



# QAL\* 1998

Information Design and Development

Business, Professional, and Technical Writing Training, and Consulting

October 1998

## Good news continues...

A busy 1997 drew to a close and 1998 began well! We thank all who helped QAL — clients and many friends...

### ◆EPA Grant

On Oct 1, 1997 we were delighted to learn we had been awarded a grant from the EPA (our first foray into government grant world on behalf of ourselves rather than helping clients).

The contract officer told us competition was stiff and that it was QAL's excellent proposal and description of how we would handle the two web pages and reporting data base that clinched the win.



The grant was for program support to the National Network for

Environmental Education Management (NNEMS) Fellowship program for 1998. This competitive program for graduate and undergraduate students funds over 100 internships and research fellowships each year.

QAL provided web page content and deployment for both EPA agency staff and for potential fellows. In addition, QAL was responsible for several written documents and mailings including a program Brochure, poster, Catalog of internships, and Program Summary.

Award task activities were **intense** during November 1997 and again through out the first half of 1998.

*[A big thanks goes to the Pennsylvania Technical Assistance Center (PTAC) where DOD staff help counsel small businesses through the maze of applying for such grants. Our counselor, Claire Lauber, was right there for us at each point in the process with prompt and helpful information.]*



### ◆Uniformed Services University of the Health Sciences Grant (USUHS)

In July 1998 we learned we had **won our second grant**. This time we partnered with The Writing Center in West Chester, PA to provide writing training to graduate students at the The Uniformed Services University of the Health Sciences, the Dept. of Defense Medical School in Bethesda, MD. Sessions begin in September 1998. This is a five-year grant and, again, the PTAC staff made it possible.

*{Photos from Wildlife Matters photo Library, East Sussex, UK}*

*\*Queen Anne's Lace - A hardy and tenacious perennial (some would dare to call a weed!). Adapts to all kinds of inhospitable terrain but produces elegant and attractive flowers as well as a practical edible root (the wild carrot).*

### Inside This Issue...

1	While you're up get me a(nother) Grant
2	We see the light with our new client – Lutron Electronics
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### ◆ Welcome to Lutron Electronics

We were able to provide support for a variety of technical materials being developed by this manufacturer of lighting products and other building materials in Coopersburg, PA.

### ◆ Welcome to CIGNA Reinsurance, Bloomfield, CT

Based on work done for Systems Communications we were asked to help get the documentation for their Sun/Fusion product ready for Intranet deployment. BR was able to complete this project successfully by the end of the third quarter 1998.

### ◆ Welcome to CIGNA, Voorhees, NJ

Again, based on work done for Systems Communications, we have been able to help document processes and procedures for several groups here thanks to LK.

The following continue as regular clients with on going and varied projects:

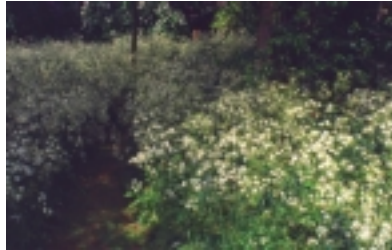
◆ **Lucent/Marcom and Lucent Technical Services** varied telecommunications projects in Allentown, PA.

◆ **McNeil Consumer Products in Ft. Washington** via an alliance with (Rusco, Inc.) Technical writing and presentation materials for this provider of consumer products in Ft. Washington, PA.

◆ **CIGNA Systems** - In addition to the quarterly Tech Exchange newsletter we produce for CIGNA System Communications, we also were asked to provide weekly (intra-net deployed) technical summaries for internal systems staffs. As we surf web databases and technical 'zines and tabloids for

tidbits for CIGNA we stay current with the latest news in the IT world.

We were asked to help develop Intranet writing and production guidelines, which also helped us stay current on that front as well.



We helped provide technical graphics for a CIGNA Service Directory and remote access information for other CIGNA groups.

As a catalyst for strategic alliances QAL assumes no employment relationship to an associate. We do, however, adhere to the business principles put forth by the ten year old professional group that represents contract/consulting placement professionals (NACCB).

- We adhere to the tenet of equal opportunity for all regardless of race, religion, color, sex, creed, age, marital status, sexual orientation, or national origin
- We abide by all applicable international, federal, state, and local, laws with regard to the operation of our business and with any clients
- We do not engage in illegal restraint of trade, unfair competition or violation of anti-trust laws and do promote free and fair competition among consultants.
- We do not defame clients, consultants, or competitors
- We preserve all proprietary information relating to the business of our clients.
- We actively avoid misrepresenting a consultant's skills or experience
- We do not misrepresent a consultant's pay rate, contract terms, assignment duration, or other subjects pertinent to any business arrangement.

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- We do not have un-reasonable non-competition clauses or unfairly prevent a consultant from pursuing other opportunities
- We refrain from soliciting employees of our own active clients
- We do not induce consultants to breach or improperly interfere with a contractual relationship
- We have a clear policy for payment of consulting, marketing, and recruitment efforts.
- We do comply with clients' established business practices including those policies relating to gifts and gratuities to client employees.

*Especially this year, we are grateful to Joel Adams of Devon Consulting (providing experienced IT consultants throughout the region) for helpful advice in many areas over the past 10 years.*

QAL will always try to remain a cooperative endeavor geared to equitable mutual support and benefit.

### Other associate activities

Some of our allies/consultants have also enjoyed diverse projects and activities recently on their own or for others:

RB accepted a part time internship doing web development and other new technology projects at DuPont.

LK updated projects for Dow Jones.

PC continued his impressive journalism projects with work for Rutgers and NPR.

LF experienced Front Page and the joys of Y2K test preparation.

With help from Mark Twain and RB and SB our Web page is:

[www.QAL1.com](http://www.QAL1.com)

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