

in the final analysis

“If your plan is not working, pivot. If it is working, do more of it!”

—Amber Hurdle

Let me tell you about a plan that’s been working for a long time and that’s had some nifty pivots along the way.

This issue of *JOM* represents the 70th birthday of our TMS membership journal. Issue one of volume one arrived in mailboxes during January 1949. It was a revolutionary year for materials as it was also the year of the first test flight of the De-Havilland Comet. *Journal of Metals*, as *JOM* was known for decades, started as the member journal for those individuals affiliated with the Metals Branch of the American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME). It would not be for eight years that The Metallurgical Society of AIME itself would be organized (1957) and another 37 years before The Metallurgical Society would become a separately incorporated, standalone association (1984).

Thirty years ago this month, The Metallurgical Society was renamed The Minerals, Metals & Materials Society, *Journal of Metals* was renamed *JOM*, and I published the first of what is now 361 installments of In the Final Analysis (and still counting). The pivot point of that January 1989 issue is quite the collector’s item. (Bad news: It is not on eBay.)

In commemoration of *JOM* turning both 70 and 30 this year, we are marking the occasion in two ways. First, all attendees at the TMS 2019 Annual Meeting & Exhibition (TMS2019) can collect a free *JOM* 70th anniversary souvenir pin by visiting the Member Welcome Center. As shown on this page, the pin is the second in a series of pins being made available at annual meetings as we count down to the 150th anniversary of AIME’s 1871 founding (2021). The first pin in the series was issued at TMS2018 and commemorated the 30th anniversary of the founding of the TMS Technical Divisions. The pin planned for TMS2020 will commemorate TMS’s very early debut on the Internet with the establishment of www.tms.org in 1995. What was life like before the Internet?

Speaking of the Internet, *JOM*’s 70th anniversary is also being marked with the debut of another web interface designed to better serve TMS members. As regular readers know, each issue of *JOM* comprises The Magazine and The Journal sections. The technical articles of The Journal are easy to find by visiting the SpringerLink website. All 70 years of *JOM* are housed there. The site is efficient but lacks the charm of browse-ability that a print publication offers. I find this less convenient for browsing The Magazine. We are changing that this month by posting a complete PDF version of The Magazine on the *JOM* website—the cover, the articles, the ads, the works. As for the technical articles, they are not embedded in the PDF (the file would be overwhelming), but the table of contents within the PDF will allow you to click over to SpringerLink. I like it—robust but reader-friendly in an easy-to-navigate PDF file. Such multi-platform vitality seems fitting for a publication that has reached its 70th birthday and seems to be just getting started.

Proud of the present while looking to the bright future of *JOM*, I must honor the work of all of those past contributors who have led us to this point over 70 years. Great credit goes to all of our past lead editors: Ernest Kirkendall (yes, that Kirkendall), Edward H. Robie, Winifred D. Gifford, T.W. Lippert, Thomas E. Lloyd, John V. Beal, Alvin S. Cohan, Rixford A. Beals, F. Weston Starratt, Richard L. Lehman, Leonard F. Griffing, Hurd Hutchins, Otto T. Johnson, Charles Moore, Lawrence G. Kuhn, Konrad J.A. Kundig, John B. Balance, Gail A. Oare, Kevin Marsden, and James J. Robinson. We have new leadership now, and our current editorial team may be our best ever: Justin Scott, Maureen Byko, Lynne Robinson, Kaitlin Calva, Shirley Litzinger, and Ed Herderick. I like what they are doing, a lot.

Oh, did I mention that along the way the *Journal of Metals*’ “Transactions” section spun out of *JOM* into a new publication called *Metallurgical Transactions*? That’s another pivot point that worked out quite well, too!

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Executive Director



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