

AHP Chair's Page

Martin Pollecoff

Letter from a Lame Duck Chair

My last act as Chair of the AHP is to sign the agreement for Taylor and Francis (Routledge) to take over the publishing of *Self and Society*. The advantage to you, dear reader, is that the AHP journal will now become an international one, and the last 42 years of the journal will eventually be on-line as part of your subscription – so, at no extra cost, as a member or subscriber, you will have access to the whole back catalogue of our journal, going back to the first issue in 1973.

The advantage to AHP as a whole is not just that we receive a lump-sum payment for the sale, but that our influence will be magnified as your journal becomes available world-wide. Plus, the Taylor and Francis international sales force will work on placing *Self and Society* with universities and other educational and training institutions across the globe.

Marketeers would describe it as 'a long-tailed item', and what they mean by that is the following: there are five people in Peru who love it; in Japan there are four subscribers, some 52 in North America, seven in Greenland... – and so on and so forth; small numbers, but these add up to sales and real influence.

We have promised 350 paid-up subscribers to Taylor and Francis, and we currently have some 411 members, so that should not be difficult. The problem we do face, however, is that many of you are paying at well-outdated subscription rates.

Right now we are out of the financial doldrums. Our corporate nose is above water – but if we continue to sell *S&S* at below cost, we will swiftly be drowning again, and so we are reassessing the subscription rates and demanding that everyone pays the new prices. So please help us here. **'Be nice, don't argue, pay up'**, as my mother might have said. These accumulating losses due to old subscription rates were the root cause of our financial decline, and with the sale to Routledge, we have to make a change.

At the EGM in December, I said that we were aiming to restore AHP to financial viability – revive AHP as a membership organization and ensure the sustainability of

Self and Society. I think we have landed there.

Those members of the board who agreed to stay on after the AGM (you need three directors for the organization to be quorate) have now resigned because we have new directors. So I would like to thank **Tracy Jarvis** and **Catherine Llewelyn** for all they have given (and endured) to make AHP work.

Richard House remains a Director, and he is joined by **Zohar Dina Glouberman**, **Serra Pitts**, **Victoria Room** and **Lucy Scurfield**. (Lucy has agreed to be the new board's first Chair).

I have said this before, but AHP has gone from being an organization with a journal, to being a journal with an organization. And so we have decided to reverse this trend and create a new monthly series of workshops called **'Self and Society Events'**, based in London and starting in early 2015 [see the Announcement elsewhere in this issue – Eds]. These will be low-cost experiential evening workshops, and Zohar has already offered to run one on Visualization – she's a world leader on that. I am doing one on Improvisation for therapists (that's working on creativity/spontaneity and trusting your imagination – it's a cobweb kicker), and if you want to offer your skills and run an experiential workshop, please contact any member of the board.

And now to my final bow. Since December, AHP has been run by a management team of the board plus **David Kalisch**. Given how bitter the squabbling was before the EGM, I was not looking forward to this. Reality was that we all worked well together, and it was a pleasure and at times nail-bitingly invigorating, as deals we were after twisted and changed.

And before leaving this stage, I would like to thank **Beverley Crouch** for her much-needed and appreciated assistance with the admin, as well as **Simon Lewis** and **John Assie** for their accountancy skills (and their personal support), plus **Andrew Samuels** for his personal introduction to Routledge. ☺

Martin Pollecoff, ex-Chair and fellow member of AHP