



Director's Matters

AIP participates in CESSE

Officers and key staff from AIP and many of our Member and Affiliated Societies are headed to Detroit, MI, this week for the annual meeting of the [Council of Engineering and Scientific Society Executives \(CESSE\)](#). Each year AIP invests time and talent in this meeting to reap the benefits of interacting with



executives and managers from 165 science and engineering societies and to gain insight on how societies address common problems and program opportunities. Participants often lead workshops, share their expertise, and discuss industry best practices. The CESSE meeting is organized according to professional tracks to provide programs relevant to each participant's profession or field of interest.

AIP's Publishing Services will be represented by Jim Donohue, Rich Kobel, Bob Verdino, Tom Thrash, and Terry Hulbert. They will participate in the publications, marketing and communications, and customer service tracks, with the primary goals of meeting with current customers, seeking out prospective customers, and keeping pace with what's going on in the publishing environment. AIP Publishing Services will also distribute promotional material at the CESSE Resource Center and has secured ads in the preliminary and final meeting programs. Bill Filaski will make a headline presentation during the information technology track session entitled "Where Strategy and Technology Meet."

Jim Stith, Alicia Torres, Martha Heil, and Rob Boisseau will represent AIP's Physics Resources Center and participate in the general management and public affairs tracks. Alicia will lead a session on research-based communications programs. Her guests will be Jane Howell, director of public relations at American Society of Civil Engineers, and Paul Gross, meteorologist at Detroit's local TV station, [WDIV](#). Jane will talk about how science and engineering societies use the [Discoveries and Breakthroughs Inside Science](#) (DBIS) television series, which is managed by AIP on behalf of 23 partner societies; Paul will comment on how DBIS adds value to TV stations' content. Martha will make a presentation during the session "Scientists and Engineers as Policy Advocates: A Research-Based Policy Strategy." Eva Adams will attend various tracks with an eye on strategic issues facing AIP.

Richard Baccante, Gigi Swartz, and Sherry Render will help AIP keep watch over financial management issues with updates on Sarbanes-Oxley requirements, federal grant administration, and association contract law. Sherry is currently the secretary of CESSE's Finance and Administration Committee.

Jonathan Goodwin will chair a joint panel discussion, "What Went Wrong in the Last Year (Or . . . What Finally Went Right?)," of the finance and administration and human resources tracks. Colleagues from the Optical Society of America, the American Physical Society, and IEEE will participate on the panel.

Participants in the annual CESSE meeting highly value this forum for the opportunities to share know-how on society management. The sessions help us benchmark AIP's practices against those of other scientific societies, develop customer relationships, create new business, meet with vendors, and gain insights into new technology, better practices, and better pricing strategies for our services. On top of all this association management business, attendees are afforded a fine taste of hospitality by the host city, which hopes to attract future society meetings. The revitalized "Motor City" will do fine in that department.



Sincerely,

Fred

Discovering agility



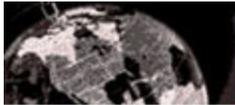
MARK LOGIC
2008 USER CONFERENCE
SAN FRANCISCO
JUNE 10 - 13

In June, several Publishing Technology staff members attended the [Mark Logic 2008 User Conference](#) held in San Francisco, CA. This year's theme—Discovering Agility—was chosen to recognize how organizations are becoming more agile in developing their

products, responding to changing requirements, and coping with "the vagaries of an uncertain future." AIP led a breakout session entitled "[Living Content: A Vision for the Future of Publishing](#)," explaining how AIP is working with MarkLogic Server to provide active, living content to customers and to facilitate reuse of that content in the future. More details about the conference and other items of interest may be found in [The Technology Blog](#).

Physics Resource Center Matters

First AIP press release posted in Chinese



EurekAlert! 中文版 AAAS

The first AIP press release in Chinese was posted July 1 on the new *EurekAlert!* Chinese website. The release, "[New technology may help Olympic sailing](#)," was issued jointly by AIP and the Optical Society of America. Press releases dealing with science news have long been posted on *EurekAlert!* a web-based science clearinghouse for the media run by the American Association for the Advancement of Science (AAAS). At an AAAS meeting more than a year ago, several Chinese journalists told AAAS officials they would like to have a Chinese-language version of *EurekAlert!* "We hired one of them, and he has promoted this throughout China," said Catherine Maticic, an associate editor with the service. The service uses translators to post English-language press releases in Chinese and vice versa. AIP is among the 70 institutions that have posted press releases on the service over the past eight months.

Career Network attends SHRM conference

Physics Today Career Network (PTCN) attended the [Society for Human Resource Management \(SHRM\) Annual Conference](#) in Chicago, IL, on June 22–24.

PTCN visited with exhibitors such as Monster, Dice, CareerBuilder, and HotJobs to learn of the latest developments and trends in the recruiting industry.

PTCN also promoted its online job board services

and generated new sales leads with other exhibitors. PTCN exhibits at SHRM's [staffing management conference](#) each spring.



Around AIP

Benefits renewal time

Each year AIP Human Resources negotiates with our health insurance carriers. As we begin this process for the coming year, we would like to know how you feel about the benefits you currently receive. Part of the negotiations can include increasing some specific benefits and decreasing others. Our goal is to develop the best overall benefits package, while reining in cost increases as much as possible. Knowing what you want from your health benefits is invaluable, so please let us know. Have you been satisfied with your medical, dental, and vision benefits? What benefit options would you like to see? Please be as specific as possible. Contact [Human Resources](#), using the subject "Benefits feedback." We look forward to hearing from you!

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

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