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The New George

Change is everywhere. It is found in nature, and it's a normal way of life, yet it can still feel disconcerting if too much happens too fast. The face of PCI is changing as well, from the obvious (and somewhat inevitable) changes as senior staff members embark on new chapters of their lives to the rebranding of PCI and the new "look" of PCI events, publications, and logo. PCI President Jim Toscas gives an overview of the rebranding project beginning on page 15.

With the new year, my goal is to let our loyal *PCI Journal* readers know what changes will be occurring in the *Journal* during 2006. I'll start with the front cover, which I'm sure you've already noticed! While the well-referenced title "*PCI Journal*" remains unchanged, the masthead will no longer include the old PCI logo, which has been permanently retired.

This year we will reorganize (or redesign, in publication terms) the *PCI Journal*. You will certainly notice a change, but one intended to make your busy life a whole lot easier. Will we change the number, frequency, or quality of peer-reviewed papers? No way. Will components such as the Chairman's Message, Industry News, or Tech Features disappear? Nope. The content you have come to expect to appear in the *Journal* every other month will still be there. What will change is the way the content is laid out, its sequence within each issue, and the overall aesthetics of the publication. Our intention is to make reading easier and make finding papers and features of interest more efficient.

There have been some behind-the-scenes changes as well. For example, did you notice that this issue of the *Journal* came out on schedule? We have Jennifer Atkin and the capable production department to thank. It may not have bothered many of you that the *Journal* was not appearing in your mailboxes at the same time every month. In fact, its production timetable had slipped to the end of the cycle, which was driving us nuts here at PCI! Now, after a grueling year of acceler-

ated seven-week production cycles, we're back on schedule and intend to stay on schedule.

Another significant change to the *Journal* has been its editorial leadership. Many of you have come to respect the *Journal* and have likewise come to respect its Editor Emeritus—a PCI Fellow and a Titan of the industry—George Nasser.

George, in his typical gracious manner, has welcomed me to the *Journal* and placed it in my able and eager hands. At the fall 2005 PCI Convention, I assumed George's duties on the Journal Advisory Committee and was warmly welcomed by many PCI members. And yes, several times I was referred to as "the new George."

Although on the surface this title may seem very fitting (I am the new editor) and a little mocking (replacing the *Journal* editor is certainly not like swapping out a light bulb), I do believe there is more intuitiveness attached to this title. Do I have the same duties George did? Sure. Am I dedicated to maintaining the integrity and quality of the *Journal*, like George?

You bet. Do I pursue this role with a professional passion, as did George? Absolutely! Will I imbue the *Journal* with my own ideas and perspective? You can count on it.

So with the new year, several new faces on staff, and a new PCI logo and marketing initiative, things are definitely changing. I'm excited about these changes, and I hope you are, too. I rely on the feedback of our readers to keep the *Journal* on track as well. Please call me (312-583-6773) or send me an email (elorenz@pci.org) with your comments—good or bad, they are all helpful in maintaining the status of our elite *Journal*.

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