



Director's Matters

Physics and chemistry on the Mississippi

The shores of the Mississippi River witnessed a lot of science during the past week. New Orleans, LA, hosted the huge spring meeting of the American Chemical Society (ACS) on April 6-10. This recovering city extended its Cajun charm and a grateful welcome to more than 15,000 scientists, engineers, and students. Virtually every hotel downtown and in the French Quarter was needed to house the attendees. So why would AIP be interested in this meeting? Some might regard our attendance as akin to sitting on the wrong side of the stadium in the Army-Navy game. Yet, AIP has many common interests with ACS, including the promotion of the value of science and science education for the nation. As professional organizations and publishers, we also view each other as competitors, which serves to keep our organizations healthy.



Brandon Miller (left) speaks with JCP Associate Editor Ed Castner.

When the AIP Publishing Center exhibited at the ACS spring meeting in past years, attendees would often question why a physics group was participating. No such queries were made in front of the AIP booth in New Orleans last week. A brand new booth from the AIP marketing team prominently displayed AIP's major offering to the chemical community—the prestigious [Journal of Chemical Physics \(JCP\)](#). Published by AIP since 1933, this journal has delivered nearly 108,000 articles in an important hybrid field between physics and chemistry. The journal has been within the top five most highly cited journals in physics.

Halfway up the Mississippi from the Delta, another science fest is taking place, in the Gateway City, St. Louis, MO.

Beginning last Friday and continuing until tomorrow, St. Louis hosts the spring meeting of the American Physical Society (APS). This meeting attracts more than 2,000 physicists, including large contingents from the high energy, nuclear, and astrophysics communities. AIP staff provides support for this major APS meeting in various ways, which we will report in next week's issue.

We all hope that the spring flooding in the Mississippi watershed ebbs quickly, and we thank the citizens of both cities for providing welcome venues for a spring tide of science.

Sincerely yours,

Fred

Publishing Matters

Does our content play well with others?

Members of Marketing & Fulfillment Services and Online Services attended the third annual [Electronic Resources & Libraries](#) conference in Atlanta, GA. This innovative meeting brings together librarians, publishers, and vendors to explore ways in which our content can be seamlessly integrated into library systems for better accessibility by researchers and scholars and more streamlined management of the many electronic resources purchased by libraries. Sessions covered a wide spectrum of topics, including usage statistics, preservation and perpetual access, usability and user behavior, and the many tools librarians employ to manage their digital collections. Ensuring that AIP and Scitation-hosted content can be integrated into these many systems will increase customer satisfaction and ease-of-use—key measures of success in this ever-changing landscape.

Physics Resource Center Matters

PT Buyers Guide serves niche market

The *Physics Today Buyers Guide* is an annual supplement to *Physics Today* magazine that is mailed with the August issue to all 125,000 readers worldwide. It's like the Yellow Pages for researchers and engineers working in the physical sciences. The database includes 1,700 companies and more than 2,600 product categories.



The [Buyers Guide online](#) is a tremendous resource, yielding more fruitful product searches than the big search engines because the *Buyers Guide* searches are limited to product suppliers with working mailing addresses and ties to the physics community. Product and service categories in the *Buyers Guide* are screened and approved by working physicists, which makes a big difference in the effectiveness of a search. The big search engines, on the other hand, include links to Wikipedia definitions, listings of labs that use the equipment being searched for, and advertisers who are not prequalified.

Speaking up for science education

Two "evolution academic freedom" bills introduced in the Florida state legislature threaten the integrity of the science curriculum in Florida's public schools by allowing nonscience issues to be taught in science classes. Working with other science and physics societies, AIP Media and Government Relations has been helping Floridians plan a press conference featuring scientists who denounce the bill as bad for both education and the economy. Slated for April 14, the press conference will feature Harold Kroto, a Nobel Prize-winning chemist and physicist.

Around AIP

Who's the boss?

On April 24, our AIP staff in both locations will have the opportunity to participate in "Take Our Daughters and Sons to Work Day." In College Park, from 9:00 to 10:00 am, there will be a breakfast reception where little Einsteins of all ages will enjoy special science demonstrations. After the reception, however, they're all yours....Watch your coffee! Please RSVP to [Debbie Dillon](#) by Monday, April 21, and be sure to include your child(ren)'s name(s) and age(s).

The day's program in Melville is from 10:15 am to 2:15 pm. Children ages 8-12 will see presentations from the Long Island Children's Museum and Mad Science of Long Island. The kids will have the chance to see Mom and Dad in action before and after the formal program. The RSVP deadline for Melville has passed. Check out the next issue of Employee Connection for photos from both events.

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

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