

MAILBOX

Feedback on the New T+D Redesign!

The new design and the new name are great. The redesign doesn't just provide a new look; it changes the way the reader perceives the content. It seems fresher and more interesting—and more memorable.

I also applaud your decision to keep the cover clean and to emphasize the *T+D* logo. Further, those two great-looking women at the front of the book provide a nice gateway into the issue.

So, congratulations on seeing through what must have been a long process.

Bill Ellet
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Congratulations! I've just received the latest issue, and I think the new look is terrific. It's very clean and professional looking, which is exactly what I like in a magazine. I think all regular *T+D* readers will be extremely pleased with the magazine's new style!

Jeff De Cagna
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Just got the latest *T+D* and sorry, I don't like it. I know all the funky graphics, fonts, and layouts are supposed to appeal to the Web generation, but I like to be able to tell the articles from the advertisements.

Artwork, photos, etc. are

fine, but give me text I can follow and titles that let me know where the article begins! There may be some good stuff in this issue, but I sure don't feel like wading through the *stuff* to find it.

Lee Cowherd
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Just got the May issue. Great design! Loved it, very nicely done. Clean and clear. Good work!

Chris Arenas
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So, here I am sitting down to read the [June] issue with the "new look" and I must say I still don't care for it. I liked the way it was organized previously. I actually find the new look quite difficult to read. The space is too open, I have to search for things. Hope others like it better than I do because I still do not care for it.

Beth Marie Turano
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Article No Accident

Shari Caudron is the best writer presently working for your magazine. In fact, she is one of the best writers doing pieces for magazines in any genre—period! She writes about what she knows; she is not the least bit ironic; her style is always appropriate to the

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Corrections

● Regarding the online tool *Marco Polo* mentioned in "Building Bridges in Vancouver" (May), the URL is <http://strategis.ic.gc.ca/marcopolo>. The Speaking Globally URL is <http://exportsource.gc.ca>. Then, under the heading Marketing Your Exports, click Effective Presentations.

● The location of New Guard profilee (May) Clark Aldrich's company SimuLearn Inc. is Wilton, Connecticut.

subject matter; and, best of all, she expresses passion about what she writes. So many technically good writers are incapable of maintaining the reader's interest because they lack any genuine emotional involvement in the subject matter. Ms. Caudron is not only technically excellent, but her concerns—especially in her article “The Occidental Tourist” (May)—are conveyed with a passion that elevates the material beyond the level of journalism. Continued contributions from her will bode quite

well for your publication.

Phil Mershon
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Letter to David Zahn

You and your partner Jeff haven't yet reached the level of *The Sopranos*, but I can tell you that I am now hooked on your progress. [The articles are] very interesting and educational, as I am attempting to build my consulting practice also.

While my situation is very different and nowhere near

as risky (I went from working 40 hours to 30 hours to build slowly), the lessons you [have learned] are of great benefit to others, myself included. Thank you. Continued success, and keep writing.

Cindy Brunger
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Pythons, Newscasters

Regarding the column, Working Life (May), I'm puzzled as to what six-foot pythons, bail bondsmen, and naked newscasters have to do with training in

the corporate setting. Did I miss something? If I wanted to find pornographic Websites, I'm sure I'd have no trouble by doing a simple search on the Internet! I'm not opposed to trivia and fun, but both of these seem really in far right field! And naked anything, whether newscasters or anyone else, is in poor taste when seeking to be professional. These belong in the back room of the “adult theater” along the interstate outside of town.

Barbara Adkins
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