

Things in Motion

All things are in motion and nothing is at rest...you cannot go into the same (river) twice. --Heraclitus (540?-480?) B.C.

WHAT CAN WE DO?

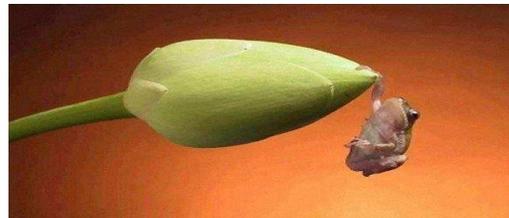
A good friend recently posed that old question to me: "How can we increase interest in AAPA?" My response included something like, "Wake up the members!" And then I remembered how that effort had already been made time after time without mentionable results. OK, what's another possibility?

If we assume that the membership is made up of people who already have an interest in ajay, then it should follow that we have a first base advantage to begin with, so where do we go from here? We all have a major interest in seeing fat bundles, so let's try for second base with an offer to any member that (maybe) they can't refuse: let's offer to publish a journal for them. They pick the name and the content and we put it together in an acceptable format and print it for them. Wait—who's going to pay for the paper and the cost of shipping to the mailer? We've hit the first pothole—the cost is prohibitive for the interested member. A publisher with his own journal in the bundle every month doesn't want to bear the expense of printing another. Nor

should he be expected to finance such an enterprise however worthy it would be. It appears that the interested member has lost—and so has the membership. WAIT! There is another way for that would-be publisher to achieve satisfaction—and it won't cost him one red cent. *All he has to do is publish an e-journal.*

For those who harbor fears that these e-journals will ultimately destroy the monthly bundle and thus the lifeblood of AAPA, think it through: if an interested member was unable to afford the cost of printing hard copies for the bundle, then there would be no journal from him in the bundle. If that same member published an e-journal on the AAPA website, there would be no loss to the bundle but there would be another journal for the membership to enjoy. *What logic says he should not publish an e-journal?*

For the record, I will publish e-journals for any member who is willing to provide the content, and I will do that without charge to the member. Anyone interested may contact me at: htsman1102@aol.com or by mail addressed to: 102 Azalea Trail, Leesburg, FL 34748.



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