

editor's note



TO REALLY UNDERSTAND MY MIDDLE CHILD, JOSHUA, YOU NEED TO SPEND SOME TIME WITH HIM OUTSIDE.

Like this summer when we were on vacation and were taking a boat ride in Georgian Bay. The guide pointed out a beaver dam, but Joshua piped up that it wasn't a beaver dam. The guide patiently explained that is what it was and even showed us a couple of beavers. But Joshua was adamant—and correct. It wasn't a beaver dam; it was a beaver lodge. (What's the difference? Beavers create small ponds by damming up small rivers and ponds; within these still bodies of water, they build homes—or lodges—from sticks and mud.)

Joshua loves nature and reads, and reads, and reads about it. And this being the 21st century, he's even created Joshua's Nature Site (<http://ideastosavenature.weebly.com>). The great part is he created the site for free; no hosting charges, no software to buy.

Of course, it's also a pretty simple site. When AISC set out to update *its* site, it was a little more complicated. As anyone who's ever visited www.aisc.org knows, there's a lot of information on the site (ranging from online seminars to a bookstore to more than 15,000 pages of technical information). The problem has always been arranging the data to make it easy to find.

Our solution was the creation of what we call "channels." When you visit the redesigned site, you'll see five of the channels displayed across the top of the page. You can use the arrow icons to scroll through additional channels, or press "view all channels" to see a list of the channels. The site also makes it easy to look up a member, find a certified company, or check out who produces which steel shape. And, of course, you can view the NASCC: The Steel Conference advance program or register for the conference (visit www.aisc.org/nascc for more information). Channels range from certification to competitions and awards to e-learning to engineering FAQs to research to safety to seminars to steel availability to an extensive technical library!

We've tried to anticipate the type of information most visitors will want, and the left side of the home page has a list headed "I want to..." If you think something else should be on the list, let me know. We also give you the latest steel news and a list of upcoming steel-related events.

Currently, the one drawback to the site is there's not enough interactivity between users or between users and AISC. Several upcoming enhancements will provide greater opportunity for networking and communication, and those will be announced both in MSC and (of course) on the website.

Though if you really want networking, there's no substitute for face-to-face communication. And the best place for that? NASCC: The Steel Conference. If you've attended in the past, you know the quality of the presentations, the enormity of the exhibit hall, and the value of the interaction between attendees, presenters, and exhibitors. If you've never been to the conference and want a taste of the types of presentations, visit www.aisc.org/2008nasconline.

I hope to see you at the steel conference—and in the meantime, drop me a note with any comments on AISC's updated website (and don't forget to visit www.modernsteel.com too)!

SCOTT MELNICK
EDITOR



Editorial Offices

1 E. Wacker Dr., Suite 700
Chicago, IL 60601
312.670.2400 tel
312.896.9022 fax

Editorial Contacts

EDITOR & PUBLISHER
Scott L. Melnick
312.670.8314
melnick@modernsteel.com

SENIOR EDITOR
Geoff Weisenberger
312.670.8316
weisenberger@modernsteel.com

DIRECTOR OF PUBLICATIONS
Areti Carter
312.670.5427
aretic@modernsteel.com

GRAPHIC DESIGNER
Kristin Egan
312.670.8313
egan@modernsteel.com

AISC Officers

CHAIRMAN
Rex I. Lewis

VICE CHAIRMAN
David Harwell

TREASURER
Stephen E. Porter

SECRETARY & GENERAL
COUNSEL
David B. Ratterman

PRESIDENT
Roger E. Ferch, P.E.

VICE PRESIDENT AND CHIEF
STRUCTURAL ENGINEER
Charles J. Carter, P.E., S.E.

VICE PRESIDENT
John P. Cross, P.E.

VICE PRESIDENT
Louis F. Geschwindner, Ph.D., P.E.

VICE PRESIDENT
Scott L. Melnick

Advertising Contact

Account Manager
Louis Gurthet
231.228.2274 tel
231.228.7759 fax
gurthet@modernsteel.com

For advertising information, contact Louis Gurthet or visit www.modernsteel.com

Address Changes and Subscription Concerns

312.670.5444 tel
312.893.2253 fax
admin@modernsteel.com

Reprints

Betsy White
The Reprint Outsource, Inc.
717.394.7350
bwhite@reprintoutsource.com