

## **Editor's Report, Fall 2013 AIS Board Meeting**

**Kelly D. Norris, [editor@irises.org](mailto:editor@irises.org)**

I write this report in the afterglow of a positive, productive conversation with my successor, Kathleen Sonntag. I have confidence that Kathleen will bring energy to the position and continue to represent the best interests of member readers. We have set in motion a process that will facilitate her inheritance of the workflow, archival materials, and resources necessary to ensure a successful transition. I ask that you show Kathleen the support that you've shown me and remain open to the idea that all things change—the magazine must continue to grow and evolve in order to remain a vital component to the membership proposition of AIS. Your leadership will ensure that AIS thrives well into the future as a successful specialty plant organization.

I regret that I am unable to be in attendance at the fall board meeting. In spite of my absence, I would like to express gratitude for the opportunity to serve in this position in some form for the last six years. I'm proud of the progress we've made in my tenure, while acknowledging that my stewardship of our masthead publication wasn't without conflict or failure. In the spirit of candor, it's reasonable to note that you as a board and I as an officer haven't always agreed on the best direction for the magazine and the society. I'm disappointed in how the dismissal of Erica Bjerning as art director was handled, after faithfully serving in that role for over 10 years, based on what I believe to be a point of personal conflict and differing personalities. In the spirit of professionalism, I strongly encourage the AIS Board to enter into explicit contract negotiations with each of its paid employees for the mutual protection of both parties. I also hope the board will duly consider recognizing Erica for her extraordinary contributions and service to the American Iris Society in the last decade as an equal partner in the publication and advancement of *Irises*.

An update on cost tracking for the last seven issues (not including the Oct/Nov 2013 issue) is attached to this report. This report mirrors the invoices paid to Sundance for manufacturing the magazine and reflects a relatively stable cost per issue. Page counts tend to fluctuate throughout the calendar year given content to ad ratios, but average to our contract issue length of 68 pages. The annual contract with Sundance Press will need renewal in early 2014. In previous administrations, the president has authorized the editor to sign such agreements given no net changes to the supply chain costs incurred by Sundance Press. Gene Mandish, publisher's representative for Sundance Press, will reach out to the new editor to seek recommendation and approval of contract terms in early 2014.

I offer no action items in this final report, but would like to mention that per the request of Debra Strauss, I will update the job description of editor for the AIS Operations Manual prior to the end of the calendar year. I remain available to the AIS Board and the incoming editor to facilitate a smooth transition of responsibilities. I look forward to continuing my involvement with the society through support of the magazine, conventions, and various programming.