



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

Proposal Manager - A Perfect Fit for Professional Communicators

BY JUDITH HERR

Although a realistic "help wanted" advertisement like this may never be posted to Craig's List or a newspaper, the request does come close to asking for the qualities and skills that contribute to success at managing large efforts to win government contracts or secure grants. Professional communicators with project and team management experience have the right talents, skills, expertise, and accumulated experience to successfully manage and coordinate these highly complex efforts. After all, we have energy, enthusiasm, and the ability to do the following: ... [Read more](#).

IPCC

Register Now!

Early registration ends 1 June for the IPCC conference, scheduled for 19-22 July 2009. The conference will be held in lovely Honolulu, Hawaii. Blaise Aguera y Arcas from Microsoft and Jan Spyridakis are keynote and luncheon speakers. Come learn and relax on the beach... [Read more](#)

Writing

Metric System

Growing up in the United States in the 1950s, I was used to such things as inches, feet, yards; ounces (liquid and solid), pints, pounds, etc. Then I entered my first physics class and was bowled over by the metric system... [Read more](#).

Project Management

Spring Cleaning for the Soul

May is here, and with everything going on in the world, I think it's time for Spring Cleaning of a different kind. Instead of sorting through old files and going through your closets, how about taking a look at what's weighing you down in your life and what's holding you back?... [Read more](#)

Learning Opportunities

Leaderpoint classes

New session is starting 8-12 June 2009. LeaderPoint is offering members a 10% discount on its Executive Experience session. The session, a 5-day, comprehensive development program designed to advance leadership and management skills, is held in Kansas City, Missouri... [Read More](#).



This Issue's Content

[Main Page](#)
[Proposals](#)
[Writing](#)
[Project Management](#)
[Around IEEE](#)
[Society News](#)
[President's Column](#)
[Editor's Column](#)
[Reviews](#)
[Tidbits](#)
[Jobs](#)
[Article Submission Guidelines](#)
[Archives](#)
[Printable Version](#)
[Subscribe](#)
[<< Back](#)
[Next >>](#)

Feature

Proposal Manager - A Perfect Fit for Professional Communicators

BY JUDITH HERR

Editor's Note: In an article titled "The Joy of Proposal Work" ([December 2005 IEEE PCS Newsletter](#)), Judith Herr's 10 "lessons learned" encouraged professional communicators to consider contributing their skills, talents, and expertise to proposal and grant efforts. In her article this month, she provides information on how professional communicators could get started in proposal projects.

Help Wanted: Immediate Opening for Proposal Manager

- Ideal candidate brings stamina; ability to read, write, spell, design
- Must have experience in organizing/managing complex technical communication-related projects involving cross-discipline teams and managers not necessarily accustomed to working together
- Candidate must be skilled at facilitating virtual efforts with latest tools and resources for communicating across time zones and diverse corporate cultures
- Must be detail-oriented; able to maintain equanimity/enthusiasm in panic laden, intense atmosphere
- Demonstrable knack for quickly mastering new technical material and comprehending technical experts' lingo
- Skilled at coaching contract candidates to be able to give convincing presentations to convince evaluators of value
- May require occasional all-nighters

Although a realistic "help wanted" advertisement like this may never be posted to Craig's List or a newspaper, the request does come close to asking for the qualities and skills that contribute to success at managing large efforts to win government contracts or secure grants. Professional communicators with project and team management experience have the right talents, skills, expertise, and accumulated experience to successfully manage and coordinate these highly complex efforts. After all, we have energy, enthusiasm, and the ability to do the following:

- Satisfy all project requirements
- Analyze targeted audiences; design information to communicate effectively
- Motivate and coordinate high performance, geographically dispersed workgroups
- Multi-task without panic
- Interview and coach subject matter experts
- Conduct reviews; incorporate comments; resolve disagreements, often using virtual tools for communication
- Coordinate all stages of communication projects
- Write, edit, coordinate, produce/distribute final proposal (hardcopy/electronic)
- See the humor in the ironic as challenges mount, unanticipated pitfalls and consequences emerge, and requirements change
- Market the professional communicator's ability to deliver on time and within budget

Proposal managers test their stamina, resourcefulness, and ability to get things done through and with subject matter experts, managers, and administrative staff pulled together quickly into ad hoc teams. Proposals require intense effort and rapid decision-making during a short period. Procrastination is not an option.

Getting Started in Proposal Work

To understand how to approach your company or client to persuade them you are the right choice to work on, coordinate, or lead their proposal effort, you need to know why large and small businesses need our support. They need professional help for the following reasons:

- The schedule is accelerated and unforgiving.
- Dedicated staff do not have the time to work on the proposal.
- Careful analysis to ensure proposal directions are followed is crucial.
- Proposal teams are often ad hoc and fluid, built on the fly.
- Companies that partner on one proposal may compete on opposite teams for the next.
- Preparing proposals involves coaching the team, writing, editing, facilitating virtual collaboration, audience analysis, multi-tasking, and attention to detail.

Few professionals who have expertise in all these areas--but most professional communicators do! To get started, request to do the copy edit, participate in the production effort, or write and revise résumés and the personnel section for a proposal. After contributing as an editor, professional communicators rapidly learn the language of proposal work and become familiar with the specialties of the bidding team.

Be available to do the Personnel Section

To contribute to a proposal effort the first time for your employer or as a contractor, approach a member of the proposal team to explain that you are the logical choice to write and verify information for the proposal personnel section.

Personnel sections often require profiles and résumés for key personnel and a summary table that demonstrates all requirements are met. Often the technical communicator is the most qualified team member to design and draft this section. During evaluation by the offeror, frequently the personnel section is the highest weighted.

For some proposals, an additional benefit to the personnel section writer/editor is discovering that a professional communicator will best meet required skills, experience, and talents for the contract. In which case, writers may suggest inclusion of their own résumés--and inclusion in the project, if the bidder wins the contract.

Learn the Language of Proposal Work and of the Subject Matter

As in any new field, professional communicators must learn to speak the language to collaborate on proposals; both to communicate with proposal team members and to write and edit intelligently about the services or products offered.

During the process of preparing proposals, common phrases bandied about include win themes; answer the mail; requirements-driven outline; red team, blue team, gold team, green team; FedBizOps (government web site for posting solicitations); request for proposal (RFP) including "Section L" (proposal instructions in the RFP); "Section M" (evaluation criteria in the RFP); organizational conflict of interest; hot buttons; compliance matrix, etc., etc., etc. â€¦ The good news is that after working on one proposal, professional communicators quickly learn the language and are indistinguishable from proposal pros.

The Proposal Process

The proposal process has five phases. Although professional communicators can bring valuable skills and experience to the entire process, they are crucial in Phase 3, which involves the actual writing, editing, review, and production of the proposal document. Often RFPs require both hardcopy and electronic submittals. The phases follow.

Phase 1: Before the Request for Proposal (RFP) is issued

Preparing for the issuance of an anticipated RFP includes the following:

- Visiting potential clients; attending professional meetings to interact with counterparts employed by the targeted agency or company
- Exploring partnering with other companies to satisfy anticipated requirements
- Assessing potential key personnel to bid; updating corporate capabilities statements; assessing available proposal team members
- Reviewing business strategic plan

Phase 2: Proposal approach planning and team kickoff

- Studying RFP (and frequently published preliminary draft RFPs) for unanticipated requirements or "show-stoppers"
- Making bid/no bid decision
- Collecting and submitting to offeror questions for clarification
- Preparing RFP requirements-driven proposal outline
- Draft schedule, team contact list; select team communication tools
- Develop "win themes"; analyze competitor strengths/weaknesses
- Draft storyboard; design style for graphics, tables, cover, electronic and hardcopy format
- Hold kickoff meeting " make writing assignments

Phase 3: Proposal preparation process

Frequently proposal teams work virtually to complete proposals with globally dispersed writers, illustrators, and editors collaborating using secure web-based tools. The Proposal Manager/Coordinator usually is responsible for the following:

- Establishing firm deadlines for all assigned action items
- Refining graphics, tables, design elements; re-enforce win themes
- Monitoring/ enforcing the version control system
- Drafting profiles/résumés for proposed key personnel
- Conducting substantive edit
- Updating the compliance matrix

Phase 4: Internal and adversarial review process

During the proposal process, the proposal team and other reviewers conduct both content and editorial reviews to refine the final document. The proposal manager/coordinator is the facilitator for the reviews and responsible for comment resolution and incorporation. A review panel of senior managers, familiar with the targeted contract work, conducts an adversarial review of the final draft and grades the effort.

Phase 5: Production/delivery of required hard and electronic copies of proposal

After delivery of the final proposal on time and in accordance with all delivery instructions, the offeror's contracting officer and panel of evaluators may request response to additional questions and a presentation by the proposed key personnel. In their presentation, key personnel may be required to address key points of the proposal, respond to questions, and address scenarios provided by evaluators to test problem-solving abilities of the proposed key personnel. The professional communicator often prepares or edits the presentation and coaches key personnel in presenting.

This five-phase proposal process is remarkably consistent from one proposal to the next. After you have one or two proposals under your belt, you may find that you are close to being an indispensable employee or contractor. As a professional communicator, you have skills and experience adaptable to accomplishing the work that needs doing--writing, editing, reviewing, and production of the required proposal document.

Judith Herr, of Well Chosen Words, brings 19+ years experience contributing to complex proposal efforts. Winning efforts resulted in clients receiving substantial contract awards from government and other organizations. Judith's range of experience and expertise includes information technology, management, occupational/public health, environmental, training, and community development. She thrived for three years in Belgium and three in Malaysia.

An enthusiastic supporter of professional networking, Judith provides volunteer support to several organizations and presents at conferences. She is an STC Fellow and is on the Board for STC. Judith's website is <http://www.wellchosenwords.biz>.



This Issue's Content

[Main Page](#)
[Proposals](#)
[Writing](#)
[Project Management](#)
[Around IEEE](#)
[Society News](#)
[President's Column](#)
[Editor's Column](#)
[Reviews](#)
[Tidbits](#)
[Jobs](#)
[Article Submission Guidelines](#)
[Archives](#)
[Printable Version](#)
[Subscribe](#)
[<< Back](#)
[Next >>](#)

Writing

Isn't it Time for the Metric System to Stop Going Around in Circles?

BY PHILIP YAFFE

Growing up in the United States in the 1950s, I was used to such things as inches, feet, yards; ounces (liquid and solid), pints, pounds, etc. Then I entered my first physics class and was bowled over by the metric system.

"My God, this is so much better! Why don't we use this?" I exclaimed.

After all, remembering that a kilometer is 1,000 meters is so much easier than remembering that a mile is 5,280 feet and that a foot in turn is 12 inches. Remembering that a kilogram is 1,000 grams is so much easier than remembering that a pound is 16 solid ounces. Remembering that a liter is 1,000 milliliters is so much easier than remembering that a pint is 16 fluid ounces, that two pints (32 ounces) is a quart, and four quarts (128 ounces) is a gallon.

The Celsius system also seemed much easier than the Fahrenheit system. After all, water freezes at 0° C and boils at 100° C, which appeared considerably more logical than water freezing at 32° F and boiling at 212° F.

So why did the United States, Great Britain, and a number of other countries use these weird systems?

I got the answer the moment I stepped outside of the physics classroom. Although I mathematically understood metric units, I had no feel for them. If I went into a restaurant, I knew exactly what I was getting if I ordered an 8, 10 or 12 ounce steak. But if the menu had shown a 230, 280 or 340 gram steak, I would have been completely lost. Likewise, if I had to drive 60 miles, I understood that this meant about an hour on the road. But if I had to drive 95 kilometers, I would have had no idea of what this meant -- other than it seemed to be considerably farther.

Every change in one's basic routine is difficult, even if it is clearly an improvement. So it will still be some time before Liberia, Myanmar (Burma) and the United States, the only three countries that have not yet adopted the metric system, finally make the change. But it does seem to be inevitable.

France adopted the metric system in 1799, one of the consequences of the French Revolution. Japan made it official in 1868 and Russia in 1917. Even Great Britain, which initially spread inches, feet, miles, ounces, pounds, etc., around the world, joined the club in 1965.

Now that the world has gone so massively metric (and the holdouts are likely to do so in the foreseeable future), the question is: Why not complete the job? The fact is, even metric countries still use a number of old-fashioned, non-metric units that are largely irrational and mathematically cumbersome.

For example, why is an hour 60 minutes, and a minute 60 seconds, when an hour could be 100 minutes and a minute 100 seconds? For that matter, why is a day 24 hours rather than 10 hours, each hour made up of 100 minutes and each minute made up of 100 seconds? And why stop there? Why is the year made up of 12 months rather than 10?

If you think about it, the year used to be made up of 10 months until Julius Caesar (July) and Caesar Augustus (August) stuck their vanity into it. Vestiges of the old ten-month calendar can still be seen in the names of the last four months of the year: September (septum = seven), October (octo = eight), November (novum = nine), and December (decem = ten). These should have been updated centuries ago.

Another apparently bizarre unit is the 360 degrees of a circle, with each degree being

divided into 60 minutes, and each minute divided into 60 seconds. Couldn't the circle be 100 degrees, divided into 100 minutes, divided into 100 seconds?

Well, yes it could.

Some mathematicians might argue that a system based on 60 has certain advantages for calculations over the metric system based on 10. For specialty applications, they could retain the 360 degree system, but there is no reason why the rest of us should suffer with it. In fact, for certain applications the 360-degree circle has been abandoned in favor of the two radian circle, based on the formula for circumference $C = 2 \pi r$ (circumference = two times Pi times radius).

It is possible to cite many other measures that could be decimalized. However, we must be careful to make a distinction between conventional measures and natural ones.

It is a convention to have 60 seconds in a minute, 60 minutes in an hour, and 24 hours in a day. For whatever reason, we chose these units. However, it is not a convention that the year has 365 days because this is the time it takes the Earth to orbit the sun. This is a natural unit dictated by nature. It would make no sense to divide the year into 100 days just to make calculations easier.

Such non-sense is not beyond human ignorance. At the end of the 19th century, an American state came very close to passing a law fixing pi at an even 3 in the belief that using it at its true value (3. 3.14159265 . . .) was just too cumbersome!

When considering possible changes, we should be aware that the definitions of fundamental units can change over time, often due to developments in science.

For example, since 1898, the kilogram, the basic unit of mass, has been defined in terms of the of the international prototype kilogram (IPK). This is a specifically constructed block of metal alloys maintained under minutely specified environmental conditions at the International Bureau of Weights and Measures in Sèvres, France. However, since the IPK is subject to mass drift (changes in mass over time), serious discussions are now going on to redefine the kilogram in terms of a fixed number of carbon-12 atoms, silicon atoms, or other fundamental, reproducible physical properties.

The fact is, the IPK is the only SI unit (International System of Units) still defined in terms of a carefully conserved reference model. All others have been converted to physical properties reproducible anywhere in the world. For example, the meter used to be defined by a platinum-iridium rod. However, today it is defined as $1/299,792,458$ of the distance travelled by light in 1 second (the "light-meter"), the denominator of the fraction being the speed of light in a vacuum.

So when will the circle, the clock, and the calendar go metric? Probably not in the near future, but for psychological reasons rather than scientific ones.

Although few people use the 360-degree circle in their daily lives, this is how they learned (and suffered through) geometry in school, so they would likely oppose changing it simply because it would be inconvenient to do so. Also, certain aspects of the 360-degree circle have become common currency in many languages, where the equivalent of an "about-face" is often described as a "180 degree turn".

Everyone uses the clock and the calendar constantly; they are integral to the fabric of daily life. Any attempt to decimalize them is almost certain to engender extremely stiff opposition. For the vast majority of people, such a change would not be just an inconvenience, but a major upheaval.

For millennia, the prospect of "squaring the circle" remained a mathematical challenge. In 1882 it was shown to be impossible because of the transcendental nature of Pi. Making the circle "less round" (going from 360 degrees to 100 degrees) is not impossible, but chances are it will seem that way for a very long time to come.

Philip Yaffe is a former reporter/feature writer with The Wall Street Journal and a marketing communication consultant. He currently teaches a course in good writing and good speaking in Brussels, Belgium. His recently published book In the "I" of the Storm: the Simple Secrets of Writing & Speaking (Almost) like a Professional is available from Story Publishers in Ghent, Belgium (storypublishers.be) and Amazon (amazon.com).



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Project Management

Spring Cleaning for Your Soul

BY MICHELLE LABROSSE

May is here, and with everything going on in the world, I think it's time for Spring Cleaning of a different kind. Instead of sorting through old files and going through your closets, how about taking a look at what's weighing you down in your life and what's holding you back?

Here's my Top Five List of things we all need to get rid of:

1. Grudges

Are you holding a grudge for something that happened 10 years ago, and you can't even remember exactly what happened? Pick up the phone or write an e-mail and call a truce. Let this be your "Grudge be gone!" project. You'll feel 10 years younger after just two or three grudges are lifted.

2. Anger

Are you mad at the government or your next-door neighbor's dog? Ask yourself if this anger has done you any good? Then figure out how you can channel your anger into a positive project. Maybe you can get involved in your local community, so you can make a difference and not feel like what's happening in the world is beyond you. As for the dog, treats always work wonders. Ditto for people. A pan of brownies just may bring about world peace.

3. Fear

I think the biggest thing holding back the economy right now is fear. If we all shift our mindset from reactive to proactive, things will get better. Fear is a virus and so is hope. Let's spread more of the hope around and get a hope virus growing exponentially.

4. Woe is me

Turn "Woe is me" into "WOW is me." Maybe you've lost your job or taken a pay cut. Yes, that stinks, but only as long as you let "Woe is me" be your badge to the world. "Wow is me" looks for the opportunity. What kinds of companies are hiring now? How can you beef up your skills? How can you position yourself differently? When you change the lens you're looking through, you can see solutions instead of obstacles. Yes, life gives us obstacles, but we all have the power to come up with the ideas and the attitude to overcome them.

5. Time wasters

What are the ways that you waste time? For some of us, it's sitting in front of the TV, or for others, it may be surfing the web aimlessly. Identify your biggest time wasters and then choose three ways that you can better use that time. Maybe it's a bike ride, a walk or volunteering for a local charity. Whatever gives your life more meaning, spend your time there and stay away from life's empty calories.

Okay, once you have done some Spring Cleaning for your Soul, then you can sort out the clutter in your workspace or home.

Use the "5 S" approach to keep your life running smoothly:

Sort

Only have items in your work area that you use on a daily basis. Everything else gets put away in its place. Create filing systems for quick retrieval – for both paper and electronic based information. If you find you often get piles, the best way to stop them is

to go through the piles and see what is in them. Once you know what is in them, then you can create a file, folder or designated space for those items.

Straighten

Have a designated place for all moveable items, such as desktop organizers. Everything is labeled in macro-work areas, and there is a logical workflow for shared office machines, such as copiers and printers.

Shine

Everything in the area looks like "new" condition and operates perfectly. Recycle bins and waste baskets are emptied nightly.

Standardize

This includes visual controls for common areas, such as how to use the copier, and wall planning calendars.

Sustain

Have a daily and weekly system to keep up with the improvements you have made. Give yourself the time to do the maintenance necessary to keep your space in top condition.

Wherever your Spring Cleaning may take you, remember that when we get rid of "dead weight," either literally or figuratively, we are lighter, more agile and can move quickly. You can't dance with lead weights on your feet. So, lighten your load in your life, and leap ahead to what's next!

Chief Cheetah Podcast Is Yours for the Downloading

Want to hear what Michelle LaBrosse, PMP, and Chief Cheetah has to say about Spring Cleaning for Your Soul? Download our podcast at <http://podcast.cheetahlearning.com/podcastgen/> and hear the words straight from the Cheetah's mouth.

About the Know How Network and Cheetah Learning

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About the Author

Michelle LaBrosse, PMP, is founder and Chief Cheetah of Cheetah Learning and author of Cheetah Negotiations and Cheetah Project Management. The Project Management Institute selected Michelle as one of the 25 Most Influential Women in Project Management in the World and one of only two women from the training and education industry.

Cheetah Learning is a virtual company and has 100 employees, contractors, and licensees worldwide. Michelle has run her company virtually for the past 20 years, growing it 100-fold in the past 20 years. She credits her success to using Cheetah's Project Management method to better manage people and technology, and has made it fast, easy and fun for more than 30,000 people to learn and do Project Management.

[« Back](#) [Top of page](#) [Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 3 • April 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Around IEEE

Editor's Note: Tom Wiener came to our AdCom meeting to talk about this project. He's looking for volunteers to help with it. It sounds like a cool project.

125 Years of Engineering the Future

FROM SOCIETY SENTINNEL ONLINE, 13 MAY 2009

The IEEE commemorates its 125th anniversary today with a variety of activities including the first IEEE Engineering the Future Day. The event, which takes place on IEEE's official anniversary date, recognizes the contributions and impact that IEEE, its members and engineering and technology professionals have made for the benefit of humanity. To learn about the event, visit <http://www.ieee125.org/>.

IEEE Islands in Second Life

FROM SOCIETY SENTINNEL ONLINE, 13 MAY 2009

Technical Activities has offered the Top 10 Winners of the IEEE Student Branch Web Site Contest a free villa on the IEEE Islands in Second Life. These villas are located on IEEE Island 2 in Second Life and are open to student groups from all regions within the IEEE.

The villas provide an opportunity for student groups to occupy and create their own presence on IEEE Islands in Second Life without the heavy involvement of creating their own building. There are pre-made assets provided to occupants that allow them to easily populate the villas with content. The University of Southampton and the University of Western Australia are the first to successfully occupy their individual villa spaces on IEEE Island 2. More events planned in the near future will be announced shortly.

For more information, or to view video files of IEEE Islands in Second Life, visit <http://www.ieee.org/go/secondlife> or visit Islands in Second Life by following the steps in "Get Started in Second Life" at http://www.ieee.org/web/volunteers/tab/secondlife/get_started.html.

Wikipedia Articles Published About IEEE

FROM SOCIETY SENTINNEL ONLINE, 13 MAY 2009

Due to the high visibility of Wikipedia articles on the Internet, TAD staff has published short, factual articles for societies that formerly did not have a Wikipedia presence.

To see your society's article, go to the main IEEE page in Wikipedia (<http://en.wikipedia.org/wiki/IEEE>) and look for the link to your society's article under "IEEE Societies" near the bottom of the page. We encourage society webmasters to add to these articles using Wikipedia's "edit this page" tab located at the top of your article's page. We also encourage you to create an account with Wikipedia using a non-IEEE affiliated username before you edit your page and read Wikipedia's editing instructions and guidelines before you begin (http://en.wikipedia.org/wiki/How_to_edit).



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[<< Back](#) [Next >>](#)

President's Column

President's column

BY MARK HASELKORN

For information on what's happening in PCS, see the [AdCom News](#) page.

[Mark Haselkorn](#) is the current President of IEEE-PCS, and works as Professor and Founding Chair, Department of Technical Communication; Director, Pacific Rim Visualization and Analytics Center; Director, Interdisciplinary Program on Humanitarian Relief at the University of Washington.

[<< Back](#) [Top of page](#) [Next >>](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)[Proposals](#)[Writing](#)[Project Management](#)[Around IEEE](#)[Society News](#)[President's Column](#)[Editor's Column](#)[Reviews](#)[Tidbits](#)[Jobs](#)[Article Submission Guidelines](#)[Archives](#)[Printable Version](#)[Subscribe](#)[« Back](#)[Next »](#)

Editor's Column

Happenings

BY KIT BROWN-HOEKSTRA

I apologize for the delay in getting this month's newsletter out; chaos theory is being tested in my house at the moment...

We are making progress on the transition to a new format and style for the newsletter, but still have a few bugs to work out.

Check out Judy Herr's article about proposal writing. Many of you have expressed a desire for more of this kind of information, so I hope it's helpful to you.

If you have ideas about information you would like to see, books or websites that you would like to have reviewed, or people you would like to see an article by, please let me know. I'm always looking for fresh topics and loving hearing from you.

If you have questions or comments, please contact me at [pcsnews DOT editor AT ieee DOT org](mailto:pcsnews_DOT_editor_AT_ieee_DOT_org).



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)
[Proposals](#)
[Writing](#)
[Project Management](#)
[Around IEEE](#)
[Society News](#)
[President's Column](#)
[Editor's Column](#)
[Reviews](#)
[Tidbits](#)
[Jobs](#)
[Article Submission
Guidelines](#)
[Archives](#)
[Printable Version](#)
[Subscribe](#)
[« Back](#)
[Next »](#)

Book/Web Site Reviews

Editor's Note: Several IEEE members have written books of interest to PCS members. If you would like to have it reviewed by a newsletter volunteer, please contact Kit Brown at [pcsnews.editor AT ieee DOT org](mailto:pcsnews.editor@ieee.org).

Unplugging to Design Software

BY KIT BROWN-HOEKSTRA

Meulenberg, Ruven. (2009) The Unplugged: Join a New Breed of Developers Who Don't Use Computers Much. Signature Book Printing: US, Whizz Kit: Leiden, The Netherlands. pp.104. ISBN: 978-90-9024164-7.

I found this little book at the STC conference in Atlanta a couple of weeks ago at the vendor booth. It's a nice summary of best practices for designing software for usability, and easy to read. The author and his siblings have a consulting firm that provide usability consulting and sell the magnetic prototyping boards discussed in the book.

[« Back](#)
[Top of page](#)
[Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

Girls Go Nuclear

FROM AIKEN STANDARD (AIKEN, S. CAROLINA) , 29 MARCH 2009

Nuclear engineering firm, Savannah River Nuclear Solutions, and the Society of Women Engineers sponsored an "Introduce a Girl to Engineering" Day. Activities included experiments involving liquid nitrogen and bubble gum, talks about the engineering profession, and more..... [Read more.](#)

Google Earth for the Body

FROM IEEE SPECTRUM TECH ALERT, 12 MARCH 2009

IBM has worked with a Danish hospital to develop a 3-D avatar of the human body that enables doctors to review patient records at the click of the mouse. This is a great example of practical and useful information design that combines graphical and textual information...[View Video.](#)

Botnets Pose Growing Threat

FROM IEEE INSTITUTE ONLINE, 24 FEBRUARY 2009

"Few computer network users and operators appreciate the magnitude of the threat posed by botnets to networks around the world. Botnets are groups of computers, spread around the Internet, that have been infected with "rogue" software that causes them to log in to a central location from where one machine can control all the others. Under the direction of the "command and control server," the computers can be used to send spam or to launch a distributed denial of service (DDoS) attack."....[Read more.](#)

Learning Through Play

FROM IEEE INSTITUTE ONLINE, 9 MARCH 2009

"Computersâ€"especially in combination with communications technologyâ€"giveth, and they taketh away. They take jobs away from high-wage countries by making them easier to export, but they also make it possible to create new jobs in their placeâ€"an activity in which computer games might prove valuable." [Read more.](#)

[« Back](#) [Top of page](#) [Next »](#)

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Society News: PCS Events

Two Months and Counting!

BY BRENDA HUETTNER

The conference starts in less than 60 days. Have you made your reservations yet? **The hotel has lowered our conference rate**; book through the reservation website (<http://www.hilton.com/en/hi/groups/personalized/HNLHVHH-AZV-20090717/index.jhtml>) to get the best conference price.

We have an exciting program planned:

- Keynote speaker, Blaise Aguera y Arcas will talk about deep and connected imagery
- Featured Luncheon Speaker, Jan Spyridakis, will discuss Excellence: A State of Mind, a Process of Discovery
- Charles Rubenstein will lead a half-day workshop on Leadership
- We have oodles of other great sessions as well

The Hawai'i Hilton Village is right on Waikiki Beach and easy walking distance to many of Honolulu's best shopping and restaurants.

For more information, go to the website: <http://ewh.ieee.org/soc/pcs/?q=node/377> or contact Brenda Huettner at bphuettner@ieee.org.

[« Back](#) [Top of page](#) [Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission
Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Society News: AdCom News

Next Meeting is at IPCC in Honolulu

BY ADCOM

Our next AdCom meeting is scheduled for 18 July 2009 in Honolulu, Hawaii as part of the IPCC conference. Items on the agenda include the following:

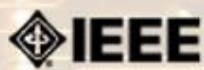
- Budget for 2010
- Future conferences
- AdCom elections
- ExpertNow module updates
- much more

In between formal AdCom meetings, we regularly correspond and discuss issues/opportunities as they arise.

If you have something that you would like to bring to the attention of the AdCom, please contact Mark Haselkorn ([markh AT u DOT washington DOT edu](mailto:markh@u.washington.edu)) or Muriel Zimmerman ([mzimmer AT writing DOT ucsb DOT edu](mailto:mzimmer@writing.ucsb.edu)).

[« Back](#) [Top of page](#) [Next »](#)

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**This Issue's Content**[Main Page](#)[Proposals](#)[Writing](#)[Project Management](#)[Around IEEE](#)[Society News](#)[President's Column](#)[Editor's Column](#)[Reviews](#)[Tidbits](#)[Jobs](#)[Article Submission Guidelines](#)[Archives](#)[Printable Version](#)[Subscribe](#)[« Back](#) [Next »](#)**Calls for Articles/Proposals/Courses**[Call for Articles: Technical Communication special issue](#)[Call for Nominations to IEEE Positions and Committees](#)[LeaderPoint Executive Experience](#)[Certificate in Internet Marketing from USF **NEW!**](#)[Certificate in Writing Technical Information](#)[AIIM Online Courses](#)[Trademark Law webinar **FREE!**](#)[SEO Optimization webinar **FREE!**](#)[Open University Discount for PCS members](#)[Mentors Needed](#)[IEEE Educational Opportunities](#)**Technical Communication Special Issue**

Title: *Technical Communication*, special issue on "Legal Issues in Global Contexts"

Editors: Kirk St. Amant
Martine Courant Rife

Contact: For a full copy of the CFP, email Kirk and Martine at [tc_DOT special_DOT_issue_AT_gmail_DOT_com](mailto:tc_DOT_special_DOT_issue_AT_gmail_DOT_com)

Proposal Due: 1 June 2009 (400-word proposal)

Acceptance Notification: 15 June 2009

Draft Due: 1 October 2009

Final Manuscript Due: 15 February 2010

Publication Date: November 2010

Submission Guidelines:

Proposals should be no more than 400 words in length. All proposals should include submitter name, affiliation, and email address as well as a working title for the proposed article.

About the Journal:

Technical Communication, the journal of the Society for Technical Communication (STC), is soliciting article proposals for an upcoming special issue that will examine how factors of law and of culture affect how technical communicators work in international and cross-cultural contexts. This special issue will be published in November 2010, and the guest editors are Kirk St. Amant of East Carolina University and Martine Courant Rife of Lansing Community College.

Special Issue Description:

Legal issues are increasingly affecting the work we do as industry practitioners, academic researchers, university and college educators, and independent entrepreneurs in technical communication.

In some cases, these legal issues involve notions of ownership, copyright, and trade secrets. In other instances, legal concerns related to privacy, disclosure, and free speech affect how technical communicators perform different activities.

These legal issues are further complicated by different cultural perspectives related to working in global environments and to addressing the informational needs of different cultural groups within our own nations.

Very few individuals in technical communication, however, are lawyers or have formal training in issues of law and its intersection with different cultural communication expectations and assumptions.

This special issue of Technical Communication will examine the legal issues affecting technical communication practices related to designing materials for or to working with individuals from other nations and cultures.

IEEE Nominations and Appointments Committee Seeks Recommendations For Officers and Standing Committee Members

Who: Standing Committee members and IEEE Corporate Officers

Date: 1 July 2009

The IEEE Nominations and Appointments (N&A) Committee is seeking recommendations for several positions including standing committee chairs and members and IEEE Corporate officers.

Each position has specific job requirements and qualifications on which the N&A Committee evaluates potential candidates. They can be reviewed on the N&A Web site, <http://www.ieee.org/web/aboutus/nominations/guidelines.html>.

As a reminder, *self-nominations are encouraged*. An individual does not need to be nominated by a colleague in order to be considered.

Nominations can be submitted online at <http://www.ieee.org/web/aboutus/nominations/nomform3d.html>.

Read more in THE INSTITUTE story [Seeking Nominees for Volunteer Positions](#).

LeaderPoint Executive Experience

Courses: <http://www.leaderpoint.biz/ieee.htm>

Educational Partnerships: www.ieee.org/partners

Location: Kansas City, Missouri USA

LeaderPoint, a company specializing in executive and management development sessions and newest member to the IEEE Education Partners Program, is offering members a 10% discount on its Executive Experience session. The session, a five-day, comprehensive development program designed to advance leadership and management skills, is held in Kansas City, Mo. The Executive Experience will help participants gain the following skills:

- Build cooperation in seizing opportunity and gaining greater commitment
- Practice using systematic tools for strategic planning
- Diagnose and correct dysfunctional group dynamics
- Focus personal development in specific areas
- Develop a management mindset for improving business results

Each session has an assessment component which provides a summary of LeaderPoint's observations, the participant's comments, and specific recommendations.

Participants can contact LeaderPoint at any time for follow-up work, questions, and concerns. For more information on LeaderPoint visit <http://www.leaderpoint.biz/ieee.htm>. For general information on the IEEE Education Partners Program visit www.ieee.org/partners.

Certificate in Writing Technical Information

Courses: <http://www.middlesex.mass.edu/careertraining/Certificates/writingtechinfo.htm>

Location: Middlesex Community College, Bedford, MA, USA

MCC's 125-hour Writing Technical Information Certificate is a career enhancement opportunity for individuals who have well-developed writing skills and want to improve their effectiveness in communicating technical information. Classes run one night per week (Thursdays, from 5:45-9:45 pm) and one Saturday (9 am - 5 pm) per semester.

Certificate in Internet Marketing

Website: <http://www.usanfranonline.com/form/internet-marketing/sf-internet-marketing-puzzle/>

Optimize your career with the first and only 100% online Internet marketing certificate program that provides the advanced training and credentials you need to be an Internet marketing expert.

Offered by the University of San Francisco, the Master Certificate in Internet Marketing is a dynamic, end-to-end program essential for anyone in interactive marketing.

Each online Internet marketing course builds on the last in a step-by-step progression, providing you with new skills you can apply immediately on the job:

- Integrated Online Strategies
- Search Engine Marketing and Usability
- Advanced Interactive Marketing and Measurement

AIIM Online Training Courses

Website: www.aiim.org/training

AIIM Essentials is a series of 4-6 hours educational programs designed to provide you with an unbiased focus on specific topics relevant to today's changing technological and business landscapes.

AIIM ESSENTIALS ONLINE COURSES:

- Web Content Management (WCM)
- SharePoint
- Digital Asset Management (DAM)
- eDiscovery
- PDF/A
- Imaging & Recognition (coming shortly)

The new AIIM Essentials programs have been designed for use as a series of standalone online courses that are focused on very specific topics applicable to any organization, and are a perfect compliment to enhance the training our students have received from our current educational Certificate offerings;

Free Webinar: Trademark Law

Website: <http://xiosoftpresenter.com/?eventid=5788029>

Entrepreneurial Authors face a very unique set of branding challenges. Branding yourself and your products is tricky enough, but when it comes time to protect that investment of time, money, and emotion authors can be surprised to find out they missed some critical elements of brand planning – the factors relating to Trademark Law.

Creative Business Attorney, Kevin E. Houchin, Esq. will give you a foundational knowledge of what to do to protect your current brands and strategies and factors to consider when planning to launch new brands.

Free Webinar: SEO Optimization

Website: <http://www.gnc-web-creations.com/seo-optimization.htm>

The SEO Training Class helps small business owners learn the basics of search engine optimization to increase the visibility of their business in the search engines. By combining these techniques with excellent marketing skills, you will be well on your way to building a successful online business.

Once we accept your membership request to join the class, you will begin receiving the SEO training lessons in your email. All replies and assistance, along with necessary clarifications, are posted in that group. These SEO lessons are step-by-step tutorials which teach you to optimize your site from the ground floor up.

You never have to worry about falling behind in the training class. When we finish the course we start over, back at the beginning. As long as you remain active, there is no limit to how many SEO training class sessions you may attend!

10% Discount on Classes through Open University

Website: <http://www.open.ac.uk/cpd/index.php?q=node/49>

IEEE-PCS members (because of PCS' affiliation with [INTECOM](#)) receive a special course fee with the OU, which allows PCS members to study Open University's short web-based

CPD courses at a discount of 10% off the published course fee. If you are interested in any of the courses, please click on the relevant link for information about the course and how to register. [Read more.](#)

AIIM Certificate courses in ECM Best Practices

Courses: <http://www.aiim.org/education/certificate.asp>
Location: various locations and online

Enterprise Content Management (ECM) is about managing your information assets. It is a framework which enables the management of information assets across an organization, and ties in platforms and programs including:

- Capture/Imaging
- Electronic Document Management
- Electronic Record Management
- Business Process Management
- Collaboration
- Web Content Management
- Digital Asset Management.

The Enterprise Content Management (ECM) Certificate Program reflects the global best practices in use across our 50,000 members. The program covers the strategies, tools, and technologies used to capture, manage, store, preserve, and deliver information in support of business processes.

- Learn global best practices for planning and implementing ECM
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, available to address your comments, and willing to accept your feedback
- Position yourself to be tomorrow's leader by enhancing your business and professional skills

Mentors Needed

Website: <http://www.leaderpoint.biz/ieee.htm>
Contact: www.ieee.org/partners

The IEEE Mentoring Connection is looking for "online" mentors to help guide younger IEEE professionals in career planning and professional development. Currently, 989 mentees, but only 440 mentors have registered to participate.

Mentor participation is open to all IEEE members above the grade of Student Member. Soon, we will be inviting Graduate Student Members to join the program. These members have graduated with their first professional degree and are presently in a graduate program (Masters, MBA, PhD, etc.). We will need additional mentors in the program to handle the requests from this new group. We need you!

Presently our mentors represent the following positions:

- Associate Dean and Professor
- Director of Engineering
- Senior Sales Engineer
- Project Manager
- Corporate Owner
- Consultant
- R&D Technical Manager
- Licensing Manager
- Division Manager - Control Systems
- Electrical Engineer
- Vice President Research
- Director - Customer Operations
- Computer Scientist - Branch Chief
- Senior Product Development Engineer
- Design Engineer - Power
- Retired

If you have received an invitation to join the program and been thinking about it, now is the time to join. If you have already signed in as a mentor - thank you for participating.

Gary Hinkle, a mentor in the program, says "Helping young engineers develop in their careers is very rewarding. Working with some of these individuals has proven to be quite

a challenge, because of the diversity among those seeking mentors. I'm glad to be contributing to this program."

The program enables the mentee to select their mentoring partner online from a list of individuals who have volunteered to serve as mentors. After mentors are identified as a potential match, they are contacted and asked to begin establishing a relationship.

Interested members can visit <http://www.ieee.org/mentoring> for information on the roles and responsibilities of each mentoring partner, including additional program information and an FAQ page. Potential mentors are asked to review the time and effort commitment to the program necessary to ensure a successful mentoring partnership. To enter the program website, please go to <http://www.mentoringconnection.com> and use the IEEE Group ID "IEEE2006" to enter for the first time. Once in, you will need to set your own User ID and Password.

If you have any questions, please contact Cathy Downer, Regional Activities, at c_downer@ieee.org.

Educational Opportunities from IEEE

Online Courses:	Expert Now http://ieeexplore.ieee.org/modules/modulebrowse.jsp
Educational Partnerships:	http://www.ieee.org/web/education/partners/eduPartners.html
CEUs	http://www.ieee.org/web/education/ceus/index.html

Staying technically current in today's ever-changing workplace is a career must if you want to maintain your professional edge or your P.E. license as required by more than 30 states in the US. IEEE offers an innovative new product called *Expert Now* as well as a growing service, Education Partners Program to help meet your continuing professional development needs.

Expert Now is a collection of over 65, one-hour long, interactive online courses on a variety of topics, including, but not limited to, the following:

- aerospace
- circuits & devices
- communications
- computing
- laser & optics
- microwave theory & techniques
- power
- reliability
- signal processing
- software.

Presented by experts in the field, each course brings to your desktop the best tutorial content IEEE has to offer through its technical meetings that take place worldwide. Continuing Education Units (CEUs) can be earned upon successful completion of the assessment. To review the course catalog visit <http://ieeexplore.ieee.org/modules/modulebrowse.jsp>.

For those looking for a more robust educational experience, more along the lines of a longer online course, or a more traditional classroom setting, the IEEE Education Partners Program can prove helpful in your search for continuing professional development opportunities. Exclusive for IEEE members, it provides access to more than 6,000 online courses, certification programs, and graduate degree programs at up to a 10% discount from academic and private providers that IEEE has peer reviewed to accept into the program. To review the current list of partners participating in the program visit <http://www.ieee.org/web/education/partners/eduPartners.html>.

Another way to browse for a course or educational events taking place in your area is through the courses registered with IEEE to offer CEUs. To review what's available in your area visit <http://www.ieee.org/web/education/ceus/index.html>. IEEE is an Authorized provider of CEUs through the International Association for Continuing Education and Training, as well as an authorized provider of CEUs for the Florida State Board. IEEE CEUs are also accepted by the New York State Board, and can easily be converted into PDHs. One CEU is equal to 10 contact hours of instruction in a continuing education activity. IEEE CEUs readily translate into Professional Development Hours (PDHs) (1 CEU = 10 PDHs).

For more general information on IEEE's Continuing Education products and services, visit

<http://www.ieee.org/web/education/home/index.html>. Specific inquiries can be directed to Celeste Torres via email, [c.torres AT ieee.org](mailto:c.torres@ieee.org), or by phone +1 732 981 3425.

[« Back](#) [Top of page](#) [Next »](#)

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This Issue's Content

[« Back](#) [Next »](#)[Main Page](#)[Proposals](#)[Writing](#)[Project Management](#)[Around IEEE](#)[Society News](#)[President's Column](#)[Editor's Column](#)[Reviews](#)[Tidbits](#)[Jobs](#)[Article Submission Guidelines](#)[Archives](#)[Printable Version](#)[Subscribe](#)

Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

[TC World Roadshows](#) **NEW!**

[Big Design Conference](#) **NEW!**

[Women in Project Management Conference](#)

[Web Content 2009](#) **NEW!**

[Conference on Remote Engineering and Virtual Instrumentation](#) **NEW!**

[IMETI 2009](#)

[LISA Berkley Globalization Conference](#)

[GALA 2009](#) **NEW!**

[itSMF Fusion09](#) **NEW!**

[Computational Linguistics Workshop](#) **NEW!**

[LavaCon](#)

[METM 2009](#)

[Web 2.0 Expo 2009](#) **NEW!**

TC World Roadshows

Conference:	TC World Roadshows in Europe 25 May 2009: Helsinki, Finland 9 June 2009: Prague, Czech Republic
Dates/Locations:	18 June 2009: Moscow, Russia 19 June 2009: Milan, Italy 23 June 2009: Barcelona, Spain
Website:	http://www.tekom.de/index_neu.jsp?

In May and June, tekcom will hold a series of one-day-events all over Europe. The aim of the roadshow is to promote Technical Communication as an industry, to raise awareness and to draw attention to the 2009 tcworld conference in November in Wiesbaden, Germany.

The topics of the roadshows include the following:

- Information Development
- Content Management
- Terminology
- Translation and Localization
- Visual Communication
- Standards and Guidelines
- Technical Authoring
- Process Optimization
- Quality Management

Big Design Conference

Conference:	Big Design Conference
Dates:	30 May 2009
Location:	Southern Methodist University, Dallas, Texas USA
Website:	http://bigdesignconference.com/

The Big Design Conference is an intense day of learning within the scope of Strategy, Social Media, User Experience, and Code Development. Experts from across the country will gather to present theories, research, experiences, and best practices to students, professionals, and executives looking to stay on the bleeding edge.

The Big Design Conference is a joint venture of the Dallas/Fort Worth Usability Professionalsâ€™ Association, Refresh Dallas, and the Dallas/Fort Worth Interaction Design Association.

Usability Professionals Conference

Conference: UPA Annual Conference
Dates: 8-12 June 2009
Location: Portland, Oregon USA
Website: <http://www.usabilityprofessionals.org/conference/2009/>

Whether people are interacting with consumer electronics, medical equipment, factory floor production lines, websites, retail stores, customer support or the architectural spaces which they inhabit every day, usability and user experience reactivation share in the common goal of making it better.

Jared Spool is the keynote speaker.

Tutorials, workshops, Experienced Practitioners program, then 2 1/2 days packed with presentations, Idea Markets, and opportunities to network with other user experience professionals.

The main conference registration includes 2 1/2 days of presentations, Welcome Reception on Tuesday night, Breakfast, Lunch and Snacks on Wednesday and Thursday; Breakfast on Friday; and Dinner on Thursday night. The UPA will provide 2009 conference proceedings online free of charge. Attendees that would like a hard copy of the proceedings CD may purchase them for \$30.00 each. (CD proceedings sold post conference will be \$150 each)

Special conference sessions, for which you must pre-register, include: Full-day Tutorials and Workshops, include breakfast, two snacks and lunch.

Women in Project Management Conference

Conference: 2nd Annual Women in Project Management Conference
 10-11 June 2009: Columbus, Ohio, USA
Dates/Locations: 15-16 September 2009: Washington, DC, USA
 7-8 October 2009: Atlanta, Georgia, USA
 11-12 November 2009: Dallas, Texas, USA
Website: https://www.projectmanagementresourcegroup.com/2nd_Annual_Women_in_PM.php

Where women gather to seek the best of themselves and every woman experiences herself as the leader she was meant to be!

Day 1 & 2 Time: 8:30am-5:00pm (8-8:30 registration/breakfast)
 (Breakfast, lunch, snack, and all materials included)

Be sure to attend the FREE Networking Social Event for all attendees from 5:30pm - 8:00 pm following Day One (Hors D'oeuvres will be served - Cash Bar)

Web Content 2009

Conference: Web Content 2009
Dates: 15-16 June 2009
Location: Chicago, Illinois USA
Website: <http://www.webcontentconferences.com/chicago/2009/>

Consumers are flooded with information created and delivered using outdated tactics. Poorly-targeted pitches and mass messaging are being replaced by laser-targeted, measurable methods that promise to deliver the right information, to the right people, at the right time, in the right format and language. This requires new thinking. So, we're bringing together nationally-recognized technology, design, content, and marketing authorities at Web Content 2009 Chicago, June 15-16, at Gleacher Executive Conference Center, to help you understand how global organizations are Delivering Personalized Dynamic Web Content.

6th Int'l Conference on Remote Engineering and Virtual Instrumentation

Conference: 6th Int'l Conference on Remote Engineering and Virtual Instrumentation
Dates: 22-25 June 2009
Location: University of Bridgeport, Bridgeport, Connecticut, USA
Website: <http://www.rev2009bridgeport.org>

REV 2009 is the sixth in a series of annual events addressing the area of remote engineering and virtual instrumentation. Previous editions of REV were organized in the form of an international symposium, and evolved in 2007 to be the annual conference of the International Association of Online Engineering. The general objective of this conference is to discuss fundamentals, applications, and experiences within the field of online engineering, both in industry and academia. REV 2009 offers an exciting

technical program as well as academic networking opportunities during the social events.

IMETI 2009

Conference:	2nd International Multi-Conference on Engineering and Technological Innovation
Dates:	10-13 July 2009
Location:	Orlando, FL USA
Website:	http://www.2009iisconferences.org/IMETI

Engineering activities are based on the development of new Knowledge (scientia), new 'made things' (technÃ©) and/or new ways of working and doing (praxis). Scientia, TechnÃ© and praxis are three important dimensions of a comprehensive conception of Engineering as a whole. Engineering, as Scientia, is mostly developed in academia; as technÃ© is practiced in industry generating technological innovations; and as praxis is carried out in technical and non-technical organizations, supporting managerial activities and technical procedures, via methodical and methodological design and implementation. This is why Engineering provides one of the most solid academic and professional substrata for bridging among Universities, industries and governments.

Publications and conferences related to Engineering are usually oriented to one of its three dimensions. While this is an adequate thing to do when disciplinary focus is sought, it does not represent Engineering as a whole and it misses the very important synergic relationships among the three kinds of engineering activities mentioned above. This is why a group of scholars, professionals and consultants, in the field of engineering, considered the possibility of initiating a publishing process and organizing a conference where presentations will not be reduced to one of the Engineering's dimensions, but to foster the participation of academics, practitioners and managers in the three dimensions of Engineering, in the same conference, or in the same publication, so they can synergistically interact with each other. A consequence of this purpose is the organization of IMETI 2009, and the publication of multiple-author books series, where submissions will be accepted for the presentation of:

- New knowledge (Engineering as Scientia)
- New products and services, i.e. technological innovations (Engineering as technÃ©)
- New technical and managerial methods and methodologies (Engineering as praxis)
- New meta-engineering (Engineering of Engineering activities) knowledge, innovations and methodologies

More details regarding the notion of Engineering and reasoning supporting the definition given above can be found in the article "The Essence of Engineering and Meta-Engineering: A Work in Progress" (Callaos, 2008), which is available at www.iis.org/Nagib-Callaos/Engineering-and-Meta-Engineering.

There will also be corresponding e-conferences during the 15 days before and after the conference, where each session to be included in the conference program will have a corresponding electronic pre-conference and post-conference virtual session for 15 days. In the electronic pre-conference sessions, authors will have access to the papers to be presented at their session and to an associated electronic forum, so they can be better prepared for their face-to-face conference session. Similarly, electronic post-conference sessions will complement and support a follow-up of the respective conference sessions, via an electronic forum and the possibility of evaluating papers presented at the associated session. These evaluations will also support the selection process for the papers to be published in the JSCI journal.

LISA Berkley Globalization Conference

Conference:	Berkeley Globalization Conference (LISA @ Berkeley)
Dates:	3-5 August 2009
Location:	Berkley, California, USA
Contact:	Patricia Egan, at patricia.egan AT lisa DOT org
Website:	www.lisa.org

This two-day conference (with an additional day of workshops) will focus on globalization—the business decisions and processes required to do business internationally. This conference aims to bring together researchers examining the phenomenon of globalization and so will consider three primary themes:

The social impact of globalization. How does globalization affect the attitudes and expectations of local communities with regard to goods and services? Does globalization result in leveling of regional difference or does it increase awareness of and response to those differences? Does globalization necessarily involve a center-periphery model, or do recent changes allow for the periphery to challenge the dominance of the center? How can ethnographic study influence globalization in a positive way?

Language and globalization. Language and culture are both a limiting factor in globalization and the enabler for globalization. How do organizations deal with issues of translation and cultural adaptation (localization) when entering new markets? How can

demand for language best be met in a cost-effective manner that allows organizations to speak to individuals in their own languages?

Technology. Modern globalization efforts are characterized by a reliance on technical solutions to reduce costs and expand scope. How do technology and technological change impact globalization? What technologies are the most effective in meeting demand? What disruptive technologies are on the horizon?

These themes are to be interpreted broadly and submissions, including multidisciplinary ones, that engage with globalization in a constructive manner are encouraged.

GALA 2009

Conference: Globalization and Localization Association

Dates: 14-16 September 2009

Location: Cancun, Mexico

Website: <http://www.gala-global.org/conference/>

If you attend one industry event this year, make it GALA 2009 â€” a new conference dedicated to the language industry. We invite you to bring your family or significant other to share this time with you and meet your colleagues from around the globe.

The "GALA 2009: The language of business. The business of language." conference will take place Monday, 14 September through mid-day on Wednesday, 16 September. There will be a welcome reception on Sunday, 13 September.

Keynote speaker is Craig Newmark, founder of Craigslist.

GALA 2009 will present 24 cutting-edge workshops for localization and translation practitioners. We are currently at work contacting speakers and refining the content for the program. Watch these pages for program and speaker updates.

itSMF Fusion 2009

Conference: Fusion09

Dates: 20-23 September 2009

Location: Dallas, Texas USA

Website: <http://www.itsmfusion.com/>

During itSMF USA Fusion 09, youâ€™ll experience informative presentations and incredible educational opportunities on the most important topics facing IT service management today. With 8 tracks of content and over 75 sessions, thereâ€™s something for everyone from beginners to mature organizations.

As the only non-profit, unbiased convention in the industry, itSMF USA Fusion 09 will provide the answers and strategies necessary to spur your organization into uniting in support of your IT service management program.

Convention summary

- Pre-convention training: Saturday and Sunday (additional costs)
- Workshops: Sunday afternoon & 1 Tuesday morning
- Exhibits: Sunday evening through Tuesday evening
- Convention: Monday through Wednesday
- Post-convention training: Wednesday â€” Sunday (additional costs)
- Breakfast Club Discussion Groups: Monday, Tuesday, & Wednesday morning

Computational Linguistics Workshop

Conference: Computational Linguistics - Applications Workshop (CLA'09) (part of [IMCSIT](#) conference)

Dates: 12-14 October 2009

Location: Mragowo, Poland

Proposals Due: 31 May 2009

Website: <http://cla.imcsit.org/>

The CLA Workshop is located within the framework of the IMCSIT conference to create a dialog between researchers and practitioners involved in Computational Linguistics and related areas of Information Technology.

IMCSIT is a multi-disciplinary conference gathering scientists from the different fields of IT & Computer Science together with representatives of industry and end-users. IMCSIT with its motto: "new ideas are born not inside peoples' heads but in the space between them", quickly became a unique place to share thoughts and ideas. This year's gathering is held in October 2009 in a beautiful town of Mragowo in the midst of Mazury Lake Country.

Workshop Goals

The Computational Linguistics - Applications Workshop was created in 2008 in response to the fast-paced progress in the area.

Traditionally, computational linguistics was limited to the scientists specialized in the processing of a natural language by computers. Scientific approaches and practical techniques come from linguistics, computer science, psychology, and mathematics. Nowadays, there is a number of practical applications available. These applications are sometimes developed by smart yet NLP-untrained developers who solve the problems using sophisticated heuristics.

Computational Linguistics needs to be applied to make the full use of the Internet. There is a definite need for software that can handle unstructured text to allow search for information on the web. According to the European Commission, Human Language Technologies are one of the key research areas for the upcoming years. The priority aim of the research in this area is to enable users to communicate with the computer in their native language.

CLA'09 Workshop is a place where the parties meet to exchange views and ideas with a benefit to all involved. The Workshop will focus on practical outcome of modeling human language use and the applications needed to improve human-machine interaction.

Paper Topics

This call is for papers that present research and developments on all aspects of Natural Language Processing used in real-life applications, such as (this list is not exhaustive):

- information retrieval
- extraction of linguistic knowledge from text corpora
- semantic ontologies in computer linguistics
- lexical resources
- machine translation and translation aids
- ambiguity resolution
- text classification
- corpus-based language modeling
- POS-tagging
- parsing issues
- proofing tools
- dialogue systems
- machine learning methods applied to language processing
- ontology and taxonomy evaluation
- opinion mining
- question answering
- sentiment analysis
- speech and audio processing
- text summarization
- use of NLP techniques in practical applications

LavaCon 2009

Conference:	LavaCon
Dates:	25-27 October 2009
Location:	New Orleans, Louisiana, USA
Website:	www.lavacon.org

LavaCon is a conference for technical communication managers and project managers. The Call for Speakers is available soon!

METM 2009

Conference:	Mediterranean Editors and Translators (MET)
Dates:	30-31 October 2009
Location:	European Institute of the Mediterranean, Barcelona, Spain
Proposals Due:	23 March 2009 for presentations 26 April 2009 for posters
Website:	http://www.metmeetings.org/index.php?page=metm09_call

Through panel discussions, presentations, plenary sessions and workshops, METM09 will promote knowledge-building and networking among editors, translators and other English language supporters in the Mediterranean area. The plenary lectures this year will deal with the translator's role as a writer and the history of knowledge transfer in the Mediterranean.

Have a look at the preliminary program on our website for accepted presentations and panel discussions on the dynamics of pricing editing jobs, the translation of historical texts, and defining roles in writing support services. Updates will be posted throughout the spring. Presentation categories will encompass research, promising practices and knowledge updates.

We are considering proposals that will add practical and theoretical range to the

preliminary program regarding any aspect of our association's objectives. Please send your abstract by **30 March 2009** (details on abstract submission can be found on the website).

Web 2.0 Expo

Conference: Web 2.0

Dates: 16-19 November 2009

Location: Javits Center, New York, New York, USA

Proposals Due: 26 May 2009

Website: <http://www.web2expo.com/webexny2009/>

The Power of Less

The Power of Less doesn't just mean making do with fewer staff and a smaller budget. It means that constraints drive creativity, whether in business models, design paradigms, or platforms. It means the power of the small screen, the thin client, the streamlined interface. It might mean the power of small teams, or even going solo. It's also the paradox of power: sometimes the best way to gain power is to give it away, which is why during these challenging times, we are learning that nothing builds brands like a nurtured community. It's also the power of data: of data-centric business models, and the power of data to inform our decisions and to focus us on what matters.

Speaking of what matters, we're also talking about the power of less bureaucracy, less spin and breaking down silos. We are the industry that's shown that transparency, participation, collaboration add up to increased efficiency. The power of less is the power of creative destruction. It's the power to change the world.

[« Back](#) [Top of page](#) [Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission
Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Society News: Member News

Member Benefit: Relocation Resources

FROM IEEE

IEEE members now have access to an exciting new addition to the member benefits program – MyHomeBenefits – a unique time and money saving solution that offers discounts and savings when you relocate, or move into a new home, in the United States or Canada.

The MyHomeBenefits program provides simple, quality, and affordable options for members of IEEE and their families, when experiencing a home event. MyHomeBenefits enables you to move with the one of the world's most trusted van lines – North American Van Lines - for less than you ever imagined! With just one stop, you can receive full-service moving quotes from George Moving and Storage, an agent for North American Van Lines. Plus enjoy preferred rates on interstate (state-to-state) moves. IEEE members experiencing a move in the United States or Canada also receive discounts on packing, storage and in-transit personal property valuation protection.

Please visit, myHomeBenefits (<http://ieee.myhomebenefits.com/>) to get moving, or call MyHomeBenefits at +1 800 579 2970.

[« Back](#) [Top of page](#) [Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Job Announcements

Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at pcsnews.editor@ieee.org. The jobs will remain on the list until the closing date listed in the announcement.

Note: This page will move to the PCS community site once we transition the newsletter to Drupal. You will be able to upload/manage your job announcements yourself--instructions to follow next month. (I will still moderate the postings.)

Proposal Writer/Manager

Position:	Proposal Writer/Mgr
Company:	JEM Communications, LLC
Location:	Columbus, Mississippi, USA
Salary Range:	\$60-80,000 USD
Experience Required:	minimum 7 years
Contact:	Jane Smith, www.jemcommunications.com
Deadline to Apply:	open until filled

The Proposal Manager is responsible for the quality, compliance, and timeliness of technical and cost proposals throughout the proposal development lifecycle.

Position is in the area of Aerospace / Aviation / Defense.

The Proposal Manager performs the following duties:

- analyzes and scrubs RFPs (Requests for Proposals)
- develops outlines and compliance matrices
- develops and manages the proposal schedules
- initiates and facilitates all meetings and reviews
- serves as the primary point of contact for authors and teammates regarding proposal activities
- writes or edits corporate information, résumés, project descriptions
- proofreads and edits material submitted by authors to ensure a quality document is being distributed to reviewers and ultimately the customer.
- On some proposals, the Proposal Manager may perform as a volume lead for technical, management, or cost areas.

The Proposal Manager has responsibility to manage all phases of the proposal development process in response to US Government RFPs. The Proposal Manager manages the following:

- all aspects of proposal preparation, revision and submission
- coordinates inputs from technical, contracts, and finance departments
- coordinates internal reviews with upper management

Education, Experience and Skills

- BA/BS and minimum 7 years of applicable experience
- Working knowledge of DOD (Department of Defense) contract types and FAR (Federal Acquisition Regulation)
- Project management skills
- Ability to work independently as well as part of a team

- Capability to prepare winning proposals under tight schedule constraints and prioritize multiple tasks efficiently and effectively
- Written, verbal, and interpersonal communication skills
- Word processing and desktop publishing experience
- Attention to detail, including proofreading and editing skills
- Ability to coordinate and report on all related tasks of customer procurements
- Understanding of US Government contracting and proposal processes
- Experience as a contracting officer a plus
- Availability to work some evenings and weekends to meet changing schedules

[« Back](#) [Top of page](#) [Next »](#)

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)[Proposals](#)[Writing](#)[Project Management](#)[Around IEEE](#)[Society News](#)[President's Column](#)[Editor's Column](#)[Reviews](#)[Tidbits](#)[Jobs](#)[Article Submission Guidelines](#)[Archives](#)[Printable Version](#)[Subscribe](#)[« Back](#) [Next »](#)

Guidelines

Newsletter Article Submission Guidelines

BY KIT BROWN

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The [editorial schedule](#) provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the [book and website review guidelines](#).

If you have questions, comments, or suggestions, please contact [Kit Brown-Hoekstra](#).

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Please do NOT submit articles as LaTeX files. They do not convert to HTML very well, and it's a major headache to ensure that text renders correctly. Also, turn off curly quotes if using Word. Acceptable file formats are .TXT, .DOC, and .RTF. Graphics can be .JPG, .GIF, or .PNG format.

Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what experience you have in the area you wrote about. (This doesn't count as part of your word count.)
- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an

article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.

- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use the (author, date) format for in-text references.** Do NOT use footnotes.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.

[« Back](#) [Top of page](#) [Next »](#)



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)[Proposals](#)[Writing](#)[Project Management](#)[Around IEEE](#)[Society News](#)[President's Column](#)[Editor's Column](#)[Reviews](#)[Tidbits](#)[Jobs](#)[Article Submission Guidelines](#)[Archives](#)[Printable Version](#)[Subscribe](#)[« Back](#)[Next »](#)

Guidelines

Editorial Schedule for 2008-09

BY KIT BROWN-HOEKSTRA

The following table shows the proposed themes for each issue through the year. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact [Kit Brown-Hoekstra](#).

Editorial Schedule for 2008-09

Month	Theme
December 2008/ January 2009	Presentations
February	Disaster Planning and Response
March	Communication and Social Networking
April	Technical Reports
May	Proposals
June	Grant Writing
July/August	Globalization/Localization
September	Visual Design
October	Making a Difference
November	Strategic Planning for Techies
December	Best Practices/Standards

[« Back](#)[Top of page](#)[Next »](#)

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 53, Number 4 • May 2009

This Issue's Content

[Main Page](#)

[Proposals](#)

[Writing](#)

[Project Management](#)

[Around IEEE](#)

[Society News](#)

[President's Column](#)

[Editor's Column](#)

[Reviews](#)

[Tidbits](#)

[Jobs](#)

[Article Submission Guidelines](#)

[Archives](#)

[Printable Version](#)

[Subscribe](#)

[« Back](#) [Next »](#)

Guidelines

Book and Website Review Guidelines

BY KIT BROWN-HOEKSTRA

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example: *Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: <http://www.strengthsfinder.com>
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.

[« Back](#) [Top of page](#) [Next »](#)

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