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The Write Stuff

A quarterly compendium of writing tips and other useful information



JEFF RUBIN

CALLING ALL APOSTROPHES

The apostrophe is bewildering. For example:
♦ To make a singular word show possession, use an apostrophe-s ('s) even if the word already ends in s or x or z. "Roger Maris's bat."

♦ If a plural noun doesn't already end in s, also add 's. "The children's story." But if a plural noun does end in s, simply add an apostrophe. "The Millers' house."

Teacher/author Jay Davidson explains its use inside.

Also ... learn how to deal with graphic designers from Michael Zipkin, one of the Bay Area's best.

MYSTERIES OF GRAPHIC DESIGNERS REVEALED

By Michael Zipkin

So, you have a product or service you want the world to know about. Maybe there's a crucial message you need to impart to your employees or sales force. You need a logo, snappy stationery package and a boffo website.

You've defined your audience, scored a mailing list of potential clients, and pulled your copy together. You're ready for a professional graphic

designer to give a face to your world.

Where do you look for a good designer? Agencies like Aquent (www.aquent.com) and Visuals (www.visualsonline.com), or professional organizations like Artists in Print (www.artistsinprint.org) can connect you. The International Association of Business Communicators (IABC) is also a great source.

Also, ask your associates to recommend designers. Get a few names,

> **Inside**



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