

She wants more women in computers

By Bill Alvernaz
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PEOPLE & COMPUTERS

Connie Winkler is a good example of the opportunities the computer industry holds for women.

At age 35, Winkler has graduated from mainframe computers to personal computers. She is one of two executive editors of *PC Magazine*, a popular national computer magazine devoted to the IBM Corp. Personal Computer, and has written a book about careers in the computer industry. She has worked for IBM, done freelance work for major publications and been a consultant.

"Too many women assume that computers are just beyond them," Winkler says. "I always say, 'Look, if I can do it, so can you.'"

A Nebraska native, Winkler

was a newspaper reporter in Elmira, N.Y., for four years before joining IBM publications.

She went on to other publications and freelance writing in New York. In the fall of 1983, she joined Ziff-Davis Publishing Co. to work on *PC Magazine* — one of many magazines created for users of particular computers.

Winkler's job at the magazine, with the other executive editor, Mike Edelhart, is "to make it all happen," from coming up with article ideas to editing final copy. They also find the free-lance writers needed to supplement the staff of 27.

Winkler's diversified back-

ground helped shape *PC Magazine's* new format for 1984. The magazine, which averages 500 pages, went to twice-a-month publication and added a news section to report on trends and developments.

"It's one series of killer deadlines," Winkler says, "but we have managed to set up a smooth system for the editorial process."

That statement is typical of Winkler's style, taking everything in stride.

She feels comfortable where she is and sums up her career as "having ridden with the industry." She is enthusiastic about her job and what she is doing.

Winkler's editorial emphasis stresses analysis and explaining things in detail.

For a recent article on database programs — used to keep

track of large amounts of information like inventories or clients — she decided to evaluate 102 programs. She brought in more than 20 people, ranging from technical experts to regular IBM PC users, to review and test the products.

Putting in 10 to 12 hours a day, five days a week, doesn't seem to slow her down. She still promotes her book, which is in its third printing. *The Computer Careers Handbook* (Aroo Publishing) follows very closely Winkler's philosophy of encouraging women to learn more about computer-related careers.

"I'm earning probably 150% more than I normally would because of my computers and because I work with computers," Winkler says.

"It's a lot like a doctor specializing. What I like to tell oth-



WINKLER: Computer editor

er women is that they can definitely benefit from all of this, too."

Winkler is proud of what she does at *PC Magazine* and plans to write more books. She also plans to continue speaking to women's groups about computer careers.

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