

MASM, the Mid-Atlantic Soft Matter workshop
Georgetown University, November 30, 2007

Mission Statement

Our mission is to create a highly interdisciplinary workshop that draws upon researchers from academic, industrial and National Laboratories in the Mid-Atlantic region. The auspicious combination of density and quality of research groups provides a reservoir for ideas and an excellent opportunity for community-building and networking. A *soft matter* workshop provides an ideal forum for researchers with interests that reside at the interface of conventional disciplines. The workshop will also naturally assist in the career advancement of young scientists by acquainting them with the local academic and industrial research community.

Tentative Schedule

- 8:00 - 8:55 am
Registration and Breakfast (Reiss Science Center)
- 8:55 - 9:00 am
Opening Remarks (Dr. Timothy Barbari, Georgetown Univ.)
- 9:00 - 9:45
Prof. Srinivasa Raghavan (Univ. of Maryland)
- 9:45 - 10:30 Prof. Kathleen Stebe (Johns Hopkins Univ.)
- 10:30 - 10:50
Coffee Break
- 10:50 - 12:00
First Sound-bite Session
- 12:00 - 1:30
Lunch
- 1:30 - 2:15
Prof. Paul Janmey (Univ. of Pennsylvania)
- 2:15 - 3:55
Second Sound-bite Session
- 3:55 - 4:15
Coffee Break
- 4:15 - 5:00
Prof. Eric Furst (Univ. of Delaware)

Meeting design

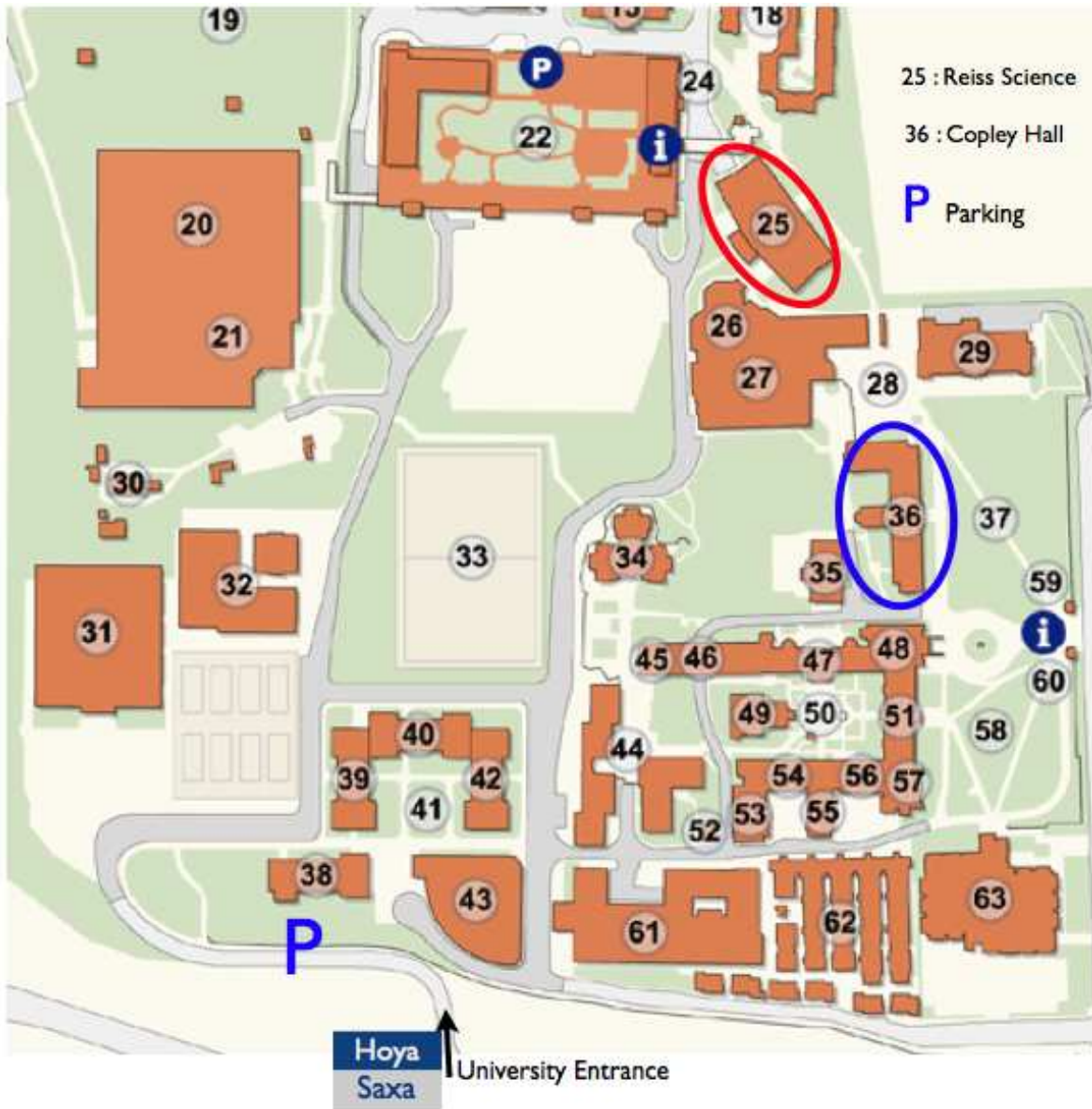
The workshop will occur on a single day and will include local universities, industries and National Laboratories within a couple hours drive. Each workshop will include three to four one hour talks that draw upon members of the host institution and a group selected by the local organizers. These talks will be interspersed with “sound-bite” sessions. The sound-bites are the unique aspect of this meeting style and consist of short talks designed to encourage contributors to provide a concise overview of their research topic. Typically, each sound-bite should be no longer than four minutes. This time limit ensures that each contributor must refine their thoughts to provide the most important message about their work. In essence, the sound-bite is an advertisement for the individual, a door to collaboration, and opportunity for a critical assessment from a larger group of peers with widely varied experiences and expertise.

If successful, the workshop will occur on a quarterly cycle. Each workshop will be hosted by a different contributing academic institution. There are two main benefits to this schedule and institutional rotation. By keeping the time between workshops short, a large number of invited speakers can contribute. Also, this allows students and and post-doctoral researchers to measure their individual progress through the sound-bite sessions, and to collect valuable experience through the presentation of results. By moving the venue, the region of interest can be shifted to include more institutions that may not be able to travel the distance required to attend each meeting. Also, this will allow the focus to shift depending on the interests of the local organizers.

Logistical information

The first workshop will be held in the Copley Formal Lounge on the main campus of Georgetown University in Washington, DC. A \$15.00 registration fee will be collected from each participant upon arrival and parking costs will be covered by the organizers. Cash is preferable, but we will also accept checks made out to Georgetown University. We encourage you to car pool or utilize public transit if available.

Registration and breakfast will begin at 8:00 in the lobby of the Reiss Science Center. Invited talks will be 40 minutes in length with 5 minutes for discussion. The length of each sound bite will be determined by the number of contributors. A light breakfast and a sandwich style lunch will be provided.



Campus Map. Directions can be found at the MASM website:
<http://masm.physics.georgetown.edu>