



**MN/Upper Midwest Chapter Half-Day Spotlight Event:  
“The Art and Science of Writing”**  
Sponsored in Part by General Mills

We all have lists of things we are sorry we didn't do:

- Floss—you wouldn't be sitting in a dentist's chair waiting for a root canal
- Buy a lottery ticket the day your favorite number is drawn
- Live next door to Bill Gates and get in on the ground floor of Microsoft
- Take an acting class, which would have led to being chosen to star in a billion dollar film, which would have led to your first of 10 Oscars, which.....OK, maybe that's a bit much.

Have you already registered for the first ever MN/Upper Midwest Chapter Half-Day Spotlight Event? If yes, you are safe. If not, missing this event may join your “of-if-only” list.

This Spotlight Event promises to be great. It will be held in the Minnesota History Center in St. Paul (345 Kellogg Blvd. West, St. Paul, MN, 55102, 651-259-3000) on Wednesday, September 10, 2008 from 11:30 am to 3:45 pm. You'll be able to attend either a qualitative writing session presented by Janese Evans or a quantitative session presented by Liz Reyer. Everyone will attend a session on effective writing presented by Dr. Stephen Wilbers. Of course, those of you who are familiar with our Chapter know there will also be food! The price for the half-day event is \$75 for MRA members and \$95 for guests.

Thanks to General Mills, you'll receive an easy-to-use style manual and a recently published book on writing, both by Dr. Wilbers.

Writing is something we each do every day. Can you really afford to skip these presentations? If you are new to the industry and to the type of writing we do, this is the ideal way to learn valuable tips and tricks. If you are a more...ah...mature member of our industry, you are probably due for a refresher writing course. Please register as soon as possible and bring lots of friends. Just send an email to [cduling@questarweb.com](mailto:cduling@questarweb.com) by noon on September 2 and we'll hold a spot for you.

By the way, there is a rumor that Mark Twain will attend. What? You doubt this? Just remember that once before Mark Twain read his obituary in a newspaper and stated, “Rumors of my death have been greatly exaggerated.” It could happen again.....