

Editor's Report, November 2011 AIS Board Meeting

Kelly D. Norris, editor@irises.org

Thanks again as always for the opportunity to serve The American Iris Society. I look forward to continuing my work, reminding you that I've now served two years of five promised to the Society as editor of our flagship publication. It's a pleasure to serve.

The staff of *Irises* continues to pursue publishing solutions that result in a more effective publication for our readers—in many cases, the prime reason for spending their membership dollars with us each year. Our editorial ethos focuses on delivering content that caters to the range of interests and experience levels of our readers—bearded and beardless, novice and expert. I'm always looking forward to your emails—please let me know of any suggestions you might have to improve the quality of our publication.

I'm requesting **no budget increases** for FY2012. Our printing/mailling costs are relatively stable at the moment, pending any unforeseen postal increases or nominal increases in the cost of paper.

Other business items which I'll continue to work on as we move into 2012:

- Continue to work with AIS Electronic Services to explore content management and publishing options for our e-members.
- Updating the job descriptions of all personnel involved with *Irises* to accurately reflect present responsibilities and expectations. (Carryover from 2011 Fall Report)
- Author, implement, and conduct a readership survey of our membership in concert with the AIS Membership Secretary and the RVP Counselor to get as much feedback from members about what they want from their magazine. (Carryover from 2011 Fall Report)