

AIP|Matters

Monday, October 4, 2010



Director's Matters

By H. Frederick Dylla, Executive Director & CEO

AIP interacts with the Chinese Physical Society

The annual fall meeting of the



Chinese Physical Society (CPS) is

the largest and most comprehensive physics meeting held in China. Given that more than half of its 1100 attendees are students, it is an excellent venue to connect with China's next generation of physicists. AIP's first face-to-face introduction to this community came during last year's meeting when we ran a booth at the conference exhibition. But AIP's new foothold with the opening of our office in Beijing enabled us to play a substantial role in this year's event, thanks to the efforts of many staff members—especially those of AIP's Chief Representative in China Xingtao Ai, her assistant Linlin Wang, and Journal Publisher Mark Cassar.

The 2010 CPS fall meeting was held September 16–19 in Tianjin, China, and hosted by Nankai University. [Tianjin](#) is located 130 km southeast of Beijing on the Bohai Gulf; its population tops 12 million. [Nankai University](#) ranks among the top 10 Chinese PhD-granting research institutes. Its current enrollment stands at about 22,000, including more than 3,000 doctoral candidates.

Topical sessions spanned the breadth of current physics research in both theoretical and experimental work. AIP activities began on September 16, with a publishing seminar hosted by the Department of Physics at Tianjin University. About 70 students joined AIP staff and colleagues to hear about publication issues, editorial policies, and how to write scientific articles for international journals.

John Haynes, Vice President of Publishing, took the podium during the opening ceremony to deliver a welcome speech. He pointed out the international character of science and the rising importance of China in the advancement of science. Haynes also expressed AIP's goal "to showcase the best of Chinese physics around the world and to bring AIP's world class journals to researchers in China."

AIP's booth in the outdoor exhibit displayed the usual mix of AIP products and services. Despite the rainy weather and the eventual need to abandon the booth and its collapsed roof, Ai and Wang managed to amass more than 600 contacts for an AIP article giveaway promotion. Most of these individuals are students with whom we plan to interact directly about current and future initiatives.



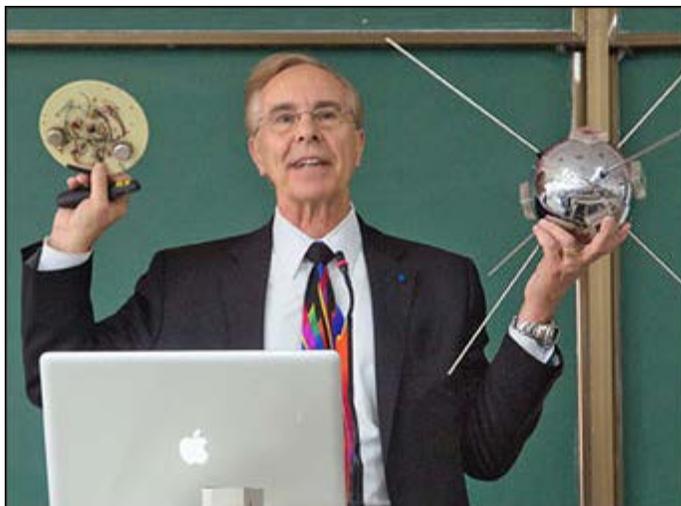
A few of the many people who contributed to AIP's presence at the CPS meeting (from the left): Steve Benka, David Awschalom, Larry Kazmerski, Nghi Lam, Linlin Wang, Mark Cassar, Xingtao Ai, Robert Harington [AIP], Daniel Broaddus, John Haynes, and Benjamin Shaw [Edanz].

For AIP, the highlight of the conference came on the afternoon of September 17, when we hosted an afternoon of invited talks—some scientific and others on publishing.

Those who arrived minutes before the first talk began found standing room only, as the seating capacity maxed out at 200. The distinguished speakers invited to give research talks were Lawrence Kazmerski of the National Renewable Energy Laboratory, Qikun Xue, of Tsinghua University, and David Awschalom of the California NanoSystems Institute. Publishing talks were given by Stephen Benka, Editor-in-Chief of *Physics Today*; Nghi Lam, Editor of *Applied Physics Letters*; and Daniel Broaddus, Physics Editor for Edanz Group, a language-polishing company with offices in Beijing.



About 250 people attended AIP sessions at the 2010 CPS fall meeting.



Larry Kazmerski brought the audience up to date on advances in solar photovoltaics.



Nghi Lam addressed publication issues and editorial policies for *Applied Physics Letters*.

Foreign CPS participants witnessed the country's extensive preparations for

China's Mid-Autumn Festival (a harvest festival dating back more than 3000 years and now a national holiday). Some got to sample "[mooncake](#)," the traditional festival fare complementing the autumnal equinox, when the moon is at its fullest.

It was a good time to be in China. Still is.



While in China, Steve Benka (second from left) and other AIP staff met with physicists and the editors of *Wuli*, the Chinese analogue of *Physics Today*, to discuss editorial procedures for magazines.

PHYSICS RESOURCES CENTER MATTERS



In case you missed it—be sure to read *FYI* #99, released last Thursday, September 30: [Must Reading: President's Council of S&T Advisors Issues Strategy to Transform K-12 STEM Education](#).

Hispanic Americans make major gains in higher education

The AIP Statistical Research Center compiled data collected by the National Center for Education Statistics to publish [focus on Hispanic Americans Among Degree Recipients in Physics and Geoscience](#).

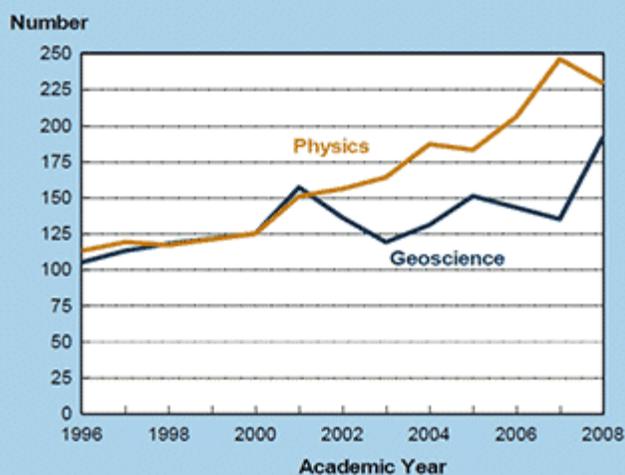
According to the report, Hispanic Americans earned more than 130,000 bachelor's degrees in academic year 2007–08. Compared with 10 years ago, that number represents a remarkable increase of

69% in bachelor's degrees earned by that population. Among both physics and geoscience bachelor's degree recipients, the representation of Hispanic Americans has also increased substantially. In fact, as the figure shows, Hispanic Americans are at an all-time high in both fields, although the numbers are still quite small.

The report also identifies the universities that awarded the most physics and geoscience bachelor's degrees to Hispanic Americans, and it features a wealth of data about Hispanic Americans at the PhD level.

A package deal

Number of Hispanic Americans who earned bachelor's degrees in physics and geoscience, 1996 through 2008.





Physics Today magazine and AIP Journals held a combined sales meeting September 27–29. The goal was to educate staff members in all areas of sales—including advertising, Career Network, journal sales, and marketing—so they could, in turn, educate their clients on innovative advertising ideas. Intriguing presentations addressed successful online products and possible new online advertising

models. Staff members from both groups spoke about current product offerings and discussed strategies for enhancing marketing and increasing sales. *PT* staff presented an iPad demo and a new version of the online *PT Buyers Guide*. During downtime, plenty of useful exchanges helped fuel a renewed enthusiasm for our products and interaction with our customers. The days were full and long, but proved to be well worth the effort.

THIS WEEK AT AIP

Tuesday, October 5

- Nobel Prize in Physics announcement.

October 6–10

- Frankfurt Book Fair, Frankfurt, Germany. Several AIP staff will be in attendance.

Events at ACP (College Park, MD)

Wednesday, October 6

- Blood drive, 9 a.m.–3 p.m. It's not too late to [sign up](#).

Events at the Publishing Center (Melville, NY)

Wednesday, October 6

- Flu vaccination clinic, 1:30–4:00 p.m. Sign up with [Judy Rance](#) by October 4.

We invite your feedback to this newsletter via email to aipmatters@aip.org.

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