

March 24, 2014

Director's Matters

Guest column by Philip "Bo" Hammer, Associate Vice President, Physics Resources



Frontiers in industrial and applied physics



The American Physical Society and AIP just concluded their third joint Industrial Physics Forum (IPF) held in Denver, March 4-6, as part of the APS March Meeting. The IPF was organized jointly by the APS Forum on Industrial and Applied Physics (FIAP) and AIP's Corporate Associates. The chair of the program planning committee was Dave Seiler from NIST, vice chair of FIAP and past chair of the Corporate Associates Advisory Committee. Dave and his planning committee organized an unprecedented seven invited sessions over three days around the theme, "Frontiers in Industrial and Applied Physics." The talks featured speakers, primarily from the private sector, who illustrated the diverse ways in which physics and physicists are contributing economically in the private sector. The speakers from government labs and academia demonstrated how innovation and economic growth in the United States are driven by the complex R&D ecosystem in which industry, government, and higher education interact in robust and productive ways.

Attendance at the IPF sessions testified to how important it is to bring a concentrated industrial perspective into scientific meetings. While APS meetings have always included speakers from the private sector, sessions are not often devoted entirely to speakers from industry to talk about physics in their companies. March Meeting attendees responded enthusiastically to the IPF, with attendance averaging around 150 per speaker. Many speakers nearly filled the room with 300-400 attendees.



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March 2014 ESVA photos of the month

The book, *Love, Literature and the Quantum Atom*, by Finn Aaserud and J.L. Heilbron, looks at the letters between Bohr and his family during his studies in England. Niels and Margrethe Bohr were married for 50 years until Niels' death in 1962. Having a family or spouse's support was an important influence in a scientist's career. Some couples were both involved in the science profession, such as the Curies—Pierre and Marie—and the Goeppert-Mayers—Maria and Joseph. In March we are featuring images of couples from our collection. Please enjoy our [featured selection](#) of these and other famous couples.



Member Society Spotlight

Communicating Physics at the APS March Meeting



Nearly 10,000 people turned out for the [APS March Meeting](#), March 3-7 in Denver, CO. If you were not among those fortunate enough to attend, you can still catch some of the “March Madness” by viewing several dozen videos taken on-site to share the experience with a broader audience, now [available on YouTube](#). You can also visit the [APS virtual press room](#) to see the [image](#) and [video](#) galleries, explaining some of the science that was shared with the community in contributed and invited sessions.

AIP staff members supported and participated in this largest physics meeting of the year. AIP's media services worked with APS' media relations team to run a well-attended press room. Press briefings touched on subjects ranging from bacteria physics to visa policies for scientists, and from an anti-icing technique inspired by ice skating to using satellite imagery for the public good. For a live audience of journalists, the team webcast all 15 press briefings, which are now [available for viewing](#). In addition, Catharine Meyers blogged about one of the IPF topics in *Physics Today's* Enterprise department. See her post for *Physics Today*, entitled [Sound Surgery](#), pertaining to medical ultrasound.



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Coming Up

March 26

- AIP Executive Committee meeting (College Park)

- Audit Committee meeting (College Park)

March 27

- Assembly of Society Officers (College Park)

March 28

- AIP Governing Board meeting (College Park)

March 30 - April 1

- 2nd AIP Conference for Early-Career Historians of Science (College Park)

March 31

- Lyne S. Trimble Public Lecture. "The Guiding Hand of History: Ernst Mach on the Past and Future of Physics," 7:00 pm (College Park)

April 1 - 2

- AIP senior staff retreat (Annapolis, MD)

April 5 - 8

- APS April Meeting (Savannah, GA)

April 9

- April birthday socials (College Park and Melville)