

editor's note



IT'S NOT UNUSUAL FOR ME TO USE DIMINUTIVE FORMS WHEN I TALK WITH MY CHILDREN. Jason becomes Jay, Joshua is Josh and we sometimes call Julia "Boo." (For contrarians, it's interesting to note that even though diminutive means "small," not all diminutives are smaller than their original forms. Thus the diminutive of "bachelor" becomes "bachelorette" and the monosyllabic "Scott" is often "Scooter.")

But sometimes diminutives don't prove popular. Back in 2006, we changed our cover to emphasize "MSC" in the belief it was the common way to refer to the magazine. Anecdotal evidence suggests we were wrong. I've rarely heard anyone outside of our own staff call the magazine "MSC" and more typically hear it shortened simply to "Modern Steel." So after eight years, we're once again redoing our cover.

Our intrepid designer, Kristin Egan, developed a wide range of cover alternatives, and after careful consideration our publishing staff narrowed it to two choices. We then considered some slight variations on each of the choices and selected what we considered to be a bold and exciting change. But something odd happened.

During the next few weeks I had the two finalists hanging in my office. And almost universally, every visitor to my office preferred our second choice and expressed some dislike for our first choice. Could we have made a mistake in our choice?

We decided to put five of the different cover designs up on our Facebook page and let our readers choose their favorite. The result? The consensus was the classy cover you see on this issue (yes, our staff's second choice was our readers' first choice).

In addition to the new cover design, we're also working on a radical new look for the *MSC*—er, *Modern Steel*—website (www.modernsteel.com). You'll still be able to view the current issue, past articles and product information. The new layout simply offers a more compelling graphical presentation.

I'd love to hear from you about our new cover (and the new website). And for those of you wondering why Julia shortens to Boo, stop by and see me at this year's NASCC: The Steel Conference. We can talk about your name, my name and why we shortened the name of the North American Steel Construction Conference. Simply visit www.aisc.org/nascc for full information and to register. See you there!

A handwritten signature in black ink that reads "Scott Melnick".

SCOTT MELNICK
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