

What's New?

Sitting in the ISMTE Board meeting in Baltimore, Maryland in August I realized, yet again, how happy I am ISMTE came into being, how honored I am to be a member of its Board, and how excited I am about the Society's future. I wished that I was the type of writer who could capture the excitement in that room and convey it to all of you in the pages of *EON*, providing a catalyst for your own excitement and a symbol of all this Society is, despite its youth, and all the potential it has yet to achieve.

Knowing my own limitations, however, I asked the other Board members for help in telling you about where their committees are and what they have planned for 2009. This issue of *EON* is devoted to sharing this information with you. I think you'll agree that it is an exciting time to be a member of ISMTE and we're all lucky to have the opportunity to learn and grow

together as members of this budding, vibrant group.



ISMTE Board Meeting 2008

Back, left: Gary Bryan, Taylor Bowen *Middle, left:* Dianne Dixon, Jennifer Deyton, Kristie Overstreet, Elizabeth Blalock *Front left:* Irene Hames, Ira Salkin, and Jason Roberts

photo by Meridyth Senes

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What's New

continued

EON

With *EON*, we're planning to implement several new sections, including Taming Technology and Around the Water Cooler (hot topics on the lighter side), and sections with topics on ethics, relationships with societies and publishers, and best practices. We will also be offering past articles and issues in an archive

on the ISMTE website beginning in 2009.

What Else?

Read on for information about 2009 Society meetings, the upcoming changes to the website, and the valuable information that will soon be available on the resources page. This month's President's Message contains a number of free resources you can

download from the Internet, and the very informative Tips & Tricks column tells you about the benefits of setting yourself up as an LLC.

Kristie

Kristen Overstreet
Editor, *EON*
Arvada, Colorado, USA

How to be a successful journal editor - short course

ALPSP (<http://www.alpsp.org>, the Association of Learned, Professional and Society Publishers) is running a course for Editors-in-Chief, Editorial Board members, and managing editors on the skills, knowledge, and attitudes needed to run a successful publication.

Most editors edit a journal on a part-time basis, out of dedication to their discipline rather than as a career – and there is little support or training to help them. This course is one of very few that provides an opportunity to review the overall editorial operation in an increasingly difficult environment.

Based on an existing course which has run successfully for 12 years, this course will be run in **Oxford, UK, 29-30 January 2009.**

The highly participatory programme includes how to attract the best authors, how to deliver what readers want, and how to make a journal successful. The course gives editors the opportunity to discuss best practice with peers, and by the end of the 1.5 days, all participants will have an action plan to take back to the office.

The course is being trained by Pippa Smart (PSP Consulting), and Mike Jackson (Annals of Botany). For more information, see the course website: <http://www.pspconsulting.org/journals.shtml>, or http://www.alpsp.org/ngen_public/article.asp?aid=7669 or contact Pippa Smart directly: pippa.smart@gmail.com.

Useful (Free!) Resources on the Web

From the President - Jason Roberts

My grandmother hailed from Leeds in Yorkshire, UK, which I guess makes me one eighth a Yorkshireman. Yorkshiremen, goes the stereotype, have short arms and deep pockets, which may explain my penchant for anything that is free.

I thought I might use this month's President's Column to talk about a few freebies out there on the Web that could help you in the daily grind. I'll set up a posting on the discussion forum for all of us to add details on some other sites. In the Resource section of the ISMTE website we'll place links to some of these sites.

Of course all the usual disclaimers apply... these are just recommendations not endorsements. There are alternatives; I'm just writing about what I know. These are reputable to the best of my knowledge and have never, knowingly, generated a deluge of spam or infected my computer.

Communicating

Talking

Most of you have probably heard of *Skype* (www.skype.com). This service offers computer-to-computer voice calls and video link-ups for *nothing*.

Fee-based services include recording your communication and video-conferencing. Skype-to-telephone and telephone-to-Skype calls also cost money.

The video chat option has literally been a life-changer for my family. Armed with a cheap webcam, my parents and their granddaughter video chat across 3,000 miles every week. For those of us in remote offices it's a way to keep

communication costs down. Occasionally the quality can be less than optimal, but ordinarily it's as adequate as talking into a mobile phone.

Conference Calling

There are several services offered on the Web for arranging conference calls. Skype can handle this, but for those still not *au fait*, or comfortable, with talking into their computers, a system this Society (the ISMTE Board, committees) uses all the time is *FreeConference* (www.freeconference.com). Each caller pays a long distance rate (if they are using the North American phone system) or an international rate for outside that region. The cost of the conferencing facility is *zilch* (typically a \$200-\$300 charge via a conference call provider).

There are other options that offer free-phone calling, or cheap calling into the United States, but I have yet to use them, nor can I vouch for the quality of the call (if you are familiar with an alternative service, please let us all know at the Discussion Forum).

The quality of the call through FreeConference is good, and the website makes it easy to pick a time, dispatch invites, and manage responses. For a fee, you can gain access to features such as recording the call.

Collaborating

Getting Together

Need to arrange a call? Having trouble keeping track of people's calendars? There are free schedulers out there. A simple one I have used is *doodle* (www.doodle.ch). Plug in

Resources on the Web

continued

potential dates and times and then cut and paste a link provided by doodle to insert into your meeting schedule e-mails. Participants are invited to follow the link, click on the times they can attend, and save their name. The organizer is sent an e-mail every time a participant records his/her preferences. The biggest problem – it doesn't convert the time to allow for time zones, so you have to be clear up front what time you are using (e.g., Central European Time, Hawaii-Aleutian Time Zone, etc.). By the way, you can find out what the current time is in most major cities at: www.timeanddate.com/worldclock/ (very handy as different countries shift to and from summer time at different points in the year).

Editing

Ten iterations of a document floating around the ether? Try *WriteBoard* (www.writeboard.com). This service allows you to create a document in WriteBoard and then invite others to edit your document. Your editing collaborators receive an e-mail invite with a link to the document and the password you created to give them access. Once they save their edits, others can compare versions to see what has changed. The only downside with this site is the document display is very rudimentary – for font formatting, such as bold-type or heading creation you need to enter 'codes' so to bold a word you have to place an * on either side of the word to be highlighted.

Presenting

Want to run a presentation people can log in to and watch? Try *Slidelive* (www.slidelive.com). You may be familiar with

services like Webex™ that allow virtual attendance at a presentation. Slidelive works along similar lines in that attendees are invited to a password-protected site at Slidelive. Unlike the pay services, attendees will have to call in to a conference call service to hear you, but as long as they can be on the phone and by a computer connected to the Internet then you can deliver your presentation. As you move the presentation forward, the slides your attendees see on their screens move forward with you. As the presenter, simply create an account and upload the Microsoft PowerPoint® Presentation and away you go.

Bookmarking

Most of us use Favorites or Bookmarks to keep tabs on our preferred webpages. But what happens when you are away from your usual computer? Also, how can you share your bookmarks with someone else? You could try *delicious* (delicious.com). I've seen the delicious logo on websites for some time without investigating what on earth it was. I also started seeing 'tags' with what seemed like key words pertaining to the content on the page I was looking at. I finally checked it out and now I have mobile bookmarks that I can share with colleagues. After creating an account, download the delicious add-on that places a couple of buttons on your browser. Then simply click the Tag button every time you want to bookmark a page – a pop-up window appears in your browser. This window, from delicious, has already recorded the url of the site and the title of the page (which you can edit). There is a section to add notes and then you add your tags to help group this page amongst your collection of bookmarks. The program is intelligent

Resources on the Web

continued

enough to suggest possible tags you have already used. I use delicious in a professional capacity to record articles I read on topics related to peer review and publication ethics. There is an option to make your collection of pages public or private.

Images and Figure Manipulation

Whether for work, or pleasure, (unless work is your pleasure) we often have to work with images. Unless you are a sophisticated user, this typically means cropping, resaving the file into a format that can be used by others, such as the typesetter, or maybe removing unwanted details from an image. I am not going to go into the ethical quandaries associated with 'prettying-up' images here. [Editor's note: see the article 'Image Manipulation and the Editor: Tools to Prevent Unacceptable Alterations' in the July 2008 issue of *EON*.]

Until my PC died I used Photoshop™ for these simple tasks, which is a bit like driving a Ferrari when a Trabant would do the job. Rather than shell out a lot of money for a new version of Photoshop™ for my new Mac, I downloaded GIMP (www.gimp.org), which is an excellent image manipulation software available for free. It is both PC and Mac compatible.

Like most journals, I have a policy of not touching an image intended for publication unless it is removing extraneous color (on bar charts or as backgrounds) if I can access the original source data, such as an Excel file for a histogram. For editorial matter, such as an obituary or introducing a new Associate Editor, my journals might publish photographs of individuals. GIMP has proved more than useful on such occasions, especially when clearing up

'background noise' from old photographs that had been rather poorly scanned and digitized. I recently was asked by one of my editors-in-chief to delete his wife from what he otherwise considered to be the best recent portrait picture of himself. GIMP handled this task adequately. Neither GIMP, nor I, assumed responsibility for any marital consequences of this action.



A Trabant.

Photo from the Internet, in the public domain.

Random Stuff

If a manuscript has unfamiliar (to me) acronyms that are not explained, I typically send the paper back to the authors for enlightenment. If I'm in a hurry I do sometimes consult www.acronymfinder.com. It is a surprisingly comprehensive listing across a variety of disciplines. So is www.medilexicon.com for those of you who work on medical journals. Their database was extensive enough to list SUNCT, which is a somewhat obscure acronym from the field of headache medicine.

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2009 ISMTE Conferences

by Taylor Bowen,
ISMTE Vice President,
taylor@aegis-prm.com

The ISMTE Conferences Committee is pleased to announce that the Society will hold two conferences in 2009. Plan now to attend one of ISMTE's conferences in Oxford, UK or Baltimore, Maryland, USA.

Registration fees and additional details for the events will be announced in early 2009.

ISMTE European Conference—Oxford, UK
The Professional Editorial Office 2009: Dealing With Ethical Issues and Ensuring Best Practices in Peer Review

Date: 25 August 2009
Venue: St. Hugh's College (<http://www.st-hughs.ox.ac.uk/>), Oxford

In addition to the two outstanding speakers profiled below, the Oxford conference will also feature workshops on editorial office best practice and publication ethics, and a panel session for open discussion on these topics.

Speakers



**Dr. Harvey Marcovitch—
On How Editors Deal with
Publication Fraud and
Misconduct**

Harvey Marcovitch was a consultant paediatrician in the UK for 24 years, latterly at Oxford Radcliffe Hospitals NHS Trust, and was also honorary clinical lecturer at the University of Oxford. From 1994-2003 he was editor of *Archives of Disease in Childhood* and from 2001-2007, syndications editor for BMJ Publishing Group. He is now editor of *Clinical Risk* (Royal Society of Medicine Press), associate editor, *BMJ* and editor of *Black's Medical*

Dictionary. He is chairman of the Committee on Publication Ethics (COPE), <http://www.publicationethics.org.uk/>, (which has more than 6,000 editor members), is a board member of the UK Panel for Biomedical Research Integrity, and a director of the Council of Science Editors (US).

For more than a decade, with Tim Albert, he has run courses for medical editors and authors in Europe, Asia, and Australasia.

He has authored chapters in *How to Write a Paper*, edited by George Hall (3rd edition published by BMJ Books) and *Medicine for Lawyers* edited by Palmer & Wetherill (RSM Press Ltd) and is a contributor to the CSE White Paper on Promoting Integrity in Scientific Journal Publications and the *European Association of Science Editors' Handbook*.

He was either an officer or co-opted member of the executive committee of the Royal College of Paediatrics & Child Health throughout its first decade and was awarded

2009 Conferences

continued

its honorary Fellowship in 2007.



Professor Roy Pounder— On Editorial Office Best Practice

Professor Pounder is emeritus professor of medicine at Royal Free and University College Medical School, London; and editor-in-chief of *Alimentary Pharmacology & Therapeutics*. Pounder studied medicine at Cambridge University and at Guy's Hospital in London. He moved to the Royal Free in 1980, under Dame Sheila Sherlock. He was involved in the early development of the histamine

H₂-antagonists and the proton pump inhibitors, developing the measurement of 24-h intragastric acidity. Recently his main clinical interest has been in the management of inflammatory bowel disease. He has edited more than 20 textbooks, and is the founding co-editor of *Alimentary Pharmacology & Therapeutics*.

Your European Conference

Committee: Taylor Bowen (ISMTE Vice President), Colleen Cusworth (OUP), Michael Willis (Wiley-Blackwell), Irene Hames (*The Plant Journal*, Wiley-Blackwell), and Thina Hedbom (*Journal of Internal Medicine*, Stockholm)

ISMTE U.S. Conference— Baltimore, Maryland

Theme and date to be determined; likely to be the first week of August 2009

Peabody Court Hotel, Baltimore, Maryland.

The US Conference Committee is hard at work planning the 2009 meeting slated for Baltimore in early August 2009. Look for more details about this event this fall on the ISMTE website.

Your US Conference

Committee: Taylor Bowen, Glenn Collins (American College of Cardiology), Dianne Dixon (*Journal of Radiation Biology*), Ira Salkin (*Medical Mycology*), and Donna Schena (*Journal of Sexual Medicine*).

Feel free to contact Taylor Bowen (taylor@aegis-prm.com) or one of the Conference Committee members with ideas, questions, or offers to assist with the events. 🌐

***We offer our gratitude to Sage and Aries
Systems for their support of ISMTE!***



Website Update

by Elizabeth Blalock
ISMTE Website Coordinator
blalock@sidnet.org

The ISMTE website is YOUR PLACE to communicate with other members.



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Discussion Forum

The discussion forum is lively, and if you haven't joined, we encourage you to participate. It's open to all members! Please contact Katy Ladbrook at katy.ladbrook@gmail.com if you have any questions.

To Join

Go to <http://www.ismte.org> and click the "Members Only" tab.

Select "Discussion Forum" and click the link "sign in and apply for membership."

Use your Google account to sign in. If you don't have a Google account, create one. (You will be asked for minimal information.)

After applying for membership, you will be sent a welcome message and can start posting.

Name that blog!

We need a worthy name for ISMTE's new blog. Send suggestions to (kristen.overstreet@mac.com).

Coming in 2009

ISMTE Blog

You can read guest writers' musings on publishing, editorial management, and more.

We're looking for writers and topics -- to volunteer or suggest a topic, write to donna.schena@yahoo.com.



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ISMTE *EON*

Editor:

Kristen Overstreet

kristen.overstreet@mac.com

Associate Editors:

Susan Scalia

susan@awra.org

Emily Mueller

emueller@allenpress.com

Portraits Editor:

Deborah Bowman

dbowman@asge.org

Editorial Advisor:

Sirkka-Liisa Leinonen

sirkka-liisa.leinonen@pp.inet.fi

Resources on the Web

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For unit conversions you might want to try www.onlineconversions.com where a whole suite of every possible conversion you are likely to need is located.

The most comprehensive site I have found regarding pharmaceutical products is: www.nlm.nih.gov/medlineplus/druginformation.html. This site is provided by the National Library of Medicine. It doesn't help me directly when it comes to editing manuscripts, but it does provide a layman's-level explanation of the drugs an author references.

Non-medical journal readers please accept my apologies, but one more useful site is www.whonamedit.com, a site that lists medical eponyms and provides a biography of the person associated with that condition, disease, technique, etc. An example would be Parkinson's Disease, complete with a biography of James Parkinson.

Finally, a site that was most useful for me as

I recently started re-writing my Instructions for Authors is <http://mulford.meduohio.edu/instr/>. It provides a link to the Instructions for Authors for over 3,000 journals. So we can assume there are at least 3,000 webpages out there that are never read! Are there equivalent resources for the arts and humanities? If so, let the membership know via the Discussion Forum.

A request for more information

Finally, a request to you all. Does anyone feel knowledgeable enough to write about, and advise on, wiki software. Can you define, simply, what Wiki's are about? If so, let *EON* editor Kristie Overstreet know at Kristen.overstreet@mac.com.

Until next month...

Jason

Jason Roberts, PhD
President, ISMTE
Plymouth, Massachusetts, USA
journal@ahsnet.org

Membership Renewal

The membership committee is now in the final stages of planning for our first ever renewal campaign. The good news is that we intend to freeze the price for our second year of business at US \$135. Compared to other professional organizations in the publishing world, this rate represents a clear bargain. With a whole suite of new features to be offered plus the ability to take advantage of discounted member rates to attend the ISMTE 2009 meetings in Oxford and Baltimore, a 2009 membership

subscription to ISMTE will represent even greater **value for money**.

Renewal letters will be dispatched toward the end of October. Please consider renewing as soon as possible to ensure continued access to the many benefits and resources that contribute to your professional success.

If you have any questions regarding membership, do contact Wendy Krank, ISMTE's volunteer membership coordinator at wkrank@qwest.net.

Resources on the ISMTE Website

by *Dianne Dixon*,
ISMTE Resources Committee Chair
dianned@uhnresearch.ca

ISMTE members will soon have access to the valuable Resources page.

- We are working on a Job Bank where members can search for other great work opportunities.
- The Resources page will include Web links to a variety of sites with information on topics such as ethics, copyright, open access, and plagiarism.
- We'll be posting guidelines on how to handle specific situations like setting up an editorial office, a glossary of

publishing terms, and a Tips and Tricks section that includes an archive of *EON's* previously published Tips & Tricks columns.



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As our membership continues to grow, we'll have

an online membership directory and include research data from ISMTE-developed surveys and research studies.

The valuable content in this section is limited only by our volunteers' time and ability to identify areas of need. We'd love to have your input! Please contact Committee Chair Dianne Dixon (dianned@uhnresearch.ca) and offer your support to this important ISMTE project.

ALPSP Seminar/Workshop in association with COPE

Ensuring Research Integrity in Biomedical Publishing

Wednesday 22 October, 2008

Mayfair Conference Centre, 17 Connaught Place, London, W2 2EL

Audience: Academic editors of peer-reviewed scientific journals and managing editors (journal editors, executive editors) and editorial directors within publishing houses

Chairs: **Sabine Kleinert**, Senior Executive Editor, *The Lancet*
Jeremy Theobald, Executive Editor, Emerging Health Threats Forum

Calendar of Events

Society of Editors Conference

9-11 November 2008

Bristol, UK

www.societyofeditors.co.uk

ALPSP - How To Be a Successful Editor

29-30 January 2009

Oxford, UK

www.alpsp.org

Council of Science Editors

1-5 May 2009

Pittsburgh, Pennsylvania, USA

www.councilscienceeditors.org/events/annualmeeting09/index.cfm

International Academy of Nursing Editors

26-28 July 2009

Chicago, Illinois, USA

www.nursingeditors.org

World Association of Medical Editors

in conjunction with the 6th International Congress on Peer Review and Biomedical Publication)

11 September 2009

Vancouver, British Columbia, Canada

www.jama-peer.org

6th International Congress on Peer Review & Biomedical Publication

10-12 September 2009

Vancouver, British Columbia, Canada

www.ama-assn.org/public/peer/peerhome.htm

European Association of Science Editors

10th EASE General Assembly and Conference

16-19 September 2009

Pisa, Italy

<http://www.ease.org.uk/easeconfdocs/1stCircular-2009.pdf>

Call for Articles

Please submit articles and ideas for articles to EON Editor, Kristen Overstreet, at kristen.overstreet@mac.com.

Thank you! ISMTE would like to thank the following companies for sponsoring memberships:



American Chemical Society



Forming an LLC

by Julie Nash

Senior Partner, J&J Editorial, LLC
Training and Education Chair, ISMTE
kj5001@earthlink.net

You've likely seen the letters LLC attached to everything from dog-walking companies to house-cleaning businesses to accountant and law firms.

If you work as a freelance managing editor, perhaps you have wondered: 'Do I need to form an LLC? What *is* an LLC? Why would I need one? Does it cost a lot to do? Is it safe to create one on the Internet?' But you were busy and did not know what it involved, so you quickly filed the idea away to consider another day.

As someone who went through these LLC steps about eight months ago, I promise it is not nearly as complicated as it sounds. There are several different ways to go about setting one up. Whether you need one or not depends on how you want to market yourself and whether you plan to grow a company.

In this Tips & Tricks article, I will do my best to share what I learned about this process. One thing to note: there are several different business classifications out there. I will speak mostly about one – the Limited Liability Company.

So first off, what exactly is a Limited Liability Company, or LLC?

The LLC is a business entity that offers limited liability protection and *pass-through taxation*. Pass-through taxation simply means the profits or losses of the business pass

directly through to personal income tax returns. The bottom-line business profit is not viewed as members' income so it is not subject to self-employment tax. An LLC can be managed by either the members or by managers.

For example, my LLC has two managers with equal power in the company. Both of us can write ourselves checks and that income is reflected on our personal tax returns. Our earnings are subject to the self-employment tax.

If there isn't a huge tax benefit, what *is* the benefit to forming an LLC?

There are many benefits to being an LLC – even for a one-person freelance operation. First of all, it protects members in an LLC from business debts and liabilities. This is especially important if you are considering renting office space, hiring staff, or signing expensive business contracts.

Other advantages: little annual paperwork, legal flexibility in structuring the company, and it's easier to manage than other business options, like a C Corporation or S Corporation.

The most important benefit of being an LLC is it makes any freelance operation look more professional. This is the main reason my business partner and I went from being Jennifer and Julie to J&J Editorial, LLC. On several occasions, colleagues at publishing companies and professional societies advised us

that executives would view us as a more professional organization if we became an LLC. This is definitely true.

Now that you are ready to sign up, your next question has to be about cost.

Forming an LLC can be an inexpensive venture. For between \$100 to \$300, you can complete your LLC filing online. Chances are, if you select a reputable site, you will not have any problems. If you are business savvy, this would probably be the way to go.

However, my business partner and I were clueless about forming a company. Despite researching the subject on the Internet and in books, we weren't exactly sure what business entity was right for us. So we looked to an accountant and an attorney for help in forming our legal company.

Talking first with our accountant, we concluded that the LLC (rather than a corporation) was the best fit for us. Forming a corporation involves a lot more paperwork and formalities. For us, the flexibility of the LLC was appealing and less confusing for a small company.

To form our LLC, we hired an attorney. Attorney fees will vary from state to state, ranging from \$800 to \$1,200 in most areas. This is certainly the more expensive option; but for us, our attorney proved to be a very useful resource. Our attorney created and filed all of our LLC paperwork. He met with us several times to answer any questions we had. He also answered many e-mail questions and drafted an independent contractor agreement for J&J to use.

It also is important to remember that you will have an annual filing fee for your LLC. The regulations and fees for LLCs will vary from state to state so you will want to make sure you understand your state's rules and costs before deciding to move forward.

After our paperwork was completed, it was just a matter of weeks until we received our company's tax ID number. Shortly after that, we signed our legal paperwork, including Articles of Organization, operating agreement/regulations, and Certificate of Incorporation; we filed it and J&J Editorial was born.

What other resources are available?

There are lots of resources available on the Web. Many discuss the differences between a variety of business entities. Others simply allow you to form online. My recommendation would be to talk to someone – an accountant, attorney, or business savvy friend – before completing the process online.

Web Resources

Incorporate or Form an LLC:

<http://www.legalzoom.com/>

Advice on forming an LLC:

* <http://www.gaebler.com/LLC-Advantages.htm>

* <http://www.llccorporationblog.com/>

* [http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/Limited_liability_company)

[Limited_liability_company](http://en.wikipedia.org/wiki/Limited_liability_company)

Editor's note: The Wikipedia site gives the equivalent names of LLC in a number of countries. If you have country-specific advice about forming an LLC, please submit an article to *EON* or post it on the Discussion Forum.



Finding my way down an editorial office's long and winding road

by Andrew Harmon, Technical Content Editor, *Blood*

Sir Arthur Conan Doyle wrote in one of his Sherlock Holmes stories, 'My life is spent in one long effort to escape from the commonplaces of existence.'

Escape is what I thought I accomplished when, in May 1998, I took the job of senior editorial assistant for *Blood*, journal of the American Society of Hematology (ASH). It was two years after I earned my master's degree in journalism from Columbia University. I was 24 and languishing in work I found uninspiring. Disillusioned after an expensive education, I had not put much thought into where I *should* go, instead focusing solely on escape.

Blood's editorial office was making its own transition. A new editor-in-chief had come on board, and the once-perpetually-moving central office would not join him in Seattle. Instead, it would move from Boston, the previous editor's locale, to the society's administrative headquarters in Washington, DC, where I was living.

All other ASH activity was administered from the offices of a downtown firm that specialized in managing associations too small to manage themselves. The atmosphere was corporate. I would wear a tie to work every day and was enticed briefly to enroll in Toastmasters to learn how to become a better public speaker. We saw lawyers and corporate officers alongside executive directors, coordinators, and administrative assistants.

My intention was to use the job as a way to pay my rent while scouring for another job or going back to school. Had I been able in 1998 to see into the future, I'm not sure how I would have felt. This year marks my tenth

anniversary. In that time, this large, well-heeled, and highly regarded journal, the sole such publication from ASH, has taken me on a Beatles-esque long and winding road that has afforded me many opportunities.

In my own stumbling way, I learned all about peer review here: how it works ideally, how it works *realistically*, how its progress is measured, how it builds strength of character in negotiating with an author seething over a delay in the review of a manuscript, how it requires patience but also tenacity, and how, despite everything else that has changed about *Blood*, it remains the bedrock of our success and a harbinger of growth.

Back then, we worked solely in paper, receiving packages daily and processing manuscripts using highlighters, markers, and custom-made stamps, alongside a primitive computer program, which we used for tracking. Our associate editors were located off-site, along with their assistants — we received monthly updates, either electronically or on paper, to ensure that their databases matched ours. There was a lot of calling and faxing, in addition to e-mailing.

We averaged 55 submissions a week, and dealing with those on a daily basis proved enough to keep us busy. I feel sorry for people coming in today who will never see what a 25-page, double-spaced manuscript looks like, accompanied by a cover letter and a transparent plastic folder containing glossy prints of figures. If we didn't see something there that we needed, such as triplicate copies of everything, we e-mailed or called and then waited for another package to arrive.

... *long and winding road*

continued

I didn't love it. I didn't hate it. But, too, I didn't realize that I had arrived at the end of an era, both for ASH and for large-journal peer review and publishing. I didn't realize that both the *Blood* office and I would, in fact, grow together, first parallel, then intertwined like a double-helix, two strands of DNA creating a single experience.

Today ASH is independently run, with more than 50 employees and an annual meeting in December that attracts more than 20,000. To mark the tenth anniversary of its liberation in 2000, ASH will occupy a wholly-owned office building, paid for with cash. Instead of just the large, san-serif blocks on the front announcing the address as if we're on Park Avenue, we'll have "American Society of Hematology" emblazoned for all outsiders to see. We. Are. Here.

The journal, now society-published, has become completely centralized and electronic. Everything comes in and goes out over the Web or FTP. Today we receive more than 100 submissions per week, more than 5,200 per year. While our acceptance rate hasn't changed much in that time — we tend to hover at around 29% — the over-all number of articles published has increased enough that, beginning in 2009, *Blood* will become a weekly, after a generation of publishing twice-monthly.

I'm on my second director of publishing, third editor-in-chief, and fourth managing editor. I have supported associate editors, coordinated with vendors for both our first and our second (current) online manuscript tracking systems (HighWire's Bench>Press), founded and refined the process of posting supplemental data directly on to our journal

website, designed and edited RFPs and training manuals, trained and supervised other editorial assistants, conducted performance reviews, designed and run more reports than I can remember, seen the journal expand its publish-ahead-of-print model, kept accounting records, issued check requests and receipts, invoiced, copyedited, Unicoded, mass e-mailed, scanned, sliced, diced, and lived to tell the tale.

In all this, I feel humbled and far more self-aware, if also less impetuous. My title has changed over the years, and now I serve as technical content editor, providing user support for our online submission system and managing ASH's Image Bank. If it were not for professional associations such as ISMTE, I would not have an appreciation for the issues that affect journals of all sizes, such as increasingly interactive Web technology, questioning the importance of the impact factor, and the battles over open access.

The dynamism at *Blood* inspires me. We in the central office are not merely go-to techies and admins. We learn and advise, consult with other journals, and streamline our interactive processes while, at the same time, increasing our own responsibilities for this journal.

As if I had ascertained all there is to know, now I am learning how to inspect micrographs and gels in figures: a modern-day Sherlock Holmes of the TIFF, dredging pixilated caverns for manipulation of scientific data — *i.e.* Photoshopping an image inappropriately, then trying to cover it up. I am also learning Google Ad Manager.

I have learned that the changes illuminate the ideals — they don't alter them. The 62-

... long and winding road

continued

year-old journal, *Blood*, has always existed to support and further advances in the treatment and study of blood diseases, from both a basic laboratory perspective and that of the clinician. The journal has always recognized the value not just of authors, but of our reviewers, whom an editor once told me were the ‘bread and butter’ of our operation. Rigorous peer review, while rarely generous to an author, nurtures competitiveness that keeps them sending manuscripts here for publication consideration. Even when we raise our

subscription rates and change our policies, offering an increasing number of our peer-reviewed content for free from the get-go, that peer review ensures the journal’s necessity to the society and to patients.

And I’ve learned that such an idea as escape, especially conjured in the mind of a 24-year-old, only skims the surface. I’ve needed this growth as much as *Blood* has, and I am thankful I couldn’t have known what to expect back then. 🌐

