



Challenges

It does not matter if you are an individual, or whether you are a for-profit or non-profit organization, money is an obstacle or a challenge that sometimes has to be overcome to meet your objectives. Because money is an obstacle, it sometimes ruins relationships, builds real and perceived hierarchies, and creates injustices and exclusiveness. Money can inhibit good programs and good ideas, and it affects the decision-making process to the extent that people and organizations make bad decisions or make no decisions at all.

In the year in which The Electrochemical Society turns 100 years old, we turn to you, our members, and ask you to help us meet the challenges that lie in our future. Our past is rich with success and exemplary science, and predictions for our future are bright. We have a vision of what our future should be and the cornerstone of that vision lies within our century old mission, which is to advance solid-state and electrochemical science and technology through worldwide dissemination of knowledge in these fields.

Technological advances have enabled us to disseminate knowledge faster and further than ever before, but the cost of these advances is very high, and represents one of those challenges to our progress. ECS has been successful in using technology to improve the benefits to our members, and this challenge has been met without having to assess our members with exorbitant increases to our dues and fees. In fact, we have not increased the \$90 active member dues since 1994, nor the \$10 student dues since 1986. However, ECS has members representing a broad range of socioeconomic categories and varying levels of institutional support, so even modest dues and fees can be an obstacle for some of our constituents.

On page 14 in this issue of *Interface*, there is an article about ECS development, which describes our "Centennial Campaign." There has never been a better time to launch a fund raising campaign, directed at our individual members, corporate constituents, government agencies, and foundations. We have developed a "Case for Support," which was derived from the membership, who told us what they would like to see us do with the funds. We are starting the campaign from a position of strength because our finances are healthy, and the major ECS programs are extremely robust

(paper presentations at meetings and journal submissions are both at an all time high).

We are asking you to invest in our future and to secure our ability to advance electrochemical and solid-state science in perpetuity. We need to remove obstacles and reach more scientists globally who cannot afford to pay the dues, purchase

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publications, or attend our meetings. We need to stay on the leading edge of science by continuing to broaden the distribution of both the *Journal of The Electrochemical Society* and *Electrochemical and Solid-State Letters*, which are respectively the number one and two leading journals in the field.* The centennial year is a time to reflect on the past and invest in the future. ECS members before you, such as Carl Hering, Edward Acheson, Samuel Ruben, and Vittorio de Nora, have given to the Society to meet the challenges of our first century. Please help us to remove even more obstacles and secure the success of ECS for another one hundred years and beyond. ■

Roque Calvo
Executive Director

* According to ISI's Science Citation Index.