

## Change is difficult, but change is good

Welcome to the new ABA Banking Journal. We especially welcome those readers of Community Banker magazine who have not heretofore been familiar with ABA Banking Journal. The truth is, regular readers and new readers are looking at a publication that has substantially changed. What you have is the best of both of ABA's general circulation monthly magazines—each of which had a rich and long-standing tradition.

By Bill Streeter, Editor-in-Chief, [bstreeter@sbsub.com](mailto:bstreeter@sbsub.com)

After many discussions with all involved parties, the ABA concluded late last year that the time was right to combine the two publications. But rather than merely stitching together a patchwork affair, we took the opportunity to conduct research among many of you. What you told us guided the decisions of what to keep and what to let go, what to add, what to change, what to leave intact.

By now you've likely noticed that things are a bit different. That's because one of the early decisions we made was that the new publication should have an updated look. "Anatomy of a Magazine," on pages 6-7, walks you through the changes.

The decision was made also to keep the name ABA Banking Journal because it is representative of the association's fundamental principle: to represent the interests of the entire banking industry.

The integration of Community Banker, however, has brought an enhanced focus on the needs and interests of community banks and savings institutions, and we are fortunate to be able to work with two former staff members of that publication on a freelance basis.

What you'll see here is the culmination of the efforts of a group of people at the ABA and at Simmons-Boardman Publishing Corp. to combine magazines of quite different "personalities" into the new product you see before you. The task is not over by any means. Improvements are also in the works regarding the online component of the publication, [ababj.com](http://www.ababj.com), as well as the digital version of the magazine.

Equally important, however, will be adjustments made in response to your feedback. We will reach out to you, but we also heartily encourage you to let us know what you think of the new publication—the depth of content, the writing, the look, the scope of coverage, anything at all. An Editorial Advisory Board of bankers will also soon be adding its insights.

We at Simmons-Boardman, a family-owned trade publishing company with roots going back at least as long as the ABA itself, thank the ABA leadership, both bankers and executive staff, for the opportunity to continue building upon a relationship of nearly four decades.

The ABA expertise that we are able to tap has been, and continues to be, a great benefit to the readers of ABA Banking Journal.

On behalf of the ABA, and Executive Editor Steve Cocheo, my colleague here for 31 years, I look forward to your comments. â–