

Editor's Note



I'm what one might call a reader, which is a good thing given what I do for a living. At a young age, reading was at the top of my list of favorite pastimes. I have several hundred ebooks stored on my cell phone in case I find myself stranded for a few years with nothing to do. I'm also a compulsive collector of things like ebooks, but that's another column.

In the past several months, there have been some extraordinary events in the publishing industry. Many print news sources have cut much of their staff and others have closed altogether. This morning there is a report that *The San Francisco Chronicle*, Northern California's largest newspaper, might close. *The Rocky Mountain News* is next in line. The news is not surprising.

Here's why I say that. Another passion of mine is the Internet and all things electronic. For at least ten years I have used online sources as my primary source for news. On the Internet, news and weather is reported in real-time, which is impossible for newspapers. Even television network news is hours behind the Internet. Now, with the advent of cell phone "breaking news alerts," and Internet access from anywhere in the world, there is even a greater time gap between electronic news and all other sources. As attention has shifted from newspapers to these other sources, advertising dollars have gone with them. It was only a matter of time.

But, there are still magazines I read. Not for news, but for information that I might need in order to do my job better. They are trade journals. We get two dozen or so a month here at the office. They cover printing, publishing, graphic design, and other areas of our business. Our graphic designers have them stacked up on their desks and I see them frequently flipping through the pages.

A good trade magazine will publish both articles of general interest to the industry and reference material that can enable those in the industry to do their job more efficiently. We try to do just that. And the advantage to our advertisers is that *Cleaner Times* has a very long shelf life. So, yes to Internet news; yes to trade journals. Both will be here for a long time to come. Newspapers? Not so much.

In an effort to continue to offer the best quality publication possible, we are excited to welcome back one of the finest editors we have had. Those who enjoyed reading the multi-part series on the history of the PW industry will be happy to know that the author and former editor, Allison Hester is back on staff at *CT*. Her new role will be that of Feature and Assignment Editor, and we trust you will see a continuation of the quality that you have come to expect in *CT*.

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim McMurry
jim@adpub.com
800-525-7038

Industry Calendar 2009

Mar. 30–Apr. 2 WESTEC 2009 Exposition, Society of Manufacturing Engineers (SME), Los Angeles Convention Center, Los Angeles, CA. For more information, visit www.sme.org.

May 19–21 2009 Appalachian Underground Corrosion Short Course (AUCSC), West Virginia University, Morgantown, W VA. For more information, visit www.aucsc.com.

Aug. 18–20 2009 American WJTA Conference and Expo, Marriott Houston Westchase Hotel, Houston, TX. For more information, visit www.wjta.org.

Oct. 6–9 ISSA/INTERCLEAN North America 2009, Chicago, IL. For more information, visit www.issa.com.

Oct. 8–10 2009 PWNA Convention/Fall Technical Seminar, Holiday Inn, Gurnee, IL. For more information, visit www.pwna.org.

Oct. 18–20 CETA PowerClean 2009 Trade Show and Convention, Silver Legacy Resort Casino, Reno, NV. For more information, visit www.ceta.org.

Oct. 27–30 DeckExpo 2009, side-by-side with the Remodeling Show, Indianapolis Convention Center, Indianapolis, IN. For more information, visit www.deckexpo.com.

2010

Feb. 2–5 World of Concrete Annual Trade Show, Las Vegas Convention Center, Las Vegas, NV. For more information, visit www.worldofconcrete.com.