

## Houston Trade Business News

### ASBPE Hosts Newest Enron Book Tour

**H**ow far should a reporter go to cover a story of such proportions that it could topple a business giant and forever change the industry in which that business resides?

In a special meeting to the American Society of Business Publication Editors and the Houston chapter, on Aug. 7 meet Rebecca Smith of *The Wall Street Journal* and find out how she helped break the Enron story with fellow reporter John Emshwiller.

As a bonus, the first 15 people to RSVP will receive a free copy of *24 Days, How two Wall Street Journal reporters uncovered the lies that destroyed faith in corporate America*,

written by Smith and Emshwiller and scheduled for release in early August. You must be present to win.

To register, contact chapter president



Trudy Schreiner at (832) 755-2805 or [tschreiner@houston.rr.com](mailto:tschreiner@houston.rr.com) \*

**Thursday Aug. 7**

**When:** 6:30 – 8:30 p.m.

**Where:** Museum of Printing History, 1324 W. Clay

**Topic:** Behind the Scenes at *The Wall Street Journal* – Breaking the Enron Story

**Speaker:** Rebecca Smith

**Admission:** \$15

wine and hors d'oeuvres will be served

### Supplementing Advertising Dollars

**"T**he economy is affecting everyone," said a recent speaker for an American Society of Business Publication Editors (ASBPE) Houston chapter meeting.

Companies are holding their purse strings tighter, cutting back on trade show representation and becoming more thrifty about where they send their advertising dollars.

During these times of scaled back publications, with fewer ad pages and thus fewer editorial pages, it is important to turn to different ways of supplementing a magazine's income.

Janet Wilmoth, editorial director of *Fire Chief*, a Chicago-based PrimediaBusiness magazine, and Dr. William Pike, board

member for the Houston ASBPE chapter as well as editor in chief and editorial director for *Hart's E&P* magazine, will discuss Tuesday Aug. 19 how their respective magazines have enhanced revenue outside of ad sales.



The fire department's loyal mascot oversees business in a fire station.

Updated yearly, *Fire Chief's* wall chart showing weapon-of-mass-destruction federal

assets has proven especially popular with fire-fighters and emergency responders.

Wilmoth joined *Fire Chief* in 1986 as associate editor, leaving in late 1988 to join Talcott Publishing where she started several magazines, including *Souvenir*; *Portfolio*; and *Minneapolis Woman*.

Wilmoth returned to *Fire Chief* in 1998 and has added *Fire/EMS Product News*; *In Service*; *Station Style*; and *Wildfire* to the franchise.

For more information about Pike, see bios on page 10. \*

**When:** Aug. 19  
6:30 – 8:30 p.m.

**Where:** Museum of Printing History, 1324 W. Clay

## Houston Chapter



### President

Trudy Schreiner  
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## State of the Publishing Industry

By Monique A. Barbee - Houston Chapter Secretary

"The economic climate we're in today is extraordinary, maybe even unique in my lifetime and probably most others," Patrick Toensmeier, former editor in chief, *Modern Plastics*, said during the Houston chapter's State of the Publishing Industry meeting in April. "The economy is affecting everyone. No one is above it, at least that I've talked to."

Toensmeier's resounding message for trade publishing companies during what he said is "probably the worst recession in decades," is to "look at their strategy" and "figure out ways they can differentiate themselves from competitors."

In a time where advertising is low, book sizes are becoming more conservative, staff is becoming thinner and some magazines are publishing less frequently, "we need to ask ourselves some hard questions – what could we be doing better?"

*"Good data is always popular with readers and a good way to differentiate content from a competitor." – Patrick Toensmeier*

Toensmeier asked.

"Everyone likes data as it relates to the continuing need for quality information, especially in the current economy, that exists among readers of all trade magazines," he said. "Good data is always popular with readers and a good way to differentiate content from a competitor."

Toensmeier suggested some ways to help publishing companies stay above water:

- talk to readers and find out what they need;
- leverage editorial content in other areas;
- have dynamic Web sites;
- make a global version of a company publication (publish in another language) and send it out with the magazine;
- graphics - use them to bring the reader into the story, highlight information not found in the article with a graphic; and
- remember editorial integrity.

(see **Industry** on page 8)

## Inaugural Meeting: Networking and Information Opportunities

By Monique A. Barbee - Houston Chapter Secretary and Trudy Schreiner - Houston Chapter President

Business editors and writers now have a local organization geared specifically toward their needs. The Houston chapter of the American Society of Business Publication Editors (ASBPE) held its inaugural meeting Feb. 27 to introduce the local chapter's officers and board members to a group of editors, reporters and freelancers associated with trade publications.

Attendees met at the Museum of Printing History in the Montrose area to share copies of their magazines and learn about the benefits of membership in ASBPE.

President Trudy Schreiner opened the meeting by introducing the chapter's officers

and board member in attendance: Theresa Ward, vice president; Monique A. Barbee, secretary; Chuck Wilson, treasurer; and Matthew Veazey, board member.

Schreiner also gave a brief overview of ASBPE, which she described as "a national organization that offers networking and professional development opportunities geared specifically to the needs of business editors and writers." Regular membership is open to editors and writers who work for business, professional, trade and association/society publications, including freelance writers. Affiliate membership is open to any individual or supplier who offers products or services to

regular members and/or their publishing organizations.

Each person in attendance received a list of possible speaker topics for upcoming Houston chapter meetings. Attendees were asked to take a moment to fill out the list with numbered preference.

Among the topics selected were "How to write editorial guidelines," "Building better entry points into your story – better writing, sidebars, etc.," and "How to revitalize annual stories."

Schreiner discussed the Houston chapter's meeting goals and planned topics.

The next meeting, "Supplementing Advertising Dollars," will be 6:30 p.m.



Editors and writers gathered at the Museum of Printing History on Feb. 27. Back row (left to right): Bruce Saur, Chuck Wilson (treasurer), Rick Von Flatern, Monique A. Barbee (secretary), Gem Smith, Bob Tippee, Matthew Veazey (board member) and Elroy Forbes Jr. Seated (left to right): Theresa Ward (vice president), Bridget Mintz Testa, Jo Ann Davy and Trudy Schreiner (president).

Tuesday Aug. 19.

The Oct. 23 meeting will be about how to submit winning entries to the ASBPE annual contest in February. Secretary Monique A. Barbee will be among the panel speakers. Chapter meetings are scheduled the last Thursday of every other month, from 6:30 p.m. to 8 p.m. at the museum. For more information about ASBPE or upcoming events, contact Schreiner at [tschreiner@houston.rr.com](mailto:tschreiner@houston.rr.com) or (832) 755-2805 or visit [www.asbpe.org](http://www.asbpe.org). ★

## Spending a Day with Edward Tufte

By Theresa Ward - Houston Chapter Vice President

Thanks to Robin Sherman, ASBPE associate director, I was introduced to Edward Tufte, the author of a classic series of books on the visual display of data graphics. At the finale of the 2000 annual conference, Sherman, held up the book for a moment and mentioned its title, and I was immediately intrigued.

Not having the author's name, I hoped I would find the book on my weekend visits to bookstores, but to no avail. Then one day in my mailbox a flyer arrived promoting Edward Tufte's one-day course on "Presenting Data and Information." There it was, the source I had been looking for, and I signed up for the course with great expectations of what was to come.

Tufte did not disappoint the standing-room-only crowd in attendance. But if you're looking for specifics on how to incorporate data and information and expect interactivity with Tufte, that's not his format.

From the moment you take your seat, you're swept up in his passion for the celebration of data graphics as he guides you through the centuries and points out exquisite examples of good graphic display.

And he's a great presenter; after all, he

also is professor *emeritus* at Yale University, where he taught classes in statistical evidence, information design and interface design.

The second half of the day, Tufte drills down a bit and provides tips on achieving graphical excellence.

Here's what graphical displays should demonstrate, Tufte said:

- show the data;
- induce the viewers to think about the substance rather than about methodology, graphic design or the technology of graphic production;
- avoid distorting what the data have to say;
- present many numbers in a small space;
- make large data sets coherent;
- encourage the eye to compare different pieces of data;
- reveal the data at several levels of detail - from a broad overview to the fine structure;
- serve a reasonably clear purpose - description, exploration, tabulation or decoration; and
- be closely integrated with the statistical



Tufte

and verbal descriptions of a data set.

All these recommendations are illustrated in great detail throughout Tufte's three-volume set of books that includes *Visual Explanations*; *Envisioning Information*; and *The Visual Display of Quantitative Information*; along with the legendary poster Charles Joseph Minard drew that chronicles losses suffered by Napoleon's army in 1812.

While \$320 for the one-day presentation may seem high, the fee included all three of these unique, self-published books.

On the subject of presentation techniques, Tufte instructs us to tell our audience what the problem is, why it is important and what the solution is. He says if a clear statement of the problem can't be formed, the content of the presentation is inadequate. Further, he says that to explain complex ideas or data, it's important to use the PGP method: particular, general, particular.

To engage an audience, Tufte recommends "high-resolution talks that are clear and also rich in content." This is in contrast to typical presentations where people read directly from a PowerPoint presentation.

Other gems of advice, which seem

(see **Tufte** on page 8)

# Something for Everyone at the Annual National ASBPE Editorial Conference and Awards Banquet

By Trudy Schreiner- Houston Chapter President

The American Society of Business Publication Editors (ASBPE) held its annual editorial conference and awards banquet in Washington, D. C., on June 19-20. More than 150 editors, writers and publishers representing a variety of trade and business publications countrywide attended the two-day conference.

The Thursday sessions opened with "Rethinking the Way you do Things," an editorial boot camp presented by Linda Jorgensen, editor of *The Editorial Eye*, a newsletter focusing on publications standards, practices and trends.

Highlights from the presentation include:

- use the elements of persuasion to revitalize your publication. The editor's most important job is to develop a story line that engages the readers;
- master the facts. "Mastering the facts is, without question, the most important part of advocacy," Jorgensen said;
- compose concise and precise prose;
- a good business story includes drama and a sense of conflict. Readers are attracted to competition or dueling viewpoints;
- spend the greatest amount of your time crafting intriguing leads and endings. "The information at the beginning or end of the article is the most likely to gain its mark with the readers," Jorgensen said;
- make sure the content in the article has relevance for your readers;
- craft helpful guidelines for assignments. If the writer doesn't know what the editor's expectations are, then the story will most likely not meet those expectations;
- don't assign a specific word count, instead offer the writer solid guidelines for the article so he or she doesn't leave out potentially important information; and
- consider using cuts from a too-long article on the Web site.

## Magazine pacing and flow

This session was presented by Ina Saltz, Saltz Design, and Will Hopkins, Hopkins/Baumann.



Will Hopkins, consultant, Hopkins/Baumann (left); and Ina Saltz, consultant, Saltz Designs.

"Magazine pacing and flow will improve the appearance of your magazine at no cost," Saltz said.

The following are presentation highlights:

- a cluttered ad/edit environment distracts the reader;
  - be consistent laying out fractional advertisements; use similar type/fonts;
  - to catch mistakes like similar headlines, post proof pages on an office wall;
  - feature-well helps relieve the appearance of "too many" ads;
  - use "x-ray pages" designated by black and white boxes to indicate editorial/advertisement pages;
  - don't place ads on opening spread pages of a multi-page feature;
  - avoid placing ads next to a story that contains similar lines, colors, art categories; and
  - public service advertisements should be placed in the back of the book unless they are paid advertisements.
- Some suggestions for the back of the book or "enders" from Saltz and Hopkins include:
- industry history briefs and/or historical photos;

- looking back column;
- celebrity short question/answer;
- reader's last word; Or
- letters to the editor.

Whatever the editorial team decides to do on the back page, both presenters recommend using something that will be interesting to readers.

## State of media law

In his presentation on the state of media law, John T. Aquino, attorney, consultant and editor, said "The *New York Times vs. Tasini* case shows that electronic and other subsidiary rights have to be negotiated separately." The Supreme Court recently upheld a lower court's ruling in favor of freelance writers in a class action suit over who controls electronic rights to their works.

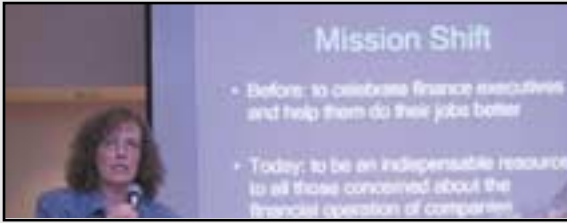
Tasini is viewed as a Pyrrhic victory – too costly compared with the gains – because freelance writers are not getting paid more for electronic rights; the ruling just changes contract terms, Aquino said. (see excerpt from ASBPE Web site on opposite page).

Other points covered include:

- *plagiarism*—If a magazine's writer commits plagiarism, it could be sued for fraud;
- *new copyrights*—Author's life plus 70 years (Sonny Bono extension -- used to be 50 years). If a company owns the work, it is copyright protected for 90 years;
- treat freelancers as if they are staff; do fact checking. "He doesn't work for us," is not a legal defense; and
- indemnity clauses won't protect the publishing company. The company would have to sue the freelance writer after a judgment against it.

Contracts that stipulate "all rights" are scary to freelancers. In Aquino's opinion, publishers should only ask for the "rights" they need.\*

## ASBPE National Meeting Highlights



Julia Homer, editor-in-chief of *CFO* magazine – Magazine of the Year winner, circulation 80,000 or more (left); and Kathy Blomstrom, editor of *SQL Server* magazine, Magazine of the Year winner, circulation less than 80,000 discuss the ways their respective magazine operate.

(left to right): Thomas Temin, senior vice president, editorial, *Government Computer News*; Howard Abramson, vice president and publisher, *Transport Topics* Publishing Group; and Allan Holmes, editor-in-chief, *Federal Computer Week*.

The 25th annual, national ASBPE 2002 Awards of Excellence presentation and banquet were held in The Ronald Reagan Building and International Trade Center. There were more than 200 winners in 36 editorial, design and Web categories with a total of 2,256 entries. The previous year, there were 2,254 entries.



"The reporting is tough on [chief financial officers], which is appropriate in a bad economic year. They pulled no punches – strong and not apologist," According to the judges' comments for *CFO* magazine.

"SGL does a superb job for its audience," according to judges' comments. "Its strength goes far beyond the magazine's content."

Robert Hodieme, senior managing editor, *Military Times* Media Group (left), receives the "Courageous Editing, Above and Beyond" award from the ASBPE Washington, D.C., chapter and *American Business Media* as presented by Thomas Temin, senior vice president, editorial, *Government Computer News*.

An excerpt from the ASBPE Web site found in an article about the *New York Times* vs. Tasini case written by Lloyd L. Rich, attorney. Specifically, the Supreme Court held that the "revision" privilege for collective works does not include re-publication of the writers' works in electronic databases. This decision also means unless a freelancer specifically grants electronic rights to a publisher of a collective work, such as a magazine, then the freelancer controls these rights. For more information, visit [www.asbpe.org](http://www.asbpe.org)\*

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# ASBPE: Why Become a Member?

By Trudy Schreiner - Houston Chapter President

**S**earching for local networking or professional development meetings to expand your knowledge of how you do your job as an editor?

Consider joining fellow editors who have found these opportunities and more through membership in the American Society of Business Publication Editors (ASBPE).

The organization was founded in 1964 and provides a voice for print and Web editors who work for trade, association and business publications. There are about 500 individual members, and the society has experienced a growth spurt during the past few years.

## Membership benefits

**N**ationally, ASBPE publishes a salary survey that provides members with a general idea of what others in the profession are being paid; and it maintains an ethics code, which can be found on the Web site or as a pamphlet handout at meetings.

ASBPE conducts an annual editorial and design competition (with more than 2,250 entries this year, the largest in the business press) allowing publications to compete for prestigious awards in numerous categories. The society also sponsors two annual conferences pro-

viding great speakers and professional development opportunities.

The June 2003 conference was held in

Washington, D.C., and included an editorial boot camp titled *Rethinking the Way You do Things*, as well as magazine case studies presented by the top editors of award-winning publications who shared strategies and

secrets for success.

Other sessions included *Magazine Pacing and Flow* and *State of Media Law*.

The national Web site ([www.asbpe.org](http://www.asbpe.org)) has a job-posting area for job seekers and for publications looking to hire editors; there is a newsletter article archive and a members-only section with an editors' discussion forum. If you have an editorial dilemma, post a question to other editors and find out how they handled similar situations.

Members also receive a subscription to the print version of the national newsletter, which is published six times a year and is filled with informative articles targeted to the needs of editors.

The recent edition included articles such as *How Members Structure their Editorial Advisory Boards*, by Robin Sherman, ASBPE associate director and newsletter editor; *How Editors Develop Sizzling Story Ideas*, by Sharon Goldman Edry, an award-winning freelance writer and member of the New York chapter; and a personal experience story titled *Management Training – What's That* by Carmen Pang, president of the Atlanta chapter of ASBPE.

The local chapters (currently in Houston, New York, Chicago, Cleveland, Washington, Boston, San Francisco, Dallas-Forth Worth, Denver,

Detroit, Austin, Minneapolis/St. Paul, Philadelphia and Los Angeles) meet about once every other month and have a speaker or panel that addresses issues like *Creating annual topics*; *How to be an expert in your*

*field*; or *Winning editorial excellence awards*.

The local officers determine the topics, speakers, location, frequency, etc. for the meetings.

ASBPE also is an excellent way for new editors to get involved in an organization that supports editors, and the meetings facilitate learning about issues editors face. It also is a great way to network and learn through expe-



(left to right) April ASBPE Houston chapter speaker Patrick Toensmeier, formerly of *Modern Plastics*; Joe Fisher, *Hart's Energy Markets*; Monique A. Barbee, *Hart's E&P* (behind); Bill Pike, *Hart's E&P*; and Matthew Veazey (far right), *Materials Performance*, NACE International.

riences of other editors.

Visit the society's Web site to learn more about the national organization and read local chapters' news.

Also on the site is a printable membership application or those interested can join online with a credit card.

Join us to start reaping the benefits of membership in one of the most prestigious national organizations targeted specifically to editors of trade, association and business publications.

For more information about ASBPE or to become a member, please contact Houston chapter president Trudy Schreiner at [tschreiner@houston.rr.com](mailto:tschreiner@houston.rr.com) or (832) 755-2855 ★

*ASBPE an excellent way for new editors to get involved in an organization that supports editors, and the meetings facilitate learning about issues editors face. It also is a great way to network and learn through experiences of other editors.*

# Meet the Houston Chapter Officers and Board Members

**President:** Trudy Schreiner is a freelance editor and writer living in the Houston area. She has more than 15 years experience in communications.



Trudy started her career at a weekly community newspaper in Northeast Texas where she covered events including school board and city council meetings for several communities. After graduating from A & M Commerce with a bachelors degree in journalism, Trudy returned to Houston where she held a public information officer post at two state agencies. In 1999, she joined Quality Publishing as managing editor.  
[tschreiner@houston.rr.com](mailto:tschreiner@houston.rr.com)  
(832) 755-2805

**Vice President:**

Theresa Ward is editor-in-chief of *Intele-CardNews* (ICN), a monthly business magazine focusing on prepaid telecommunications. She began her



journalism career at ICN six years ago, where she has worked in numerous editorial positions leading to her current role. Previously, Theresa spent 18 years in Los Angeles, first working as a TV writer and producer, and later as a senior vice president at SSA Public Relations, where she handled numerous television and movie accounts.  
[tward@intelec.com](mailto:tward@intelec.com)  
(281) 272-2744 ext. 114

**Treasurer:** Charles Wilson serves as editor in chief of *Modern Bulk Transporter*, a trade magazine covering the tank truck and storage terminals industries.

Charles also oversees *Bulk Logistics Trends*, a weekly e-newsletter. Prior to the editor position, he was managing



editor of *Modern Bulk Transporter* and *Refrigerated Transporter*. He has been with the magazine since 1981.

Charles has a Bachelor of Science in Journalism from the University of Kansas.  
[cwilson@primediabusiness.com](mailto:cwilson@primediabusiness.com)  
(713) 523-8124

**Secretary:** Monique

A. Barbee is the special projects division editor for *Hart's E&P* magazine with Hart Publications. She has been with the company for 3 1/2 years.



Previously, Monique worked for newspapers throughout Texas, including *The Galveston County Daily News*; *The Lubbock Avalanche Journal*; and community papers throughout the Dallas area. She also has worked for *People* magazine, the Dallas bureau of the *New York Times* and is currently the secretary for the Houston chapter of the Society of Professional Journalists.

Monique has Bachelor of Arts degrees in journalism and English from Southern Methodist University.  
[mbarbee@chemweek.com](mailto:mbarbee@chemweek.com)  
(713) 993-9325 ext. 156

**Board Member:**

Dr. William J. Pike is editor in chief and editorial director of *Hart's E&P* magazine and its affiliated publications. His editorial experience spans nearly 15 years and includes previous editorship of the Society of Petroleum Engineer's *Journal of Petroleum Technology*.

Prior to pursuing a career in oil and gas publication, Bill spent nearly 20 years working in the upstream industry, from field production and drilling operations in West Texas' Spraberry Driver Unit for Sohio to drilling operations management in the Gulf of Mexico area for Aminoil USA to worldwide floating production, storage and offloading operations for a major service contractor.



He also has served as a technical and economic consultant to oil and gas operators, service and supply companies, and government organizations in Europe and the United States.

Bill holds a Ph.D. from the University of Aberdeen in Scotland for his work on North Sea technology development and its impact on the Scottish economic and industrial base.  
[wpike@chemweek.com](mailto:wpike@chemweek.com)  
(713) 993-9325 ext. 168

**Board Member:** Matthew V. Veazey has

been a staff writer for *Materials Performance* magazine, the monthly publication of NACE



International - The Corrosion Society, since 2000.

A native of south Louisiana, he previously served as a public affairs officer with the Louisiana Department of Transportation and Development. Matthew has a bachelor's degree in English from the University of Louisiana at Lafayette and a master's degree in mass communication from Louisiana State University.

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(281) 228- 6216 ★

## (Industry from page 2)

"Stick to your standards and treat everyone fairly," Toensmeier said. "Even if somebody really dislikes the fact that you talked about their competitor, the information you provide should be too valuable even for them not to have."



Toensmeier

Although the publishing business has seen some cutbacks in a variety of areas during the past few months, Toensmeier remained optimistic.

"The future looks good," he said. "I

think we have to go out and look for it as much as wait for it to happen."

**\*Note about the speaker:** Toensmeier was with *Modern Plastics*, a Chemical Week Associates New York publication, for 17 years. Prior to that, he worked on a Hearst Corp. tabloid, *Floor Covering Weekly*, for five years. A member of the Society of Plastics Engineers, Toensmeier is author of *The Resin Pocket Guide*.

He also is a member of the Ancient Monuments Society.

Toensmeier is a University of Missouri graduate and lives in Connecticut.\*

## (Tuftte from page 3)

painfully obvious but often are ignored, include providing everyone in the audience with printed material to accompany the presentation; prepare and practice and do it again and again.

"Work on what your audience sees and also hears"; as a presenter, show up early to check out the venue – do the lights work, is the microphone charged, who is in the audience; and finish early.

Borrowed from vaudeville, Tuftte reminds us, "Always leave them wanting more, get to the point, and quit before they've had enough."

For more information, visit [www.edwardtuftte.com](http://www.edwardtuftte.com). \*

# Noteworthy Events

## HOUSTON ASBPE CHAPTER

- Aug 7, 6:30 to 8:30 p.m. – *Behind the Scenes at the Wall Street Journal* – the Museum of Printing History, 1324 W. Clay

- Aug. 19, 6:30 to 8 p.m. -- *Ways to Enhance Product Revenue* -- the Museum of Printing History, 1324 W. Clay. Contact President Trudy Schreiner at [tschreiner@houston.rr.com](mailto:tschreiner@houston.rr.com)

## THE ASSOCIATION OF AUTHORS AND PUBLISHERS (HOUSTON)

- Meets the first Thursday of each month at 6:30 p.m. at St. Mark's Episcopal Church, 3816 Bellaire Blvd. [www.authorsandpublishers.org](http://www.authorsandpublishers.org)



*Hart's E&P* magazine recently received the Western Region Editorial Gold Award for On-Site Trade Show Coverage of the 2002 Society of Exploration

Geophysicists Annual Conference in September. The award was given as part of the 25th Annual Awards Competition of the American Society of Business Publication Editors, which took place in February.



*Hart's E&P* magazine also recently received the Western Region Editorial Bronze Award for the *Research and Development – New Technology Solves Problems* special supplement to the October 2002 issue of the magazine.

## BAY AREA WRITERS LEAGUE (BACL)

- Meets at 7 p.m. the first Thursday of each month at Clear Lake Park District, 5001 NASA Road 1 in Seabrook, Texas. [www.bawl.org](http://www.bawl.org); e-mail: [info@bawl.org](mailto:info@bawl.org)

## THE HOUSTON WRITERS LEAGUE

- Meets 7 p.m. the second Thursday of each month at the Museum of Printing History, 1324 W. Clay, (713) 804-3281,

[www.houstonwritersleague.org](http://www.houstonwritersleague.org)

## THE FORT BEND WRITERS GUILD

- Meets at 7 p.m. each Tuesday at Barnes and Noble Bookstore, 2545 Town Center Blvd., Sugar Land, Texas, (281) 498-5025, e-mail: [rapdunit@ev1.net](mailto:rapdunit@ev1.net) [www.fortbendwritersguild.tripod.com](http://www.fortbendwritersguild.tripod.com)

## SOCIETY OF PROFESSIONAL JOURNALISTS NATIONAL CONVENTION

- Sept. 11-13, Tampa, Fla., [www.spj.org/convention.asp](http://www.spj.org/convention.asp)

## IABC HOUSTON MONTHLY MEETING "WRITING TRENDS"

- 11:30 a.m. to 1 p.m. Oct. 23 at Brennan's of Houston, 3300 Smith St., [www.iabchouston.com](http://www.iabchouston.com)

## AMERICAN COPY EDITORS SOCIETY 8TH NATIONAL CONFERENCE (HOUSTON)

- Hyatt Regency Downtown, March 18-24, 2004, [www.copydesk.org/conference.htm](http://www.copydesk.org/conference.htm)