

## From the Editor

"CBE, hmmm. Just what is CBE anyway?" If someone asked you that question, how would you answer?

Leaders of workshops on goal-setting, increasing sales, promotion of a business, and strategic planning often challenge their audiences: "Be prepared to describe your self/business/product in no more than one sentence." This challenge is no less applicable to members of a professional association like CBE. Could you describe CBE clearly and concisely—in one sentence?

Whether you do it for yourself or for CBE, preparing that sentence has a 2-fold benefit. First, the discipline of composing the sentence helps you focus on the critical aspects of your self/business/product—just like the "take-home" message I encourage young scientist-authors to compose to help them focus the topic and scope of their manuscripts. Second, preparing that sentence produces a coherent package of information that can be delivered with confidence and enthusiasm.

So here's the challenge to all you task-oriented wordsmiths—members and leaders of CBE alike. Compose a sentence that describes CBE for you. Then carve, polish, and shape it until it you have sculpted a message that is informative, concise, and perhaps even catchy or elegant. Send it to me, marked "A CBE Take-Home Message" by 1 February 1998. And we'll publish the best ones in a later issue of *CBE Views*. Who knows—your sentence may become part of the CBE image for years to come. I'm waiting to hear from you. 📧

Martha Tacker

## Information for CBE Views Contributors

- Submit manuscripts for the "Articles" section as 3 typed, double-spaced paper copies for peer review. A computer file of the final copy of accepted manuscripts is requested (preferably on a high-density 3.5-inch computer disk and as an ASCII file or a format readable by Microsoft Word (6.0) for Windows 3.11).
- Submit material for the "Features" and "CBE News" sections as one typed, double-spaced paper copy and, if possible, as an ASCII computer file on a disk or as an e-mail message or attachment.
- All submissions should include the telephone and fax numbers and e-mail address of the corresponding author.
- All material should be in the style recommended by *Scientific Style and Format*, with references in the citation-sequence format.
- All material is subject to copyediting.

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## CBE VIEWS

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