



David S. Ginley
2010 MRS President

What a productive year!

And the trajectory continues...

It is hard to believe that a year has passed since I began my term as MRS President. It has been great fun and an incredible year, and I thank you for the privilege! I have had the opportunity to meet many of you, to work with dynamic, energetic, and dedicated volunteers on issues of real importance to the Society, and to meet people outside the MRS community as we strive to connect with the broader materials community throughout the world for the benefit of all of us.

As I reflect on the year, I am astounded at the number of initiatives and activities MRS engages in! One of the most exciting events this year was the signing of a partnership agreement with Cambridge University Press. This historic partnership will enable MRS to serve its members better with new technical publications, provide an interactive news platform, and allow MRS to increase its activities in advocacy and outreach. It is going to be an exciting few years.

MRS continues to focus on energy. Following the successful “Harnessing Materials for Energy” issue, the *MRS Bulletin* debuted an “Energy Quarterly” section in its September issue—which also appears in this issue—to address materials challenges to meet global energy and environmental needs for sustainable development. The Fall Meeting featured eight symposia on “materials for energy.” In May 2011, MRS is partnering with the European Materials Research Society on a Bilateral Conference on Energy, held in conjunction with the E-MRS meeting in Nice, France, and MRS will host a reciprocal Energy Conference during the 2012 Fall Meeting as well as co-organize with E-MRS and China-MRS the 2011 World Materials Summit on energy in Washington DC. The Government Affairs Committee, in collaboration with several other societies, created and distributed a special brochure entitled *Advanced Materials for Our Energy Future*, intended to educate lawmakers and government agencies on how materials research and development contribute to current energy technologies and the challenges ahead. And, finally, MRS is in the final stages, in partnership with Cambridge, of producing a new textbook, *Fundamentals of Materials for Energy and Environmental Sustainability*.

Our communications initiatives are a reflection of the growing international nature of materials science and our activities as a global community. This is reflected in our membership and meetings as well. Nearly 40% of our members are from outside the United States; as such we have begun to partner to create meetings with added value around the world. This includes our partnership with Sociedad Mexicana de Materiales A.C. and our joint meeting in Cancun; a growing partnership with E-MRS as stated earlier; upcoming joint symposia with the Japan Society of Applied Physics at the 2012 Spring Meeting; and activities in Africa, Italy, and elsewhere. In addition, our Spring and Fall meetings continue to grow and be dynamic and of superb quality. This is an exciting time, as the world community is coming together to support materials research and the potential solutions that it offers to global challenges.



As the diversity of opportunities continues in both meetings and in communications, MRS wants to fulfill its strategic goals, but it will be key to not compromise the quality of our products. We will also become resource-limited very rapidly if we do not choose wisely which initiatives to pursue. To this end, the MRS Board, Headquarters, and Operating Committees are working together to develop strategic planning tools that will help to weigh alternatives and to allow us to have the most impact while meeting our goals. This will integrate our overall communications planning, which is, after all, the work of the Society.

Outreach continues to be an important issue for MRS. Through the efforts of the Public Outreach Committee and headquarters staff, MRS has teamed with WBGH-Boston and the award-winning producers of NOVA to produce a special four-part television series, *Making Stuff*, which is scheduled to air in January 2011. This spectacular series can educate the general public about how materials have changed history and are continuing to shape our future. This is something that every member of MRS should be proud of! (DVDs will be available soon.)

Sustainability is not just an environmental issue—the lifeblood of professional societies is the knowledge and contributions of its membership. Demands on the professional responsibilities make it increasingly challenging for members to commit time to serving the Society and thus their profession. However, despite this, MRS has continued to flourish, which is a testament to the dedication of our members. To sustain this, the Board has worked on streamlining and improving its governance processes and documentation and is adopting “best practices” whenever and wherever reasonable. It is developing continuity in all of the strategic planning efforts and working closely with the operating committees to develop an integrated set of goals for the upcoming year. The MRS Secretary has developed a new policy manual, which will be an accessible repository for all Board policies. She has also been working with legal counsel to simplify, modernize, and streamline the MRS bylaws. When this work is completed, it will be presented to the membership for approval.

A new award, Innovation in Materials Characterization, was initiated this year, made possible by the generosity of Gwo-Ching Wang and Toh-Ming Lu. The MRS Awards Committee is developing other new awards to recognize outstanding contributions in the field.

It has been a busy year, and one that I will never forget. I would like to thank the Board, Operating Committees, Headquarters staff, and especially Todd Osman and Kathy D’Biagio, for making this such a productive and fun year. And working as a team with Shef Baker and Jim DeYoreo has been a kick!

I have met and worked with wonderful people and have been involved in exciting projects. As I hope you will see, MRS will offer so much more to the members and the global materials community in the future while remaining the dynamic Society that we love. . . . Again, thank you for this memorable experience of serving as MRS President!

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