

VEGETARIAN TIMES

Sept 26, 1992

Dear Staff:

Wow! As the Grateful Dead said, "What a long, great trip it's been." After nearly 20 years I can hardly believe I'm stepping aside as Editor & Publisher of this great magazine. Vegetarian Times is something I think we can all be tremendously proud of. You, and all the people who have predeeded you have done a terrific job.

I am pleased to turn it all over to you: to each and every one of you. You each have a vital role to play in not merely carrying on our tradition but in making the magazine better: to keep it evolving and to further its growth. I have the utmost confidence in Steve, Lucy, Marianne, Terry, in the editorial, art and production staffs and in all of the people at Cowles. I couldn't imagine a greater group of people to carry us forward.

The end of my era as Editor & Publisher is not a sad one: I am glad to be moving on, reducing my role to that of consultant, strategist and elder statesman. As is probably evident to each and every one of you I've given it my "all" and am thoroughly burned-out on running the day-to-day operations. I need a rest; I need to recharge my batteries; I need to sit back, cool out and take a long, well-deserved break. Later, I will seek new challenges, but I have no idea where my future will take me. Certainly a man of my experience and talent has a good deal to offer and the state-of-the-world convinces me that there will be no shortage of opportunity to try and make this world a better place. The great cause of vegetarianism has firmly taken root and I am enormously satisfied that I have been privileged to play a role in helping it to grow. My work has been very gratifying.

I will remain associated with Vegetarian Times as a consultant and strategist. My new, official title is that of "Founding Publisher." In this capacity I remain ready and willing to serve in whatever capacity I am asked: to attend certain editorial meetings; to be present at trade shows; to advise, when asked, about virtually anything. My number is in the book. Just call if you need my help, but don't call too often!

I ask each and every one of you to give Steve Norton your full support and to give him the benefit of the doubt.

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Steve and I have become more than business associates over these past two years: we have become friends. Steve understands the magazine: he understands the basic goodness of vegetarianism and of our editorial mission. He is a decent and hard-working individual and an experienced magazine professional. Still, he will need your help. I ask you to give it fully -- to him and to one another. Steve is fair, open and broad-minded. He's a no bullshit kind of guy. I'm sure that he will soon earn your trust and respect (if he hasn't already done so.)

Cowles, too, is a good parent company. Fair and professional. We are lucky to have them as our corporate parent.

I often hear the remark that "Vegetarian Times has changed." This is certainly true, but it's important to remember that it has changed many times. In fact, it's always changing. That's one of the things I like about magazines: they change each month. The Vegetarian Times of today is different from the Vegetarian Times of two years ago, just as that one was different from the Vegetarian Times of four years ago. Change is good. Magazines have to change to keep their edge and to stay fresh. I think the magazine is as good as it's ever been even though it's usually been great. The reason is that it's always been right for the times. The current Vegetarian Times is right for today: superbly edited; expertly written; beautifully presented; service-oriented; thoughtful; accessible; informative; entertaining; and thoughtful.

Some say we've lost our "edge," but I don't think so. I simply think we're less shrill, less self-righteous and less angry. We've gone from "them vs. us" to simply "us". It's all of us: the whole world. We need each other more than ever. Let's share the virtues of vegetarianism with the rest of the world. Let us offer ourselves, our information, to be of service, to inform and to instruct. Vegetarianism is not limited to just the politically correct, to the upscale and the hip. Vegetarianism is for everybody and every body.

Now, enough of my preaching. Get to work. Make something great. Do what's right and love one another. The money will follow.

I'm outta here. Good luck. I love you, all.

- Paul

A handwritten signature in cursive script that reads "Paul". The signature is written in black ink and is positioned below the typed name "Paul".