

## Three Years Before the Mast(head)

*George Fox Lang, Associate Editor*

Throughout our history, we have been blessed with an evolving sequence of top-notch contributing editors; first-rate practitioners who have elected to give something back to their profession by working damned hard (and for no financial reward) to assure that every issue of S&V contains the kind of material you want to read. Most of you know our contributing editors by reputation. They are all technical front-runners within our narrow-niche field; these are people who really understand *Sound and Vibration* and who have worked successfully in the field for years.

Our masthead also lists the people who make this magazine happen, month after month. These are the folks who understand the “ins and outs” of producing a high-quality publication 12 times a year,

every year and doing so profitably. We are losing one of those in September and it hurts every one of us who remain to produce your favorite monthly technical read. We are losing a good friend and valued co-worker who has contributed well to S&V for the last three years.

Scott Lothes' name first appeared on our masthead as Assistant Editor with the August 2002 issue. From his first appearance, he has been a strong contributor to the effort and a real asset to S&V. Scott came to us straight out of school and immediately demonstrated he was ready to help improve the world. He rapidly became our publisher's strong right arm and sometimes alter ego. Scott quickly exhibited wisdom beyond his years in dealing with monthly production problems and politics. He led several new initiatives for

S&V, including our website.

He has been my friend over this time period and someone I have come to trust and enjoy. We have shared some “dark hours in the trenches under fire” together, and I can tell you he is the kind of guy you want by your side when the world turns ever so slightly against you. He is a good man and a capable person.

But Scott is a young man and young men have dreams to pursue. Scott's involves Japan, a beautiful woman and a chance to try something very different and adventurous. As an “old guy,” I envy him two of these and hope the third doesn't wound him too badly. I'm proud that my young friend has the guts to chase his dream. I'd also be delighted to welcome him back into our fold if the adventure proves less than the dream.

## “Nothin' is Easy” – But Sometimes We Get Lucky

*Jack K. Mowry, Editor and Publisher*

My oft-used phrase for too many years is: “nothin' is easy.” Numerous projects that have required my attention have appeared to be “cut and dried,” but turn out to be fraught with difficulties and at times have defeated my best efforts at resolution. But, I am known for my “pit bull” tenacity and rarely give up on a project even though I have often resorted to “whatever works” conclusions.

One of these, unfortunately, is our brand new internet-based inquiry processing system, SandVeasy. Scott and I have put a lot of work into this system and it requires continued maintenance and a significant monthly fee to the company that administers it for us.

We introduced this service with the March 2005 issue of S&V and promoted it on the reader-service page. It allows you, the reader, to request information on keyed items by using the special URL, [www.SandVeasy.com](http://www.SandVeasy.com), or the paper bingo card. We have about 12,000 readers out there. When this was written, 22 have registered for the service and a total of 257 leads have been processed. Readers' use of the paper bingo card have registered a similar response.

Now in SandVeasy we have created a very nice mechanism that allows an advertiser to get an immediate request for information from an interested reader and the reader is immediately taken to the page specified by the advertiser. There are only two conditions that have to be met: 1. the advertiser needs to specify the web page that matches the item keyed; and 2. the reader needs to use the service. At this time, only a few of our advertisers have taken advantage of this

feature. We are encouraging them to provide more specific URLs than just a home page and, of course, we encourage our readers to access the system. The better our databases the greater the benefits to both advertisers and readers.

How to use the system:

- Have the S&V issue and RS #(s) of interest open for reference.
- Go to [www.SandVeasy.com](http://www.SandVeasy.com) (put the URL in your ‘Favorites’ list for future use).
- Select the issue from the drop-down box, enter the reader-service number(s) of interest and check the “Request Free Information” box.
- Register your name (you only need to do this once – subsequent visits to SandVeasy will display a “Welcome back” message and your profile).

That's all there is to it. Your name will be forwarded to the selected advertiser(s) and it will be up to them to respond to your request. If you do not wish to receive a response, you will be redirected to the page of an advertiser's web site that they specified when we created the listing.

We hope that you will utilize this new service and we will be able to show dramatically increased results in the months to come. Regardless, we will continue both the new web-based service and our paper bingo card. We think it is a quality supplement to our practical engineering editorial content that has been the hallmark of our service to the noise and vibration control community.

But, enough of my rant on this possibly intractable problem and my “nothin' is easy” complaint. Let's go to the ‘lucky’ category.

Exactly three years ago, we had the pleasure of hiring Scott J. Lothes as Assistant Editor. Scott graduated *magna cum laude* from the Case School of Engineering of Case Western Reserve University with a B.S. degree in mechanical engineering. Scott has the rare talent of being both an excellent engineer and technical writer. Just what we were looking for!

Scott provided us with all of the capabilities that I had hoped for and much more. When he announced his intentions to go to China in September and then join his fiancé in Japan, I had mixed feelings. We had three great years from Scott, but I felt that we could never again find someone with similar talents. And then Larry Basar walked into my office. The rest is history.

Larry is a Journalism graduate of Kent State University. He served in the U.S. Navy, was a managing editor of two business magazines, a technical writer for Diebold, Inc. and senior publications specialist with The Babcock & Wilcox Company. What we offered was exactly what *he* was looking for and he offered exactly what *we* were looking for. We are delighted to introduce Larry Basar to you as our new Assistant Editor and we wish Scott all the best in pursuit of his new endeavors.

So we have been addressing two problems – your usage of our web-based inquiry processing system and our search for a new assistant editor. I know that “nothin' is easy” when it comes to getting people to take advantage of a new service. But, we sure got lucky with Scott and Larry. 