

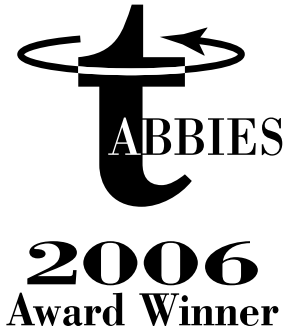
FROM THE PUBLISHER

STANLEY M. WOLFSON

The Honor Is All Ours

PS&D has been informed that it has received a Tabbie Award for the article “Plumbing Practices on the International Space Station” from the May/June 2005 issue. With approximately 800 editorial and design entries for the 2006 Tabbies, *PS&D* is

proud to be one of the entries to receive an award. The Tabbie Awards program is presented by Trade, Association and Business Publications International (TABPI). The Tabbie Awards—perhaps the fastest growing business-to-business magazine competition in the world—is an editorial and design competition for English-language magazines published at least quarterly. A major thank you must go to the article’s author, Winston Huff, and to Gretchen Pienta, *PS&D*’s manag-



ing editor, for her fantastic editorial contributions. And special thanks to all of the *PS&D* staff who make this magazine the premier plumbing industry publication.

WHEN 1 + 1 MAY WELL EQUAL 3

PS&D has received word from the organization that audits our magazine that a modest percentage of our circulation/subscriber names may not be valid for distribution counting purposes. Why not? We have continued to maintain some subscribers on our mailing/circulation lists who have not recently sent in an updated subscriber card. Many of these people are previous ASPE members with whom we would like to remain in contact. So we now have a difficult choice: delete all these former members who have not sent in an updated subscriber card (but to whom the magazine continues to be delivered since we do not receive the issues back as undeliverable) or continue to send them issues of the magazine so they can remain up to date on industry and Society information. With the latter option, the magazine would continue to show an overstated circulation count at each audit.

Why is this important? The main reason is that accurate circulation numbers are important to advertisers when they make their advertising placement decisions. While we are comfortable knowing the names on our mailing/circulation lists are all real people who are receiving the magazine, we are presented with a Catch-22: stay in touch with former Society members or drop them like we don’t care. Of course, the easiest solution is for everyone to return an updated subscription card. Have you sent yours in? You also may update your subscription information at www.psdmagazine.org.

WELCOME TO THE *PS&D* WEB SITE

With the May/June 2006 issue of *PS&D* we began to utilize the Internet as a communications medium with our readers. For that issue, we provided additional information for some of our articles only on the Web site (www.psdmagazine.org). With

this issue of the magazine, we are going to integrate and build a symbiotic relationship with *PS&D* Online. First and foremost, hereafter all the technical material necessary for completing the CEU examination will be found only at *PS&D* Online. Why? Now the editor of that examination will be able to provide the complete text of the reading material instead of editing it to fit into the magazine. We believe this to be a significant benefit to our readers. The examination questions and other material will continue to remain inside the magazine.

We also are cutting the amount of material found in ASPE Report that is important almost exclusively to ASPE members and providing more in-depth stories and information on *PS&D* Online.

For many technical articles, we often have additional material and pictures that just do not fit in the printed magazine. All this material that is not included with the article in the magazine now will be available to all readers on the Web site. An excellent example of this is the results of the air-admittance valve survey. The basic results are shown within the pages of *PS&D*, but other information was collected that would have taken up more space than we provided for this story. So check out the magazine’s Web site to find many of the comments behind the answers for the AAV survey.

We’re often asked why we do not have the magazine out on the Internet. Well, actually we do, more so than many magazines. Every issue of *PS&D* magazine is archived on the Internet at the *PS&D* Web site—all the way back to the first issue. Access to the complete archive and to a complete digital copy of each article is limited to Society members. After all, they are subsidizing the publication of this magazine. A comprehensive and cumulative technical index to all magazines is constantly updated and available to anyone. Within the index are pointers to abstracts of virtually everything that is published. Anyone can check out an abstract and, if they like what they see, download the material for a small fee.

SPEAKING OF...

The comprehensive and cumulative technical index for *PS&D* is published as a supplement with each January/February issue. In case you haven’t noticed, the index is getting bigger. The 2006 index was 48 pages of relatively small type, and that was after the indexer only left in two levels of indexing (the complete index found on the Web site has four levels of indexing). If something isn’t done to cut the index even further, it is possible that the 2007 index will exceed 64 pages—the size of many magazines.

So the question has to be asked: Do you find the printed *PS&D* comprehensive technical index to be valuable as a supplement or should the index be limited to digital form at the *PS&D* Web site? We need your input. Please send an e-mail to our managing editor, Gretchen Pienta, at gretchenp@psdmagazine.org and let her know what you think. **PSD**