

Silicon Valley Chemist

Santa Clara Valley Section

American Chemical Society

Volume 21 No. 9

Turning Research into Popular Science

Justin Mullins, San Francisco Bureau Chief of New Scientist Magazine



How does hard scientific research end up on the front pages of newspapers like the New York Times or on the front cover of magazines like New Scientist? Why do some breakthroughs receive huge coverage while others seem to be ignored? And how can scientists maximize the chances of receiving

wide coverage of their work?

Justin Mullins is the San Francisco Bureau Chief of New Scientist, the world's leading science and technology weekly magazine. As a science journalist, he has reported from all over the world including Moscow, Tokyo, Washington and Chernobyl.



September Dinner Meeting

Date: Thursday, September 23

Place: Capriccio Restaurant
325 Sharon Park Drive
Menlo Park
(650) 854-6822

Schedule:

6 PM Happy Hour

7 PM Dinner (\$25)

8 PM Justin Mullins

"Turning Research into Popular Science"

Reservations:

Shirley Radding

(408) 246-2564

(408) 296-8625 (fax)

Ean Warren

(650) 329-4554

Reservations are required by
Monday, September 20

Grilled Halibut,

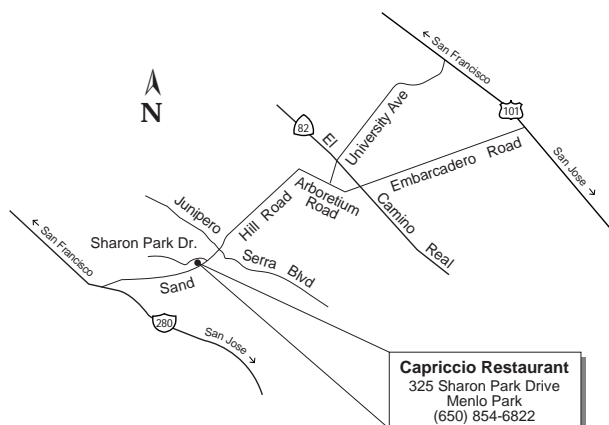
Chicken Piccata or

Linguine Primavera

Chairman's Message

Summer is over. I hope every one of you had an enjoyable one. Now back to work. Ean, our Chair-Elect, is lining up a wonderful program and a list of speakers and events that I am sure will meet your approval.

The most pressing event that needs our collective effort and cooperation is the International Chemistry Celebration. This is a special version of the Annual National Chemistry Week. We need many volunteers and ideas to make this event a success. Also, the preparations are going to start in earnest for the national meeting of the American Chemical Society in San Francisco in March 2000. Our section is preparing several events during that meeting. Many of you have stepped up and volunteered, but we still can use many more.



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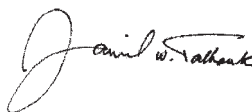
Chairman's Message, continued

The other project that we would like to kick into a higher gear is our local section Career Program. We will hold a joint committee meeting with the representatives of the California Section to discuss joint programs that could benefit the membership of both sections. On this front, I would like to remind everyone who needs career assistance to contact me. We can provide you with literature, some important web sites and the people to contact at the ACS headquarters for further assistance nation wide.

Now as we get back to our regular meeting schedule, it will be

a pleasure to see regular familiar faces. Also, if you are not a regular attendee, we hope to have the opportunity to meet you in one of our upcoming events.

Please, if you have any ideas or plan to be active in any of our committees, or just need some information or assistance, give me or one of the officers listed in this publication a call.



NOMINATIONS FOR THE YEAR 2000

<i>Chair-Elect</i>	Sally Peters
<i>Secretary</i>	Karl Marhenk
<i>Treasurer</i>	Hong Gao
<i>Councilors</i>	Maureen Scharberg Ean Warren Jamil Talhouk Jack Riley
<i>Alternate Councilor</i>	Peter Rusch George Lechner Lance Wong Donna Mena Roy Okuda

No nominations by petition were received

ChemCenter and ACS Web Sites Merge

ChemCenter and the ACS Web site merged in August to form one Web site embodying The American Chemical Society Online. "We're making this move as part of our commitment to continued responsiveness to members and the chemistry community," said Louise Voress, General Manager of ChemCenter.

The decision to combine the two sites is part of an ongoing evolution of Web. "After talking to and hearing from ChemCenter and ACS Web users, it became apparent that having the two separate sites was not as efficient as it could be," continued Louise. "And, as the Web

has evolved, people's expectations of the information they can find on Web sites and what they can do there have increased as well. We felt that we could provide a much more valuable and easier-to-use resource by combining the strengths of the two sites."

The new site, which will carry the ChemCenter name and be located at www.acs.org, was scheduled to debut on August 15. Users of the new site can expect to see additional content while they get accustomed to a different look. "We're already consulting with various groups to decide what elements will best suit their needs,"

she said. This new site will bring one-stop electronic shopping to members who want ACS services or information online.

Louise notes that the new site will have a number of user-friendly features. "We'll maintain our text-oriented look in order to speed download times. We'll make it easy to move throughout the site by letting users know where they are (and how they got there), and by providing consistent menu of links on the left of each page. That menu will also include a search engine that queries content on the ChemCenter, CAS, Publications, and Membership Web sites.

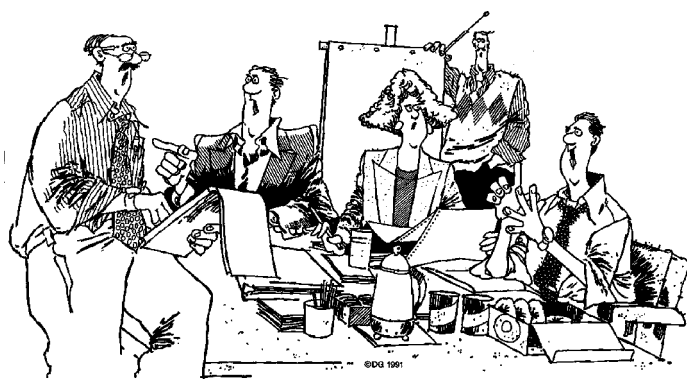
Shirley B. Radding

2994 Cottonwood Court
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408-246-2564

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LITERATURE SEARCHES



World Wide Web Addresses of Interest

In the last few years information about inventions, patents and intellectual property have become accessible to everyone via the InterNet and its graphically based World Wide Web. Below are listed some popular Websites related to patented inventions and intellectual property in general.

www.uspto.gov www.uspto.gov/web/ptdl/ptdl.html	United States Patent and Trademark Office Patent and Trademark Depository Libraries
www.cis.csiro.au/cis/lib/patlibs.html ng.netgate.net/~djeng/patent.htm www.fplc.edu/iptools/eu_pt_li.htm	European Patent Libraries Links to foreign patent offices Directory of Patent Law Libraries in Europe
sunsite.unc.edu/patents/intropat.html	Source Translation and Optimization's (STOs) Internet Patent Search - global patent
casweb.cas.org/chempatplus www.ipmag.com patent.womplex.ibm.com www.piug.org/select.html isl-garnet.uah.edu/techlaw/patent_law.html www.law.vill.edu/~rgruner/patport.htm	Chemical Patents Plus Intellectual Property Magazine IBM Patent Server Patent and IP Offices and Organizations Patent Law information
www.aipla.org www.invent.org/book/index.html	Patent portal - entry point to patent resources on the Internet American Intellectual Property Law Association National Inventors Hall of Fame
www.4PatLaw.com www.lightlink.com/bbm/index.html	Patent venture services for product creators Private firm with links to many reference sites
www.sddt.com/clients/bmhm/files/bmhmgallery.html colitz.com/site/wacky.htm	Stunning patent images Devoted to displaying selected inventors and their unconventional patented inventions
www.leonardo.net/main.html eiims.info.nih.gov:2077/EIIMS www.netcreations.com/gadget/index2.htm www.nobel.se	Leonardo da Vinci exhibits Thomas Alva Edison web page Gadget Guru home page Alfred Nobel history and Nobel Peace Prize

Abstracted from literature provided by:

Douglas Sinclair Dewray Products, Inc. P.O. Box 531385 Livonia, MI 48153

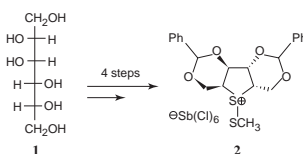
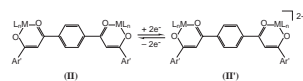
Call for Nominations

Year 2000 Regional
Awards in High School
Chemistry Teaching

A nominee must be actively engaged in the teaching of chemistry in a high school (grades 9 through 12). Nominations can be made by any individual, except a member of the award committee or a currently enrolled student of the nominee. Local sections of the Society may nominate the recipients of section awards for high school teaching as well. Nominations are due November 15, 1999. For more information and an application form, please contact:

Cheryl Brown
American Chemical Society
1155 Sixteenth St. NW
Washington, DC 20036
800/227-5558 ext. 6022
email: c_brown@acs.org

Editor's Corner



In view of this month's speaker, I will highlight several of the scientific magazine and journal sites available on the web.

The first to mention is, of course:
New Scientist at <http://www.newscientist.com/>
There is a good collection of full articles and abstracts leading to their subscription page.

A similar web site can be found at:
Scientific American - <http://www.sciam.com/>

Other links include:

Nature - <http://www.nature.com>

Science - <http://www.sciencemag.org>

American Scientist - <http://www.sigmaxi.org/amsci/amsci.html>

Discovery Channel Online News - <http://www.discovery.com/news/news.html>

National Geographic - <http://www.nationalgeographic.com/ngm/index.html>

Technology Review - http://www.drmag.com/magazines/lt/technology_review.asp

HMS Beagle, a purely internet magazine - <http://www.biomednet.com/hmsbeagle>

Science and nature news for children - <http://kidscience.miningco.com/msub23.htm>

Chemistry Journals and Publishers - <http://www.ch.cam.ac.uk/ChemJournals.html>





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SEPTEMBER 1999 NEWSLETTER TOPICS:

Turning Research into Popular Science
Dinner Meeting Information
Chairman's Message
Nominations for the Year 2000
ChemCenter and ACS Websites Merge
WWW Addresses of Interest
Call for Nominations
Editor's Corner

Time Value!

CHEMPLOYMENT ABSTRACTS



<http://www.scvacs.org>

SANTA CLARA VALLEY SECTION

1999 SECTION OFFICERS

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Chair-Elect	Ean Warren	650-329-4554
Secretary	Karl Marhenke	831-479-6263
Treasurer	Hong Gao	650-494-5197
Past-Chair	Herb Silber	408-924-4954

Councilors

1998-00	Sally Peters	650-812-4994
1998-00	Linda Brunauer	408-554-6947
1997-99	Carol Mosher	650-322-3120
1997-99	Maureen Scharberg	408-924-4966
1999-01	Bonnie Charpentier	650-354-2344
1999-01	Herb Silber	408-924-4954

Alternate Councilors

1998-00	John F. Riley	650-328-2746
1998-99	Lois Durham	650-723-1610
1997-99	Peter Rusch	650-948-0237
1997-99	Jamil Talhouk	925-449-2664
1999-01	Jonathan Touster	650-723-4340
1999-01	Ean Warren	650-329-4554

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Steven Colby 650-938-4502

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Web Site: www.sisweb.com

FUTURE MEETINGS

1999

Sept 23

Monthly Dinner Meeting

Speaker: *Justin Mullins*

San Francisco Bureau

*Chief of New Scientist
magazine*

Topic: *Turning Research into
Popular Science*

Oct 21

SCV Dinner Meeting

2000

Mar 26-31

National ACS Meeting

For the latest information, please visit the
SCVACS Web Site: <http://www.scvacs.org>

CHEMPLOYMENT ABSTRACTS

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