



Director's Matters

Dear Colleagues,

AIP serves its Member Societies by providing quality, cost-effective publishing services, and through products and expertise in areas such as history of physics, media and government relations, statistical research, education and student services, etc. Our other role in relation to Member Societies is to facilitate communication and interactions on individual and institutional levels to serve the interests of physics and allied fields.

Desiring to expand your understanding of Member Societies, we recently added the Member Society Spotlight feature to this newsletter. The spotlights are meant to give you a general overview of the society, the science it represents, the membership served, and principal work conducted by each organization.

The societies differ in size and have their own distinct cultures and approaches. This diversity, while challenging, is valuable to AIP. Not only does it allow AIP to tap into a vast reservoir of institutional (and individual) perspectives, it also gives us an opportunity to be a unifying voice for the community when there is agreement on common issues. Our challenge is to strike the balance between respecting the objectives of each society while synergizing collective efforts, promoting cooperation, and showing leadership in the areas of our expertise.

While we often focus on our larger Member Societies (APS, AGU, OSA, AAPT, etc.), valuable contributions to AIP often come in the form of the dedicated individuals who come from our smaller Member Societies and serve on the AIP Governing Board and advisory committees. Arthur B. Metzner was a member of AIP Governing Board (2000 — 2006) and of AIP Audit Committee (2002 — 2005). Metzner came from the smallest of our Member Societies — The Society of Rheology. Richard Baccante, Treasurer/CFO characterizes Metzner's presence on the AIP Audit Committee: "He was always prepared, totally engaged, and asked lots of good questions. He was a great contributor."

On May 14, 2007, the University of Delaware, where Metzner was the H. Fletcher Brown Professor Emeritus of Chemical Engineering, held a commemorative symposium in his honor. Jim Stith, Vice President, Physics Resources Center attended the symposium and was struck by Metzner's illustrious career, his contributions to science (as teacher, researcher, author, editor, mentor, and research advisor) and industry (including innovations to the Alyeska Pipeline), and his distinguished service at The Society of Rheology. AIP has had the good fortune to draw on the wisdom of many individuals of Metzner's stature. Please join me in thanking all our Member Societies for supplying AIP governance and advisory groups with their topnotch contributors.

Sincerely yours,

Publishing Matters

Communication is key

[Publishing Services](#) recently implemented a Customer Status meeting, at which various department heads report on any significant developments with their customers. The purpose of the weekly meeting is to ensure that the expectations and concerns of our customers are being addressed in a prompt and cohesive fashion. Participants use an internal wiki site to facilitate communication in between meetings. The site can serve as a resource about our customers.

Journal Catalog gets a makeover

The Marketing Department began gathering pricing and updates from our Member Societies and publishing partners for inclusion in the *2008 Journal Catalog*. A major component of the renewal season, [this year's catalog](#) will be completely redesigned to include full color and a more uniform style, making it a more attractive and useful reference for our library customers. Look for the *2008 Catalog* to

appear in September.

Physics Resource Center Matters

Follow the TRENDS

The Statistical Research Center (SRC) recently published a set of four *Physics Trends* flyers. SRC has been producing these informative flyers since 2000; each depicts data targeted to the interests of undergraduate or graduate students. The intent is to have physics departments around the country post *Trends* flyers in public areas. SRC produces eight flyers per academic year, four in the spring and four in the fall. The latest set of flyers show data on:



- Women in Selected Fields
- Faculty Salaries
- PhD's Initial Employment
- Where Physics Bachelors Work

Visit the SRC's [Physics Trends](#) to access these flyers, and also those produced in the recent past.

AIP adopts policy on archiving journal referee files

The editorial files of leading journals provide unique insights into the scientific community, revealing how referees, editors and authors argue over what to publish. AIP has adopted a policy to preserve the files of AIP's journals, and recommends that Member Societies do the same (<http://www.aip.org/history/journalpolicy.html>).

AIP journal files will be preserved but closed for 50 years, except by special permission. The new policy will give people in the future a window into some of the biggest scientific issues of our time. For more information, contact [Joe Anderson](#).

Around AIP

Creating balance in your life

Balancing the demands of life and work can be challenging. Thanks to the confidential services of Inova Employee Assistance, you can begin to tilt the scales in your favor. Inova provides services such as elder care resources, college planning, identity theft recovery, as well as convenience services like referrals for real estate assistance, lawn care, etc.

Any family member that resides in your household may utilize this program. To contact Inova, call 1.800.346.0110 or TDD# (for the hearing impaired) 1.877.845.6465 or [visit their website](#) (use Internet Explorer only). If you require further assistance, contact Human Resources.

Member Society Spotlight

The Society of Rheology



Rheology, a branch of the science of mechanics, is the study of a material's properties which determine its response to mechanical force. The word *rheology* was coined in the 1920s to represent the science of the deformation and flow of matter, and The Society of Rheology was officially formed on December 9, 1929. Meetings of the Society have been held at least annually since that time. The Society has sponsored publication of technical and scientific papers in this field in various journals, currently in its own [Journal of Rheology](#).

Rheology enters in some form into almost every study of material properties, and many physicists, chemists, engineers, biologists and mathematicians find a common meeting ground in The Society's meetings and publications. It is a small society compared to many others, membership currently being about 1,700. The membership represents a wide spectrum of individuals from academic, industrial, and governmental institutions whose activities include both phenomenological and molecular theories, instrumentation, the study of many types of materials such as polymers, metals, petroleum products, rubber, paint, printing ink, ceramics and glass, foods,

biological materials, floor preparations and cosmetics, and a wide range of practical applications.

The Society of Rheology is one of the five founding members of AIP. By virtue of this affiliation, all members of The Society receive the AIP's monthly publication [Physics Today](#) without extra charge, and join with other physicists in sponsoring the many general activities of the Institute including publication, translation, manpower studies, and projects on the history of physics. The Society is also affiliated with the U.S. National Committee on Theoretical and Applied Mechanics. The Society is also a member of the International Committee on Rheology, which organizes the International Congress on Rheology, held every four years.

- [Check out the layman's explanation of rheology](#)

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