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**Remarks
Cathy E. Minehan
President, Federal Reserve Bank of Boston**

for

**14th Annual Federal Reserve System Editors and Designers
Conference
Federal Reserve Bank of Boston
October 11-13, 1995**

Delivery: 2:~~00~~¹⁵ p.m., October 11, 1995

Good afternoon, and welcome to the Federal Reserve Bank of Boston. I am delighted that so many of you could be here for this meeting, and I hope that you will enjoy your stay in Boston.

You must have noticed the barriers that now surround the Bank -- we are in the middle of the Big Dig, the construction project that will give Boston a third harbor tunnel and depress the Central Artery, now dividing the North End from the rest of the city. In the past couple of years, we have made many adjustments to the basements of this building and to our utilities, in order to accommodate work underground and to ensure access to the secure part of this building throughout the project.

The external changes are far more visible. Work zones have temporarily taken the place of a good part of our landscaping -- our lawns, our flower beds, and our trees. You will have to use

your imagination when you look at us, for some time to come. But the trees we lost have been welcomed elsewhere. The Boston Housing Authority submitted the winning plan for transplanting them, and our trees are now enhancing the lawns and outdoor environments of several public housing sites.

As you have just heard, my career has been largely within the Federal Reserve System, and so I am familiar with many of the publications that you produce. Since becoming President of the Boston Bank, however, my work has taken on a new and very public dimension that it did not have before. This has heightened my appreciation of the role that publications, videos, conferences, and speeches can play in economic education and in providing the public with good information on public policy issues.

Naturally, I think first of some of our Boston publications, including the *Regional Review* and *Closing the Gap*, for example, and of our own conferences, including the recent symposiums on derivatives and casino development. But I know that the 11 other Districts and the Board of Governors also produce excellent work, and that we rely heavily on publications and videos from the Board and the other Feds in our public information programs here in Boston. I commend you all for the outstanding job that

you do.

I'm happy to see that the editors have a session planned that will deal with publishing regional research. Here at the Boston Bank we have made it one of our priorities to be a resource to the New England region, providing current data and economic analysis to the regional business community. And the session about publishing on-line should alert all of you to the possibilities that electronics have opened up.

But most intriguing to me is the topic that your keynote speaker will address this afternoon: "Graph Design for the Eye and Mind." We could all produce examples of graphics that have puzzled or misled us. Dr. Stephen Kosslyn will give us clues to designing graphics that will enhance our message.

A professor of psychology at Harvard University, Dr. Kosslyn is also an associate psychologist in the department of neurology at Massachusetts General Hospital. He received his B.A. from UCLA and his Ph.D. from Stanford University. Dr. Kosslyn has published over 125 papers on the nature of visual mental imagery and visual perception, and on applications of psychological principles to visual display design. His books include the following compelling titles: *Image and Mind*, and *Ghosts in the Mind's Machine*. Stephen Kosslyn has received

many honors, most recently election to the American Academy of Arts and Sciences. In fact, he will be welcomed to membership in the Academy this very evening. Dr. Kosslyn: