

# Editorial

## The Globalization of JTST: A Forum for a World Wide Network

It is worthwhile occasionally to be introspective and, with this thoughtful process in mind, let us ask a fundamental question: “Whose interests does JTST serve?”

A partial answer is found on the inside front cover of every issue of JTST and appears as its mission statement:

*“The Journal of Thermal Spray Technology publishes contributions on all aspects — fundamental and practical — of thermal spray science including processes, feedstock manufacture, testing, and characterization. As the primary vehicle for thermal spray information transfer, its mission is to synergize the rapidly advancing thermal spray industry and related industries by presenting research and development efforts leading to advancements in implementable engineering applications of the technology.”*

This mission statement is reconsidered every year by the Editorial Committee and often tweaked and adjusted to reflect the changing times.

Another conversation can also take place and address the community that JTST may benefit; keeping in mind that this is a symbiotic, active relationship with JTST also playing a major role in the community. Thus, JTST is published in the USA, yet, just like thermal spray technology, it is international in scope and stature. Various business studies have estimated that the total annual worldwide market for thermal spray is \$2.5 billion US dollars with the market share being roughly equally divided between North America, the PacRim region, and Europe. This line of reasoning also parlays into an economic dimension for JTST as well as its important scientific/technical ones.

From the economic point of view it is obvious (we trust!) that those who invest into any venture have a decisive voice in determining the policy of that venture; whether it be an industrial product or a peer-reviewed journal. Therefore, if the thermal spray community wants to have a decisive voice in the journal, it is reasonable to request financial input, for instance, a small contribution while paying the TSS yearly fee. In the same frame of mind, it is reasonable to ask authors who publish in JTST to also contribute financially since they benefit significantly from the peer review and publishing process. The editorial in JTST 10(4) detailed the rationale for this JTST policy.

Other than authors, ASM International, and TSS, let us ask again: “Whose interests does JTST serve?” The answer boils down fundamentally to a truly international thermal spray community. Taking the recent ITSC 2002 in Essen as a reference point, we note that there were participants from virtually every continent. Therefore, JTST serves a vast community of engineers, scientists, and technologists due to this globalization of thermal spray. A basic set of rules may be formalized, such as, for example (and this list is not intended to be exhaustive):

- applications of thermal spray technology.
- JTST will promote international exchange of ideas and scientific/technical knowledge JTST will promote thermal spray technology around the world.
- JTST will promote new in the area of thermal spray.
- JTST will elevate the understanding of thermal spray processes.
- JTST will be a vehicle that facilitates thermal spray networks to grow.

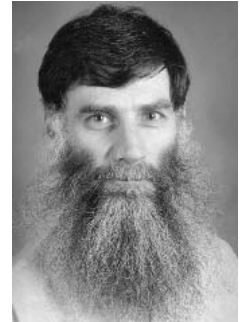
One way to promote the globalization of thermal spray is to encourage news from various regions, for example:

- News from Africa, South America, and Australia/New Zealand
- News from Asia
- News from Europe
- News from North America

The proposal is that each of these Regional News contributions would have up to three pages in every volume of JTST. Thus, JTST would now have the opportunity of figuratively and practically covering the whole world over the course of the four annual issues. This



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format and plan not only allows the newsworthy items to surface, but also does not place the corresponding contributor under stress in meeting multiple deadlines per year.

And now — the bottom line — do you want to volunteer yourself or a colleague to commit to be the champion for your part of the world as a JTST Corresponding Contributor? Do you want to have the opportunity to help “globalize thermal spray”? If so, then please contact either the editor or associate editor of JTST whose contact details appear below.

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