

interface

the first five years

by Mary E. Yess

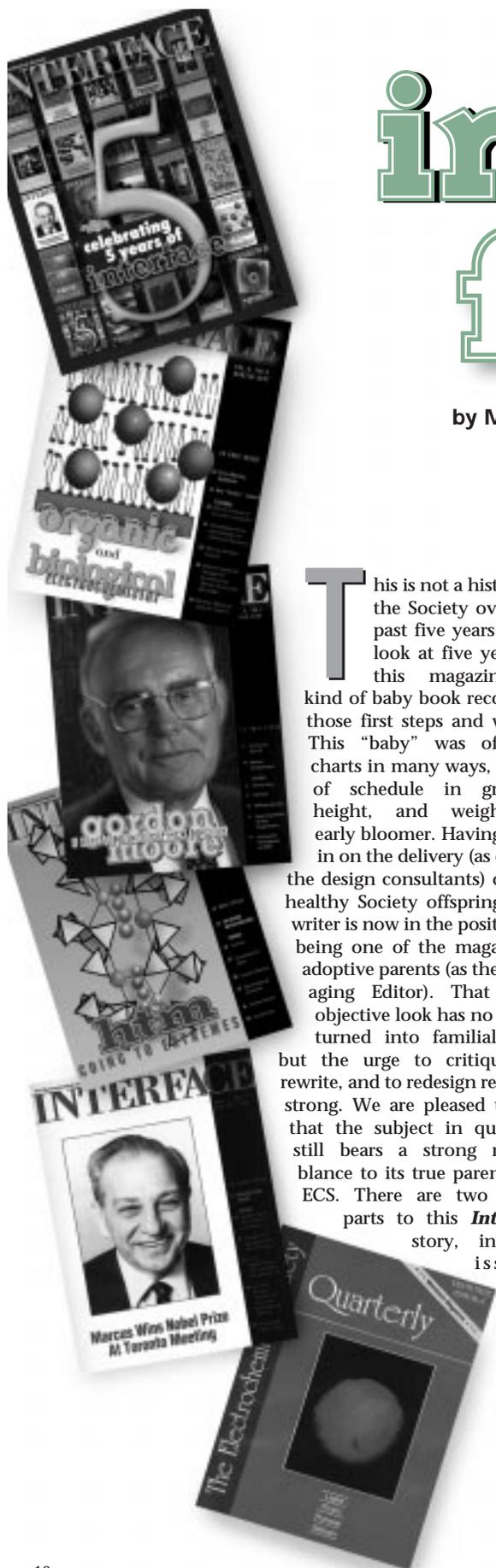
This is not a history of the Society over the past five years; it's a look at five years of this magazine, a kind of baby book recording those first steps and words. This "baby" was off the charts in many ways, ahead of schedule in growth, height, and weight—an early bloomer. Having been in on the delivery (as one of the design consultants) of this healthy Society offspring, this writer is now in the position of being one of the magazine's adoptive parents (as the Managing Editor). That early objective look has no doubt turned into familial bias, but the urge to critique, to rewrite, and to redesign remains strong. We are pleased to say that the subject in question still bears a strong resemblance to its true parent, the ECS. There are two other parts to this *Interface* story, in this issue's

columns *From the Editor* and *Pennington Corner*. *Interface* has been fortunate in having a series of foster parents—its editors—and Jan Talbot, the current guardian, shares some thoughts about her role. Roque Calvo is also in a paternalistic mode, reminiscing about when *Interface* was only a gleam in its parent's eye. This little story about *Interface* is not intended to be an all-inclusive archival piece, rather a light-hearted look at the magazine's more striking features and developments. Although we have been told that electrochemists do not have a sense of humor, we don't believe this for a minute, and thus this story is leavened with a few tongue-in-cheek comments. The accompanying text has been intentionally kept short, to allow more room for our favorite images. With these caveats in mind, let's take a look at the family album.

Covering the Field

The genesis of this magazine lay in the hard work of more than a few folks (see story on page 6), and in a prototype issue (The Electrochemical Society "Quarterly") put together by Karrie Hanson. All the raw materials were in place, but the magazine needed something more, and so O&Y Design was called upon to redesign the magazine from cover to cover. The design process took several months, but was finally complete and the ECS staff took over the actual production of the first issue. All was ready, including the cover, but close to press-time, Rudolph Marcus won the Nobel Prize in Chemistry. The Society had the good fortune to have Marcus presenting a paper at its meeting when he heard the news. It was back to the drawing board, and the inaugural issue had a highly-auspicious beginning, with a Nobel Prize winner gracing its first cover.

The covers are reflective of something more than an interesting story or illustration, they represent the face of the Society—the wide-ranging interests of its Divisions and Groups, with a scope that is unique in the fields of electrochemical and solid-state science and technology. Over the years, Dave Orban, the other design consultant from O&Y Design, has been given a number of cover challenges: creating covers from the output of ink jet printers and sometimes re-



creating the art from scratch. The cover of this current issue is reproduced at the top of the opposite page—a grand array of every featured ECS Division or Group, and some rare special issues too, such as the one on the 50th anniversary of the transistor that included an interview with Gordon Moore. We are especially proud of that issue, for it was the first time we left the Featured Division format and went after a particular theme. *Interface* sent its intrepid Editor, Jan Talbot, and Bruce Deal, of the famous Deal-Grove oxidation model, off to interview Moore. The “lucky” job of transcribing that interview fell to this writer, but being able to hear the unrehearsed comments of the man behind “Moore’s Law” was worth the tedious hours of hitting the rewind button.

At the outset, the covers followed the original design which provided a box for the changing image from the featured Division. But the High Temperature Materials Division’s issue, entitled “Going to Extremes,” upped the temperature for *Interface* too, inspiring the designer to break out of the box with this elegant, eye-catching illustration and cover design. And the covers have been getting hotter ever since.

The Editorial We

Interface has been fortunate to have the editorship of a few good men and women. Equally fortunate was the fact that none of them were intimately acquainted with the demands of editing a members magazine; with any such foreknowledge, the “news” might have stayed forever within the “C” pages of the *Journal*. Not only is the ability to hound, wheedle, and cajole Divisions for their contributions a requirement, but the *Interface* Editor must write a quarterly column. Our editors have looked to communicate their thoughts and ideas with the members, and clearly expected the same from the members, electronically or otherwise. Herewith, a bouquet of editorial prose from their first issues:

Karrie J. Hanson, *Prototype Editor, 1992*: “This prototype of a member’s magazine is a response to the widely held conviction that the aims of the Society would be significantly enhanced by better means of internal communication. The members would become more knowledgeable and involved and have opportunity for response which, hope

fully, would have impact and stimulate their increased participation in Society affairs.”



Paul A. Kohl, *Editor, 1992-1994*: “*Interface* is attempting to link many of the diversities of the Society. *Interface* is also evolving. The written opinions of the Society participants will be published in each issue. In order to interface, you need to tell us and others your opinions, successes, discoveries, trials, and accomplishments. We’re looking forward to your participation and comments.”



Lee P. Hunt, *Interim Editor, 1995*: “It is exciting to see and participate in the Society’s leap into the electronic age. This new technology has given us more options in communicating with one another and will lead to enhanced collaboration and cooperation among us.”



Jan B. Talbot, *Editor, 1995-present*: “I must admit that although I thought a member’s magazine was a worthy idea, I was skeptical. *Interface* is a success! My vision for *Interface* is to continue to produce an informative, appealing magazine and to provide a forum for issues, concerns, and interests of the membership of our Society.”

Departmentalized

Even in the prototype issue, it was clear that certain types of information would be repeated from issue to issue.

FROM THE EDITOR
FROM THE PRESIDENT
PENNINGTON CORNER
DIVISION/GROUP NEWS
LOCAL SECTION NEWS
PEOPLE NEWS
SOCIETY NEWS
AWARDS
STUDENT PAGE

This idea fit well into what we call departments, even if the copy didn’t always. FROM THE EDITOR and FROM THE

PRESIDENT are pretty self-explanatory, and the Society presidents and editors of *Interface* have taken advantage of their columns to enlighten, implore, and question. PENNINGTON CORNER has given the Society’s Executive Director a chance to educate the audience as well. The burden of creativity on him and the current Society President is half that of the Editor, for the columns of the former two alternate with every issue, while the Editor is on the hook every time. The NEWS departments are direct descendants of the “C” pages in the *Journal* and have more than fulfilled their mission. Although the “C” pages carried information about students and awards, these two areas were given their own departments in the new members magazine.

New! Improved!

As more and more members “interfaced” with *Interface*, new features were added, and the



All illustrations for Free Radicals are by Dave Otten, O&E Design.

editorial content and design were improved a little more with each issue. Possibly a hands-down favorite (sorry, Roque) with readers is the regular column, FREE RADICALS, introduced Spring 1994. Many will admit to reading this first, if only to check out the illustration (kind of like “reading” *The New Yorker* magazine by looking at its cartoons.) This column has so far had only one other writer brave enough to try it (Jim Amick on “The Silence of the Lambs”); it is mostly the work of Dale Hall, longtime Society member and currently an ECS vice-president. Dale has to be one of the most obliging authors we have at the Society, allowing us to edit his copy willy-nilly, and accepting illustrations sight unseen. ECS CLASSICS came to life in that same issue, and also generates a good deal of



unsolicited response, with stories ranging from Norman Hackerman's "From Transactions to Journal" to Harold Read's "Section Q Recalled." Most recently, the mantle has been taken up by Dennis Turner, the Society historian, with the latest product of his pen a piece on a very unusual Society meeting.



With **CURRENTS** **Interface** began reporting (Winter 1996) on ECS's involvement with other societies, on the activities of those so as they affect ECS members, and on technological policy issues. **TECH HIGHLIGHTS** arrived early on (Winter 1993), with a view to summarize important developments published in the **Journal**. The latest improvement to the publication has been the availability of **Interface** online, with a full issue scheduled to appear Spring 1998.



A Society Yearbook

The pages of **Interface** have served as a recent yearbook of ECS people and events. Although there are no shots of the trophy-winning swim team, so to speak, there are many memorable faces and events. Sadly, we have only one "funny hat" picture (see the Summer '93 issue) of a Society notable—that's of **Wayne Worrell**, 1991-92 ECS President. The highlight of that year's Spring Meeting in Hawaii was the arrival at the Luau, in a canoe, of the **Worrells** dressed in Hawaiian garb.

Back on a more serious note, the pages of **Interface** sometimes look like a veritable Who's Who. The National Inventors Hall of Fame inducted **Edward G. Acheson** (Society president, 1908-09),



Acheson

who discovered silicon carbide. What he discovered, carborundum, was found to be a better abrasive than any other known substance except diamond. The Winter 1997 issue pictured Acheson's grandson, **James C. Acheson**, receiving the award. **Charles S. Uhlig** is considered to have initiated the discipline of electrochemical engineering in the U.S. and had a profound



influence on its practice. His ECS Classics on electrochemistry at Berkeley appeared in the Fall 1994 issue, but sadly, the Summer 1996 issue would note his passing. A memorial tribute to **H. H. Uhlig** appeared in the Fall 1993 issue.



Tobias

Uhlig was a president of the Society and the author, in 1948, of the Society-sponsored "Corrosion Handbook," still in demand today. **Lubomyr Romankiw** received the 1993 Perkin Medal, one of the highest honors in the field of applied



Uhlig

chemistry. His talk, "Think Small" One Day It May Be Worth a Billion," was reprinted in the Fall issue of that same year. Two Society members were presented with this country's highest scientific honor, the National Medal of Science. Long-time **Journal** editor and past Society president **Norman Hackerman**, along with **Alfred Cho**, the latter recognized as the co-inventor of molecular beam epitaxy,



Romankiw

received the award from President Clinton. The Contributing Membership program, featured in the Spring 1996 issue, has helped the Society to grow and maintain an extensive and effective program of member activities. **Colin G. Fink**, Society Secretary from 1921 to 1947, established the program in the 1940s. The ECS's flagship **Journal** has seen a succession of outstanding editors, shown here in the Winter 1996 issue (below, from left): **Barry Miller** (1990-95), **Harold Read** (Technical Editor 1948-50), **Norman Hackerman** (Technical Editor 1950-68 and Editor 1968-90), and current Editor **Paul Kohl** (1995—).



Hackerman



Cho

Many years in the planning, the **1997 Joint International Meeting** between ECS and the International Society of Electrochemistry (ISE), covered in the Winter 1997 issue, was a meeting of many firsts: record meeting attendance (3,000), record number of papers (2,463 in 24 symposia), first time in Europe. It was also a first collaboration between



Miller, Read, Hackerman and Kohl



ECS and ISE. That issue announced some other Society firsts as well: the coming of a new, electronic, rapid-publication journal, **Electrochemical and Solid-State Letters**.

Publishing an electronic journal enables the Society to ensure that all members and subscribers will have equal and immediate access, and to offer them a new value-added benefit. Although electronic communication seems to have been around forever, its history at ECS is relatively short. The Spring 1995 issue, entitled **The Society Goes On-**



line, took readers for a ride down the "information superhighway" and outlined plans for e-mail, an ECS Web site, and electronic submission of meeting abstracts.

An All-Star Team

Every Division and Group has had its day, as **Interface's** FEATURED DIVISION, and we are more than half-way through round two in the batting order. A quarterly publication is a double-edged sword: it takes about two years for a Division or Group to be featured again, but as every FEATURED DIVISION guest editor knows, that's about the amount of time it takes to rally the troops. It takes a lot of team effort to put together three articles, have them written in language that those in another field can understand, and to write a pithy, comprehensive, and entertaining introduction to the Division. We are also sometimes well into the ninth inning before the material for the cover surfaces, but on the whole, it has been a successful and gratifying game. Should the Society ever decide to convert each Division's cover into a game trading

card, we'd have a best-selling line-up. Here they are, including the year they were originally established in the Society:



Battery • 1947

Featured Winter 1996, next up: Fall 1999

Corrosion • 1942

Featured Summer 1997, next up: Winter 2000

...

Dielectric Science & Technology • 1945

Featured Fall 1995, next up: Summer 1999

Electrodeposition • 1921

Featured Summer 1995, next up: Spring 1999



...



Electronics • 1931

Featured Summer 1996, next up: Spring 2000

Energy Technology • 1983

Featured Fall 1997, next up: Spring 2001

...

High Temperature Materials • 1921

Featured Winter 1996, next up: Fall 2000



Fullerenes • 1993

Featured Spring 1996, next up: Winter 1999

Industrial Electrolysis & Electrochemical Engineering • 1943

Featured Fall 1994, next up: Winter 2001
Luminescence & Display Materials • 1982
Featured Summer 1994, next up: Summer 1998



...

Organic & Biological Electrochemistry • 1940

Featured Winter 1997, next up: Summer 2001



Physical Electrochemistry • 1936

Featured Fall 1996, next up: Summer 2000

...



Sensor • 1988

Featured Winter 1994, next up: Summer 2002

...

We hope you've enjoyed this look back and that it inspires all members to be a part of the family album. ■

Mary Yess is the Society's Publications Manager and Managing Editor of Interface.