AIP|Matters Monday, August 10, 2009

Director's Matters

On the frontiers of physics in industry

For the past 51 years, AIP has been organizing annual meetings of its Corporate Associates, a group of companies who have a stake in physics-related industrial research and development. I have been closely aligned with this group since the mid 1990's when I joined the Corporate Associates Advisory Committee (CAAC) as AVS liaison, then as Jefferson Lab's representative. The annual Corporate Associates meeting came to be known as the Industrial Physics Forum. For many years, the tradition was for a member organization to host this meeting—Jefferson Lab hosted the Industrial Physics Forum (IPF) in 2002, for instance. The model evolved in 2006, and since that time the IPF has been held in conjunction with a Member Society meeting to enhance its program with sessions of special interest to the industrial physics community. The 2009 IPF was co-hosted by AAPM at their annual meeting in Anaheim, CA. The IPF's theme was built around medical applications of radiation therapy and imaging, and fit quite nicely into the AAPM program. (See the July 27 issue of *AIP Matters* for more details.)

The IPF's format adjusts each year to complement the program of the Member Society meeting. However, the perennial popular Frontiers of Physics session has remained constant. In this session renowned scientists—usually from the U.S., but on occasion from other countries—talk about the most exciting research of the present day, and hint at where it might lead in the coming tomorrows. One of the most rewarding aspects of being part of the CAAC is planning IPF sessions and identifying expert physicists to participate. They've done a superb job in the past, often ahead of the curve of the Nobel Prize committee in predicting future Laureates, such as Steve Chu (currently severing as the Secretary of Energy), Bill Phillips (NIST), Ted Hänsch (Max Plank Institute), Saul Perlmutter (LBNL), and Wolfgang Ketterle (MIT). This year's Frontiers in Physics speakers did not disappoint. Nearly 250 IPF and AAPM conference attendees turned out to hear Steve Turner of Pacific Biosciences speak on "Single-Molecule Real-Time DNA Sequencing"; Joe Lykken of Fermilab on "Challenges for Next-Generation Accelerators"; and Karl Deisseroth of Stanford University on "Opto-genetics in Brain Imaging."

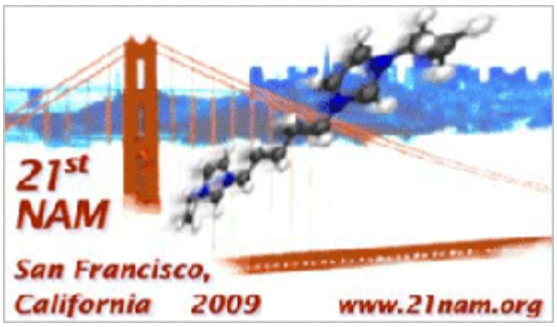
Next year's IPF will be co-hosted by OSA as a special symposium of the Frontiers in Optics 2010 meeting in Rochester, NY. In honor of Laserfest, the yearlong celebration marking the 50th Anniversary of the laser, the sessions will focus on various applications of laser technologies—from communications to manufacturing and medicine. The APS Division of Laser Science also holds their meeting jointly with Frontiers in Optics, making the theme and venue for the 2010 IPF even more appealing.

Sincerely,

Fred

Publishing Matters

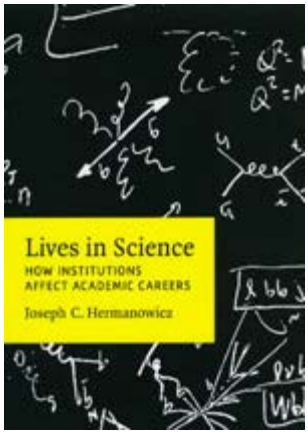
Successful exhibit for 21st NAM



The AIP-provided exhibits management was a huge success for the 21st North American Catalysis Society Meeting, held in San Francisco earlier this summer. The 21st NAM brought together more than 1000 of the world's leading scientists, chemists, and engineers to focus on current research and advances in the use of catalysts in the petroleum, chemical, pharmaceutical, energy, and environmental industries. In spite of the global recession, the exhibition program at the 21st NAM was larger than previous years. Conference chairs and exhibitors expressed entirely favorable comments about AIP's management of the exhibit. For information about AIP's Journal Advertising and Exhibits division and the spectrum of services its staff provides, see the "Who we are" column of AIP Matters' April 6 issue.

Physics Resource Center Matters

***Lives in Science* and physicists in the academic workforce**



When the editors of *Nature* approached Rachel Ivie, assistant director of AIP's Statistical Research Center (SRC), about reviewing a book for their magazine, her interest was piqued. The book, *Lives in Science*, by Joseph Hermanowicz, examines the careers of physicists in academe from a sociological perspective. Ivie has examined the physics academic workforce over the last decade. With her background in sociology, she was glad for the opportunity to report on another sociologist's views of physicists and their progression through the academy.

Ivie and her research team conduct a biennial census of the physics academic workforce, and prepare reports on the composition of physics faculty and trends in hiring and retirement. Data from the 2008-09 census are currently being analyzed, and the latest reports will be posted to the SRC website as soon as they are available.

Ivie enjoyed Hermanowicz's study of the inconsistencies between physics graduate students' expectations and their actual career paths. If you subscribe to *Nature*, you will find Ivie's review on page 690 of the August 6 issue.

Green tip: Honor the great outdoors while on the road

As we enter the last few weeks of summer, many people will be hitting the road for one last trip—some to get closer to Mother Nature, others to seek rest and relaxation or to look for a little adventure. If you have such plans, keep in mind a few travel tips to help minimize your carbon footprint: limit your mileage and look for fun destinations closer to home, line up green lodging by consulting organizations such as The Green Hotels Association, minimize waste with reusable drink bottles, sandwich containers, and tableware, and buy sustainable souvenirs like locally produced foods, crafts or art. You

will be supporting the community and reducing the pollution and transportation costs associated with imported goods. Enjoy your trip with a cleaner conscience and cleaner world!

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.