

EVOLUTION OF A NEWSLETTER

Seasoned members of the **Association**, who date back to the original organization formed as the **55th ELINT Association** in the 1960s, may remember the early form of newsletters as a one sheet (front and back) to maybe four pages, in the mimeograph style. That media basically was to inform the members about upcoming, or just passed, reunions that the **Association** held roughly every eighteen months.

For **Association** founder **Bob Dibbell**, that was pretty much all that was needed since there was no formal governing body, nor other business conducted. Bob and his successor as sole officer, **Bruce Bailey**, gradually added new informational features of general interest, such as ‘war stories’ and an improved TAPS section.

Over time, there were interim ‘caretakers’, and some upgrades in graphics, paper, pictures, and content as the years went by, but the newsletter basically stayed pretty much a fundamental pamphlet which was issued on an ‘as needed’ basis.

With the advent of the **Association’s** formal corporate organization in 1995, a structured business-like forum, and a board of directors, it was evident for the need, and responsibility to convey to the membership how the organization was being run and what actions were taken that affected the entire group; particularly so as the **Association’s** membership grew, and projects expanded and became more substantive.

The “Modern” Newsletter

To that end, the newsletter you see today had its basic foundation laid by the concerted and efficient efforts of (the late) **Ben White** when he took over as secretary in 1997. He is the ‘father’ of the ‘modern’ **Association** newsletter.

Ben made himself computer literate, created the letterhead, began using more graphics and wider implementation of pictures, expanded content, and used a standardized format. His first issue: April 1997.

*The name **Videmus Omnia** became official with the February 1999 issue. The **dual shield logo** was added first time in January 2000.*

There was a collaborative team effort from November 1997 as yours truly assisted with proofreading, editing, additional materials, etc.

Ben retired from the Board of Directors and as newsletter editor, and I inherited the job and went solo with the January 2001 newsletter. (*Wow! Tempus fugit.*)

Upgrades and modifications continued as technology and techniques improved, and were learned by this techno-babe in the cyber-woods who waded through it all; sometimes with blood, sweat, tears, massive hair pulling, churning stomach, sleep loss, and primal screams, before getting to the relatively routine effort it has become. (*It was a steep learning curve for a time, boys and girls.*)

Logistics

It may seem that the **Videmus Omnia** just magically shows up in your snail-mailbox periodically, but you may be interested in the logistics of the modern-era process.

Ben began doing the grunt work from his home in North Carolina, then electronically sent it to the Heartland of Nebraska for whatever work was needed. The finished product would then go to **Errol Hoberman** in the Florida panhandle.

From there, he saw that it got printed and mailed. Errol, as the membership guy then, had the mailing roster and worked diligently in concert with a local printer all those years, gradually upgrading the quality of paper and mailing methods.

Errol also instituted sending the newsletter via e-mail to 300+ members, which saved on paper, printing and postage costs.

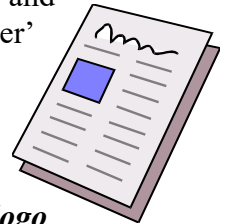
That method turned out to be frustrating, as many e-addresses would be rejected for myriad reasons, mostly because the **Association** was not apprised when members changed servers, e-names, etc.

The issues have been posted on the **Association** web site since its inception in 1996.

Change Over

In May 2008 **Michael Cook** took over the dual jobs of Treasurer and Membership Chair and the newsletter operation moved to Bellevue. It was a seamless transition and more efficient by having it all in one location.

We went through several printers before settling with Digital Express of Omaha the past several years, and that firm has been a solid partner.



Over the years the newsletters have always focused on the **Association** activities and business, but more articles about the **Wing** and its many and varied missions became an integral part of the information going to the membership.

Mo Krishna became the Membership Chair in April 2020 maintaining the data base/ mailing list established by his predecessors.

Just the coordinated team effort you would expect from the can-do spirit of the ***Fighting' Fifty-Fifth!***

(Trust me on this one, it hasn't always gone as smoothly as this narrative reads, but we "git-er-dun". Mostly, it is a labor of love. Yeah-but, sometimes it is just labor.)

So, there you have it. It was my thought that you, as members, would appreciate just how this all came about and how it works. *(Maybe not. It could just be me.)*

One of the worst things that can happen to organizational periodicals is that they become dull, predictable and/or uninteresting. So, if anyone out there has ideas or suggestions on how to improve the issues *(Yeah, yeah, color would be great, but we can't afford it in the printed versions, costs would double)*, do **not** hesitate to inform the editor or any member of the Board. Some changes and additions in recent years have come about just that way. This is YOUR newsletter.

As a final note, it has always been the goal to keep the membership informed, interested and entertained. We hope you look forward to receiving the newsletters, and that they meet the intended purpose and your expectations.

Videmus Omnia, Max.

Created in November 2007; originally published in the February 2008 newsletter. Updated for this issue.

Another Transition Milestone

This issue of ***Videmus Omnia*** marks the end of my tenure as editor, 23+ years and 58 issues. Time to pass the ol' keyboard to the next generation.

Ryan Hansen is a younger professional. He was the Director of the **55th Wing** Public Affairs for many years. In that capacity he worked with and supported the **Association** in numerous ways with the president and this editor.

He will bring a new, fresh prospective to the newsletter process.

I want to express my gratitude to everyone who contributed to the newsletter process over lo, these many years. They helped make it a finished product.

Specifically, President Joe Spivey has been a relentless driver during his tenure when I needed a boost or was floundering, which happened too often in recent years.

I also appreciated the numerous letters and e-mails of compliments and support. They helped make the effort worthwhile.

I'll be around to assist in the transition if asked or needed, and may contribute articles or items from time to time, but for now, I sign out with the journalism farewell.....#30.

Videmus Omnia Forever, Max

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