

December 3, 2013

## Director's Matters

By H. Frederick Dylla, Executive Director & CEO



### AIP welcomes the American Meteorological Society

It is my honor and pleasure to announce that the American Meteorological Society (AMS) has been elected a Member Society of the American Institute of Physics after a unanimous vote of the AIP Corporation that concluded yesterday. AMS is no stranger to AIP; the society has been an AIP Affiliated Society since 1983—that's 30 years—and has been an active supporter and participant in AIP outreach, statistics, and media programs. We welcome their increased participation in AIP programs and the mutual promotion of related AMS programs that comes with AIP membership.

AMS is the premier scientific society for meteorology and related atmospheric, oceanographic and hydrologic sciences. The AMS membership base is 14,000 strong, with well-balanced, almost equally proportional, representation from the academic, private and government sectors. More than 3,000 of its members are students, and 1,700 are international members. AMS programmatic activities span an extensive publication program with ten scholarly journals and a high impact journal-magazine hybrid (the *Bulletin of the American Meteorological Society*), a major annual meeting and ten topical meetings. Their active outreach programs are managed by more than 100 volunteer boards that report to the AMS Council. For details on this wide range of activities, please peruse the [presentation](#) that Keith Seitter, executive director of AMS, gave to the AIP Governing Board on November 12.

AIP has valued AMS's significant and consistent support over the last decade of our public science programs, particularly with the relaunch of AIP's multi-society supported *Inside Science* and its predecessor program *Discoveries and Breakthroughs Inside Science*. AMS has considerable expertise in public science education, given the fact that the most highly visible scientist in front of the public on a daily basis is the local weather forecaster on broadcast and cable television channels.

While AMS is very pleased to be able to bring *Physics Today* to all of its members, they also look forward to participating in our [history](#), [public policy](#), and student outreach ([reciprocal membership](#) and [student reporter](#)), programs. AIP is strengthened with more active ties to AMS's considerable reputation and experience in promoting its science to its members, our decision makers in government, and the general public.

We welcome AMS to the AIP family and look forward to increased collaboration and partnership.

## Physics Resources Matters

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### SPS partners with #GivingTuesday

There is a day for giving thanks (Thanksgiving), and two days for shopping deals (Black Friday and Cyber Monday). And a new movement is taking off to set aside a day for giving back. This year, the Society of Physics Students is helping to raise awareness of [#GivingTuesday](#). Today (Tuesday, December 3) global charities, families, businesses, community centers, students and more are coming together for a national celebration of generosity. Show your support for undergraduate students of the physical sciences. Give to [SPS's #GivingTuesday campaign](#) today!

### Dinosaurs make an appearance on Inside Science News Service

Inside Science News Service (ISNS) this fall published "[Giant Dinosaurs Stood Tall on Squishy Joints](#)," by Inside Science's current intern, Jyoti Madhusoodanan, a student in the University of California, Santa Cruz, science communication program. Jyoti's story covers a recent *PLOS ONE* paper, which concludes that the reason some dinosaurs grew to gigantic sizes, dwarfing most land mammals, lies in the unique way their knee joints support bone growth.

The story was an instant success on Inside Science's social media channels and on InsideScience.org, where it has attracted nearly 10,000 pageviews. Jyoti's story was also picked up by Fox News, Live Science, and Real Clear Science. Shortly after the story was published, Slashdot featured the story on its front page, a distinction that occurs with only a few out of the hundreds of new links that are added to the page every day. Jyoti's internship with Inside Science will satisfy a program requirement and provides experience and clips as she embarks on her science-writing career. Congratulations to Jyoti and the editing team at ISNS!

## Off the Press

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### Physics Today, December 2013

Cover image: A 3D reconstruction using serial electron microscopy of a few-cubic-micron region of rat hippocampus reveals sheets (blue dots) and tunnels (yellow dots) in the extracellular space, through which neurons communicate with each other. Brain research is getting a boost with major initiatives in the US and Europe. A feature article takes a broad look at the directions and tools of that research. (Image courtesy of Justin Kinney, Tom Bartol, and Terry Sejnowski, Salk Institute for Biological Studies.)

### PhysCon Articles: Revisiting the 2012 Quadrennial Physics Congress

One year ago the AIP Education Division and many other PRC staff were fully immersed in the 2012 Quadrennial Physics Congress (PhysCon), hosted by Sigma Pi Sigma. How quickly time passes! The Education Division staff continue to archive and publish content generated during the meeting, with follow-up articles, award results, and photographs appearing in SPS and Sigma Pi Sigma publications. Most recently, a compilation of [19 articles written by SPS chapter reporters](#) was published and posted online. While all of the articles speak to the entire PhysCon experience, each chapter examines a particular aspect of the congress in-depth, be it a plenary speaker, workshop, or the tours of NASA's

Kennedy Space Center.

Funds generated by a silent auction held here at the American Center for Physics went toward the SPS Chapter Reporter program, supporting some of the resulting articles, and more importantly, the travel of the students who wrote them. Thank you for your generosity! The \$500 awards to participating chapters were, in many cases, the primary reason students were able to afford to attend.

We are now preparing for the 2016 Congress, November 2-4, 2016, in San Francisco, CA. The SLAC National Accelerator Laboratory will serve as a primary host. Stay tuned.

## Coming Up

December 1-6

- RSNA Annual Meeting (Chicago, IL)

December 2-6

- ASA 166th Meeting (San Francisco, CA)

December 4-5

- STM Innovations and e-Productions Seminars (London, UK)

December 11

- Birthday breakfast (Melville)
- All-hands meeting and milestone presentations (College Park)

December 12

- Holiday party for AIP Publishing staff, 1-4 pm at Carlyle on the Green. AIP Publishing will close at 12:30 pm. (Farmingdale, NY)
- Birthday breakfast (College Park)

December 18

- Holiday party for AIP staff, 12-4 pm at the UMUC Conference Center (College Park)

December 19

- Development Board meeting (College Park)

December 24-25

- AIP and AIP Publishing closed for the holidays!

December 31

- New Year's Eve - AIP and AIP Publishing close at 3 pm

