

***Douglasia*, yesterday, today, and tomorrow**

President's message

By Fred Weinmann

Douglasia today: This message is way overdue. The bottom line is simple enough. We owe our appreciation and gratitude to Karen Gatrell, our Managing Editor and to Barb Rowan our Graphic Designer. They came our way at a very important time. We had burned out and/or lost to geographic displacement our two most recent editors. Both previous editors did wonderful work, but the time had come for them to move on. So we were left fretting, worrying and wondering if *Douglasia* had a future. In the meantime the Editorial Committee under the chairmanship of David Biek struggled to get out the spring and summer issues of *Douglasia* in 2003. What a difference a few months can make! Karen and Barb have picked up the ball (or the ream as it were) and moved us forward. *Douglasia* is back on course! My heartiest thanks, kudos and congratulations to Karen and Barbara.

I can't stop here. David Biek has taken on the job of chairing the Editorial Committee which comes with it an overview responsibility for *Douglasia*. Under David's leadership we have sought to put in place some predictability for having good copy available for each quarterly edition. Thank-you David. Several people have stepped forward as assistant editors. These editors are managing copy development for specific subject areas i.e. they will write articles and/or solicit articles from others and/or locate good articles for reprinting in *Douglasia*. In addition, Anna Thurston, in cooperation with Catherine Hovanic, has initiated a program for accepting advertising in *Douglasia*. Anna and Catherine have done a fine job of defining this program and putting it into operation. All advertising will conform to guidelines established by the State Board of Directors.

Our assistant editors and their areas of emphasis:

David Biek	Natural areas
Kathleen Winters	Gardening with native plants
Joe Arnett	Plant taxonomy
David Giblin	Restoration and Herbarium news
Linda Storm	Ethnoecology and ethnobotany
Elizabeth Binney	Botany science news
Catherine Hovanic	Member profiles
Jane Wentworth	Invasive species

There remains ample opportunity for your participation as well. Send us a note, a page or a feature article describing something within your realm of botanical interest. Our membership's interests are broad and so is the subject matter you can write about. If you have comments on the format, content or any other aspect of *Douglasia*, send a letter to the editor. This will continue a long tradition of letters to the editor which was a regular feature beginning in 1984 (1984 is the earliest date of a letter to the editor I could locate in my not quite complete collection of *Douglasia*) and continuing until a few years ago when the feature disappeared from *Douglasia's* pages. We will be delighted to hear from you.

***Douglasia* tomorrow:** In the spring of 2003 a group of the Society's most active and experienced members got together at Camp Delaney in Sun Lakes State Park. This retreat was part of the process leading to development of a new five-year strategic plan. The major features of our new strategic plan have been explicated a number of times in the pages of *Douglasia*. However, the detailed discussion about the future of *Douglasia* has been lost among the many, many suggestions and ideas which surfaced at the retreat.

I believe the issue is worth revisiting with a broader audience. *Douglasia* is one of the very finest examples in the country of a Native Plant Society journal. We are justly proud of it and we think our membership would like to continue to have their *Douglasia* show up in the mailbox on a regular basis. On the other hand the

production, assembling, printing, and mailing of *Douglasia* is one of the largest items in our annual budget. At our current quarterly production schedule costs are approaching \$20,000 per year. Paper and postage is a relatively expensive and slow method of communication compared to computers and electrons which are cheap and fast.

The big, broad question is the Society's entire communication strategy. The question within the question is the content, size and frequency of *Douglasia*. There are multiple options. For example, *Douglasia* could be issued two or three times per year instead of four. This could be supplemented by having a greater number of items of current botanical interest posted on our web site. *Douglasia* could be converted from its current journal format to a monthly newsletter. Most of the feature articles would be posted on the web site and more lengthy technical papers would be published separately as Occasional Papers. If you have comments or ideas on how we should treat the future of *Douglasia*, speak to us. Send a letter to the editor or contact any of the Board of Directors listed inside the back cover of this issue.

Douglasia: Editor's Hall of Fame

Brian Mulligan (1976—1981) In its first year the Society's newsletter was called simply: Newsletter of the Washington Native Plant Society. In Vol. 1, No. 2, 1976 Brian suggested he would like to adopt Art Kruckeberg's suggestion that the newsletter be named, *Douglasia*, and so it became. Just to remind you that some things don't change, Brian included a note in the Fall, 1977 issue that stated: "The Editor regrets the late appearance of this issue..."

Dan Guthrie (1981-1982) By the end of the Guthrie era, *Douglasia* had grown from a five or six page newsletter to a dozen pages or more.

Art Kruckeberg (AKA Doug) (1982—1992) In the fall of 1982 Art announced his role as interim Editor. He not only retained the editor position for 10 years, but the publication became journal like as it expanded to 16-20 pages. Art acknowledged regular assistance from Clay Antieau, Van Bobbit, Lee Ellis, Len Gardner, Cathy Conolly and Sarah Gage. Art's editorship was interrupted by a single issue when John Gamon edited the fall, 1989 issue with the help of Jerry Gorsline. Art's ten year tenure remains the longest of any *Douglasia* editor and he continues to provide inspiration, ideas and feature articles for publication.

Judy Pottmeyer (1992—1994) Judy was from Richmond, WA. I am not aware of the connection between Judy and Karen Hinman (see below) but there was certainly a seamless transition between the two editors from the same town. Judy and Karen did much to change *Douglasia* into its present form, essentially a quarterly journal of 24-30 pages. During Judy's tenure, *Douglasia* was issued consistently with a gray cover page.

Karen Hinman (AKA Kren) (1994—1999) Karen's tenure as editor is legendary—consistent high quality and on time for five full years. Karen's interaction with authors (i.e. badgering them to meet deadlines), scrounging for good copy, and authoring articles herself combined with husband Chet's computer skills and layout assistance is arguably the finest five year period of *Douglasia's* history. Karen's trademark of personally written, hard copy, U.S. Postal Service delivered thank you notes is a treasured and fondly remembered trademark. Her tenure was marked by a rainbow of cover colors.

Richard Robohm (1999—2001) I don't know if each issue of *Douglasia* was perfect under Richard's rule, but it was as close as it will ever get. Richard did whatever it took to find just the right illustration and just the right quote for each article. His Editor's column was enlightening, well written and entertaining. I always looked forward to opening the cover to see what each issue would bring.

Daniel Jones (2001—2003) Daniel was possibly the hardest working editor we have ever had. His professional layout skills were particularly evident in each issue. Daniel was really just hitting his stride when he left us for Minnesota where his wife accepted a professorship at St. Olaf College.

David Biek, Barb Rowan and the Editorial Committee (Spring and Summer, 2003) We did it!

Karen Gatrell and Barb Rowan (2003—present) We are very fortunate. See President's Message.