



On Its Own

It's hard to believe we are celebrating five years of publishing *Interface*. It seems like only yesterday that we were putting the finishing touches on the first table of contents and Paul Kohl (the first editor of *Interface*) declared, "We have a magazine." We certainly did have a magazine, and in December 1992, we published a 64-page, four-color, quarterly magazine that had a fresh point of view and an elegant new look. The five-year growth of *Interface* has been meteoric, and I am extremely proud of how the magazine has developed and how effectively it communicates Society information and ideals.

The idea to publish a separate members magazine originated in the 1988 report of the Society's Ad Hoc Long Range Planning Committee. The report identified two primary reasons for publishing a members magazine: 1.) to create a publication designed to communicate better with the membership, and 2.) to remove the News or "C" pages from the *Journal* to make it a purely technical publication. After extensive analysis and planning, *Interface* was approved by our Board in May 1992, which just happened to be my first Board Meeting as the Executive Director of the Society. The publication was conceived amidst great debate and concern about the value and necessity of a separate quarterly magazine for Society members. Publishing member news and information in the "C" pages of the *Journal* was reasonably effective, more frequent (monthly versus quarterly) and quite a bit less expensive. So, was it worth the risk and the cost to the Society to publish a separate members magazine; and was there value for the members or would it just be another throw-away piece of mail?

By now those questions have been answered as *Interface* has become an effective communication tool and a highly-regarded publication with a strong advertising base. Once the creative juices from within the Society took over, the magazine blossomed from "a good idea for communication" to a vehicle with many dimensions and purposes. Members have continually come up with new uses and suggestions which have led to new features like Currents, ECS Classics, Tech Highlights, and Free Radicals. News about people, events, and Division and Local Section activities have led to greater exposure for members and Society activities. In many ways, *Interface* has grown up and matured into a dynamic publication with a life of its own.

Many, many people are responsible for its success and on the occasion of this anniversary edition I would like to recognize a few of them. First, the Society leadership including Larry Faulkner (Past President, 1991-1992) and Lee Hunt (Past Publications Committee Chairman, 1986-1996) provided the strength and direction necessary to obtain the Board's approval of the magazine. Paul Kohl (*Interface* Editor, 1992-1995) guided the magazine through the "C" page transition and early development, and Jan Talbot (*Interface* Editor, 1995-present) continued to build on the magazine by challenging the guest editors and authors to improve the editorial content. There was also a group of committed members on various ECS committees, who worked through the complex scheduling issues and financial implications, and developed the initial plan for publishing a members magazine. The group included: Dick Alkire, Gerard Blom, Eric Brooman, Bob Frankenthal, Marcin Majda, Barry Miller, Bert Schwartz, Ralph White, and Wayne Worrell. Finally there was Karrie Hanson, the true champion of *Interface*, whose vision and persistence led to its birth. Certain individuals from the ranks of the ECS staff and suppliers should be recognized in connection with the creation and development of the magazine. Paul Cooper, a copy editor for the *Journal*, was called upon to be the production and advertising manager for the magazine. The design team of Dave Orban and Mary Yess, from the firm of O & Y Design, created the *Interface* style and advanced the

Interface design to the cutting edge look you see in the magazine today. (Mary left her consulting practice in 1996 to become the ECS Publications Manager and the first Managing Editor of *Interface*.) Ed Bellemare and Sue Orr, representing Cummings Printing Company, the *Journal* press since 1958, led us efficiently through the production and distribution processes and generously published the limited edition, prototype issue at no cost to the Society. Last, the *Interface* advertisers, many of whom showed their support and confidence from the very first issues, have allowed us to expand the magazine without assessing additional costs to the members and subscribers.

There have certainly been more people who have contributed to the success of *Interface* — the guest editors, contributing authors, ECS staff, Board members, and others — it's

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impossible to name them all. *Interface* is a members magazine, produced and written primarily by the members and for the members. Although *Interface* is "on its own," its ongoing success will continue to depend upon the exceptional energy and interest of you, the members. So thanks to you all and keep up the good work!

Roque J. Calvo
Executive Director
The Electrochemical Society, Inc.