



Director's Matters

Fred

PUBLISHING MATTERS

Cross-disciplinary research in focus at the MRS fall meeting



At the beginning of December, AIP put on a strong exhibit presence at the [2009 Materials Research Society \(MRS\) fall meeting](#) in Boston. More than 6,000 attendees and 220 exhibitors gathered at this important five-day conference, which provided an excellent opportunity for AIP to interact with our readers and authors. At the meeting, AIP officially unveiled the [newest release of AIP UniPHY](#), and encouraged MRS attendees to stop by our booth to sign up for this new scientific social networking site. Sample journals from both the [AIP journal collection](#) and our partner journals were on display, and booth visitors were able to meet with staff to discuss accessing content and submitting their research for publication. Following a long-standing tradition, the joint editorial board of three of AIP's premier journals—[Applied Physics Letters](#), [Journal of Applied Physics](#), and [Applied Physics Reviews](#)—convened during the meeting.



Visitors to the AIP booth at the recent MRS fall meeting enjoyed user-friendly registration for [AIP UniPHY](#), the world's first literature-based professional social networking site for physical scientists.

An important event for many of the researchers who publish in AIP journals and proceedings, the MRS meeting was composed of 50 symposia in the categories of information processing and sensing, nanoscience and technology, energy and the environment, materials across



Representing AIP and partner publications were, from the left, AIP staff members Mary Griffin, Alison Loudon, and Mark Cassar.

the scales, and health and biological materials. A highlight of MRS's "Super Sunday" was a workshop on [third-generation solar technologies](#), which centered on the importance of

fostering multidisciplinary approaches to accelerate progress in renewable energy technology. It included a poster session on collaborative work between mathematicians and physical scientists. Lawrence Kazmerski of the National Renewable Energy Laboratory presented a talk in MRS's [Frontiers of Materials Research](#) lunchtime series, illustrating the importance of solar photovoltaics. Founded in 1973, the [Materials Research Society](#)—an Affiliated Society of AIP—now serves more than 15,000 members located in the US and 70 other countries with its vital mission to encourage communication and the exchange of technical information across the various fields of science affecting materials.

PRC MATTERS

Spooky science

The Society of Physics Students (SPS) national office knows that local SPS chapters like to have a good time, so SPS staff sent out a call for the spookiest science-related photos from fall 2009. We received a frighteningly large number of entries—nearly 100—and secured assistance from the SPS National Council in determining the top five photos. Winning chapters received an official SPS spooky science kit. To see all the chilling entries, including several videos, visit the [SPS website](#).



Pumpkin Graveyard

There isn't much left of a pumpkin after being launched some 250 feet by students from Green River Community College, in Auburn, WA.

Photo courtesy of Green River Community College

Singing Flame

SPS members from Rhodes College in Memphis, TN, entertain the crowd with fire after their legendary pumpkin drop.

Photo by Annie Wise



Phun with Phluorescence

This scene from the Idaho State University haunted lab will scare the light right out of you.

Photo by Jordan Keough

AROUND AIP

To your health, Mother Earth!

If one of your goals for the New Year is to be friendlier to the environment, check out these websites that provide suggestions for saving energy, conserving resources, and reducing waste:

- [15 resolutions for the environment that actually make a difference](#)
- [25 New Year's resolutions for going green in 2010](#)
- [Top ten New Year's resolutions for a 'greener' workplace](#)
- [New Year's resolution: Reduce your carbon footprint](#)



AIP has adopted several "greener" practices during the past two years, and continually strives to reduce its impact on the environment. We encourage our employees to do the same.

Symmetrix takes flight

AIP has a new blog, entitled [Symmetrix](#), for the internal use of AIP employees. The main purpose of the Symmetrix blog is to share ideas about how we can grow our company through collaboration, hence the subtitle "Mining ideas for innovation." We also want to use the space to share information about our daily jobs and about ourselves. Our first blogger, Carol Nissenbaum, says it best: "We are all working toward the same goal, which is to help AIP continue to grow and flourish. Learning about our fellow workers and recognizing their valuable roles and contributions toward this end can help us all to realize that." Visit Symmetrix at <http://blogaip.int.aip.org>.



We invite your feedback to this newsletter via e-mail to aimatters@aip.org.

For past issues of this newsletter, visit the [AIP Matters archives](#).