

FRONTPAGE

In Medias Res

There is usually a notion in our heads that everyone sees the world from our exact point of view and point in time. It's human nature. That often proves to be the case when a new editor steps in at a magazine. With our newly printed business cards, clean desks, and a short grace period, we dive in, determined to remake the world in a month.

Newly minted editors tend to write fiery first columns extolling the magazine, but promising a world of changes to come. They act as if the magazine came into existence the moment they took the helm.

This is not one of those columns. *T+D* magazine is a living, breathing entity that—in one form or another—has been around longer than most of its readers. It has served the members of ASTD for decades. It will continue to serve them well into this century.

T+D is a well-established, well-respected magazine, and, frankly, it runs like a new Volvo. But, if you will allow it, permit me this observation: *T+D* magazine is as good as it is because it has always embraced the new. As the industry and profession it covers have grown and changed, so has this publication.

A good magazine is in touch with its readers, and its editors have some idea of what's important to those readers. *T+D* takes that relationship to a much higher level. It surveys its readers, and it responds directly to their concerns and interests. As a result, the magazine will undergo some changes in the first quarter of 2005. Those changes will not be seismic in nature, but will continue the evolution of this great publication. One last reminder: This is a dialogue, not a monologue. So, speak up.

Your emails and calls are always welcome.



Rex Davenport
Editor

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Named one of "Ten Essential Magazines for Consultants" by ICA 2004



Publication Redesign
ASBPE 2001

Editorial Excellence
ASBPE 1998

Gold Circle Awards
ASAE (American Society of Association Executives) 1994

Best Design
OZZIE Bronze Award of Excellence 1992

Magazine Column
"Working Life"
Clarion Award
Women in Communications
1992