



From the Editor-in-Chief

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Dear fellow Members,

As always, our quarterly issue begins with two articles presented by our columnists and IAIDQ Founding Advisors:

- In *To a High IQ!*, **Larry English** concludes his three-part series on Information Quality Characteristics by highlighting the important characteristics of Presentation Quality.
- **Dr. Tom Redman** describes the roles and responsibilities of the Data Council in this quarter's article entitled *The Body has a Head*.

In addition to these two articles, **Daragh O'Brien** concludes his four-part series entitled *IQ in the Language of Business* by mapping his articles to Dr. Stephen Covey's modes of persuasion.

Members who have missed our recent **IAIDQ Book Club Meetings** will find short summaries of the key discussion points in our Association News section.

IAIDQ members are invited to respond to our **Call for Contributions** for the January 2007 issue of this newsletter.

Lastly, you may also notice a few subtle layout changes in this issue. I am hoping these changes will improve the overall readability of the newsletter. Do let me know if you love it or hate it.

Sincerely,



Michelle C. Dy
Editor-in-Chief