

## Managing Editor Report, Spring 2010

Contrary to some opinions, the change from the 5 ½" x 8 ½" to the 8 ½" x 11" magazine size was decided strictly for financial reasons. Going to a thinner magazine allows us to use the more economical saddle stitch binding and **saves AIS \$4,000 per year**. Over the years, this proposed change was never a particularly popular idea. "Necessity is the mother of invention".

The changeover to the larger page format was an enormous task. Approximately 10 years ago, we hired Erica Bjerning on a referral from other members of the graphic arts community in Portland. It was a fortunate change indeed and I have appreciated her skills with our bulletin assembly ever since. She was the right person in the right place at the right time. I believe we owe Erica **a letter of appreciation** for her outstanding contributions to AIS. (Please also note that she has not had a raise since she started.)

During the changeover, the managing editor "dropped the ball" on getting annual appointments correctly published in the January Bulletin. This includes new RVP's, Section Officers, board of directors and possibly others. Following a complaint by John Baker, I told John that I would submit my resignation to the board. Any time that the board decides my services are no longer needed, I will find other activities to occupy my time. As it turned out, I found many of the officer updates in my e-mail while we were assembling the April Bulletin. (They had gotten thoroughly buried while I was on vacation after the fall board meeting and did not surface until April.) My understanding of **current updates** is that Michelle Snyder has taken on the task of keeping the website information current and that bulletin corrections should be taken from that source for the upcoming Bulletins.

Our new editor has embraced the change with great enthusiasm and considerable skill. However, I am concerned about Kelly's declared intention to "think outside the box", especially if that box is THE AMERICAN IRIS SOCIETY. My role as managing editor was set up specifically to ensure that the bulletin content remains focused on irises and the American Iris Society and followed the dictates of the board. On a day to day basis, I represent the boards' best interest in serving the society. At this point, Kelly and I have agreed to disagree on the best way to handle the graphic identity of the society as presented on the cover of the bulletin. I am requesting a **decision by the board** as to which graphics should go on the cover. I will present a series of variations of graphics used by other societies as well as a rationale and options for the American Iris Society.

Kelly and I have invested considerable time trying to arrive at suitable subjects for our now-prominent bulletin covers. I have no particular interest in my pictures being used but I do insist on having final approval of cover subjects, whatever their source. I request that the board "**reaffirm my position as managing editor.**"

Part of the January changeover was a change of mailing service contractors. Having the presses, the bindery and the mailing service all in one room, reduces actual production scheduling time by approximately 3 days. Production costs will remain the same. (Bridgetown matched AKA charges on shrink wrap.) Production now moves so fast that we will **need to send postage checks by overnight service.**

Finally, as a past editor, I have always been an advocate for multiple editors. It is a protection for the society against adverse circumstances beyond our control. It is an advantage for the society to have diverse subject matter and it enhances teamwork amongst the bulletin staff. The constant pressure of "the next bulletin" does not allow relief for a single editor. **I recommend a continued search for guest editors.**

