

The History of STRUCTURE Magazine

NCSEA was founded in 1993 as an organization of organizations, with increased communication within the profession as one of its primary goals. With that kind of goal, some form of periodical was essential; and, in the winter of 1994, the first quarterly issue of *News* was printed. By the summer of 1994, the publication name was changed to STRUCTURE. The format remained that of a newsletter.

STRUCTURE started as an in-house publication produced by Bachner Communications, the association management firm hired to provide services to NCSEA. NCSEA and Bachner continued their relationship until the end of 1995. NCSEA started 1996 without management and stayed that way until Jeanne Vogelzang was hired as the new Executive Director in April. As one of her duties as Executive Director, Jeanne restarted publication of the magazine, which had ceased for nearly a year, and continued to publish STRUCTURE quarterly through the fall of 1999. By that point, SEI and CASE had become partnering organizations with NCSEA in the publication of the magazine, and circulation was substantially increased. In 2000 NCSEA was able to outsource publication of the magazine to Black Squirrel Communications, a newly-created publishing arm of AISC.

During Black Squirrel's tenure, circulation and advertising increased, due in part to the decision and initiative to change from a quarterly periodical to a 10-times-per-year periodical. Black Squirrel worked STRUCTURE through that change and continued in its role as publisher through the end of 2001. In 2002, the magazine was outsourced to Copper Creek. Copper Creek maintained the magazine's publishing schedule of 10 issues per year until 2004, when 11 issues were printed; and, in 2005, 12 issues will be published. In addition to changing publishers over the years, the magazine has also changed format and increased in size.

Volume No.1 was 24 pages and a majority of the articles were news items, compared to the current issue which is 84 pages, with a mix of news and technical articles. Distribution has increased to 31,000 structural engineers; and SEI uploads an on-line edition for its foreign members to view over the internet.

Extraordinary effort is expended to make sure articles are technically sound and of interest to the readership. Articles are provided by a committee made up of 13 engineers. The Editorial Committee has played a prominent role in the success of the magazine. Over the years, NCSEA has been fortunate to have volunteers such as Craig Cartwright, a structural engineer by trade as well as a former magazine publisher, provide insight as to what will be interesting to the readership and consistent with the NCSEA goal of publishing a first class magazine.

STRUCTURE's success to date is largely attributable to the unselfish contribution of volunteers. The goal has always been to provide the profession with a first class publication that would serve as a means of communication for the profession, providing interesting articles and relevant news. It is as much the goal today as it was in 1996. ■

Celebrating
10 Years
in Print

