

FRONTPAGE

Tell Me

My mailbox is sometimes far from full. I'm talking about mailbox@astd.org. That's where you can email your opinions about *T+D*, or thoughts in general; that would be fine with me. The emails come directly to my personal inbox, and I read every one. I also answer them. Now, if that's not an incentive to write!

Then we publish the feedback and comments we get in Mailbox (page 12). Yet, another incentive—to see your insight, your rant or rave, and your name in the magazine.

I could have long ago delegated the reading of mailbox@astd.org and the writing of Mailbox to one of the associate editor's capable hands. But I continue to do it because it keeps me close to the customer—you. I like hearing directly from readers and getting to know them, even when it's only electronically. I've enjoyed some amusing, lively, enlightening, not always agreeing exchanges with many of you—but not enough of you. Yes, I'm encouraging and just short of begging you to weigh in your perspectives.

I know...you are a busy professional and our email inboxes are usually full to overflowing with unwanted mail. I recently went on a seven-day vacation and returned to 453 emails—453! Yet, I ask for more. I can always delete without opening the ones that promise low mortgage rates, various enhancements, and medical miracles.

So, I've pleaded my case, and I look forward to hearing from you. I'm going to check my mailbox now.



A handwritten signature in black ink that reads "Haidee Allerton".

Haidee E. Allerton
Editor



ASBPE
The Association of Staff Business Professionals Executives

The Web
Regular Column
Staff Written
ASBPE
2002

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