

PUBLISHER

David H. Colby
(212) 591-7125
davec@aiche.org

EDITOR-IN-CHIEF

Kristine Chin
(212) 591-7662
krisc@aiche.org

MANAGING EDITOR

Cynthia F. Mascone
(212) 591-7343
cynmt@aiche.org

SENIOR EDITOR

Rita L. D'Aquino
(212) 591-7317
ritad@aiche.org

ART DIRECTOR

Fran Fresquez
(212) 591-8669
franf@aiche.org

**PRODUCTION
COORDINATOR**

Karen Simpson
(212) 591-7337
kares@aiche.org

ILLUSTRATOR

Alice Schwade

WASHINGTON EDITOR

Darlene Schuster
(202) 962-8690
dc@aiche.org

REGULATORY EDITOR

William A. Shirley
(888) 674-2529
envtllaw@earthlink.net

PATENT LAW EDITORS

M. Henry Heines
(415) 576-0200
mhh@townsend.com

Frank C. Eymard
(504) 585-0449
eymardfc@arlaw.com

**CLASSIFIED
ADVERTISING
AND REPRINTS**

Malvin Moore
(212) 591-7683
malvm@aiche.org

AIChE

**AMERICAN INSTITUTE OF
CHEMICAL ENGINEERS**

**THREE PARK AVENUE
NEW YORK, NY 10016-5991
www.aiche.org**

AIChE

General Inquiries
1-800-AIChemE
(1-800-242-4363)

Education Services
(212) 591-7770

Career Services
(212) 591-7524

Meetings/Expositions
(212) 591-7324

Member Activities/Services
(212) 591-7329

Editorial



Print vs. Electronic

Back in late February, many of you may have received an e-mail survey asking your opinion about the value of *CEP* and whether or not we should be placing more emphasis on the online version (www.cepmagazine.org). As many of you may be aware, the Institute is having some financial difficulties (p. 78), and, as one of the potential cost-reduction measures, is investigating whether or not it makes sense for *CEP* to become an online publication. A summary of the survey results can be found on p. 74.

There are many pluses about an online magazine. First, it offers instant gratification. It is accessible anytime, anywhere. When readers are traveling, all they need to read *CEP* are their laptop and a connection to the Internet. Second, the online version enables readers to do keyword searches for topics, rather than manually looking through paper indices. This often saves time and frustration. Third, readers can click on one of the many hyperlinks found on the online version to automatically access more information on a specific topic or a certain product.

While these advantages may be attractive, there are some dangers with going online only. One that causes concern for me is that the Internet is a passive medium. It requires the reader to turn on a computer, connect to the Internet, download the article, and then print it. For some readers, that may be four steps too many. A print version is active. Readers may feel more inclined to at least thumb through the issue as soon as they receive it in the mail.

Another potential problem with the online version is long-term storage. The concern is losing all of the information when a certain technology becomes obsolete. For instance, how many of us still use 5-1/4 floppy disks? If given such a disk, would we even be able to read what's on it? Some computers don't even have external floppy drives. A print version also offers portability. If you are on a plane or train, you can always take out a hard copy and read it. This is how I often get caught up with the magazines that are piled up on my desk.

Today, having an online version is a must. However, does this mean that the hard copy is no longer a necessity? I like to compare this situation with the advent of the desktop computer. Theoretically, computers can create a paperless office. However, as I scan my own desk, I see that if anything, there are more stacks of paper than ever.

For those of you who did not receive the e-mail survey, please send in your opinions via regular mail, fax (212-591-8899) or e-mail at cepedit@aiche.org. I look forward to hearing from you.

Kristine Chin
Editor-in-Chief
krisc@aiche.org