



Director's Matters

By H. Frederick Dylla, Executive Director & CEO

AIP journal editors convene for annual conference

Each year, AIP brings together the chief editors of our journals for a day (plus a very full dinner!) of discussion and debate. At the 2010 Editors' Conference, held October 15 at the Melville Publishing Center, attendees discussed specific strategies to ensure that AIP journals continue to thrive in the current and future landscape of scholarly publishing. The input of our scientific editors—our key partners in strategic planning—is vital throughout the year and especially so during the focused sessions of this annual conference.

Although many of the AIP journals—which include *Chaos*, *Physics of Fluids*, *Physics of Plasmas*, and *Review of Scientific Instruments*—serve unique research communities, the annual AIP Journal Editors' Conference provides a venue for the chief editors to share common experiences, and to seek and offer guidance about challenges of the publication process. For AIP staff, the conference offers us the opportunity to fine-tune strategies with these key stakeholders, who are steering the editorial course of the AIP journals. An additional communication channel of the 2010 conference was the inclusion of both Cathy O'Riordan, AIP's VP for Physics Resources, and Stephen Benka, Editor-in-Chief of *Physics Today*, in the discussions to provide their outlook on the physical science community.

During our traditional dinner get-together on the evening prior to the conference, the new top-flight executive team created in AIP Publishing by VP John Haynes was formally introduced. I am confident about the future of the AIP family of journals as we meld the contributions of this excellent publishing team with the ongoing efforts of our outstanding group of editors. This year's after-dinner discussions with the editors also provided an opportunity for Jason Bardi, AIP Associate Director of News and Media Services, to bring the editors up to date about AIP's success in establishing an active [presence on EurekAlert!](#)—the online, global news service operated by the American Association for the Advancement of Science.

At the 2010 conference—chaired by John Kim, co-editor of *Physics of Fluids*—the focus was squarely placed on strategies for success. After introductory remarks from the Chair, the floor was given to John Haynes, VP, Publishing, who clarified AIP's vision as a publisher by reinforcing our core values and strategic objectives. Next, AIP's Publisher, Mark Cassar, examined the idea of "the publisher of the future." Cassar explored the challenge of the AIP journals to



Conference chairperson John Kim of UCLA, co-editor of *Physics of Fluids*, kicked off the day-long meeting with a warm welcome to the attendees.

give readers a clear overview of a topic and specific guidelines for finding exactly what they may need in the ever-expanding amount of scientific research being published.

A key portion of the day's discussion was a section on strategic initiatives for the journals, which was led by product managers Alison Loudon and Alison Waldron. During this interactive roundtable discussion, editors each laid out goals for their journal and presented updates about current activities. The roundtable discussion led into a breakout session with small groups of editors and AIP staff focused on recommending specific strategies for three separate variations on the same theme: evolving the AIP journals in tune with the broader enterprise of scholarly communication. The groups brainstormed ideas and came up with several thoughtful plans for moving forward in each area.



Chief editors of the AIP journals gathered in Melville on 15 October 2010 for their annual conference. From left to right: Fred Dylla (AIP Executive Director & CEO), Alison Loudon (AIP Senior Product Manager), Ronald Davidson (*Phys. Plasmas*), Doreene Berger (AIP Director, Publishing Operations), John Kim (conference chair; *Phys. Fluids*), Hsueh-Chia Chang (*Biomicrofluidics*), Allan Harvey (*J. Phys. Chem. Ref. Data*), Nghi Lam (*Appl. Phys. Lett.*), Bruno Nachtergaele (*J. Math. Phys.*), Albert Macrander (*Rev. Sci. Instrum.*), Bill Appleton (*Appl. Phys. Reviews*), P. James Viccaro (*J. Appl. Phys.*), Mark Cassar (AIP Publisher, Journals & Technical Publications), R. Craig Taylor (*J. Renew. Sustain. Energy*), Marsha Lester (*J. Chem. Phys.*), John Haynes (AIP Vice President, Publishing), and Alison Waldron (AIP Product Manager).

AIP staff expresses deep appreciation to the editors who participated in the 2010 conference for the generous contribution of their ideas and time. We extend our sincere thanks to all our editors and associate editors for their leadership and untiring service to the scientific community.

2011 Journal Catalog

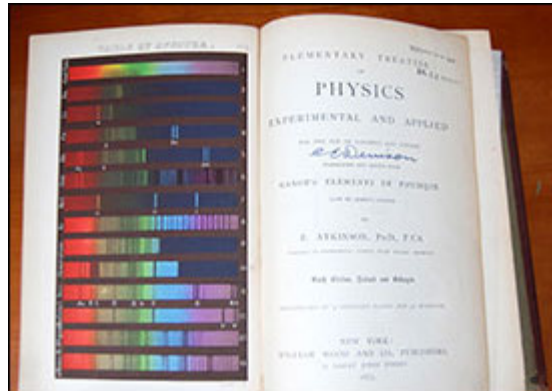


The [2011 Journal Catalog](#) for AIP, its Member Societies, and fulfillment Publishing Partners was recently distributed to librarians and institutional customers. The catalog contains journal descriptions, subscription prices, and details on how to subscribe. New this year is a [digital edition](#), which provides an interactive experience similar to paging through a printed copy and includes live links to journal and publisher websites. The user-friendly viewing experience enabled us to improve efficiencies and direct institutional customers outside the United States to the digital edition; print copies were mailed to US-based institutions and our international customers upon request.

PHYSICS RESOURCES CENTER MATTERS

Library receives an important collection of 19th-century physics textbooks

In August the Niels Bohr Library and Archives received an extraordinary donation of 19th- and early 20th-century physics textbooks and monographs from the New York Academy of Medicine. Perhaps the most important of these new titles are five editions of the English translation of Adolphe Ganot's *Traité élémentaire de physique expérimentale et appliquée*. First published in Paris in 1851, Ganot's textbook was translated into English, German, Spanish, Dutch, and Russian; it came out regularly in new and revised editions through the early 20th century. It was one of the most popular physics texts of its era—both in France and abroad—and it had an important impact on how physics was taught. American physicists who were introduced to the subject by Ganot's books include A. A. Michelson and Robert Milikan. The five New York Academy volumes, which date from 1867 to 1907, bring our total holdings of Ganot's *Treatise* to 15 editions.



Adolphe Ganot's *Elementary Treatise on Physics Experimental and Applied: For the Use of Colleges and Schools*, 6th ed. (1873).

Other titles received from the academy include Adolf Wüllner's *Lehrbuch der Experimentalphysik* (1895–1899), 1895 and 1897 editions of Hall and Bergen's *A Textbook of Physics Largely Experimental*, and a variety of monographs. AIP is grateful to Patricia Gallagher, director of the academy's library, and her staff for this generous donation.

AROUND AIP

[Club Quarters](#) are full-service hotels in prime, downtown locations such as New York; Washington, DC; Boston; Chicago; and London. As a member organization, AIP offers employees



and members of the AIP Member Societies discounted rates for most weekends and holidays. [Request AIP's Club Quarters password.](#)

WHAT'S GOING ON THIS WEEK

Events at ACP (College Park, MD)

Friday, October 29

- Daycare trick-or-treat parade starts at 10:30 am
- ACP Harvest Luncheon, 12:00–1:00 pm

Events at the Publishing Center (Melville, NY)

Tuesday, October 26

- Open Enrollment. Sessions at 9:30 am, 10:45 am, and 1:15 pm.

Friday, October 29

- Daycare Halloween breakfast, 9:30 am.

AIP and Member Society Events

Monday–Tuesday, October 25–26

- [Industrial Physics Forum](#), Rochester, NY. Co-hosted by the AIP and OSA Corporate Associates; held in conjunction with Frontiers in Optics 2010.

Sunday–Thursday, October 24–28

- [Frontiers in Optics 2010/Laser Science XXVI](#), Rochester, NY (OSA's 94th annual meeting/APS Division of Laser Science 26th annual meeting).



Thursday, October 28

- AIP Partners Meeting, Washington, DC.

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

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