Notes from the Editor's Desk

Sometimes when I peer over the piles of folders, magazines and paper growing on my desk, I chuckle in memory of the pundits promise of a paperless office. It seems as though our computerized world with a printer on almost every desk has simply increased our output and clutter.

Beginning this month, *Modern Steel Construction* is taking a rather small step to help reduce clutter. Instead of printing a reader service card in each issue (the card in the back of every magazine that allows readers to circle advertiser numbers and receive more information on specific products), we're moving to an online reader service card.

Now, readers can quickly obtain information by going to *Modern Steel Construction's* website (www.modern-steel.com). You can receive information on particular advertisers or on whole segments. You can also get information on companies mentioned in the new product section, as well as information on advertisers in previous editions. In essence, if you need information on any particular type of product (such as detailing software or paint systems) you can go to the Modern Steel website and find a listing of vendors—and you can quickly request more information from these vendors.

The benefit to you is increased convenience (you don't have to remember where you left the reader service card, you don't have to mail it in) and faster response time (you're request is emailed to advertisers). You also can choose how you'd like to receive your information: via regular mail, fax or email.

The benefits for *MSC* are lower costs and increased revenues by providing greater service to readers and advertisers alike.

So check out the new reader service program at www.modernsteel.com and let me know what you think (by the way, we're planning on completely revising the Modern Steel website. If you have any suggestions, please email me at melnick@blacksquirrel.net).

Modern Steel's website isn't the only one with interesting news. AISC continues to add new features (you can now download a free copy of the *Code of Standard Practice* or the complete set of Bridge Crossings articles, check out a demonstration of the AISC/NISD detailing training program, or view the complete list of AISC Quality Certified Fabricators.

And if you're interested in e-commerce, check out Elizabeth Phillip's article on on-line steel procurement. She reviews the current state of the industry as well as the pros and cons of a number of sites (of course, the article also includes the web addresses for the sites so you can see them firsthand—we'd love to hear from you about your experiences with on-line steel procurement).

Finally, you may have noticed that we've expanded our Correspondence section in MSC. Please drop us a line with comments on anything related to this magazine or the structural steel design and construction community as a whole.