



Future Recognition

At a lively meeting on May 18 in Toronto, Canada, the Board of Directors unanimously voted to adopt an official acronym and tagline to identify The Electrochemical Society, Inc. It is a pleasure to present to you this new representative identity, which is depicted in the middle of this page.

It is important to note that our name has not changed; this Board action is a resolution that formally establishes a new representative identity for the Society. You may be wondering, "What's the big deal, haven't we always referred to the Society as ECS?" And, "Haven't we already seen that 'tagline' in high profile locations like the Society website and the Journal?" Yes, the acronym and tagline are well known and have been used by members of the Society for years. However, this official action by the Board of Directors sends a much more significant message about the direction of the Society, and the way in which the organization will be represented in the future.

Although the Board action in Toronto resulted from a recent recommendation from the Society's Ad Hoc Long Range Planning Committee, the issue concerning the Society's name and identity has been under consideration for a long time. The root of the issue stems from the concern that our name, The Electrochemical Society, has wet* overtones, and gives no hint of the breadth of solid-state (dry*) science and technology that is covered by the Society. Purists would argue that there is no need for a new identity because "electrochemical" broadly defines the work we do on both the wet and dry sides of the organization. While that is certainly true, the next generation of Society members will not make the connection as easily. They will come from 70 different countries, and grow up in the information age. They will be exposed to a plethora of options available to support their professional interests, and billions of websites loaded with information available right at their fingertips. We want that next generation, as well as this one, to find us and recognize our value. We can do that through continuing to disseminate high-quality information to the scientific community in our

fields of interest, and by promoting our "brand." Prognosticators tell us that we have only 8.5 seconds to deliver the message. "ECS" was chosen because it has become, de facto, the acronym of choice and because it is crisp, clear, and has immediate presence. The descriptive tagline allows us to maintain our connection to the electrochemical in our name while bringing the dry side of the house to equal prominence.

As we prepare for the Society's upcoming centennial (in 2002), we have been studying its great tradition and history.

While reflecting on our past, it is also an appropriate time to contemplate and plan for the Society's next 100 years. The respect and consideration for the Society's heritage led to a significant amount of trepidation about the decision to formally adopt an acronym, but in the end the outcome was obvious to all. We have had 100 years to grow and to satisfy our mission and objectives. By 2002, we will have been led by 98 great presidents, conducted 200 biannual meetings, and published some form of a research journal every single year in the century. We have been successful because we have been responsive to the needs of the mem-

bers and built an outstanding reputation as a professional society. Our identity will now match the scope of our technical interests, and we can continue to be responsive, and responsible, to succeeding generations in the electrochemical and solid-state community.

** The Society leadership, and many long-time members, often refer to the six Divisions with priority technical interests in solid-state science and technology as the "dry" side, and the other six Divisions with priority technical interests in electrochemical science and technology as the "wet" side of the organization. And many would say that the Society's technical interests have become increasingly "damp"!*



*the society for solid-state and
electrochemical science and technology*

Roque J. Calvo
Executive Director
The Electrochemical Society, Inc.