

Word Up Too!

The Text Effect

William Zinsser, in his 25th Anniversary edition of *On Writing Well*, notes that the information age is writing based. Think about it: e-mail, texting, IM, chat. In the quest to do more with less (and reduce typing), abbreviations have reached rock star status: IDK, ROFL, TITK. You may know these meanings. For those you don't, TYT. When you're ready to scream NVM!, check out www.urbandictionary.com and pick up a few abbreviations to puzzle your friends and annoy your kids. W/E you do, though, don't use them in your business communications.

Free Stuff

- “The Case for Documentation,” a free white paper just released by 210 Communications. Management guru Peter Drucker once said, “Management’s duty is to preserve the assets of the institution in its care, and “The Case for Documentation” shows how and why quality documentation can add to your organization’s bottom line. Find it here: http://www.210comm.net/portfolioImages/White_Paper_FINAL_4pg.pdf
- The Greater Des Moines Community Band presents its spring concert on Sunday, March 8, at 3 p.m. at Highland Park Christian Church in Des Moines. In addition to the free music, join band members for free cookies, coffee, and punch after the concert. ■



Like what you see? Have any suggestions?

Send your feedback to info@210comm.net.

210's Bookshelf

Little Heathens

By Mildred Armstrong Kalish

This little volume, subtitled “Hard Times and High Spirits on an Iowa Farm During the Great Depression,” is a fast but satisfying read of Kalish’s life on her grandparents’ farm in Garrison. Kalish grows up surrounded by her sisters, mother, grandparents, aunts, uncles, and cousins. The one person conspicuously absent is her father – something about gambling and debt. This is not a “woe is us” memoir of struggle and survival, but one of hard work and simple living. And for you foodies – make sure you read Chapter 11 a few times.

Rating: Top Shelf!

Scale:

Top Shelf: must read

Wait for the Paperback: worth a read, but not the hardcover price

Donate: perhaps someone else will enjoy it