

Message From the President

Ridgeley Williams
Visitor Studies Association

In the last column, I invited you to contact Board members and me with comments on future directions for VSA. Thank you for your advice. I will respond to each of you directly about specific comments and the generalities of the correspondence will become the basis of future columns. The subject of publications was raised by several correspondents and, accordingly, some comments follow.

This past year, VSA's Publication committee has been active with the design of a logo and new visual identity for the Association, which you will begin to see on membership cards and correspondence in the coming months. The Committee is currently editing the Proceedings of the 1994 Annual Conference, which should be available for this year's meeting in Minnesota.

The Publications Committee is also developing its workplans for next year. The Committee intends to publish the proceedings of the 1995 Annual Conference at St. Paul but is anxious to expand its publishing activities. Available resources, particularly a limited number of volunteer editors and writers, dictate that priorities need to be defined between

the suggested new endeavors. Increasing the number of helpers will certainly alleviate the load on a few individuals who currently shoulder most of the effort and will contribute to an increased publishing effort.

There have been suggestions to expand the quarterly newsletter that is purchased from the Center for Social Design and distributed to VSA membership. Suggestions have included exhibition reviews and criticism, additional space devoted to news items and employment opportunities, and guest columns and personality profiles. *Visitor Behavior's* editor, Steve Bitgood, would be delighted to consider changes, but needs volunteers to assist with their implementation. Please contact Steve at (205) 782-5640 if you can help.

The lack of a dedicated visitor studies journal has been cited as a major hurdle in establishing the profession. Accordingly, there have been calls for VSA to start its own journal to publish research results, which are currently dispersed in the periodicals of many different disciplines. Paradoxically, the Board has not favored this proposal on the assumptions that existing outlets are adequate to publish the available manuscripts and because filtering out these few papers might have serious effects on existing journals. What has been your experience? Are you able to publish your research results in a reasonable time span?

An alternative approach more in favor with the VSA Board is to publish technical reports on an irregular basis. The approach permits more flexibility in terms of costs,

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