

editor's note



SONYA AND ZACH VISITED THE OTHER DAY, AND AS ALWAYS WHEN OLD FRIENDS

who you haven't seen in a while visit, they marveled at the changes in my kids while my wife and I did the same over theirs (we were all too polite to comment on changes in the adults).

Magazines are something like old friends. Often you've read them for a long time and they certainly only show up periodically. Sometimes they change gradually over time, and sometimes they get an entire makeover. This month, thanks to our managing editor Keith Grubb, we unveil a new look.

"The new look is cleaner and more readable. It also gives a very contemporary look to the magazine," Keith explained.

The changes start on the cover, and not surprisingly, it also was the first item we tackled. Over the years we've noticed that most people seem to refer to this magazine as either *MSC* or *Modern Steel* (almost never by its full name), so we've emphasized the *MSC*. We've also gone back to what are called "cover lines." These are the text descriptions of some of the major content. (For those of you who like playing with desktop publishing, the cover fonts are from the Avenir LT Std family). We looked at dozens of versions of the cover, posted different versions around our office to garner comments, and finally chose one that we feel presented both a dignified and dynamic look.

The redesign continues on the inside, of course. The new table of contents is easier to read and offers stronger graphics. Departments use fewer rule lines and the continuing heads (Steel Interchange, News & Events, etc.) are clearer.

The feature stories also have a cleaner appearance. We've added a header to each story identifying the market segment addressed (for example, "transportation structures" or "unusual architecture"). The stories also start with a bold intro and a faded drop cap. And, to help personalize the stories, whenever practical we'll

show pictures of the authors. As with the news and departments, body text is Janson Text LT Std and Avenir Lt Std is used for the headlines. A third font, Boton, is used for typographical interest.

We've really enjoyed working on the redesign, and hope you like it to. And we'd love to hear from you about it. E-mail your comments to melnick@aisc.org or mail them to *Modern Steel Construction*, One East Wacker Dr., Suite 700, Chicago, IL 60601.

Of course, MSC is not the only steel program undergoing a redesign. For 2006, the North American Steel Construction Conference also has been "redesigned". Since 1999, the conference has used a stylized abstract version of the letters NASCC (sort of a retro '70s look). We showed the logo at several AISC seminars during the past year—and fewer than 5% of the attendees recognized it (and most couldn't even read it). We also discovered that most people simply referred to NASCC as "The Steel Conference." So rather than a pedantic insistence on the "correct" name of the conference, we decided to go with the flow and rename the event "NASCC: The STEEL Conference" (we wanted to keep NASCC just to remind people that this is a North American conference and not just an AISC event). While we also went with a fun and exciting graphical look, we did retain the core purpose of the conference: to provide the best opportunity for learning about practical applications of steel, to network with peers and potential clients, and to see the latest product offerings (look for the conference ad on page 10, and for a complete look at the conference program or to register, visit www.aisc.org/nascc or call 312.670.2400).

SCOTT MELNICK
EDITOR

MSC

MODERN STEEL CONSTRUCTION

Editorial Offices

One E. Wacker Dr., Suite 700
Chicago, IL 60601
312.670.2400 tel
312.670.5403 fax

Editorial Contacts

EDITOR & PUBLISHER
Scott L. Melnick
312.670.8314
melnick@modernsteel.com
MANAGING EDITOR
Keith A. Grubb, P.E., S.E.
312.670.8318
grubb@modernsteel.com
ASSISTANT EDITOR
Lena Singer
312.670.8316
singer@modernsteel.com

AISC Officers

CHAIRMAN
Stephen E. Porter
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VICE PRESIDENT,
CERTIFICATION
Roberta L. Marstellar, P.E.

Advertising Contact

Account Manager
John A. Byrne
847.699.6049 tel
847.699.8681 fax
byrne@modernsteel.com

1400 E. Touhy Ave., Suite 260
Des Plaines, IL 60018

For advertising information, contact John Byrne or visit www.modernsteel.com

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312.670.5444 tel
312.670.5403 fax
admin@modernsteel.com