

## MANAGING EDITOR HISTORY

*In reaching 50 volumes, CEE has had three managing editors. It's a position that began with the former faculty-occupied role of business manager. Our archived files tell the tale.*

LYNN HEASLEY

It was 1969. *CEE* editorial content averaged 55 pages and advertising support had grown that year by 27 new departments. University of Florida (UF) Chair and Professor Ray Fahien was editor, UF Professor Mack Tyner was associate editor, and UF Professor R.B. Bennett was business manager. But the arrangement was a strain. From Fahien's 1969 annual report:

*"Chemical Engineering Education has now published six issues and completed one and a half years of publication at the University of Florida," and "the job that the business manager does consists of a hundred or more detailed tasks.... (A job description recently prepared by Professor Bennett was 12 pages long!). As a result, Professor Bennett has indicated that he would now like to be relieved of his duties as business manager."*

It was the first year that *CEE* followed through on a suggestion to switch its main means of financial support: Rather than having board members sell ads to industry, the editorial team asked ChE departments for support via ads for graduate programs—a big effort. Thus, the 1969 report recommended *CEE* use its funds to "hire someone to serve as clerk-bookkeeper-biller-secretary-typist-business agent in (Bennett's) place." Ray Fahien adds, "In fact, it is not clear whether we could find such a person in Gainesville."

### LAVELLE MOUNT AND PEGGY HAMBY

At first, it took two. In 1970 *CEE* hired part-time assistants Mrs. Peggy Hamby and Mrs. Lavelle Mount (and Bob Bennett remained with *CEE* nine more years). Although never identified by name on the masthead or annual reports, these workers played a part in *CEE*'s success that's evident in our files. From Editor Fahien's 1970 annual report: "The employment of part-time clerical help has immeasurably decreased the burden on the business manager." Reporting to the board in 1971 Editor Fahien noted, "Bob Bennett and his helpers have recently been working diligently with a local CPA to obtain certified financial statements for *CEE* for 1967, 1968, and 1969," a requirement the fledgling journal obviously learned late. Also mentioned: "a new subscription policy" of all paid instead of partial free subscriptions—the increase in bookkeeping is easy to imagine.

The next year, Bob Bennett wrote Mrs. Hamby in advance of his "summer departure to Urbana on an NSF grant," asking her to prepare quarterly reports and oversee the business office; Mrs. Mount is identified here as an accountant (and a professor's wife), and the letter notes her role in helping Ray Fahien with "the financial report he will present at Annapolis." Years later, a 1979 letter simply credited these "able, dedicated women helpers."

### BONNIE NEELANDS

In summer 1973 Peggy Hamby departed *CEE* and Lavelle Mount announced her intent to leave. Our files depict friendly partings. Professor Bennett wrote Aug. 9, 1973, to Mrs. Hamby's new address in Clemson, S.C., "Dear Peggy: Maybe it is just as well that we did not have the chance for a formal 'good-bye'—emotions are hard to control—but I did miss saying it." He reports they have hired "a reasonable substitute for you and Lavelle," and describes *CEE*'s full-time hiring of Bonnie Neelands, "who has experience in all the fields we need. Dr. Fahien has grabbed her experience in the journalism world to break her in on some of the work he and Dr. Tyner were doing." He also notes, "Lavelle is training Bonnie to the great variety of things you and Lavelle handled."

First listed on the masthead in issue 8(1)—Winter 1974—as editorial and business assistant, Bonnie Neelands served *CEE* from Aug. 7, 1973, to summer 1978. She'd recently earned an English degree from UF and had done work for *The Florida Alligator* and *The St. Petersburg Times*, bringing value to the team. A letter to her file Nov. 20, 1973, from Business Manager Bennett says, "This is to put in writing our decision to raise your salary... in view of the university pay to persons fulfilling the requirements of accountants... and to the present rate of employment salaries for our graduates in your area of study." The letter goes on to add, "All of us are very pleased with your broad and excellent abilities in just what *CEE* needs."

In Fall 1975 editorial content was steady at 55 pages, while 56 ChE departments had provided advertising support. The journal

was without a board chair, and the editor and business manager were both on leave part of the year. Neelands filled the gaps.

In 1977 Editor Fahien reported to the board that *CEE* was “still without the aid of a business manager,” and Neelands’ annual raise was accompanied by this kudos: “I do want to thank you for the excellent work you have done for *CEE* during the past year—not only as an editorial assistant but also in carrying out your increased responsibilities in the business aspects of the publication.” That year Bonnie Neelands was named *CEE*’s first managing editor; the title debuted in the 11(4) issue—Fall 1977.

**CAROLE YOCUM**

The following year, Editor Fahien told the board that Managing Editor Neelands had announced plans to leave Gainesville once her husband graduated with his MBA. He wrote, “Since people of her ability are very difficult to find...I asked Bob Bennett (who is again serving as business manager) to begin looking for a replacement. As a result, Ms. Carole Yocum was hired in January to train as a replacement. Trained at a high secretarial level...she is extremely capable and Bob Bennett is to be commended for having obtained her services.”

Carole Yocum was re-entering the workforce as the last of her children was leaving the nest, and her youthful career training befit the times but belied her full aptitude. With her onboard as business/editorial assistant, the ’79 report notes, Bob Bennett was at last able to retire. In 1983 she successfully negotiated for a promotion to the title of managing editor. Work remained, however, as the journal still struggled to print on a reliable schedule. From 1983’s report: “We have been working to move our publication date for each issue forward by 15 days. This means we hope to get the Fall issue out on Nov. 1 instead of Nov. 15.”

Beginning in 1986 when Ray Fahien officially announced to the board his diagnosis of Parkinson’s disease, the entire editorial team helped Fahien remain editor until his death in 1995. During this time, the managing editor role expanded further.

The journal began publishing on time without exception. The annual report switched to the managing editor’s voice. And production advanced: Assisted by our longtime printing company (E.O. Painter Printing) and an occasional paid

computer consultant, Yocum outfit the editorial office with one of the new Macintosh computers and taught herself PageMaker—completing *CEE*’s evolution from typewriters and wax “paste-up” to full-fledged desktop publishing.

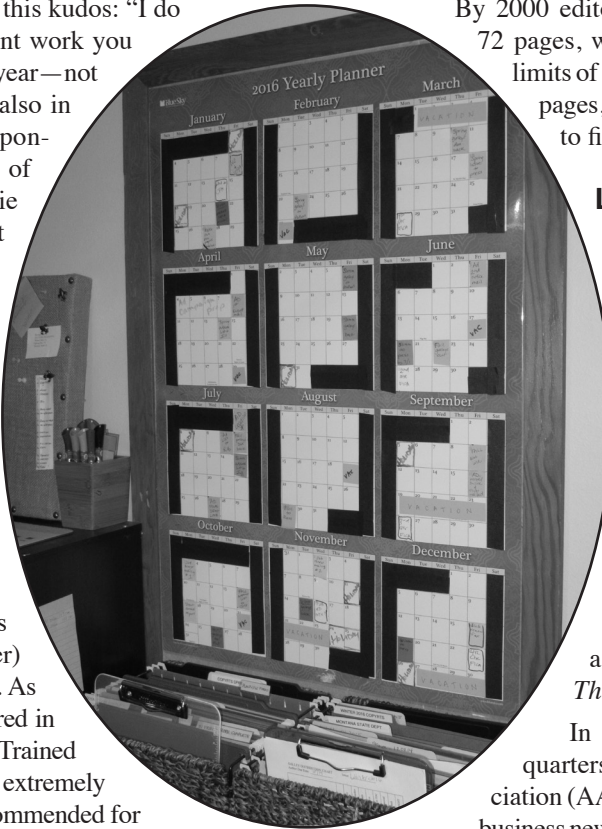
By 2000 editorial content was typically around 72 pages, with one special issue straining the limits of a one-person office at a whopping 88 pages, and Carole Yocum announced plans to find her replacement and retire.

**LYNN HEASLEY**

The search was lengthy but in March 2005 *CEE* gained its current managing editor. Lynn Heasley received her B.A. in mass communications from the University of South Florida in 1989. As a sophomore she started with *The Tampa Tribune*’s nearby Pasco County Bureau as a news clerk and community columnist. After graduation she moved to the paper’s State Copy Desk and in 1990 she accepted a position as editor of a weekly supplement for Alabama’s *The Birmingham News*.

In 1998 she joined the national headquarters of the American Automobile Association (AAA) in Heathrow, FL, as editor of the business newsletter and contributing writer for the employee magazine. From there she became an associate editor for AAA’s annual *TourBook* publications and a writer for several states and destination areas in the travel guides. After a move to Gainesville she continued as a writer/editor for AAA’s Editorial Department before joining *CEE*.

These days, *CEE* receives advertising support from 116 ChE departments; it’s still our main source of operating funds. Page counts—rebounding from a 2013 slump—have peaked again at 88 pages in this anniversary issue. And production continues to advance: The 50th volume launches our first digital subscriptions, a hard-won achievement of the current managing editor. But meaningful missives still get “saved to file,” such as this 2014 email from the University of Michigan’s Collegiate Lecturer Susan Montgomery: “Thank you for your assistance and your patience with me through this process. You were invaluable to bringing this article to life”—a compliment later playfully amended to “being ‘midwife’ of the article.” Working with kind and fun people is one of this role’s best rewards. □



*The 2016 editorial, circulation, advertising, and business calendar.*