

# AIP | Matters

A bi-weekly publication of the American Institute of Physics

October 7, 2016

## Director's Matters

Guest column by Tonya Gary, Editorial Assistant



### AIP 2016 sales and marketing meeting

This year's AIP sales and marketing meeting was held Tuesday–Thursday, September 20–22, at the Gaylord National Harbor Hotel. Participants included representatives from AIP management, Inside Science, *Physics Today* marketing and sales, GradSchoolShopper, AIP Business Development, and AIP Publishing (AIPP) journal sales and business operations.



Advertising revenue is crucial for AIP journals and *Physics Today* (PT) magazine. In addition to full-time AIP employees involved in sales and marketing, outside sales and marketing staff are contracted to sell advertising products of all types, including print and website ads, alerts/newsletters, and journal article downloads.

The annual meeting provides an opportunity for all the participants to discuss sales techniques and strategies and attend educational workshops in a setting that inspires creativity, a broad exchange of ideas, and camaraderie.

[Read more.](#)

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## Around AIP

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### Sigma Pi Sigma opens fall session of Adopt-a-Physicist

“What is a neutron star?” and “How important is writing?” These are among the thousands of questions posed by students to their adopted physicists during Sigma Pi Sigma’s “Adopt-a-Physicist” sessions each year. The physicists, selected by high school classrooms across the globe, respond with detailed and often amusing answers. The fall 2016 sessions, set for a three-week period, opened October 7.



[Read more.](#)

### Career Network keeps partners smiling

Career Network (CN) is AIP's online job board service, bringing together hiring employers and job seekers in STEM fields. Online since 1993, Career Network (CN) is AIP's online job board service, bringing together hiring employers and job seekers in STEM fields. Online since 1993, the network comprised of seven job sites:

- American Association of Physicists in Medicine (AAPM)
- American Association of Physics Teachers (AAPT)
- American Physical Society (APS)
- AVS: Science and Technology of Materials, Interfaces, and Processing (AVS)
- IEEE Computer Society
- *Physics Today*
- Society of Physics Students (SPS) and Sigma Pi Sigma

Liaisons at each of these partner organizations were asked about CN's products, services, and staff, and they shared some great feedback.

[Read more.](#)

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## Program Matters

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### Helping students find the next step

AIP recently released the 2017 data on physical science graduate departments with the newly redesigned [GradSchoolShopper.com](http://GradSchoolShopper.com)! As always, students will find



up-to-date, comparative information on graduate programs in the United States; however, users now have the ability to save their favorites and compare their schools of interest on their own personal GSS accounts. Additionally, the site now has a responsive web design so the data is clearly displayed on a laptop or mobile device.

[Read more](#)

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## Off the Press

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### Physics Today, October 2016

**ON THE COVER:** As school children we learn that all magnets have two poles—north and south. But nothing in the laws of physics rules out the possibility of monopoles, magnetic counterparts to electric charges.

**FEATURES:**

- **Page 32: Between research and development: IBM and Josephson computing**  
by Cyrus C.M. Mody
- **Page 40: The search for magnetic monopoles**  
by Arttu Rajantie
- **Page 48A bridge too far: The demise of the Superconducting Super Collider**  
by Michael Riordan



## Coming Up

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October 13

- Career Network Webinar: Women in Science and Engineering
- AIP All-Staff Meeting (College Park, MD)

October 17-21

- OSA 100th Annual Meeting/Frontiers in Optics (FiO) (Rochester, NY)

October 18

- ACP Art Reception and Gallery Talk (College Park, MD)

October 19

- AIP Chatters (College Park, MD)
- AIP Open Enrollment (College Park, MD)

October 27

- AIP Venture Partnership Meeting (College Park, MD)

October 28

- ACP Blood Drive (College Park, MD)

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