

1086-AH-2368 **Barry Cipra*** (bcipra@rconnect.com). *First Things First: The Art of the Opening.*

In expository writing, if you don't get the "lede" paragraph right, only the most determined readers will slog on. I'll show a few examples where it's done right, and a few where it's done wrong. If I'm last on the program, I'll critique the previous speakers' openings. (Received September 25, 2012)