



One Stop Shopping

With today's fast paced life there seems to be vastly less time in a given day. At work there continues to be an increasing demand on a range of tasks one must accomplish in an expedited fashion with fewer people and limited resources. When talking to friends, they often suggest that they have so little time to do all the things they want to do. I believe as a result of the increased premium placed on a person's time, there has been a culture change. A multitude of options have cropped up aimed at saving people time. You have web-based shopping, information access, you name it. Superstores are opening daily where you can purchase a host of dissimilar items such as tires and broccoli. So what does this all have to do with ECS?

It's simple... One Stop Shopping! As ECS past-president and National Medal of Technology winner, Jerry Woodall once wrote, "Isn't it strange to have a Society made up of both "wet" and "dry" interests?" He used to think that way until he was making a case to convince the director of research of his company, IBM, to present a plenary lecture to the Society. He pointed out to the director that "the scientific interests of ECS were nearly an exact mapping of those of IBM's activities in R&D and manufacturing, *i.e.*, semiconductors, dielectrics, high temperature materials, electroplating, batteries, polymers, etc." Jerry realized that if ECS interests reflected the spectrum of activities in IBM, then this must be the same for many other companies and industries. It seemed clear to him that "rather than being a Society of strange bedfellows, ECS is right on the mark." I second this.

With the demands placed on our valuable time and resources it is essential that a technical professional have access to a full range of leading edge scientific information and professional contacts. ECS accomplishes this in many ways. With the exceptional publications we enjoy as ECS members; we have ready access to a broad range of research and development findings in the *Journal*, are treated to informative articles from our 13 Divisions in *Interface*, and can obtain topical information from the range of meeting publications and proceedings volumes. Our website offers access to meeting information and meeting abstracts, a career service center, and future planned symposia. Profiles of our corporate benefactor, patron, and sponsoring companies are also found on the web. Since the symposia offered at our semiannual meetings are sponsored or cosponsored by the ECS Divisions, there is a natural forum where a range

of technical subjects are discussed among scientists from industry, academia, and government labs. This fosters professional contacts from a unique blend of individuals that have a diverse range of interests and expertise, which might not commingle were it not for ECS. Yet, as noted by Dr. Woodall, we all seem to mix like a well-tuned symphony orchestra. This is a tremendous asset. I have been able to rely on professional friendships developed through my ECS activities to obtain information and leads that have proven critical in solving complex technical problems. Conversely, by serving this broad range of interests and expertise, the Society is positioned well in adapting to the changing landscape of industrial-based problem solving and reflects the trend of requiring a wider knowledge base and capability for today's technical professionals.

Academic, government, and industrial professionals all have an excellent opportunity to partner within ECS. Colleges, universities, and government labs provide businesses with the pure research needed to seed the growth of products and applications. Based on customer needs, industry can foster new research and development activity, thus completing a mutually beneficial relationship. ECS provides the forum where these groups can work together. As was noted in a recent Congressional visit report, "a box cannot be drawn around individual disciplines; advances are taking place increasingly at the boundaries between disciplines or through collaboration among disciplines."

It is a fact that careers change direction or are redirected based on business needs. From my perspective, my job role and its responsibilities have changed significantly over the past two decades, yet ECS has remained an essential ingredient in my technical vitality. I view ECS as being a compendium of technical information, resources, and contacts. ECS provides the perfect forum for collaboration. We must recognize how valuable ECS is to our technical well being. One Stop Shopping at ECS does indeed meet the needs of today's technical professional. ■

A handwritten signature in black ink that reads "Robin Susko". The signature is written in a cursive, flowing style.

Robin Susko
President