

Editor's Report, Fall 2012 AIS Board Meeting

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In the spirit of brevity, I'll keep my remarks relatively short. As of this writing, I have not inquired further about the use, types, or cost of polybags, but will do so and provide more information at the spring board meeting.

Of note in the forthcoming October/November issue will be a re-conception of *Milestones* as a newsy regular feature called *Standards & Falls*. Updates like this represent my continued commitment to providing a fresh, relevant publication for our membership. With only a few years left before I intend to turn over the reins to my successor, I hope to steadily incorporate new ideas and new content. Art Director Erica Bjerning and I continue to discuss new ways of graphically presenting information to keep the magazine visually appealing. We anticipate entering at least one of our 2012 issues (likely January or April) for competition in the Garden Writers Association awards contest that recognizes and honors excellence in publications in the green industry. **I'd like to request board approval for reimbursement for the \$125 entry fee.**

Other business items which I'll continue to work on throughout 2013:

- Seek out assistant editors for various tasks associated with pre- and post-magazine production, particularly an Assistant Editor for eCommunications that could, in cooperation with AIS Social Media and AIS PR/Marketing, develop and aggregate additional publication products such as an eNewsletter. (Carryover from 2012 Spring Report)
- Updating the job descriptions of all personnel involved with *Irises* to accurately reflect present responsibilities and expectations. (Carryover from 2011 Spring Report)
- Author, implement, and conduct a readership survey of our membership in concert with the AIS PR/Marketing Committee to get as much feedback from members about what they want from their magazine. (Carryover from 2011 Spring Report)