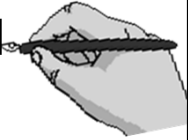


**IF IT ISN'T  
IN WRITING,  
IT  
DIDN'T  
HAPPEN**



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**EXERCISE NO. 1**



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TO: File  
FROM: Jerry  
RE: Baxter Job

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**MEMORANDUM**  
Date: 12/11/12  
TO: Baxter House Senior Living File  
FROM: Gerald A. Jones, P.E. (GAJ)  
Project Manager  
RE: Project No. BHSL03107

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Project Manager  
RE: Project No. BHSL03107

GAJ spoke with Frank Lesley (FL, So & So's PM) by telephone on DEC/11/2012 @1330; GAJ in his office, FL said he was in his. FL said it was decided (???) (???) to scale back the testing program we proposed APR/22/12 (appended) in the smaller of the two "Farrington Farm" parcels, near the line of exposed, weathered rocks (area marked "TEST TWO").

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**THIS INFORMATION  
CREATES A NEW  
"WHO?"**

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**THIS INFORMATION  
CREATES A NEW  
"WHO?"  
WHO  
CALLED  
WHOM?**

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**MEMORANDUM**  
Date: DEC/11/2012  
TO: File (Baxter House Senior Living, Glendale, CA)  
FROM: Gerald A. Jones, P.E. (GAJ)  
Project Manager  
RE: Project No. BHSL03107

Frank Lesley (FL, So & So's PM) telephoned GAJ on DEC/11/2012 @1330; GAJ in his office, FL said he was in his. FL said it was decided (???)WHEN???) (???)WHO???) to scale back the testing program we proposed APR/22/12 (appended) in the smaller of the two "Farrington Farm" parcels, near the line of exposed, weathered rocks (area marked "TEST TWO").

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# WHY?

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**WHY...**

are the questions not answered?  
did GAJ write a memo to file  
and not take other action?

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# EXERCISE NO. 2



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WRITE THE REPORT THAT GOES  
WITH THE FOLLOWING  
EXECUTIVE SUMMARY.

*EXECUTIVE SUMMARY*

It's probably going to rain tomorrow.

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## The Six Questions

- Who?
- What?
- When?
- Where?
- How?
- Why?

It's probably  
going to rain  
tomorrow.

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It's probably going to rain tomorrow.

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**WE  
NEED A  
BETTER PLACE  
TO  
START**

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Channel 4 predicted rain tomorrow.

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**WHO?**

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**Channel 4 predicted rain tomorrow.**

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**Channel 4's John Doe predicted rain tomorrow.**

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Channel 4 meteorologist John Doe predicted rain tomorrow.

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**WHAT?**

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Channel 4 meteorologist John Doe predicted rain tomorrow.

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Channel 4 meteorologist John Doe predicted two to three inches of rain tomorrow.

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Channel 4 meteorologist John Doe predicted two to three inches of heavy rain tomorrow.

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**WHEN?**

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**Channel 4 meteorologist John Doe predicted two to three inches of heavy rain tomorrow.**

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**Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow.**

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**Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13.**

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**Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13, 2012.**

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**Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 5PM.**

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**Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours.**

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Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours, EST.

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**WHEN  
YESTERDAY?**

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Channel 4 meteorologist John Doe yesterday predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours, EST.

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Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours, EST.

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**WHERE?**

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Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours, EST.

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting around noon and ending at 1700 hours, EST.

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting in the western suburbs around noon and ending at 1700 hours, EST.

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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# HOW?

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted two to three inches of heavy rain tomorrow, December 13, 2012, starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted an 80% chance of two to three inches of heavy rain tomorrow, December 13, 2012, starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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**WHY?**

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted an 80% chance of two to three inches of heavy rain tomorrow, December 13, 2012, as a zone of high barometric pressure moves into our area starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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**NOW  
EDIT**

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**Doe predicts the rain to start around noon, not a change in barometric pressure.**

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Washington, DC Channel 4 meteorologist John Doe yesterday during the "6PM News" predicted an 80% chance of two to three inches of heavy rain tomorrow, December 13, 2012, as a zone of high barometric pressure moves into our area starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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Washington, DC Channel 4 meteorologist John Doe (JD) yesterday during the "6PM News" predicted an 80% chance of two to three inches of heavy rain tomorrow, December 13, 2012, as a zone of high barometric pressure moves into our area starting in the western suburbs around noon and ending at 1700 hours, EST, as the front passes eastward and out of our area.

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Washington, DC Channel 4 meteorologist John Doe (JD) yesterday during the "6PM News" predicted an 80% chance of two to three inches of heavy rain tomorrow, December 13, 2012, as a zone of high barometric pressure moves into our area. JD said the rain would start in the western suburbs around noon and end at 1700 hours, EST, as the front passes eastward and out of our area.

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**Our Next Webinar Is Titled  
"Negligence and the  
Standard of Care"  
Led by John Bachner**

**The Date Is  
Wednesday  
January 9, 2013**

**The Time Is  
Noon EST**

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**Also in January**  
**“Resolving To Win the War**  
**against Commoditization”**  
Led by Vic Donald, P.E. (*Terracon*)

The Date Is  
**Wednesday**  
**January 16, 2013**

The Time Is  
**Noon EST**

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**Also Scheduled**

February 13, 2013: The Case of the Contaminated Project (Kurt Fraese, L.G., *GeoEngineers*)

February 27, 2013: Clients for Life: Their Worth; Creating Them and Keeping Them (John Bachner)

March 6, 2013: Expectations Management (John Bachner)

March 20, 2013: Justice Theater: Litigation and the Resolution of Your Disputes (John Bachner)

April 3, 2013: Gaining Referrals: Their Worth; Gaining More of Them (John Bachner)

April 17, 2013: Limitation of Liability (John Bachner)

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***Questions?***

**Just e-mail**  
**john@bachner.com**

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