

LETTER FROM THE PUBLISHER

Heading for the Heartland

As publisher of *Pacific Shipper*, I used to like to think that I had a little influence around the shop. But it has taken me five years at the helm of this fine magazine to get the "Pub Letter" moved from page 52 to the vaunted "Editorial" position on page 2. However, it is for this week only, so that I may make a few announcements and acknowledgements.

Next week I'll assume another publishing position within International Thomson Business Press, *Pacific Shipper's* parent company. I'll be overseeing a group of magazines and books related to the medical field, and I'll be relocating to the Midwest.

The opportunity is interesting and challenging, although possibly not quite as romantic as heading a publication covering the theater of international trade and the high seas. One the other hand, I'll be bringing to the Midwest the unique, or perhaps convoluted, perspective from living on or around the sea that allows me to say, without the least bit of facetiousness, that I've chosen to raise my sons in the landlocked heartland in order to preserve the maritime heritage of our family. You see, most of the great navigators and explorers I've studied, not to mention the naval and merchant seaman I've most admired, were raised on farms or came from inland towns. I hope that when I retire and book a long passage on one of American President Lines' containerships, one of my sons will be its skipper (if the vessels still have crews then).

There are a few other things I'll be bringing to the Midwest. For instance, the most obvious are the friendships with and the fondness for the many people in the transportation business whom I've met and dealt with on both sides of the Pacific Ocean and on both coasts of the United States and in Europe.

I'll also bring a sense of accomplishment stemming from what *Pacific Shipper* and its staff have achieved in the last five years. Under the editorial stewardship of Bob Bowman, who guided *Pacific Shipper* for three of my five years, and Erik McMahon who ably succeeded him, I think we restored the editorial vitality that had been lost after founder George Martin's death nearly 20 years ago. With the the production management savvy of Arlene Wroblewski and Teresa Trego, we've redesigned the magazine into a format that is both efficient to produce and pleasing to see, while also maintaining the easy practicality that is the soul of *Pacific Shipper*. And all the while we've been kept honest by our sailings schedule editor, Beverly Robinson — who won't tolerate insouciance from our staff, our readers, our clients or King Neptune himself.

At the same time, I have to acknowledge the support and encouragement that our parent International Thomson provided as we endeavored to maintain *Pacific Shipper's* preeminence in the market and to improve its quality.

I am pleased to announce Martin Lindstrom will next week take on the day-to-day responsibilities of publishing *Pacific Shipper* as the new associate publisher. He has served as sales manager for this magazine, as well as for its sister publication, **Pacific Traffic**. A native of Chicago, Lindstrom is a graduate of John Carroll University near Cleveland and has been involved with a number of publishing projects since relocating to California nine years ago. He will report to Richard Flanagan, group publisher and vice president of International Thomson Transport Press.

—Dennis M. McLaughlin