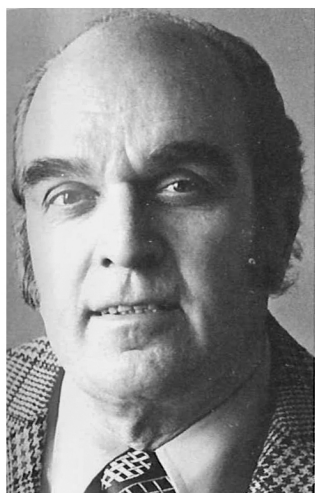


Hope for *Plant Disease*: What We Expect

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PLANT DISEASE is now at the midpoint of its inaugural year as the successor to *Plant Disease Reporter*. I believe this is the most significant new development for the American Phytopathological Society since we joined with the American Association of Cereal Chemists in a headquarters operation some years ago. What should we expect from this new endeavor? What do you as an APS member or a PLANT DISEASE reader expect? I am sure there is a diversity of expectations. I would like to indicate some of my expectations,

which hopefully will relate to some of yours.

The Constitution of APS states that the objective of the Society is "to promote the increase and diffusion of all aspects of knowledge relating to plant diseases and their control." I expect PLANT DISEASE to be a significant tool in achieving this purpose. The Society's other journal, *Phytopathology*, is a different tool in this same effort. Although proud of the excellence of *Phytopathology*, we have long seen the need for a supplementary effort in the more directly applicable phases of plant pathology and control of plant diseases. The Constitution addresses "all" aspects of knowledge relating to plant diseases. Thus, as we grow in professional involvement in our specific arena of plant diseases, aspects that have not been adequately addressed must be identified and tackled. PLANT DISEASE can fill such a niche. I expect it to contribute greatly in increasing and diffusing knowledge relating to plant diseases and their control, and I consider this a reasonable view of the Society's continuing efforts to pursue its object in the broadest possible ways.

In the process of achieving our Society's overall objective, we also have an obligation to serve our members. Although our membership has certain boundaries of professional and academic interests, we are not monolithic. I expect PLANT DISEASE to provide an outlet for the professional writing of an element of our membership that has not had that outlet within the Society. I expect APS to provide, through PLANT DISEASE, publication services to a broader range of its membership.

If I were an extension specialist, a plant disease consultant, or a researcher in areas related to practical control of plant diseases, I would have special expectations for this journal. My hope is that PLANT DISEASE will fulfill these expectations for each of these important groups. What are some of the expectations? Part of what is published should relate directly to disease control. A researcher in this area expects his results to be

made available. An adult education specialist or a professional consultant expects to find practical, constructive, successful recommendations for disease control. Such information could be in the form of principles to be used across a range of situations or could be a specific measure for a specific disease of a specific crop in a specific situation.

If I were a member of the committee charged with developing PLANT DISEASE, I would be very proud of the outstanding first issues and I would expect future issues to measure up to the same high standards.

If I were a member of the USDA staff or administration that published *Plant Disease Reporter*, I would expect PLANT DISEASE to be a respectable successor to an important, successful journal of many years' standing. These people were reluctant to lose that distinguished publication. As the inevitable became apparent, I believe their expectation was that the goals and traditions of *PDR* would be maintained in a functional, progressive manner in its new context and format.

As the Society assumed responsibility for *PDR*, I heard it stated that the journal should not be changed or, conversely, that it should be modified in various ways. Obviously, both expectations cannot be met. My expectation is that PLANT DISEASE will maintain the strengths and contributions of *PDR* while growing with the times, broadening its base, and reaching a wider audience.

As a member and officer of APS, I expect a high-quality, successful PLANT DISEASE to reflect credit on our Society. I expect it to communicate an increasing understanding of the nature and control of plant diseases. I expect it to provide accurate information. I expect it to reach a broader audience. PLANT DISEASE should communicate our specific type of contribution: information, knowledge, and understanding in the field of plant pathology. It should bring awareness of the existence of our field, of our profession, and of the participants to a wider audience of those who need to be informed in the vital areas of food production and related matters. I expect PLANT DISEASE to attract people to our Society, to be a tool in increasing interest in plant pathology and in increasing our membership. I expect PLANT DISEASE to be a success, both professionally and financially. Finally, I expect PLANT DISEASE to be a quality journal in all that it does.

Maybe some of these views are dreams, even rosy ones. Certainly they are hopes. But I believe they are also legitimate expectations. This is a bold enterprise in which we have joined. Expectations are high and broad, but I trust not unreasonably so. Opportunities are manifest. The framework so far is good, but the job is not easy. Continuing effort by all concerned is needed. By working together—all elements of the Society, the profession, and its clientele—we should succeed. I believe the prognosis for significant achievement and contribution is excellent. This is my expectation. Time will provide our measure.