



Dear Member of NJ Horticultural Society,

Welcome to our new web-based format of *Horticultural News*! We hope that you will enjoy this new format, and we welcome any suggestions or comments!

Following long discussion over the past two years, the Board of Directors of the New Jersey State Horticultural Society has determined to change *Horticultural News* from a print version to an electronic one. There are two reasons—content and cost. It had become harder and harder to get high-quality articles to publish, and more importantly, the society is not able to continue funding a print version, as publication costs have escalated. Over many years, we have benefited from the availability of Cooperative Extension staffing (professional and secretarial) at low or no cost. Unfortunately, this time is coming to a close, and the society is not able to pay the costs of independently publishing *Horticultural News*. We felt that if we did not go to an electronic format, *Horticultural News* would have to end.

The electronic version will be available online and can be downloaded in PDF file format. Individual articles can be viewed or printed, or you can download the entire issue yourself and print it for your records if you wish. The look on the screen will be specifically New Jersey's *Horticultural News*, but we will share content with University of Massachusetts that already publishes *Fruit Notes* as an online publication. We will also gain the editorial skills of Dr. Wes Autio, University of Massachusetts, who will join Win Cowgill to form our new editorial team. Look for an article in the fall issue about our new editors.

Advertising will continue through use of "banner" and other ads. These will be clickable ads that will take you to our advertisers web sites for your convince.

Two added features that you will notice right away are the extensive use of color photographs, adds, graphs, and tables as needed. The second is that you will have ready access to past issues online at any time (starting with the Summer 2010 issue). You will be notified by email when each new issue is available. *Horticultural News* will continue to be published four times a year starting with this summer issue.

We feel a great responsibility to continue the *Horticultural News*. It has a long history of value to members. Please help us keep *Horticultural News* alive with you continued membership. Tell your friends about us!

Ken Wightman, *President, New Jersey State Horticultural Society*  
Meredith Compton, *board member*  
Gary Mount, *board member*

