When you hear a real message, you're not tempted to ask, "Who cares?" as you are after a pseudo message. Make sure your main message passes the audience's "Who cares?" test, and you'll develop a presentation with a strong start.

Why Do People Use Weak Starts?

What makes so many people gravitate toward weak "agenda style" beginnings? The answer is simple: **fear!**

It takes courage to be different. If everyone in the company follows the agenda style, you may be afraid to stick out. It's up to you to make a decision: Do you want to be like everyone else (and give a terrible presentation), or do you want results from your presentation? You can't have it both ways!

Another common fear is that a strong "message" start "puts you on the line." For instance, you might be nervous about opening with the admission that your project hasn't produced any results yet and in fact has run into unforeseen obstacles. How tempting it is to wear the audience down with a blow-by-blow account of all the work you did. Then you can smuggle the bad news in later, when it won't get noticed so much. Right? Well, ask yourself: How often have other people been able to fool you that way? And what did you think of them?

Your listeners want to hear the bottom line. So give it to them in the first 90 seconds, whether it's good or bad. You'll score points for courage — and you will prepare your audience to listen well to what you have to tell them.

Listeners want to hear the bottom line.

TIME FOR CHANGE
(continued from page 1)

particularly interested in these activities within the context of new information and communication technology. It is for this reason that we satisfy the definition of Societies, stated in the 1996 TAB Manual, as "... entities in the IEEE covering the many disciplines of electrotechnology."

We are equal professionals in the increasingly interdisciplinary engineering endeavor. We are not a service organization. Unfortunately, our name and constitution make it sound like we are a service organization. Our current constitution begins, "The name of this organization is the Professional Communication Society of the Institute of Electrical and Electronics Engineers.... The Society performs *advisory and service functions* to advance knowledge of theory and promote quality of performance among those who communicate engineering or other technical information by speaking, writing, or making presentations in composite media (emphasis mine)."

The AdCom has already committed itself to changing our constitution, and this effort is being admirably led by past president Richie Robinson. Any changes approved by the AdCom will come before you, the membership, and it is important that you push us in the direction of representing a professional discipline rather than a support service.

We should begin by changing our name to the IEEE Technical Communication Society.

...not a service organization.

C omputers in the future may weigh no more than 1.5 tons.

— *Popular Mechanics*, 1949

ADCOM PROFILES

MICHAEL B. GOODMAN

Michael is a professor of English and director of the M.A. Program in Corporate and Organizational Communication at Fairleigh Dickinson University (FDU). He is a Senior Member of the IEEE and an associate editor of the *IEEE Transactions on Professional Communication* for issues in corporate and organizational communication, and was chair of IPCC 93 in Philadelphia.

...prolific author...

In his nine years at FDU, Michael redesigned the curriculum and oversaw the creation of the M.A. program; developed the Schering-Plough Distinguished Visiting Professorship of Corporate Communication; and developed the Wroxton College (Great Britain) Seminar in International Corporate Communication and Culture. Since 1988 he has served as the General Chair of the Conference on Corporate Communication held annually at FDU. (This conference is the source of the special section on corporate communication that appears annually in the March *Transactions*.)

Michael received a B.A. degree in English in 1971 from the University of Texas at Austin and M.A. and Ph.D. degrees in 1972 and 1979, respectively, in English from the State University of New York at Stony Brook.

Although he studied literature in college and graduate school and wrote three books about William S. Burroughs, he soon became interested in organizational, business, and professional communication. He wrote three books on corporate communication for SUNY Press, and, while you were looking the other way, he coauthored *While You Were Looking the Other Way: Sixteen Forces That Are Redefining Marketing and Advertising for 2000 and Beyond* (1995). To fill his spare moments, he also wrote *Working in a Global Environment* (1995), published by the IEEE.

Michael lives in New York City with his wife Karen, son David, mother-in-law, and a cat. They have just moved to a turn-of-the-century loft off 5th Avenue in Manhattan. Son Craig is a photographer and competitive cyclist. Michael likes to travel, ski, hike, and cycle.

For his outstanding contributions to organizational and professional communication through his writing, his conferences, his teaching, and his editorial work for the *Transactions*, Michael received the PCS Goldsmith Award for 1994.

PAUL R. SEESING

Combining 19 years of experience building computer database systems with 10 years of project control experience, Paul has developed a philosophy that views information systems as communication tools. Paul believes that, given the proliferation of personal computers in the workplace and at home, data processing organizations should evolve into integrators, trainers, and coaches to leverage the growing computer literacy of a company's employees.

Paul began his computer-oriented career writing assembler language programs for the Department of the Navy, and working as a systems manager/programmer for Central Washington University.

In 1983 he moved to the U.S. Department of Energy (DOE) Pacific Northwest National Laboratory in Richland, Washington (part of the Hanford complex), to be a database designer and administrator. After a couple of years Paul moved into project management support. His Cost/Schedule Control System Criteria software was used to monitor over $200 million of Superfund cleanup work at military bases around the country.

His contributions to other projects included:

- Re-engineering a mainframe-based radiation records system

- Implementing a progress tracking system for DOE Environmental Management projects at the Oakland Operations Office

- Creating a detailed model of waste tank sampling that estimated unavoidable radiation releases during the process, focusing attention on reducing the duration of unavoidable radiation releases

In 1994 Paul managed the development of a client-server database system for the Hanford Tank Vapor Sampling program. Implementing such strategies as Philip Crosby's requirements analysis model and including a technical communicator on the design team from the start, Paul was able to deliver the system in half the time and for a quarter of the cost of similar design efforts. The user's guide for the system won an award from STC's Puget Sound Chapter.

Anticipating the resizing of the workforce at Hanford, he accepted an offer to become the manager for Project Control Systems Integration at the Waste Management Division at DOE's Pantex site near Amarillo, Texas.

In his rapidly dwindling spare time, Paul pursues his interests in traveling, music, "classic" films (particularly 1950s and '60s monster movies), stamp collecting, stained glass, and Japanese language and culture. This last interest led him to create and market a computer-based training system for learning the Japanese language.

Paul holds an M.S. degree from Central Washington University, and a B.A. degree from the State University of New York at Stony Brook. He also obtained Project Management Professional Certification from the Project Management Institute. He is a frequent presenter at IPCCs and at Association of Records Managers and Administrators conferences and meetings. In 1995 he joined the PCS AdCom as chair of the Electronic Information Committee.

"Classic" films: monster movies

JANET ROCHESTER

Janet is another AdCom member who came to the IEEE and the PCS by an indirect route. After several years as a high school chemistry teacher, she became an abstracter/editor/indexer, working with subjects as diverse as water resources, pesticide disposal, and occupational safety and health.

She took time off to pursue an M.S. degree in science and technical communication at Drexel University. Upon graduation, she joined RCA (as it then was) as an engineer writer. A colleague recommended that she join the IEEE and the PCS because the company was an engineering house. Janet writes and edits computer hardware and software specifications for components of the AEGIS radar system for Navy ships.

Janet is chair of the PCS Education Committee. The committee plans to increase PCS visibility within the engineering

...weekend sailor...

community by providing more courses, seminars, and other presentations to engineering groups. Janet has been the PCS PACE representative for several years. Both positions reflect her interest in the professional aspects of engineers' careers.

She lives in Voorhees, New Jersey, near the Delaware River, where she and her husband, Haydon, sail their boat. They also enjoy gardening and have been adding to their home's landscaping over the years. Janet has resumed going to art classes; after experimenting with many media, her favorite remains watercolor.

Janet has presented papers at most of the recent IPCCs and was a member of the PCS delegation to Russia in 1991. Her subjects have included professionalism, hypertext, and, most recently, outsourcing. She was co-chair for the program for IPCC 93, held in Philadelphia.

CURMUDGEON'S CORNER

THE DEAD CHICKEN TEST PROCEDURE, AND OTHER RULES

JOAN G. NAGLE

Joan Nagle has been active in PCS since 1985. She has edited the Society's Transactions and has served on the Editorial Board of the IEEE Press. She is currently working on her second book.

The most important characteristic of information is quality.

Time to clean off the desk again. Here are some jewels saved since the last such exercise.

You've all seen the original Rules for Writing, right? The compilation that includes such gems as "Don't abbrev." and "Always check to see if you anything out." Here are some more Great Rules for Writing, from William Safire in the *New York Times:*

- Do not put statements in the negative form.

- And don't start sentences with a conjunction.

- It is incumbent on one to avoid archaisms.

- If you reread your work, you will find on rereading that a great deal of repetition can be avoided by rereading and editing.

- Never use a long word when a diminutive one will do.

- Unqualified superlatives are the worst of all.

- De-accession euphemisms.

- If any word is improper at the end of a sentence, a linking verb is.

- Avoid trendy locutions that sound flaky.

- Never, ever use repetitive redundancies.

- Also, avoid awkward or affected alliteration.

- Last, but not least, avoid clichés like the plague.

But you knew all this. Here's something I'll bet you didn't know, and it relates to writing proper procedures (I think).

The FAA has a device for testing the strength of windshields on airplanes. They point this thing at the windshield of the aircraft and shoot a dead chicken at it, at about the speed the aircraft normally flies. If the windshield doesn't break, it's likely to survive a real collision with a bird during flight.

The British had recently built a new locomotive that could pull a train faster than any before it. They were not sure that its windshield was strong enough so they borrowed the testing device from the FAA, reset it to approximate the maximum speed of the locomotive, loaded in the dead chicken, and fired. The bird went through the windshield, broke the engineer's chair, and made a major dent in the back wall of the engine cab.

They were quite surprised with this result so they asked the FAA to check the test to see if everything was done correctly. The FAA checked everything and suggested that they might want to repeat the test using a thawed chicken.
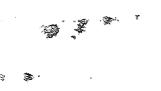
(I don't know where this originated; it's one of those things that circulates in and among offices. I got it from Emily Green who got it from Richard Pennenga of Bell Labs.)

Let's get serious here. In commentary on an article in Phi Beta Kappa's *Key Reporter*, Alfred A. Brooks of Oak Ridge, TN, wrote the following:

"[The article's] most prophetic statement about the information highway may be when he laments 'a society that listens to voices in Washington and elsewhere hell-bent on persuading us that information, uncontaminated by knowledge, will set us free.'"

From personal experience I know that the characteristic of information that is the most important, as well as the most expensive and difficult to achieve, is quality. I see no structured effort to ensure that quality will be a characteristic of the content of the information highway, and I see many forces that will serve to diminish its quality. Most of the quality that now exists is, ironically, derived from books.

"The Gresham's Law of the Internet may well be, 'Bad information drives out good information.' Virtual reality may become

an entertaining, but fictional, image on the back wall of Plato's cave. Will the sheer volume of misinformation negate the good information? Will Entertainment become the Dark Age of the Intellect on the Internet? Bacon said, 'There is no royal road to knowledge.' Neither does the information highway have that unique destination."

And a last quote, maybe the best, from John Oriel of Orlando, FL:

"I use e-mail all the time. I use it for the advantage it gives me over people who can't express themselves in writing."

FORUM 95 VIDEO RECORD NOW AVAILABLE

BY RON BLICQ

Unique conference videotaped

The video record of last November's Forum 95 conference is ready for shipping. It is a 30-minute professional quality program prepared with the cooperation of Germany's radio/television center WDR in Cologne, and only a limited number of copies have been converted to NTSC format for North American distribution. The language is English.

The program is a "must" for managers of communication conferences. As well as containing general shots of Forum 95, it focuses particularly on the unusual Forum format, the unique Idea Market, and the two ground-breaking video conferences, one between Dortmund and Beijing and the other between Dortmund and Moscow.

The video's title, *Disappearing Borders*, effectively reflects the theme of the conference, which was attended by 320 delegates from 21 countries (over 40 of whom came from the U.S. and Canada).

Dr. Hans Springer, who coordinated both video conferences, was instrumental in obtaining the production services of station WDR, where the program was videotaped, produced, and edited by students of

Germany's radio/television advanced training course. Student Christian Kapp did a superb job as overall producer of *Disappearing Borders*—his last major project before graduating on March 21 (he is now an independent producer in Dusseldorf and Cologne).

The cost of a VHS version of *Disappearing Borders* in NTSC format is US$24.50, plus $5.00 shipping (total US$29.50), available from:

Rikki Maniel
RGI Video Productions
P.O. Box 181 — R.P.O. Corydon
Winnipeg, MB R3M 3J2, Canada

Please make your check or money order payable to RGI Video Productions. Purchase orders also are accepted. (For Canadian purchases, the price is C$31.85, which includes shipping and GST. Manitoba purchasers: add 7% PST.)

Questions and inquiries: (204) 203-6049 (voice), (204) 488-7294 (fax), or *71604.1535@compuserve.com* (e-mail).

Editor's Note: Although Ron does not say this, he was asked to write the video commentary and flew to Cologne in March to narrate it for Christian Kapp.

I f the safety pin were invented today, it would have six moving parts and two transistors and would require a serviceman to repair it.
— Creators Syndicate, Inc.

IPCC 96: WHAT "THE FAST TRACK" HAS TO OFFER YOU

BY ROGER GRICE

Come to Saratoga Springs, NY, this September and participate in IPCC 96. Experience "Communication in the Fast Track" as you exchange ideas and socialize with your colleagues in the excitement and ambiance of a premier vacation spa.

What to focus on first? The Victorian charm of Saratoga Springs, the summer home of the social elite and distinguished members of the arts community? Or perhaps the excitement of IPCC 96, a chance to listen to colleagues and distinguished technical communicators and to exchange ideas with them in program sessions, workshops, and networking events? It's not an easy choice.

IPCC 96: Communication on the

Fast Track

Site of the... turning point of the American Revolution.

Saratoga Springs lies in the heart of New York State's capital region. Long known for its mineral springs and baths, Saratoga Springs became the vacation spot of the social elite, who traveled to the area each summer for a season of excitement and relaxation. Attractions sprung up to support and enhance the social season, and Saratoga Springs became the summer home to distinguished harness racing and such groups as the New York City Opera Company, the New York City ballet, and the Philadelphia Orchestra.

In addition to its cultural attractions, Saratoga Springs boasts beautiful mountain scenery — especially in the fall. Those interested in history can visit the Saratoga National Historic Park, the site of the 1777 battle called the turning point of the American Revolution.

IPCC 96 will offer attractions of its own; you may not get all the time you want for sightseeing! The three-day conference will offer a lively mix of papers, panel discussions, workshops, and chances to network with fellow conference attenders.

- Learn how to prosper during these times of corporate reengineering and downsizing.

- Learn about new tools and processes for effective communication as technology drives us all forward into the next millennium.

- Learn how to improve the quality of your communication and how to demonstrate that you really have made improvements.

The conference will be held in the Sheraton Hotel and Conference Center, September 18-20. We have arranged for a room rate of $99 per room per night, single or double occupancy. The Sheraton is in the heart of Saratoga Springs. "Millionaire's Row" is within easy walking distance, as is the center of town, which contains a variety of restaurants, boutiques, and shops. The Saratoga Performing Arts Center and race track are within two miles of the Sheraton; if their schedules mesh with the conference dates, they will be an interesting attraction for conference attenders.

We look forward to seeing you at IPCC 96. Until then, please visit our World Wide Web site at *http://www.ieee.org/pcs/confrnce.html* or e-mail me: *r.grice@ieee.org*. The site will give you a preview of what is to come, providing information and, we hope, arousing your interest.

See you in Saratoga Springs!

Internet night classes: 8:30 am - 5:00 pm.
— Innovative Computer Associates

IPCC 96 · REGISTRATION FORM
SARATOGA SPRINGS, NEW YORK
SEPTEMBER 18-20, 1996

Name _____

Company _____

Address _____

City_____ State/Province_____ Zip/Postal Code _____

Country_____ Telephone (_____)_____ Fax (_____)_____

E-Mail Address_____ IEEE Member Number _____

Preferred Name on Badge_____ Amount Enclosed $ _____

CONFERENCE FEES

	Advance	Regular
❑ IEEE/PCS Member	$275.00	$350.00
❑ IEEE/PCS Member Presenter	$200.00	$350.00
❑ Non-Member	$350.00	$400.00
❑ Non-Member Presenter	$275.00	$400.00
❑ Retirees	$162.50	*
❑ Full-time Students	$162.50	*

(Proof of student status required)

PLEASE MAKE CHECKS PAYABLE TO IPCC 96.

ADVANCE REGISTRATIONS MUST BE POSTMARKED BY AUGUST 16, 1996.

*The $162.50 rate is for preregistrations only and will not be available at the Conference.

Save money and register early! Refunds in full will be made if cancellation is made by September 13 to Conference Treasurer, Program Chair, or General Conference Chair.

The conference fee includes technical sessions, copy of the Proceedings, three continental breakfasts, and Wednesday lunch.

ACCOMMODATIONS

Saratoga is the fall place to be! The Saratoga Springs Sheraton is the location for IPCC 96. The hotel is located in one of Upstate New York's most beautiful and relaxing areas. The cost for a room, double or single, is $99 per night. To make your reservation, contact the Saratoga Springs Sheraton at 1-800-325-3535 or 518-584-4000. Be sure to mention IPCC 96 to get the special rate. Rates apply from September 15 to September 23.

AIRLINES

Albany Municipal Airport is served by American, Continental, Delta, Northwest, United, and USAir. The hotel is about 30 minutes from the hotel by rental car.

RETURN FORM TO

Deborah Flaherty Kizer • 664 Salvia Lane • Schenectady, NY 12303 • (518) 356-0878

IEEE COMMITTEE OPPORTUNITIES

The PCS president can nominate PCS members to IEEE-USA Technology Policy Councils. These councils develop technology policy position papers, organize policy forums and workshops, testify before Congress, comment on agency regulations, conduct press conferences, and so on.

Committees include Aerospace, Communications and Information, Energy, Medical Technology, Research & Development, and U.S. Competitiveness. If you are interested in representing PCS on any of these committees, please contact Mark Haselkorn (*mark@uwtc.washington.edu*).

NEWSLETTER SCHEDULE

Reply to:

Rudy Joenk
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r.joenk@ieee.org
(303) 541-0060

Contributions are welcome. Send proposals for columns to the editor.

E-mail files and ASCII IBM-compatible diskettes are preferred.

Newsletter publication deadlines are as follows:

Issue	Deadline
Sep./Oct. 1996	5 July 1996
Nov./Dec. 1996	6 Sep. 1996
Jan./Feb. 1997	8 Nov. 1996
Mar./Apr. 1997	10 Jan. 1997
May/June 1997	7 Mar. 1997
July/Aug. 1997	9 May 1997

PCS EDUCATION COMMITTEE EXPANDING

The PCS Education Committee is expanding its outreach to engineers, scientists, and technical communicators through courses, seminars, and other presentations.

We are seeking:

1. People who are willing and able to give a course, workshop,or seminar on subjects that constitute the technical expertise of PCS.

2. Sites for these presentations, such as companies, agencies, groups of technical professionals, and technical conferences.

3. People who wish to participate as members of the Education Committee.

Please contact Janet Rochester at *j.rochester@ieee.org* with your ideas and suggestions.

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