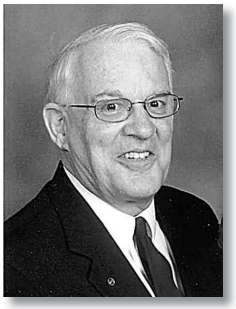
AESF Journals–Past, Present and Future

New Directions for a New Magazine and a New Journal

By Dr. James H. Lindsay, AESF Fellow, Editor, *Journal of Applied Surface Finishing*



Dr. James H. Lindsay
AESF Fellow

The last few issues of *Plating & Surface Finishing* have heralded some profound changes to come in AESF publications for the New Year. January will see the publication of the inaugural issue of the *(JASF) Journal of Applied Surface Finishing*, our new technical quarterly. Designed to appeal to the academic and industrial research and engineering communities as well as the industry at large, *JASF* will be the AESF "journal," while *P&SF* will continue the nearly century-long tradition as the monthly "magazine." Beginning in February 2006, *P&SF* will expand to become one consolidated monthly magazine, representing the AESF, the National Association of Metal Finishers (NAMF), the Metal Finishers Suppliers' Association (MFSA) and the Surface Finishing Industry Council (SFIC).

It has been both humbling and daunting to be honored with the task of helping to put this all together. Thanks go to our dedicated, experienced AESF Publications staffers, including Mr. Don Berry, *P&SF* Editor & *JASF* Managing Editor, Ms. Debbie Swank, *P&SF* and *JASF* Production Manager and Tom Urban, *P&SF* Advertising Manager. As well, the sage advice of several long-standing AESF volunteers from the Executive Committee, Board of Directors and Publications Board, including my associates Dr. Yinlun Huang and Mr. Peter Gallerani, CEF-3, AESF Fellow, who are serving as Academic Editor and Industrial Editor, respectively, allows me to tell you that the plan is coming together.

The transition of the last few months has involved the phase-out of technical papers from *Plating & Surface Finishing*. This Fall, the transition began when we reduced the number of papers in each issue from four to two, as we geared up for *JASF*. At the same time, we have been producing the twelve papers for the inaugural issue of *JASF*, scheduled for the first quarter of 2006. We are quite pleased with the way the new journal is shaping up and believe you will find that it will have been worth the wait.

Historical Perspective

The *Journal of Applied Surface Finishing*, the new journal, follows on a long tradition of providing the top technical content to "enrich knowledge and stimulate the advancement of electroplating, metal finishing and the allied arts," as the original tenets of the AESF set forth.

AESF Founder
Charles Henry Proctor

In 1909, Charles H. Proctor, once described as a "farsighted New Jersey plating and foundry supervisor," convinced many of his plating colleagues that they had much in common, and much could be gained by establishing an organized group of like-minded individuals to share their experiences and promote their industry by educating themselves and the public-at-large. Thus it was that on March 6 of that year, Mr. Proctor persuaded two dozen of his fellow foreman platers to join him at the Hotel Chelsea in New York, NY to talk about creating a non-profit organization to foster "the advancement of electroplating, metal finishing and allied arts."

On April 10, 1909, again at the Chelsea Hotel, the National Electro-Platers Association of the United States and Canada (NEPA) was formed in New York, NY, with 60 Charter Members. This was the original ancestor of today's American Electroplaters and Surface Finishers Society. On October 18, 1909, NEPA was incorporated as a non-profit educational association. The principal reasons for the existence of this technical-educational entity were set out as:

(1) "to advance and disseminate knowledge concerning the art of electrodeposition of metals,
(2) to maintain a laboratory equipped for research work,
(3) to conduct meetings for the purpose of presenting papers on appropriate technical and scientific subjects and
(4) to publish technical literature."

The first item is indeed what we are all about. From the nucleus of the original pioneer organization formed in New York came the Branches, which were ultimately located worldwide. On September 10, 1910, the first Branch was established in Philadelphia. An international presence was created soon thereafter with the formation of the Toronto Branch in 1912. NEPA itself continued to grow and became the American

Birthplace of the AESF, The Chelsea Hotel, New York, NY.

Electroplaters' Society in 1913. The global character of the Society was truly made whole when the Australia Branch was formed in 1944. As printed in the October 2005 issue of *Plating & Surface Finishing*, the current count is 60 Branches, encompassing the worldwide, surface finishing community. This also includes the AESF Worldwide Internet Branch (WIB).

The second objective has evolved into the AESF Research Program. Its early beginnings were described by Dr. William Blum in 1959:

> *"From the inception of the AES in 1909, it has always been considered an 'Educational Society.' As such it was early interested in researches in this field and their possible application to industrial practice. In 1913, George Hogaboom, presented to the American Chemical Society his paper on 'Unsolved Problems in Electroplating.' In 1915, he offered to present to the American Chemical Society as subjects for research any problems sent to him through the AES. When in 1917, [I] presented to the AES Convention a report on the plating researches at the Bureau of Standards, George Hogaboom strongly urged the AES to cooperate with the bureau. In 1918, this cooperation involved the employment by the bureau of three experienced AES platers. In 1919, the AES supported efforts then being made to secure funds for continuation of the plating researches at the Bureau of Standards. The first AES Research Committee was appointed in 1923."*

From that point on, there developed affiliations beyond the Bureau of Standards to encompass many of the leading universities, research institutions and centers of excellence in the field of electroplating and, by extension, surface finishing. During this time period, over 100 separate research projects have been funded.

The third reason for being has transitioned through several incarnations to become the SUR/FIN® Conferences of today. Technically, the forerunner of the full-blown conferences and exhibitions began modestly on the night of January 15, 1910, with the first NEPA Annual Banquet, an event that would be a mainstay of the larger meetings for many decades. The banquet featured technical talks in an evening session. Two years later, the NEPA Annual Banquet featured the first exhibit of suppliers' products. This addition was so successful that it became a regular part of the program. The next year, 1913, was a watershed year in Society history as the NEPA became the American Electroplaters Society (AES), and the Banquet had grown further in scope to justify naming it the first AES Annual Convention, in New York. These premier annual events for the industry continued uninterrupted through two world wars, although the 1945 conclave was limited to 50 delegates, owing to restrictions on travel.

In 1947, a major addition to the AES Convention came with the first Industrial Finishing Exposition. While most AES Conventions prior to that year had contained industrial exhibits in some form, the 34th Annual Convention featured a significant enlargement of the exhibit format to fill an entire exhibit hall. The following year, in Atlantic City, NJ, the Exposition contained about 100 separate exhibitors. This event would be an adjunct to the AES Annual Convention over intervals of a few years, but it would not become an annual event until later.

Opening session of the 49th AES Annual Convention at the Schroeder Hotel in Milwaukee, WI, June 1962.

In 1972, a name change from "Convention" came with the 59th Annual Technical Conference in Cleveland, with its traditionally strong technical program. Another trend was reflected in the AES First *Interim* Exhibit of Industrial Finishing. The exhibit portion of the meeting was becoming increasingly popular, and the "Interim" in the title was merely a hint that the exhibit would soon be an annual affair, whether anyone was willing to admit it or not. Indeed, the "Interim" disappeared the next year with the 60th Annual Technical Conference and Exhibit of Industrial Finishing. Finally, in Atlanta, GA, the lengthy title was shortened to the familiar SUR/FIN® 79, though some wag wondered if it wasn't a concert by the Beach Boys. It wasn't long before SUR/FIN® became familiar to all as the premier event in the surface finishing industry, which it remains to this day. Somewhere, you may be sure, there is some diehard individual who will insist that SUR/FIN® 2006 in Milwaukee, WI will be the 87th Annual Technical Conference and Exhibit of Industrial Finishing.

Of course, the objective "to conduct meetings for the purpose of presenting papers on appropriate technical and scientific subjects" was accomplished at more than just the National Convention and Technical Conference. Many free-standing symposia and intensive training courses were also offered by the national organization. The regular Branch meetings have been the mainstay for our membership around the globe since the beginning. And Annual Regional meetings, organized by a collection of geographically-close Branches, have provided many opportunities, both technically and socially, to promote our industry. Obviously, chronicling them is beyond the scope of this article, which, after all, heralds the coming changes in the fourth original objective of the NEPA.

That fourth reason, the publication of technical literature, began with the inaugural issue of the NEPA *Quarterly Review*, in June, 1910. The original printing amounted to 500 copies. The first Editor was August G. Hoffman. It contained 28 pages, with technical articles on "*The Art of Decorating Metals with Pigments and the Production of Antiques*," by Founder Charles H. Proctor; "*The Care of Lacquers*," by W.A. Jones; "*The Production of Matte Gold Finish*," by Royal F. Clark; "*The Electrical Side of Electroplating*," by William Voss; "*Water-Dip Lacquers and Their*

Use," by C. DeBraun; "*Roman Color on Gold Jewelry*," by Charles A. Stiehle; "*The Rose Gold Finish*," by Justus A. Stremel and "*The Green Gold Finishes*," by Editor August G. Hoffmann.

By 1913, the *Quarterly Review* for the June thru August period consisted of 48 pages and a broader reach of surface finishing articles. Besides a number of general articles, there were three articles on copper and brass plating, one on acid zinc and one on cleaning stove parts. In those days, electroplating was more art than science, and the practitioners tended to keep their technology (as it was) to themselves. The trade secrets were as closely guarded in that day as the formula originally developed by John S. Pemberton in 1885 as a patent medicine, later known as Coca-Cola. So it was nothing short of a miracle that these folks were willing to share as much as 48 pages of any kind of information on metal finishing.

Yet a few minds were changed, reflected in an editorial in that issue of the *Quarterly Review* which gave no quarter when in came to guarding trade secrets:

> "*Narrow-mindedness and secrecy among the members themselves is to be frowned upon. No one should have joined the Society whose intention it was to have absorbed all the benefits to be had and give none in return. Let us be liberal in our knowledge to one another.*"

Apparently the members took these entreaties to heart, as it soon became clear that a quarterly publication could not fulfill all that was coming to pass in the metal finishing world. While many proprietary matters remained out of the public domain, it was clear to most that the sharing of technical information could enhance the reputation of participating firms and put them in the forefront of the industry. And with the name change to AES in 1913, the official journal was renamed the *Monthly Review*, a reflection on the usefulness and value of the publication as its frequency was increased to twelve issues per year.

The *Monthly Review* continued its successful run as the official journal of the American Electroplaters Society, with a mix of practical and scientific articles. The science of electroplating advanced in no small part to the early years of the AES Research efforts with the National Bureau of Standards, and those findings were duly published in the journal. This served to attract other emerging researchers in the scientific and academic communities.

This success and growth continued through the decade of the Great War and

AES Monthly Review, January 1943.

the Roaring 20s until things hit the wall with the Great Depression. Though the AES Annual Conventions went on without interruption, the Society and with it the journal, were affected by the disastrous economic upheaval. The Depression brought on financial difficulties, and among the first casualties in the industry were the extras, including professional memberships and conventions. And by necessity, the *Monthly Review* became the *Quarterly Review* toward the end of 1932. However, these draconian measures were short-lived, as the *Monthly Review* returned in September 1933.

The newly restored *Monthly Review* of September 1933 contained an editorial, with words that now seem prophetic, in light of the changes taking place with the pending consolidation of the technical educational society AESF and the two trade associations, the NAMF and MFSA:

> "*There seems to be a change taking place all around us. In our industrial life, we are faced with changes that would have seemed impossible a few months ago. The plating business must keep up with the new order of things. We have, in the September issue, taken a step forward which should help us financially. . . . Let us broaden our vision and include in our membership all who make plating their means of livelihood. . . . Our task is to bring these various groups under one head.*"

The relatively quick return to monthly publication in the throes of the Great Depression was in part due to the National Recovery Act (NRA). A little noted benefit of the NRA was the impetus to growth of professional societies and trade associations. After the war, when the arsenal of democracy transitioned to civilian life, many things drastically changed, including automotive styling and the highly visible and attractive decorative chromium trim. The golden age of that segment of our industry had arrived.

A significant change came to the *Monthly Review*, as announced by Editor Gustav Soderberg in the December 1948 issue. On the last page, he wrote:

> "*This is literally and actually the last page of* The Monthly Review. *As was announced in last month's editorial columns, the January 1948 issue of this publication will bear the title of* Plating. Plating *will be larger in page size than* The Monthly Review *and will be distinctively styled with a new format. It will be easier to read, too, because it will have larger type in the text matter.*"

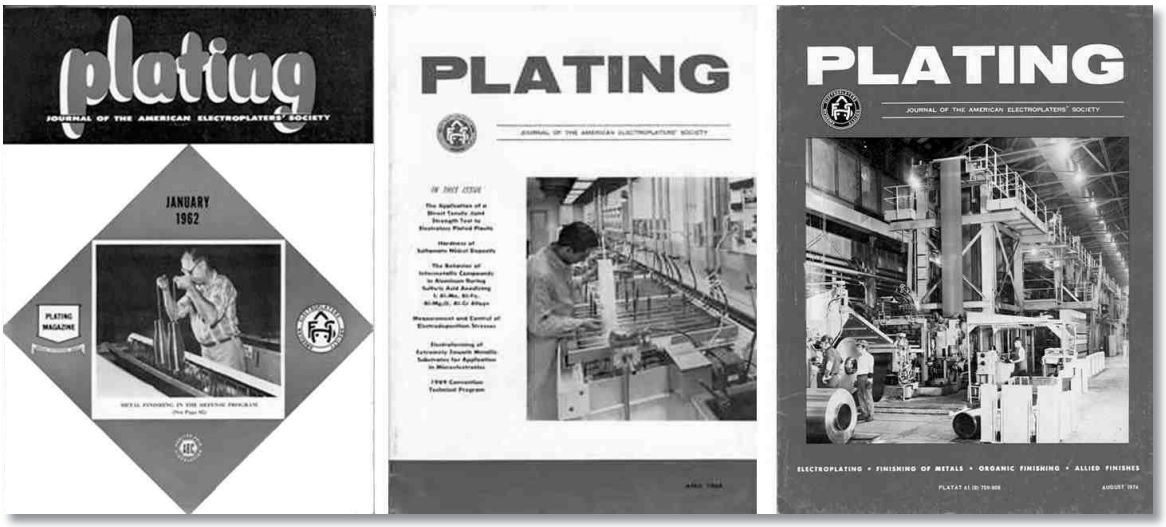
The decision to completely revamp and rename the AES journal had been made many years earlier, but was delayed by the War. The shortage of paper for civilian purposes made the delay all but inevitable.

Still, when the time arrived, active planning had taken place for more than a year. Many staff conferences and consultations with authorities in the plating and publishing fields resulted in the leading publication in the electroplating field of the day. It set the standard for things to come. Indeed, much of the planning for the *Journal of Applied Surface Finishing* today has generated similar enthusiasm.

Since its inception, the AES publication did not limit itself to electroplating alone. There were many ancillary processes in the plating cycle, both prior to and after the actual deposition of the metal coating, and the journal always addressed these issues. Yet through the 1950s, there was an explosion of technological advances, and *Plating* kept up, expanding its scope to include feature issues on mechanical finishing, organic coatings, waste treatment and more.

In 1959, the AES had reached the age of 50, and that milestone was celebrated with gusto, culminating with the AES Golden Jubilee Convention and Fifth Industrial Finishing Exposition in Detroit. The issue consisted of an unprecedented 238 pages. The technical papers published in that issue consisted of a collection of comprehensive review papers to commemorate the industry and its heritage. The papers included:

- "*The Story of Nickel Plating*," by George Dubpernell

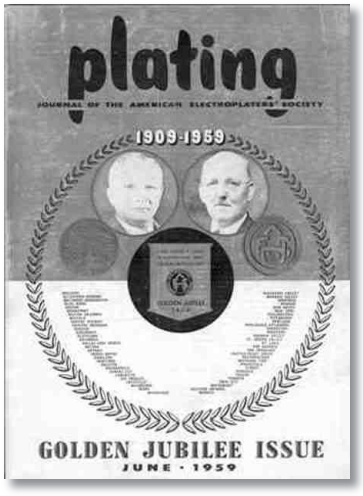


Plating Cover Designs through the Years.

- "*Tin in Electroplating*," by Robert M. MacIntosh
- "*Precious Metals*," by Edward A. Parker
- "*Copper Plating During the Last Fifty Years*," by Frank Passal
- "*Zinc in the World of Electroplating*," by Ernest W. Horvick

These papers turned out to be of lasting significance in the technical literature of the surface finishing field.

In addition to the technical papers, other features were added over the next few years. *The Technical Editors Page* was begun by Dr. Frederick A. Lowenheim during his productive tenure in that position. In it he commented in the issues of the day with intuitive perception and dry wit. The spirit of Dr. Lowenheim's writings continues in the form of *Fact or Fiction?*, with long-contributing Jack Dini as the able steward.



Cover of Golden Jubilee Issue of Plating, June 1959.

Dr. Samuel Heimann instituted the series *Some Production Plating Problems and How They Were Solved*, which offer answers to the many problems encountered daily on the plating line. Several contributors continued this series. The same concept was continued, first by John Laurilliard and later by others, as *The Finishers' Think Tank*. That title continues on important topics of the day, by Stephen F. Rudy.

Indeed, there is a long list of specialized, regular columns that have been published over the years. It is always risky to compile a list, as someone deserving of mention is inevitably left out. With that in mind and ready with apologies to those slighted, the following columns have been important features in the journal over the years:

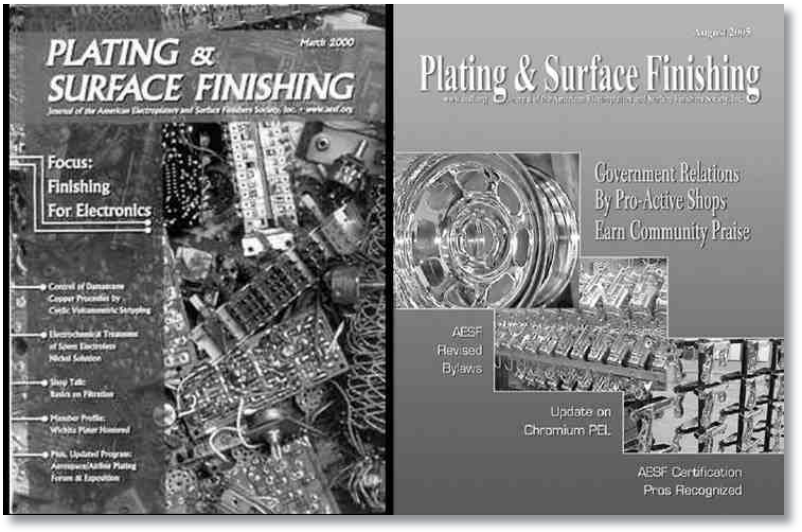
- *Advice & Counsel*, by Frank Altmayer, MSF, AESF Fellow
- *Rectifier Clinic*, by Craig Henry
- *Standards Report*, by George DiBari
- *Plating for Electronics*, begun by John Donaldson, CEF, AESF Fellow
- *Test Your Plating IQ*, by John Laurilliard (now taken up by this author, wondering how Mr. Laurilliard managed for so long never to repeat a question)
- *SVC Topics*, by Donald M. Mattox (Society of Vacuum Coaters)
- *Analytical Techniques for Problem Solving*, by Joseph A. Abys
- *Chat Room*, by Travis Stirewalt
- *Plating/Finishing Practice*, begun by Ezra A. Blount
- *Enviroscope*, by various contributors
- *Light Metals Finishing*, first by David Montgomery, then by various contributors
- *Pulse Plating*, by Enrique Gutierrez, Jr.
- *Health & Safety*, by various contributors.

And the list goes on.

Through the years, the surface finishing industry had expanded its scope as new technology segments came out of nowhere and grew into major facets of commerce. In the 1950s, the automotive industry was dominant, with most auto manufacturers operating their own captive plating facilities. Some of them at the time were the largest on the planet. That market, while still very large, soon shared the stage with the wide application of electroplating in the electronics industry. Light metals finishing became critical to many product segments, as did the airline and aerospace segment. The list continued, with engineering coatings, continuous strip coatings and functional coatings, among others, culminating in such areas as today's nanomaterials and microelectromechanical systems (MEMS). Could Charles Proctor have envisioned the electroforming of gears and moving parts on a microscopic scale?

And it wasn't just electroplating anymore. Coherent metal deposition without electrical current, electroless plating, was commercialized in the 1950s and has grown apace. Metal deposition without a plating solution has been commercialized in many forms, from thermal spray technology to vacuum deposition. The latter comprises many facets of technology, including physical vapor deposition, chemical vapor deposition, sputtering, ion plating and others.

Plating & Surface Finishing
Cover Designs through the Years.



By the mid-1970s, it was clear to all involved that *Plating* was not a title that encompassed every facet of the industry. And so, with the April 1975 issue, *Plating* became *Plating & Surface Finishing* to reflect the expansion beyond electroplating to the more encompassing surface finishing.

With the journal title reflecting the enlarged scope of the industry, it was only a matter of time before the name of the Society itself was reconsidered in the same light. In 1979, the issue was addressed with a membership-wide election to choose from a list of new names. And the winner was ..... the American Electroplaters Society! Not everyone was quite ready. On the occasion of the Diamond Jubilee in 1984, the issue was taken up again, and after a year of consideration, the AES became the American Electroplaters and Surface Finishers Society (AESF). The cover of the October 1985 issue of *Plating & Surface Finishing*, contained the words, "The Journal of the American Electroplaters and Surface Finishers Society for the first time. The contents page of the January 1986 issue was adorned with the new AESF logo, inspired by the logo for the Diamond Jubilee, and designed to symbolize the many facets of surface finishing,

The Situation Today

As the 20th century came to a close, there were many changes in play which would impact the industry and the AESF itself. Overall, it is difficult not to know that the industry has shrunk. The number of captive plating facilities, exemplified by General Motors, Bell Laboratories and IBM, and their attendant corps of engineers and scientists, declined, and with that, the number of independent plating shops increased. And indeed, a significant portion of that business went offshore. At the same time, the various suppliers went through several phases of mergers, acquisitions, harvesting and divesting, but retained R&D capability. Much of the rest of the engineering and research came from government grants to private institutions and universities. Emphasis on governmental regulations and environmental concerns shifted priorities. The result was massive change for the surface finishing industry and a change in the spectrum of interests that make up AESF.

Thoughts of pooling resources with other organizations was considered decades ago, as noted earlier in this article with the 1933

AESF Logo Design.

Monthly Review editorial. In 1974, serious discussion of some sort of affiliation was underway, as noted in the 1974-75 Annual Report:

> "*A committee to decide how to promote the affiliation of the AES with other metal finishing societies has been active during the year."* It was reported *"that a select group of societies including the NAMF, MFSA and IPC will be invited to send a representative to a meeting to discuss the idea of affiliation, its advantages and disadvantages, organization, method of operation and the opportunities that it offers to present a united front on governmental affairs." ... "By affiliation, we think that broader educational programs such as joint annual conferences, combined symposia, etc., can be offered, while at the same time, we can form a strong alliance of all industry related organizations which will be better able to respond to matters of mutual concern*."

A retreat in Chicago, IL in September 2005 set the official move toward consolidation of the technical education association, the AESF, with its individual memberships, and two trade associations, the National Association of Metal Finishers' (NAMF) and the Metal Finishing Suppliers Association (MFSA) in motion. Consolidation is set to occur next year with the establishment of the National Association for Surface Finishing (NASF). The consolidation of AESF, MFSA, NAMF and SFIC news and features into the "new" *P&SF* is a positive first step toward this merger. Many look forward to a new dawn for the organizations and the industry as a whole.

The New Magazine

Plating & Surface Finishing will continue to present information in the tradition of the *Monthly Review*, *Plating*, and *Plating & Surface Finishing* through the long successful years of our industry. We anticipate that the pooling of resources resulting from the consolidation will resurrect *Plating & Surface Finishing* to the benchmarks achieved in earlier years and *P&SF* will become a truly meaningful benefit to all AESF, MFSA and NAMF members.

We expect that the new *Plating & Surface Finishing*, augmented by the technical content in the new journal, will provide everything that the old journal provided and more. Many new special-interest columns are planned, and the best of the old ones will continue. Practical articles are expected to increase and more articles on plating shops and facilities will be back with a vengeance. The latest and newly emerging technologies will receive major emphasis in the form of application pieces.

A preview of the technical articles in the *Journal of Applied Surface Finishing* will be printed in *P&SF* in advance of each quarterly issue. The *Nuts & Bolts* summary that was published with the technical papers for *P&SF* has been popular and has offered encouragement for those to read a technical paper in detail, or at least scan it more carefully, where before, they might have ignored it entirely. Those summaries will continue, as a quarterly feature in *Plating & Surface Finishing* so the reader can see what's coming up.

The retrospective printing in *P&SF* of the decades-old troubleshooting features, such as *Some Production Plating Problems and How They Were Solved*, has been very well received, as much of the information remains relevant to today's problems. That feature will continue, but it is also our hope to enlist input from knowledgeable veteran finishers to provide a regular question-and-answer feature on *today's* finishing problems. Someday, someone is going to want to know how to keep his nanogranular nickel nanogranular.

The editorial material formerly published under the auspices of the MFSA and NAMF will provide additional fodder. Features on management and governmental issues typically found in MFSA and NAMF publications will also be included in the new *P&SF.* This will provide a valuable new perspective of the industry to many AESF readers. It is important for the technical/scientific person to be exposed to such issues, as it is important for the management/trade/government relations community to be exposed to technical/scientific matters. It should be a two-way street. We now have the opportunity to make it work both ways in the new *Plating & Surface Finishing*.

Governmental relations issues have dominated much of the discourse for many years. Appropriate articles will be featured as critical issues arise. The scope will be both national (chromium PEL) and international (ELV Directives). Impacting the industry in these and many ways only imagined at this point, the new *Plating & Surface Finishing* will be an informative member benefit for all.

The New Journal

To those involved with the *Journal of Applied Surface Finishing*, the quarterly is an exciting prospect. This concept has been considered over many years, but it never quite gathered enough steam, for a variety of reasons. Indeed, many other technical societies already print a dual set of publications, with one a practical magazine and the other (or others) a technical journal for the scientific literature. ASM International has its *Advanced Materials and Processes* magazine and its many esteemed technical journals for various disciplines in materials science, among them *Metallurgical and Materials Transaction A* & *B*. The National Association of Corrosion Engineers (NACE) publishes *Materials Performance* (the magazine) and *Corrosion* (the journal).

The technical papers will generally be of the type that originally were published in *P&SF* and as such, will still directly relate to issues of interest to readers of *P&SF*. For example, two papers in the inaugural issue will deal with the chemistry of electroless nickel, but the focus will be on the presence of lead and cadmium in those solutions, and the impact of the European Union End-of-Life Vehicle Directive on the use of those coatings. Replacement of hexavalent-chromium based chemistries in plating and conversion coating applications will continue to be an important technological issue, as well as a regulatory one. Papers on hexavalent chromium substitutes will be published in the opening issue, as well as planned for future issues. The connection between the two journals will remain strong, and no one should read one without reading the other.

At the same time, the offerings published in *JASF* will also expand the scope of papers. The *Journal of Applied Surface Finishing* will offer a forum for authors who wish to publish a more scientific article than has been used in the past. This new journal is intended to be a permanent resource for all who are interested in the engineering and science of applied surface finishing. It is also intended to be a permanent part of the scientific literature and a critical library resource in universities and similar industrial sites.

We will be seeking technical papers from the most highly regarded sources and technological issues relevant to the 21st century. In addition to the offerings that we receive regularly, we have been fortunate to be able to provide the readers with the best papers presented at our SUR/FIN Conferences. In addition to these traditional sources, we are in the process of establishing an Editorial Board to help us target specific subject needs relevant to current interests.

The Editorial Board will consist of members equally divided between the academic and industrial communities. Dr. Yinlun Huang, Professor in the College of Engineering at Wayne State University in Detroit, MI, and Mr. Peter Gallerani, CEF-3, AESF Fellow, President of Integrated Technologies, Danville, VT (and both members of the AESF Board of Directors) will serve as Academic and Industrial Chairs of the new Editorial Board, respectively.

Dr. Yinlun Huang ***Peter Gallerani, CEF-3, AESF Fellow***

The Editorial Board will make their most valuable contribution in seeking out specific articles that are pertinent to the day. One of the trickier tasks of processing technical papers is in the area of peer review. In that regard, in addition to the pool of reliable volunteer reviewers, the Editorial Board members will also do peer reviews, two for each paper. If there is a difference of opinion between the reviewers, the Editor and the Board can resolve differences ahead of the editorial process. They will also be in the position of recommending other peer reviewers specific to a given subject. Ideally, there will be a shorter interval between the author's submission and publication.

We anticipate that *JASF* will not just consist of technical papers. The new journal will serve as an outlet for the results of the AESF Research program and a forum for other scientific endeavors undertaken by the Society.

The first paper to be included in the inaugural issue will be the 2005 William Blum Memorial Lecture, delivered by Dr. Howard W. Pickering, Distinguished Professor of Metallurgy at the Pennsylvania State University, at SUR/FIN® 2005 in St. Louis, MO. Dr. Pickering was the 2004 Recipient of the AESF Scientific Achievement Award. It is our intent to feature the Blum Lecture of future recipients, as they are selected, as a lead-off for the following year's annual volume of four issues.

Another feature of our journal will be a look back. It is our intent to feature what will be appropriately called the AESF Heritage Series of papers. While our focus is always looking forward, it pays to look back every once in a while. George Santayana's phrase, perhaps overused but nonetheless important to life, states, "Those who cannot remember the past are condemned to repeat it."

Throughout the vast collection of papers that have been accumulated in the pages of all AESF publications, lie some seminal works, articles that were fundamental to the development of modern technology. In my own career, there were such papers in *Plating* that inspired me to enter the field of surface finishing. Others were of such quality that they captured the imagination of someone to develop new technologies. Still others – the historical set published in the 1959 AESF Golden Jubilee issue come to mind – serve as references that preserve the principles and basis of our technology. They bear republishing. They bear celebrating, because of the importance of knowing the good works that preceded ours. With the counsel of the Editorial Board, we will be providing you with the important and influential works from our industry's heritage.

We are developing other ideas that will augment the quarterly collection of technical papers. One thought parallels the articles on plant visits in *Plating & Surface Finishing*. A periodic feature on the more important research laboratories in our field, both in academia and in commerce is being contemplated. The laboratories working with the AESF Research program are examples. This and other thoughts still in the germination stage should add to the value of the new journal.

So the launch of the *Journal of Applied Surface Finishing* is just weeks away and the January issue of *P&SF* will include the new pricing and schedule. We think you will like it, and make the journal part of a permanent reference collection during the course of your work in our field. Volume 1, Number 1 will be the result of countless hours of work by hundreds of dedicated AESF volunteers and staff. The new *Plating & Surface Finishing* is being brought forth in the same spirit, by many of those same people. We are proud of what we have wrought. We think you will like it. Stay tuned. ***P&SF***

The author is indebted to the late John P. Nichols, then National Executive Secretary and Managing Editor of Plating, who conceived and created a remarkable six-fold out time line chart in the 238-page Golden Jubilee Issue of Plating, in June, 1959. I also gratefully acknowledge the wonderfully crafted history published on the occasion of the 1984 Diamond Jubilee by the late Rodney Leeds, who served as AES General Manager for many years.