

## Ebbing with the Tides of Change

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As we navigate the treacherous waters of an uncertain economy, the only thing that is clearly evident is the need for carefully planned and executed business decisions and continued evolutionary development to maintain economic health and position. These needs are common to both businesses and individuals.

*Sound and Vibration* magazine is no different in this regard from you or your employer. We are a business and must make a strategically appropriate blend of both aggressive and conservative moves to assure our viability and longevity. Make no mistake – the market conditions that have influenced your livelihood also affect this enterprise. Like all businesses, we evaluate our performance frequently and adjust the trim of the helm when the need is clearly indicated. As experienced pilots, we refrain from making frequent and drastic short-term course corrections.

We earn our living by selling advertising page-space. The rate we can charge for page acreage is strongly linked to the number and quality of subscribers we attract to these pages. Quality is the attractiveness of our audience to our advertisers as presented by our BPA International Circulation Statement. We strive to attract quality readers solely by providing quality content that they need and want to assimilate.

At conception, *S&V* made the decision to appeal to knowledgeable practitioners with a desire to improve their understanding of acoustic and dynamic behavior. For over 38 years we have resisted all temptation to deviate from this course. We assert our intention to remain true to this dictum: *S&V* will not compromise the quality of its content in an attempt to widen its circulation. We will not be participants in the “dumbing-down” of our technical world. Yes, we are going to institute changes aimed at broadening our appeal, but we are going to do so by bringing knowledgeable practitioners from related fields into our fold through additional pages of high-quality content with appropriate focus.

This decision is conservative in that we choose to adhere to our 38 year-old basic tenant. Further, we will not make these changes in a sweeping fashion – they will

be integrated in an evolutionary manner over the coming years. Yet the decision is also aggressive. The book will become larger and its workload will increase. We have made additions to staff and will continue to do so. We have also upgraded our web presence and added new interactive features at [www.SandV.com](http://www.SandV.com) with the ongoing possibility of more in the future. We are making these changes to better serve you, our valued existing readers, and the new folks who will be joining your ranks.


“And just who will these new readers be?,” you ask. In a word – analysts. We intend to make a concerted effort to gain the “analytical side of the house” as enthusiastic readers of *Sound and Vibra-*

level of current and cogent technical information to the sound and vibration analysts that we have been providing to the experimental community. We intend to become an important resource for those who deal with design of sophisticated structures at the conceptual level. Our pages will showcase methods and tools for a new community of readers . . . and hopefully aid in making experienced analysts of experimentalists and vice versa.

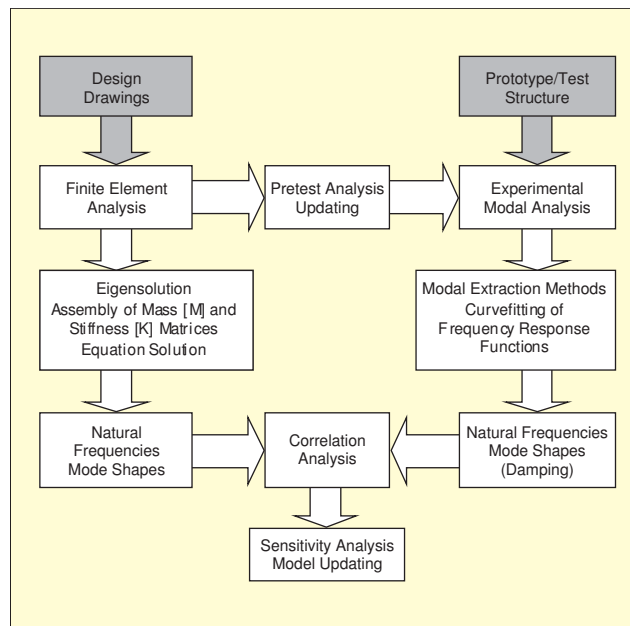
I have enjoyed more than a few years on the experimental side of the fence and have been privileged to team with some excellent “laboratory animals.” The best experimentalists I have worked with have always been excellent analysts as well. During my early years as an analyst with

Sikorsky Aircraft and with General Motors Proving Ground, both organizations placed great importance on mathematical models and simulations . . . but each demanded substantial test verification of those valued tools. Our best math-modelers were those who knew their way around the “real hardware” and felt at home conducting a road or flight test.

Modern technical educators have been working diligently towards the goal of balancing analysis/test curricula for years – their effort is now bearing fruit. There is a growing population of recent graduates who have no concept of barriers between the various disciplines of current engineering practice. We strongly applaud this effort and welcome these new graduates warmly. We want our pages to span the full range of their interest and to reflect their work efforts.

Of course, many of you are already practitioners of the ‘new’ arts we plan to meld. We hope you will consider giving us benefit of your knowledge and experience. We will need help in guiding this initiative and would greatly appreciate your contribution. Please write me with your suggestions for specific topics and/or columns. Let me know about your favorite authors and the tools-of-trade you have come to accept as old friends. If you have a manuscript looking for an outlet, please consider publishing your work in *Sound and Vibration*. 

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See “Linking FEA with Test,” page 12.

tion. We have long recognized that the walls separating the analyst from the experimentalist are artificial and eroding. The time has come for us to place our faith in this concept into our business plan. We will continue to provide comprehensive coverage of all of the testing-related topics we now serve and augment this with new features relating to modeling and related CAE topics. In short, we will broaden our bandwidth while retaining our resolution!

I take great pride in welcoming you to our first **Computer Aided Engineering** issue. This marks a new focus area for us – one that I expect will grow rapidly in scope during ensuing years. It is our avowed purpose to provide the same