IEEE
PROFESSIONAL COMMUNICATION SOCIETY
NEWSLETTER

SEPTEMBER/OCTOBER 1997 VOLUME 41 • NUMBER 5

THE HISTORY OF PCS CONFERENCES

BY RUDY JOENK

Conferences again became an annual event starting in 1981.

The Professional Communication Society (PCS) has been holding conferences since its year one (1957); the tradition took root immediately. Sometimes they were called colloquia (Cl), sometimes seminars (Se), and sometimes symposia (Sy).

The first was held near home—at the Sheraton-McAlpin Hotel (34th Street at Broadway, but it s no longer there) in New York City. Two hundred and ninety people registered at fees from $3.50 to $5.00 each. Since then the sites have ranged from coast to coast in the U.S., into Canada twice, and all the way to London and Moscow. Attendance now averages about 200 people, and registration fees top $300.

During our first decade and more, in addition to their own conferences, the forerunner of PCS sponsored sessions at most of the Institute of Radio Engineers (IRE) and, later, IEEE (Institute of Electrical and Electronics Engineers) annual conventions, usually in March in New York City; some such sessions attracted 600 attendees. Other major meetings with PCS sessions were the National Electronics Conference (NEC), usually in Chicago, and the Western Electronics Show and Convention (WESCON).

There seemed to be unlimited energy in those early days: In 1959, similar conferences on the same topic were held simultaneously in Boston, Massachusetts, and Los Angeles, California. And 1961 saw meetings in both Philadelphia, Pennsylvania, and East Lansing, Michigan. Dual meetings weren t held again until 1991, in Orlando, Florida, and Moscow, Russia.

The will weakened a bit in the late '60s and '70s, but conferences again became an annual event starting in 1981, due largely to the drive of Lois K. Thuss and Daniel Rosich. Our most famous conferences may have been the series on scientific journals chaired by James M. Lufkin in 1973, 1975, and 1977. These led to the formation of the Society for Scholarly publishing; see the article "PCS and Scholarly Publishing" by Elwood K. Gannett in the July/August 1997 issue of this *Newsletter* (vol. 41, no. 4).

The IPCC (International Professional Communication Conference) logo was adopted in 1986; PCC had been used since 1983.

Unfortunately, conference proceedings are not our best preserved documents, especially prior to the 1981 conference. This is probably because of the many independent ways in which proceedings were accumulated and published. I regret any errors of omission in the following list and will gladly accept additions and corrections.

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PCS *NEWSLETTER* LOOKING FOR AN EDITOR

Professional Communication Society (PCS) *Newsletter* editor Donna Wicks is ready to devote more time to her growing family and to the final year of her engineering degree. During her year as editor, Donna recruited a new columnist and contributed some of her own writing. We will miss her and her resourcefulness.

The *Newsletter* is published six times per year in the odd-numbered months. The editor obtains and edits all content and oversees typesetting and page layout by an independent contractor. Printing and distribution are handled by the IEEE. The editor must be, or become, an IEEE member.

To provide members with news of the Society and the IEEE and with information to help them improve their communication skills, the editor also:

- Attends Administrative Committee (AdCom) meetings and International Professional Communication Conferences (IPCCs)
- Documents news items and coordinates with the AdCom
- Provides a lively mix of visuals and text
- Maintains high ethical and professional standards

Please send expressions of interest and qualifications, as well as requests for more information, to:

Dr. Rudy Joenk
2227 Canyon Blvd. #462
Boulder, CO 80302-5680

(303) 541-0060, *r.joenk@ieee.org*

Feel free also to communicate with editor Donna Wicks, *dwicks@odo.gmi.edu.*

UPCOMING EVENTS

IPCC 97	SNOWBIRD, UT ✦ OCTOBER 22-24, 1997
ADCOM MEETING	SNOWBIRD, UT ✦ OCTOBER 25, 1997
ITSC 97	BOSTON, MA ✦ NOVEMBER 9-12, 1997
IPCC 98	QUEBEC CITY, CANADA ✦ SEPTEMBER 23-25, 1998
IPCC 99	NEW ORLEANS, LA ✦ SEPTEMBER 8-10, 1999
IPCC 2000	CAMBRIDGE, MA ✦ SEPTEMBER 24-27, 2000

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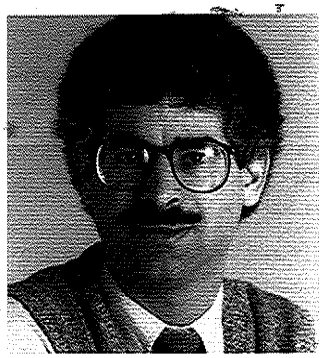
- *IEEE Professional Communication Society Newsletter* is published bimonthly by the Professional Communication Society of the Institute of Electrical and Electronics Engineers, Inc., 345 E. 47th St., New York, NY 10017. Five dollars per member per year (included in Society fee) for each member of the Professional Communication Society is paid as the subscription price. Printed in U.S.A. Periodicals postage paid at New York, NY, and at additional mailing offices.
- *Postmaster:* Send address changes to IEEE Professional Communication Society Newsletter, IEEE, 445 Hoes Lane, Piscataway, NJ 08855.
- *Editorial correspondence:* Donna M. Wicks, 6480 Grand Blanc Road, Swartz Creek, MI 48473-9403, (810) 655-4682 (h), *dwicks@odo.gmi.edu.* Articles, letters, and reviews from readers are welcome. E-mail and ASCII IBM-compatible diskettes are preferred.
- *Advertising correspondence:* IEEE Service Center, Attn: Susan Schneiderman, 445 Hoes Lane, Piscataway, NJ 08855. Phone: (908) 562-3946; fax: (908) 981-1855; *s.schneiderman@ieee.org.* The publisher reserves the right to reject any advertising.

PRESIDENT'S COLUMN



MARK HASELKORN

MEMBER ISSUES

I'd like to discuss two seemingly disparate topics: (1) the 1998 PCS dues increase and (2) the election of the 1998 IEEE President-elect. These two topics are connected by a common theme: better serving you—the PCS member.

In 1996, it cost approximately $17 to put four issues of the Transactions on Professional Communication *in your hands. For another $10 or so we also sent you six issues of the* PCS Newsletter.

At first glance, the raise in PCS dues from $17 to $22 seems inordinately high. After all, it is nearly a 30 percent raise. But let me tell you a bit more about the situation. In 1996, it cost approximately $17 to put four issues of the *Transactions on Professional Communication* in your hands. For another $10 or so we also sent you six issues of the *PCS Newsletter*. In other words, even at the minimal level of service of providing you a journal and a newsletter (and we need to do far more), PCS provided $10 per member more than was paid in dues. And this does not include the 200 or so PCS Life Members who receive both publications but pay no dues.

Despite the dues increase, the projected situation for 1998 goes even further. *Transactions* costs for 1998 are estimated to be around $26 and the *Newsletter* costs around $14. So even at the new $22 rate, next year PCS anticipates providing at minimum approximately $18 per member more than was paid in dues.

Our Editorial Advisory Committee, under the outstanding leadership of Rudy Joenk, is constantly looking for ways to reduce costs. For example, there is an ad hoc committee currently exploring the possibility of reducing printing costs by having the work done outside IEEE. However, as we look for ways to reduce expenses, we are determined not to cut the quality of our publications in the process.

In addition, we are always looking for other ways to cut general Society expenses. For example, at its July meeting the Administrative Committee (AdCom) cut its size from 21 to 18 members. There are other measures that could be taken. Our *Transactions* could be "unbundled" and made optional for members, with an accompanying reduction in the membership fee. Or AdCom size could be cut even further. Or, even better, we could improve the income side of the equation through the development and marketing of new educational, informational, and conference products produced by you—our members.

There are many pieces involved in putting together a vigorous, effective society that serves its members while maintaining financial stability. In my final President's Column next issue I will talk more on this subject. In the meantime, I hope you will accept the difficult but necessary step taken by AdCom to raise member dues by $5, and understand that it was motivated by a desire to maintain a high level of service to our members.

Another way in which PCS serves its members is by advocating the importance of technical communication in the overall engineering endeavor. Much of this effort is directed towards the other entities that comprise the IEEE. In a previous column I discussed our efforts in this area directed towards the Admission and Advancement Committee on behalf of prospective IEEE/PCS members. I stated then, "the engineering endeavor has changed greatly over the last decade, and if IEEE cannot accommodate the growing set of disciplines contributing to design, operations, customer support, etc., then we will decrease both our potential for growth and our representation of engineering as it is currently being practiced." Now as we approach another IEEE Presidential election this issue has again emerged.

First, let me emphasize that all three candidates for 1998 President-elect are extremely able, and I do not propose that voters make their decision based on a single issue. On the membership issue, however, one candidate has clearly emerged as most in tune with the needs and perspectives of PCS members. In the July issue of *The Institute,* the three candidates were asked the following question: "Since the IEEE tries to serve so many technical disciplines, has it fallen into an identity crisis? Should the IEEE reassess its qualifications for membership?"

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RECOLLECTIONS

BY DAVID B. DOBSON, IEEE LIFE SENIOR MEMBER

Dave Dobson joined the IEEE (then IRE) in 1950 and PCS (then EWS) in 1957. He was an AdCom member from 1973 to 1978 and has always been a resource for PCS printing and publishing activities and problems.

1969 Conference

In 1969 the Professional Group on Engineering Writing and Speech (EWS) had a conference in Washington, DC: "Where is Technology Leading Communications?" Part and parcel of this conference was coverage of the field—*then new*—of computer typesetting. It was an excellent conference that pulled together industry leaders, and the record of that conference (*IEEE Trans. Eng. Writing and Speech,* vol. EWS-12, no. 2, August 1969) was produced on an IBM Selectric Composer.

1981 Conference

This conference covered "different" material.

The 1981 Professional Communication Society (PCS) conference in Washington, DC, [Communications With/For/By Government] was the first after a gap of several years. Della A. Whittaker was program chair and she was, as many of you may remember, just out of a National Institutes of Health series of cancer treatments. I knew she felt lousy, but she never let a hint of it show through during "public" times—which was when she was with *anybody.*

Della decided that there had been enough —or perhaps too much—emphasis on the "usual mechanics of the language," so that conference would, while still addressing communication, and professional communication especially, reach out into other professional fields.

A review of the subjects covered reveals that the topics she pulled together were designed for the practicing engineer-communicator, not for academic theorists. These proved to be an outstanding group of topics—all *professional communication,* but not in the sense that 99.9 percent of the present PCS members consider it.

Museums are *professional in communicating* technical information to their visitors quickly and concisely. Della used the resources provided to build—delightedly—several outstanding presentations, some complete with models.

There also was emphasis on the professional communication required when applying for a job—hence the contribution on resumes. And so it went through the entire program.

All in all, the attendees enjoyed this "different" PCS conference, and they were emphatic in saying so. That this one took a turn away from the "usual" was due entirely to the "unusual" person who became program chair.

Society for Scholarly Publishing

The Society for Scholarly Publishing (SSP) was dreamed up by a few old stalwarts at an Administrative Committee (AdCom) meeting held at Random House, in Bennett Cerf's boardroom. He sat in for some of the discussion as did Alfred N. Goldsmith. At that time the idea of "servicing" the scholarly market was addressed, and the result was the (in)famous PCS conference held at the Hotel Commodore (today's Grand Hyatt) with, among others in attendance:

Robert Maxwell (yes, *the* Robert Maxwell)
Philip Abelson (editor of *Science*)
George Scherr (editor of the *Journal of Irreproducible Results*)
Fred Praeger (leader in moving scholarly publishing from German to English)

To me the outstanding discussion revolved around Robert Bemer's "Integrating Computer Text Processing with Photocomposition." This was one of the first stabs at the problem of typesetting mathematics—and the discussion raged all over the hotel for a day or two. (I wonder what Mr. Bemer thinks today, looking back with the perspective of time.)

Attendance at that meeting was good—about 250 or so—and that was the kickoff of what evolved into the SSP. It was as the

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CURMUDGEON'S CORNER

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.*

OH, STOP WHINING!

I recently forwarded the following to Kim Sydow Campbell, the editor-elect of PCS' *Transactions*, and George Hayhoe, editor of the journal of the Society for Technical Communication:

> I am returning this otherwise good typing paper to you because someone has printed gibberish all over it and put your name at the top.
>
> — *English professor, Ohio University*

According to their replies, it spoke to their condition (as both editors and English professors), just as I thought it would.

It is an amusing and creative way to say, "This submittal is garbage." Or, "You have not taken the pains with this [paper, article, report] that the occasion deserves." Or, "You are a really terrible writer, and perhaps even a stupid person."

There is so much of that going around (terrible writing, carelessness, stupidity). And it's getting worse.

Tom Lehrer, a Harvard-trained mathematician, wrote a gaggle of amusing and creative songs in the 1950s and 1960s, pointing out "the garbage-y and stupid" in the society of that day. Or at least what he thought was "garbage-y and stupid," which pretty much coincided with my own views. Like Irish ballads, and dope, and football.

Sometime between then and now, Lehrer dropped from view... stopped writing and performing. When a reporter found him and asked why he wasn't doing topical humor anymore, he replied that there was nothing funny about the problems of the day. Things like Watergate, and Jeffrey Dahmer, and crack.

"We are not amused," said Queen Victoria.

I don't know whether I'm really a curmudgeon, or have just been playing a mildly amusing part during my years of sitting on top of this column. (I've always thought the former, but several letters from readers have disputed that.) If it's been the latter, I don't think I'm amused, or amusing, any more. At least it's becoming too difficult to try.

In any case, the most important part of any creative venture is knowing when you've applied the last brush stroke, composed the last cadenza. Knowing when to quit. Which I'm doing with this column.

It's been fun... a bully pulpit, Teddy would have called it. No one has ever told me what I dare not, or dare not fail to, write about, and that has been a blessing. I've also been blessed by kind words from a number of readers. Even those who weren't kind were interesting. You can't ask for more than that, and I don't.

The line from Tom Lehrer that I've always liked best is, "If you can't communicate, the least you can do is shut up." Okay....

Editor's Note: The *Newsletter* extends its sincere gratitude to Joan Nagle for her past contributions and wishes her success in her future endeavors.

I don't know whether I'm really a curmudgeon, or have just been playing a mildly amusing part during my years of sitting on top of this column.

NEWSLETTER SCHEDULE

Contributions are welcome. Send proposals for columns to the editor. E-mail and ASCII files are preferred.

To submit articles, write:

Rudy Joenk
2227 Canyon Blvd. #462
Boulder, CO 80302-5680
303-541-0060
r.joenk@ieee.org

Issue	Deadline	Issue	Deadline
Jan./Feb. 1998	7 Nov. 1997	July/Aug. 1998	8 May 1998
Mar./Apr. 1998	9 Jan. 1998	Sep./Oct. 1998	3 July 1998
May/June 1998	6 Mar. 1998	Nov./Dec. 1998	4 Sep. 1998

THE NEWSLETTER EDITORS OF PCS

BY RUDY JOENK

The appearance of the Newsletter *has varied considerably.*

The Professional Communication Society *Newsletter* was launched in PCS year one (1957), just three months after the first Administrative Committee (AdCom) meeting. Until about 1976, however, publication was not very regular, and the early volumes had from one to six issues, with three being fairly common. Nearly all of the AdCom meeting minutes carried an exhortation for the group to help the *Newsletter* editor find suitable material.

From 1975 on there were four only slightly aperiodic issues per year; 1989 saw five issues; and since 1990 we've had a stable bimonthly schedule. The number of pages per issue has ranged from two to 24.

The appearance of the *Newsletter* has varied considerably also. Many editors graciously used the facilities at hand, frequently those of their employers, in producing their issues, so the format and fonts often varied from editor to editor. Most of the issues have been 8.5 in. × 11 in., but in 1961 and 1962 the format was 5.5 in. × 8.5 in.; and for its first few years the *Newsletter* was printed on yellow stock. Color was added, along with the current design, to vol. 39, no. 4, in mid-1995.

Unfortunately, many issues of the *Newsletter* have not found a home in our archives. For example, most of volumes 5-7 (1962-1964) are missing, as is all of volume 12 (1969), and individual issues from other years. We would be grateful to receive any copies now gathering dust in attics, and I apologize if my unscientific research has led me to misassign any issues to editors or vice versa.

VOL.–NO. (ISSUES)	DATES	EDITOR
1-1 to 3-1 (9)	20 August 1957–1 September 1959	John M. Kinn, Jr.
3-2 to 3-6 (5)	8 January 1960–27 December 1960	William A. Stocklin
4-1 to 5-3 (6)	April/May 1961–July/August 1962	Theodore T. Patterson, Jr.
6-1 to 7-3 (6)	February 1963–October 1964	Robert H. Lee
8-1 to 10-5 (13)	January 1965–December 1967	C. Wesley Fields
11-1 to 11-3 (3)	March 1968–December 1968	Elmer T. Ebersol
12-1 to 13-1 (3)	February 1969–March 1970	Emil M. Geverd
13-2 to 15-2 (7)	August 1970–April 1972	Walter B. Dennen, Jr.
15-3 (1)	December 1972	Ralph Ciafone
16-1 to 19-2 (8)	December 1973–July 1976	Irving M. Seideman

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TOOLS OF THE TRADE

How to Deliver Winning Presentations

CHERYL REIMOLD

Cheryl Reimold has taught communication skills to engineers, scientists, and business people for 15 years. Her firm, PERC Communications (6A Dickel Road, Scarsdale, NY 10583, telephone (914) 725-1024), offers customized in-house courses on writing, presentation skills, and on-the-job communication skills.

Part 3: Connecting Through Body Talk

In previous columns, we have seen that the real secret to powerful delivery is a strong, positive, uninterrupted *connection* with the audience. To build that connection, you first of all need the right *attitude*. This is a combination of appreciation and respect for your listeners and enthusiasm about getting your message across to them.

Now let's look at ways to *express* that attitude with your body and face.

Position: Getting past the "terror line"

There is an invisible "line of terror" in front of the projector table. Staying behind that line when you don't have to (for example, when you're not tied to a fixed microphone) signals to the audience that you are not comfortable with them. But for you to connect with the audience, they *must* feel you're not just comfortable but truly happy to be with them. That's why it's crucial to cross the terror line at the very start.

Taking that step may create a momentary "white-out." This is perfectly harmless. Simply smile and remind yourself that you are there for one purpose only: To give the audience a message of value to them. Then your senses will return to you. Once you're over the shock, you'll find that the audience is much less frightening when you're close to them.

Some presenters move naturally; others seem to grow roots wherever they plant themselves.

Keeping in touch through "motivated movement"

Some presenters move naturally; others seem to grow roots wherever they plant themselves. There are two problems with not moving: (1) It conveys a sense of discomfort, and (2) it makes it impossible for some people to see your visuals, if you are using any.

So, you have to move but with some *reason*. Senseless movement is distracting. Fortunately, you have several good reasons to move: (1) To get closer to the person with whom you're making eye contact at the moment, (2) to put on a new visual, (3) to guide the audience through a visual you're discussing, or (4) to get out of people's way so they can see a visual you may have blocked. Even people who feel awkward about moving around during a presentation can easily get used to this approach.

How to forget about your hands

Do your hands grow into huge, heavy appendages as soon as you start giving a talk? It doesn't have to be that way. The key is, once again, "motivated movement." Your arms and hands are tools of expression; use them to enhance your message. When you practice your talk, look for "movement" words, words or expressions that you can intensify with a gesture. Here are the main types of movement words, with some examples:

- Pronouns—*I, my, we, you, all of us*
- Counting expressions—*three, first... second ...*
- Descriptive expressions—*on the one hand... on the other hand, high... low, suddenly, repetitive, even, variable*
- Action verbs—*collect, throw out, smooth over, raise, lower*

Also, you will find that your hands become naturally expressive as you get involved with your talk. The problem is usually at its worst at the beginning. Therefore, you need to *plan strong, lively material* for that first minute. (That was one reason I recommended having an attention getter and your main message in the introduction of your presentation.) When you have something exciting to say right at the start,

A smile is perhaps the greatest connector. Unfortunately, some people find it hard to smile, especially in a technical presentation.

you'll never even think about those beastly hands! And once you've started waving them around, they'll keep right on going until you make your final point.

Keep smiling

A smile is perhaps the greatest connector. Unfortunately, some people find it hard to smile, especially in a technical presentation. When I discuss this with them, they object that there's nothing funny about their subject. That may be true, but the secret is to derive the smile not so much from the subject matter as from the pleasure of being with the audience.

I have witnessed plenty of presentations about dry, unfunny subjects in which the presenter beamed brightly throughout, with the result that the audience was totally won over. There was nothing at all unnatural or inappropriate about the smile. It simply expressed enthusiasm about the work or product, the audience, and the chance to make this presentation to them.

By contrast, I have talked to many people in our seminars who found their careers threatened by their inability to smile. They were dismayed that peers and superiors interpreted their unwavering seriousness as unfriendliness, arrogance, aloofness, or some other form of negativity. Their subordinates didn't want to obey their instructions, and their internal clients ignored their recommendations. The same thing happens in a presentation: The audience will tune you out or fight you if you're sad, somber, or even just bland.

So smile as broadly as you can. It will not only charm your listeners but also lift your own attitude!

RECOLLECTIONS

(continued from page 4)

result of benign neglect on the part of the PCS AdCom (my opinion) that the Society for Scholarly Publishing ever got off the ground as a separate entity. The "Father" of SSP is James M. Lufkin, who had the idea for the 1973 divergence into this field, but I'm sure he wanted it to stay as part of the Professional Communication Society.

Plays

In the days before the New York Hilton was built, the IEEE (then IRE) held its annual meeting at the Waldorf Astoria and the Kingsbridge Armory. With the competition of the Colosseum (now gone) and the New York Hilton, the sessions moved to the Hilton with exhibits at the Colosseum.

One of the features of those Hilton meetings was a playlet—presented by EWS, at the early hour of 8:00 a.m.—on how (or how not to) present a paper. The room was always *packed*, with standers all around the walls. (Several times the Fire Marshall had to cut off more entrants.) The playlet lasted about 20-30 minutes; questions followed; and then all broke for the regular sessions.

This went on year after year, almost until the demise of the "one show" concept. Engineers seemed to be willing to admit that they could learn through laughter and example.

Editor's Note: These plays were written by James M. Lufkin; they will be described briefly in the next issue of this *Newsletter*, vol. 41, no. 6, November/December 1997.

The two words "information" and "communication" are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

— Sidney J. Harris

FLOCCIANUCHINIHILIPILIFICATION

VOLTAIRE, ANYONE?

BY MICHAEL BRADY

Consider Cartesian coordinates. Without them, high-school algebra would be unteachable and financial predictions would seem even less trustworthy. Indeed, we are indebted to René Descartes (1596-1620), the demi-god of rational thought. Likewise, we owe much to one of his countrymen of the subsequent century, François Marie Arouet de Voltaire (1694-1778), the thinker who took prose to the public and set the stage for the vaulted concepts of western civilization, built on the solid foundation of reason.

Unquestionably, we are children of the Age of Reason. It's neat, and it permeates. Art and science, body and soul; orthogonality maps our world. No sector of contemporary western life is complete without its rational delineation. Even in the pages of this *PCS Newsletter,* it lurks, in the coordinates of the English teacher on one axis and the engineer on the other.

Unquestionably, we are children of the Age of Reason.

Perhaps the patron saint of the PCS should be Voltaire, the son of a company functionary who, like Descartes, was educated by the Jesuits, and who rose to be the leading playwright in Europe and a political philosopher whose impact shaped much of our present day. We should be thankful.

Or should we? John Ralston Saul, who holds a Ph.D. degree from Kings College (London), maintains that the answer is a tenuous "maybe." In Voltaire's *Bastards* (New York, 1992, Vantage Books, ISBN 0-679-74819-9) he convincingly contends that the Age of Reason is still with us and that it is as much the snare that constrains as the salvation that frees.

Yet Saul emulated Voltaire in a later work more accessible to those with a lesser penchant for philosophy. In *The Doubter's Companion, A Dictionary of Aggressive Common Sense* (New York, 1994, the Free Press, ISBN 0-02-927722-1) he argues that modern dictionaries, the code books of modern writing, reflect the rationalist orthodoxy of our time and that much of our language has become inaccessible to the citizenry who ostensibly should benefit from it. He does this by stripping terms of their formal shells.

Air conditioning is "an efficient means of spreading disease in enclosed public places," and a business school provides "an education which above all teaches that the management of structures is impervious to failure." And so on, from A to Z, Saul's dictionary comprises "opinion presented as truth in alphabetical order."

His opinion is unnerving for any writer dedicated to promulgating precision in the rhetoric of engineering, the most applied of the applied sciences.

On the topic of scientific communication, Saul is merciless, as he defines the word "boring" by observing that "The scientific community speaks about its work in a cool and disinterested manner. To present an exciting profile would be unprofessional. Any excess of emotion would suggest a lack of neutrality and therefore a tendency to read what they want in the facts rather than reporting what they see. Scientific objectivity must therefore appear to be boring."

That arguably is an overdose of "seeing ourselves as others see us." But it points to Saul's contribution of having taken a bold step to pry public language free of the jargon of current expertise. As such, it's a compendium of caveats on the follies of our craft and an absorbing, admonishing reference that belongs on the professional writer's bookshelf.

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THE HISTORY OF PCS CONFERENCES

(continued from page 1)

Date Location Conference Chair	Conference Title or Theme Program Chair
21-22 October 1957 New York, NY Daniel J. McNamara	First National Symposium on Engineering Writing and Speech—The Engineer Speaks and Writes Patrick J. Lahey
1-2 October 1958 New York, NY Joseph D. Chapline, Jr.	The Engineer Writes and Speaks; published in *IEEE Trans. Eng. Writing and Speech.*, vol. EWS-2, no.1, January 1959 Theodore T. Patterson, Jr.
17-18 September 1959 Boston, MA Alexander H. Cross	More Effective Communication of Engineering and Scientific Information Constantine J. Lahanas
17-18 September 1959 Los Angeles, CA Joseph M. Cryden	More Effective Communication of Engineering and Scientific Information
13-14 October 1960 Chicago, IL Melvin Whitmer	International Symposium on Engineering Writing and Speech—The Engineer's Fourth Dimension: Communicating
14-15 September 1961 Philadelphia, PA Andrew M. Burke	Technical-Scientific Communications; partially published in *IEEE Trans. Eng. Writing and Speech,* vol. EWS-5, no. 2, December 1962 George Boros and Edgerton R. Jennings
16-17 October 1961 East Lansing, MI Lawrence J. Giacoletto	Communication: The Modern Engineer's Function, with the College of Engineering, Michigan State University (Sy) Joseph D. Chapline, Jr., and Chester W. Sall
13-14 September 1962 Washington, DC Paul J. Martin	Engineering Writing and Speech: An Art or a Science? (Sy) John E. Durkovic
2-3 May 1963 East Lansing, MI A. A. Canfield	Communicating Engineering Progress (Cl) Joseph D. Chapline, Jr.
24-25 February 1964 New York, NY Charles A. Meyer	Writing-Improvement Programs for Engineers, with the IRE Prof. Tech. Group on Education (Se)
14-15 May 1964 East Lansing, MI Thomas Farrell, Jr.	The Manager s Role in Organizational Communications (Cl)

Simultaneous conferences in 1959 and dual conferences in 1961

Date Location Conference Chair	Conference Title or Theme Program Chair
6 February 1967 Philadelphia, PA John S. Donal, Jr.	The Improvement of the Strategy of Industry's Oral Presentations Made to Government in Connection with Contract Marketing Paul A. Lathrop and H. R. Robinson
24-25 February 1969 Washington, DC Charles A. Meyer	Where Is Technology Leading Communications?; published in *IEEE Trans. Eng. Writing and Speech*, vol. EWS-12, no. 2, August 1969
14-15 February 1972 Philadelphia, PA John C. Phillips	The Psychology of Technical Communications; published in *IEEE Trans. Prof. Commun.*, vol. PC-15, no. 2, June, and no. 3, September 1972
17-19 May 1973 New York, NY James M. Lufkin	The Future of Scientific and Technical Journals; published in *IEEE Trans. Prof. Commun.*, vol. PC-16, no. 3, September 1973 John C. Phillips
29-30 April 1974 Pittsburgh, PA William Arrott and Thomas E. Nunan	Getting Your Ideas Across: Maximizing Engineers' Communications Skills in Business and Industry (conference/seminar/workshop)
28-30 April 1975 Cherry Hill, NJ James M. Lufkin	IEEE Conference on Scientific Journals; published in *IEEE Trans. Prof. Commun.*, vol. PC-18, no. 3, September 1975 Charles W. N. Thompson
2-4 May 1977 Reston, VA James M. Lufkin	IEEE Conference on Scientific Journals; published in *IEEE Trans. Prof. Commun.*, vol. PC-20, no. 2, September, and no. 3, November 1977 Charles W. N. Thompson
17-18 March 1978 Richmond, VA Emily K. Schlesinger	Practicum in Communication, with the IEEE Richmond, VA, Section
16-18 September 1981 Arlington, VA Daniel Rosich	Communications With/For/By Government Della A. Whittaker
13-15 October 1982 Boston, MA Lois K. Thuss	Sharpen Your Competitive Edge Peter L. Morawetz
19-21 October 1983 Atlanta, GA Lois K. Moore	The Many Facets of Computer Communications James W. Hill

Conferences in Canada, England, and Russia...

Date Location Conference Chair	Conference Title or Theme Program Chair
10-12 October 1984 Atlantic City, NJ Andrew Malcolm	The Practical Aspects of Engineering Communication John E. Friedman
16-18 October 1985 Williamsburg, VA James W. Hill	Bridging the Present and the Future Roger A. Grice
22-24 October 1986 Charlotte, NC Steven Doheny-Farina	Linking Technology and Users Roger A. Grice and Timothy J. Mullen
14-16 October 1987 Winnipeg, Canada Ronald S. Blicq	Engineering Communication: A Byte into the Future Tony Rhodes-Marriott
5-7 October 1988 Seattle, WA Gary D. Greenup	On the Edge: A Pacific Rim Conference on Professional Technical Communication David K. Farkas and Mark P. Haselkorn
18-20 October 1989 Garden City, NY Richard M. Robinson	Communicating to the World Robert Krull and Philip Rubens
12-14 September 1990 Guildford, England John B. Moffett	Communication Across the Sea: North American and European Practices, with the United Kingdom and Republic of Ireland Section of IEEE Region 8 Gordon H. Byford, Salvatore J. DeAmicis, and Basil W. Osborne
8-10 Oct 1991 Moscow, Russia Ronald S. Blicq, Yuri M. Gornostaev, and Henrich S. Lantsberg	International Colloquium on New Information Technology, with the Prof. Commun. Section of the (then) U.S.S.R. A. S. Popov Society
30 Oct - 1 Nov 1991 Orlando, FL Daniel L. Plung	The Engineered Communication Christopher J. Forbes
29 Sep - 3 Oct 1992 Santa Fe, NM Susan B. Dressel	Crossing Frontiers Joseph T. Chew
5-8 October 1993 Philadelphia, PA Michael B. Goodman	The New Face of Technical Communication: People, Processes, Products Janet H. Rochester and David E. Milley

Date Location Conference Chair	Conference Title or Theme Program Chair
28 Sep - 1 Oct 1994 Banff, Canada Pamela R. Kostur	Scaling New Heights in Technical Communication David K. Farkas and Laurel K. Grove
27-29 September 1995 Savannah, GA George F. Hayhoe	Smooth Sailing to the Future Roger A. Grice
18-20 September 1996 Saratoga Springs, NY Roger A. Grice	Communication on the Fast Track Stephanie L. Rosenbaum and Lori K. Anschuetz
22-24 October 1997 Snowbird, UT Karl L. Smart	Crossroads in Communication Robert E. Houser, Jr., and D. Scott DeLoach
23-25 September 1998 Quebec City, Canada Ronald S. Blicq	Contemporary Renaissance: Changing the Way We Communicate Lisa A. Moretto

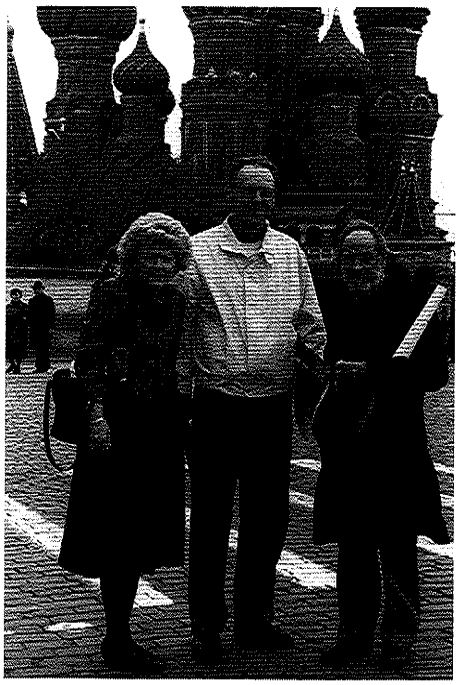
CONFERENCE MEMORIES

Top Right:
George Martin entertaining at IPCC 91 in Orlando, Florida.

Bottom, Left to Right:
Nancy Corbin, Rudy Joenk and Ron Blicq in Red Square in 1990.

Henrich Lantsberg and Dan Plung at IPCC 91 in Orlando, Florida.

Herb Michaelson, Marlene Kehoe and Bill Kehoe at IPCC 92 in Santa Fe, New Mexico.



THE NEWSLETTER EDITORS OF PCS

(continued from page 6)

VOL.–NO. (ISSUES)	DATES	EDITOR
19-3 to 25-2 (24)	September 1976–April 1982	Emily K. Schlesinger
25-3 to 25-4 (2)	July 1982–October 1982	David L. McKown
26-1 to 27-4 (8)	January 1983–October 1984	Rudolph J. Joenk, Jr.
28-1 to 35-4 (30)	January 1985–July 1991	Deborah L. Flaherty (Kizer)
35-5 to 37-3 (11)	September 1991–May/June 1993	Bruce Brocka
37-4 to 37-5 (2)	July/August 1993–September/October 1993	Rudolph J. Joenk, Jr.
37-6 to 39-6 (13)	November/December 1993–November/December 1995	David E. Nadziejka
40-1 to 40-4 (4)	January/February 1996–July/August 1996	Rudolph J. Joenk, Jr.
40-5 to 41-5 (7)	September/October 1996–September/October 1997	Donna M. Wicks

Many editors graciously used the facilities at hand, frequently those of their employers, in producing their issues, so the format and fonts often varied from editor to editor.

Editor's Note: The *Transactions* editors of PCS are acknowledged in *IEEE Trans. Prof. Commun.*, vol. 40, no. 1, pp. 1-3, March 1997, in a review by current editor Scott P. Sanders.

PRESIDENT'S COLUMN

(continued from page 3)

On the membership issue, however, one candidate has clearly emerged as most in tune with the needs and perspectives of PCS members.

Two of the three candidates—Joel Snyder and Donald Bolle—gave what I would characterize as essentially "status quo" answers. Don stated that he saw "no real problem with current membership requirements," while Joel encouraged "all who are interested or active in our technologies to join us for our own betterment."

The petition candidate, Ken Laker, clearly went beyond the other two in addressing this question. Ken wrote, "Electrotechnology innovation is becoming more market driven and interdisciplinary. There is an increasing commercial, consumer, and educational dependence on electrotechnology. These shifts bring engineers and professionals from other disciplines into the domain of IEEE and broaden the career options for those educated in IEEE disciplines. I view these as opportunities, not signs of crisis. Qualifications for IEEE membership are the core of IEEE. They need to be continuously evaluated for their match to contemporary needs of IEEE, its members and the profession."

Don't forget to vote.

Correction

Karen Schriver's name was misspelled in the last President's column (July/August issue); we regret the error.

CALL FOR PAPERS

IPCC 98

A CONTEMPORARY RENAISSANCE: CHANGING THE WAY WE COMMUNICATE

QUEBEC CITY, CANADA • SEPTEMBER 23-25, 1998

Come and Participate!

The IEEE Professional Communication Society (PCS) invites you to the 1998 International Professional Communication Conference (IPCC) to be held during International Communication Week at Quebec City, the "City of Romance" on the shores of the St. Lawrence River in Canada.

Our theme, "A Contemporary Renaissance," covers all aspects of the changes in communication that we are all experiencing, from new tools, products, and methods of communicating to new concepts for reaching, teaching, and learning from each other in a new world of shrinking boundaries between countries and disciplines.

We expect this conference to burst with new ideas, and we hope you will come to Quebec and contribute! Proposals from all disciplines (technical and practical) are welcome. You can present a 15-20 minute paper, run a workshop or a panel, or participate in an "Idea Market"—a small group session in which the presenter uses a flip chart and a few bulleted points to trigger discussion. This is the Fourm 95 session format. (We will group approximately 10 Idea Market presenters together at a time.)

Just send us a 300-500-word proposal for whichever format appeals to you, along with a short bio of the presenter(s). Indicate whether you will present in English or French.

Choose your own new idea or select one of the following aspects of A Contemporary Renaissance:

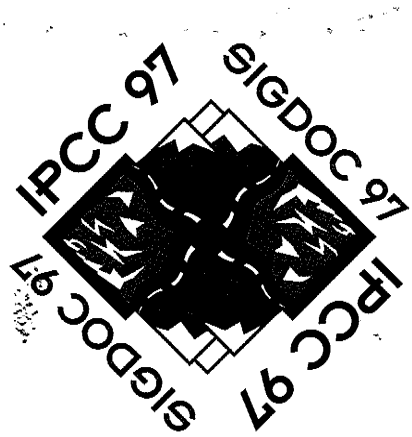
1. An Explosion of Artistic and Intellectual Activity
   - Expanding the way we communicate, both artistically and intellectually
   - Using the World Wide Web to communicate ideas
   - Translating documentation and writing for an international audience
2. A Revival or Rebirth of Communication
   - Changing the way we perform tasks we've done in the past (teaching, writing, training, managing people, managing projects)
   - Defining today's Technical Communicator
3. A New Way of Working: Changes in Our Workplace and Communication Process
   - Accessing information
   - Dealing with information overload
   - Distributing information to a wider audience
   - Communicating with a multi-cultural audience
   - Developing distance-learning techniques
   - Telecommuting and working from home

PROPOSALS ARE DUE JANUARY 18, 1998

Please send proposals to: Lisa Moretto • 6001 South Kings Hwy, Unit 767 • Myrtle Beach, SC 29575
phone/fax: (803) 238-9417 • e-mail: *RGI_Lisa@compuserve.com*

For online information, check: *www.ieee.org/pcs/pcsindex.html* and *www.quebec_region.cug.qc.ca*

SIGDOC/IPCC 97 CROSSROADS IN COMMUNICATION



SIGDOC 97 (October 19-22, 1997) — IPCC 97 (October 22-24, 1997)

ACM's Special Interest Group on Documentation (SIGDOC) and IEEE's Professional Communication Society (PCS) are hosting a linked conference with a shared theme "Crossroads in Communications." SIGDOC 97 and IPCC 97 (International Professional Communication Conference) provide a forum for individuals with varied backgrounds and interests to explore issues related to technical communication.

As we near the 21st century, we face many important crossroads that affect what we do and how we do it:

- Downsizing is causing many people to leave full-time jobs for a life of contracting.
- Online documentation is challenging print as the dominant documentation media.
- The increasing popularity of the Internet is encouraging document distribution through the Web.
- New technology and corporate reengineering are changing how we and others define and view technical communication.
- Changing job roles provide technical communicators with the opportunity to develop new skills.

Meet with us at Snowbird Conference Center and Resort—set in the pristine Wasatch Mountains east of Salt Lake City, Utah—to talk about these crossroads (and others) we face as technical communicators. Plan now to attend.

Check out our websites: http://www.acm.org/sigdoc/sigdoc97 and http://www.ieee.org/pcs/pscindex.html

SIGDOC 97 Contact:
Matthew Whiting, Program Chair
c/o Corel, Inc.
567 E. Timpanogas Parkway
Orem, UT 84097
Phone: (801) 765-4010, ext. 7263
Fax: (801) 765-4100
E-mail: mattw@corel.com

IPCC 97 Contact:
Scott DeLoach, Program Chair
215-A Mitchell St. SW #6
Atlanta, GA 30303
Phone: (404) 623-7797
Fax: (770) 813-3963
E-mail: scott.deloach@pobox.com

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