



Communicating Science

AAAS 2017 ANNUAL MEETING



*"Advancing Your Scientific Career With
Personal Branding and Social Media Savvy"*

Jennifer Maclachlan, American Chemical Society
Northeastern Section

with special guest, Mark Jones of Dow Chemical

#AAASmtg #SciComm



Friday, February 17, 2017 @ 10:30 a.m. Hynes Convention Center, Room 207

Mark Jones

Executive External Strategy and Communications Fellow

17 February 2017

AAAS Boston Meeting

Dow.com

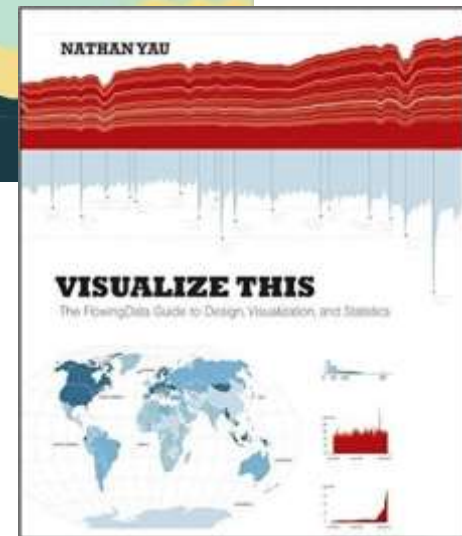
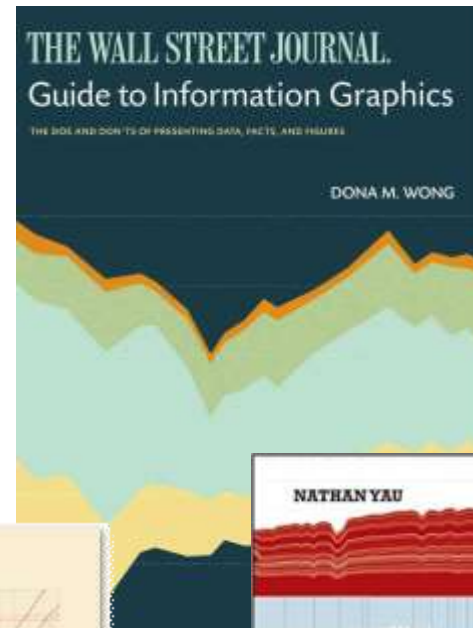
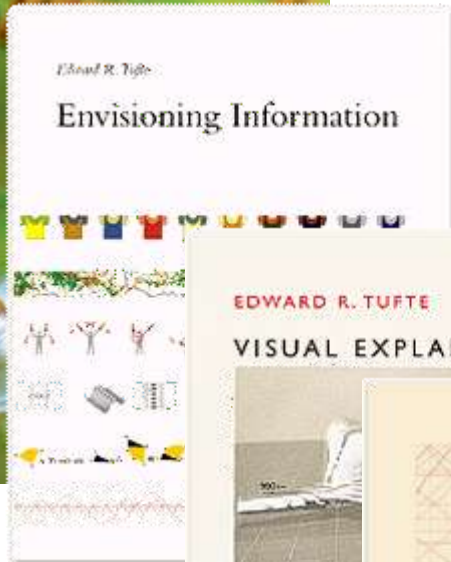
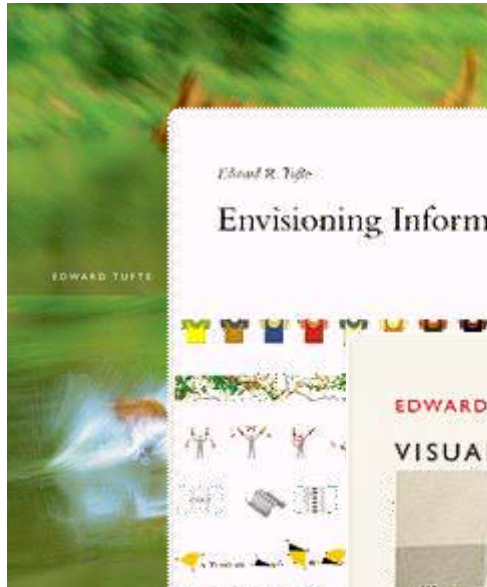




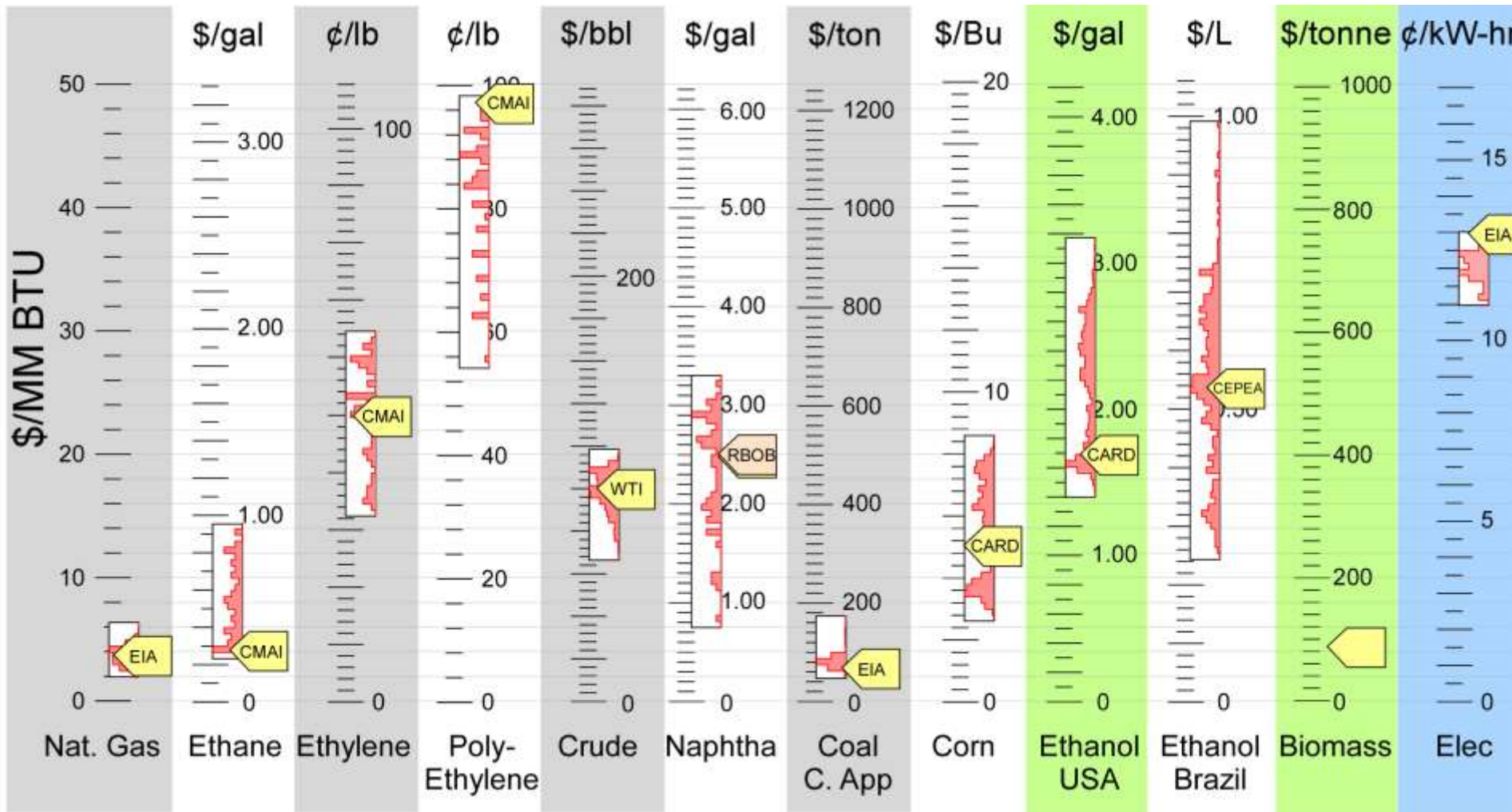




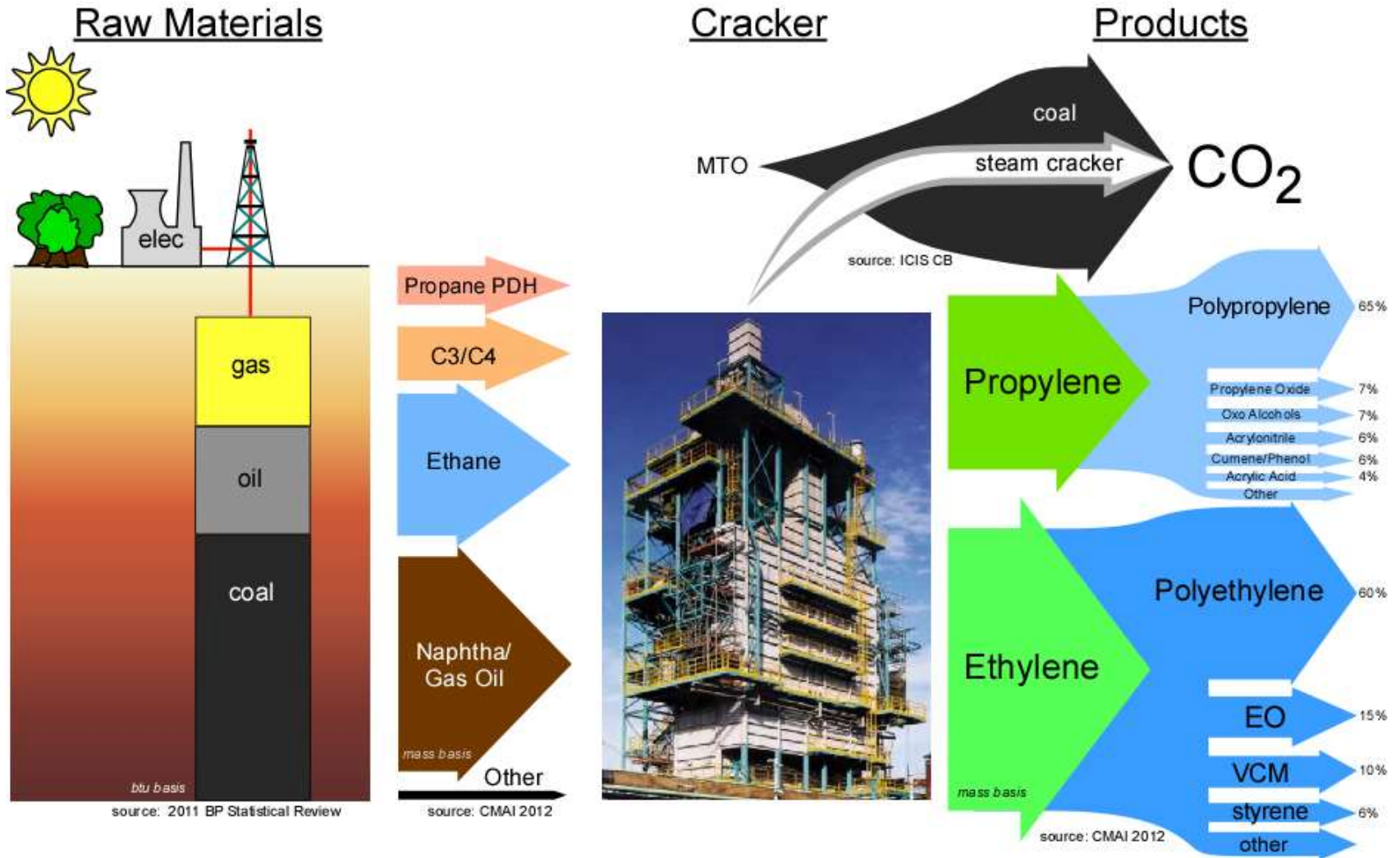
Display of Information



Data Rich Slide



Very Borrowed Slide



April 26, 2010

We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. Stanley A. McChrystal, the top American leader of forces in Afghanistan, was rebuffed last summer when he asked for more troops to fight the Taliban.

“When he said his

Edward R. Tufte
The Cognitive Style of PowerPoint



Military parade, Sula Square, Budapest, April 4, 1956.

What's Your Point, Lieutenant? Just Cut To the Pie Charts

The Pentagon Declares War On Electronic Slide Shows That Make Briefings a Pain

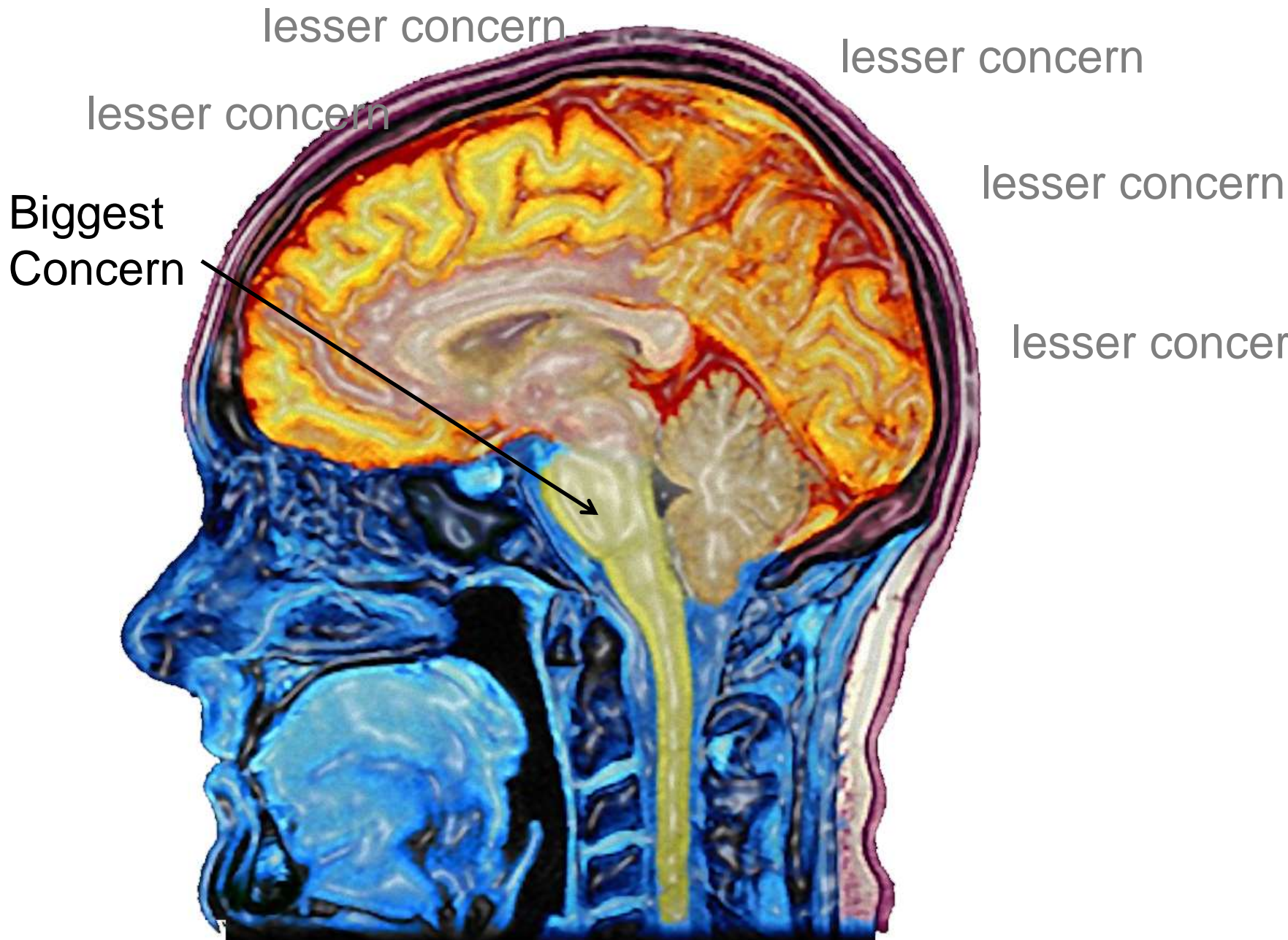
By GREG JAFFE

Staff Reporter of THE WALL STREET JOURNAL
WASHINGTON — Earlier this year, Gen. Hugh Shelton, chairman of the Joint Chiefs of Staff, issued an unusual order to U.S. military bases around the globe. His message: enough with the bells and whistles — just get to the point.

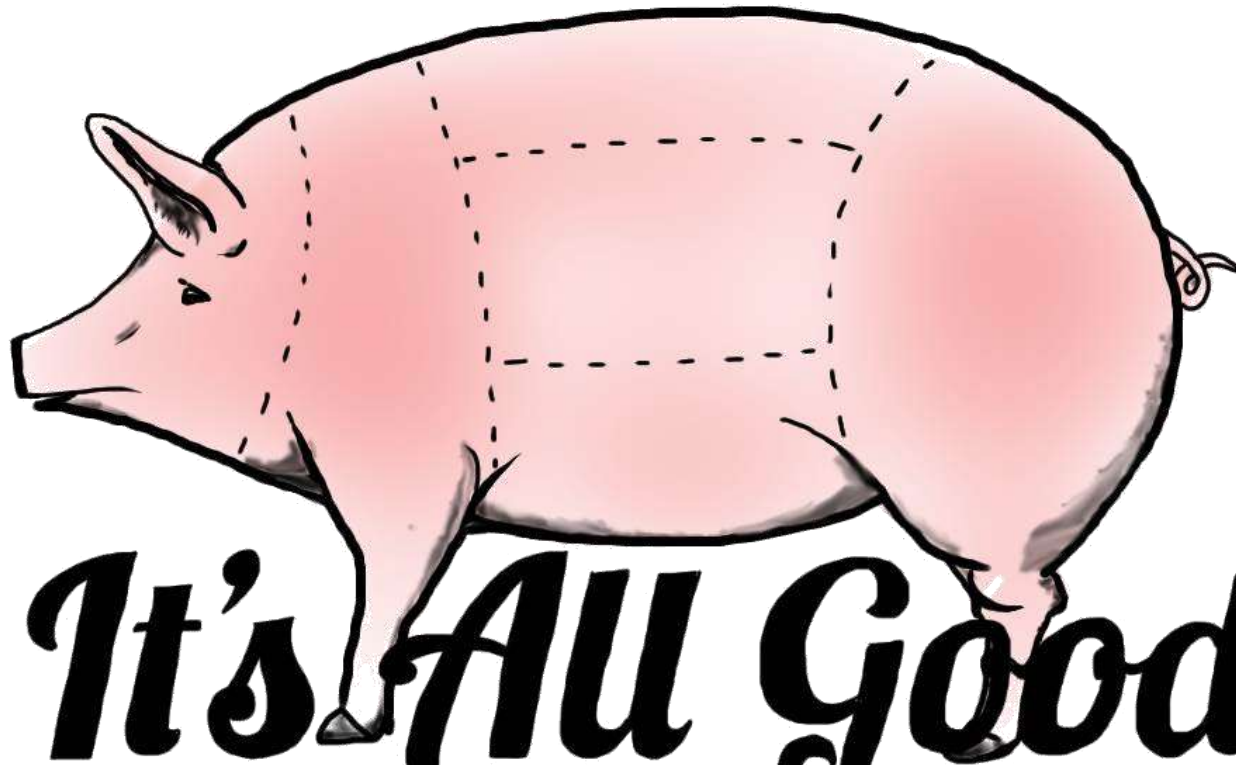
It seems that e-mailed military briefings larded with electronic booms were gobbling Department of Defense

Too many bright young officers are leaving the military sector? A recent survey by Benning, Ga., cited the use of PowerPoint in their briefings.

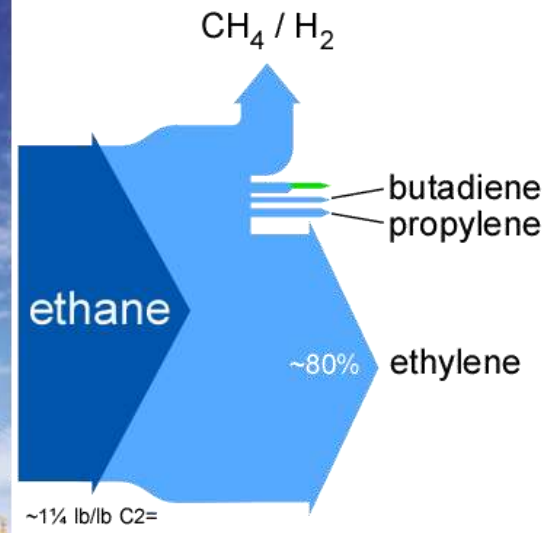
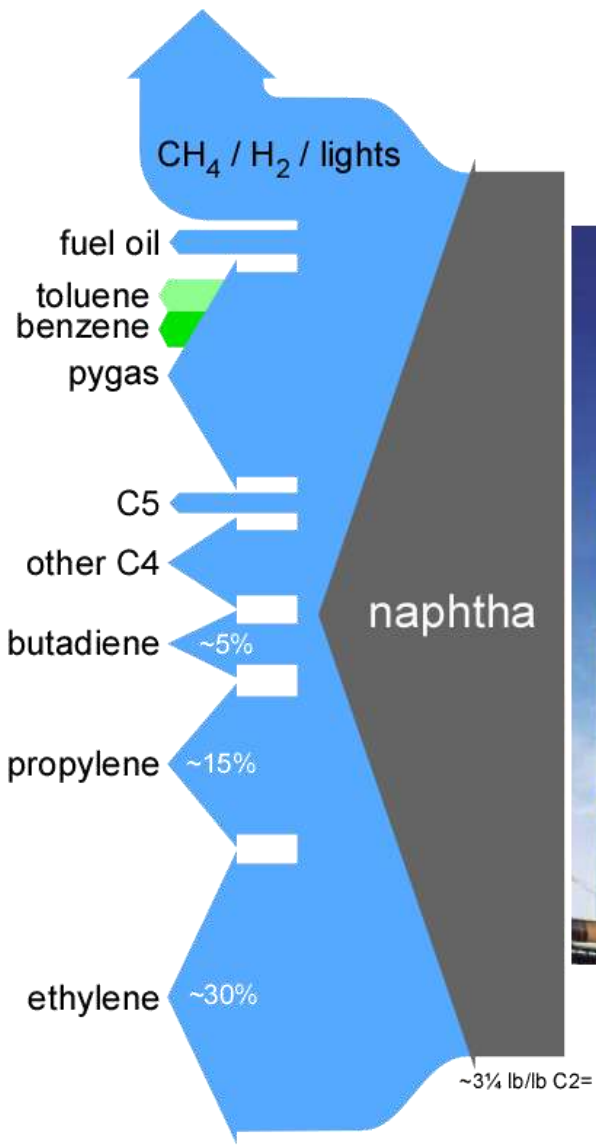




■ All Reaction Products Find Uses



It's All Good!









platinum

78

Pt

195.08



Which is more sustainable?

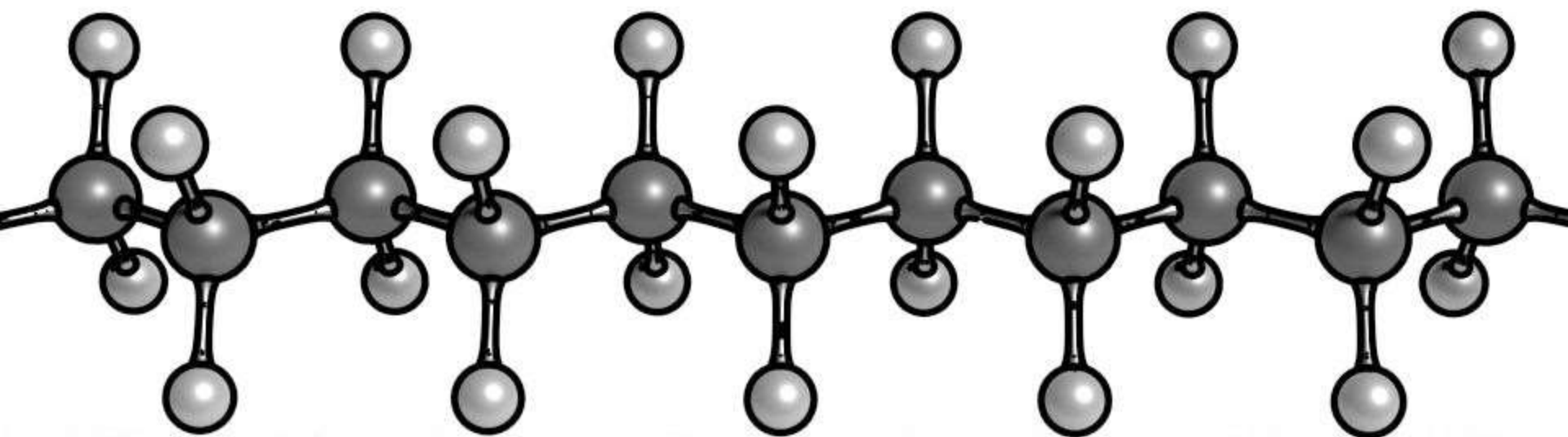
A meat-eater in a Prius



A vegan in a Hummer







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Still Having Fun with Science

Mark Jones
Research Fellow



The Human Element at Work.



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The
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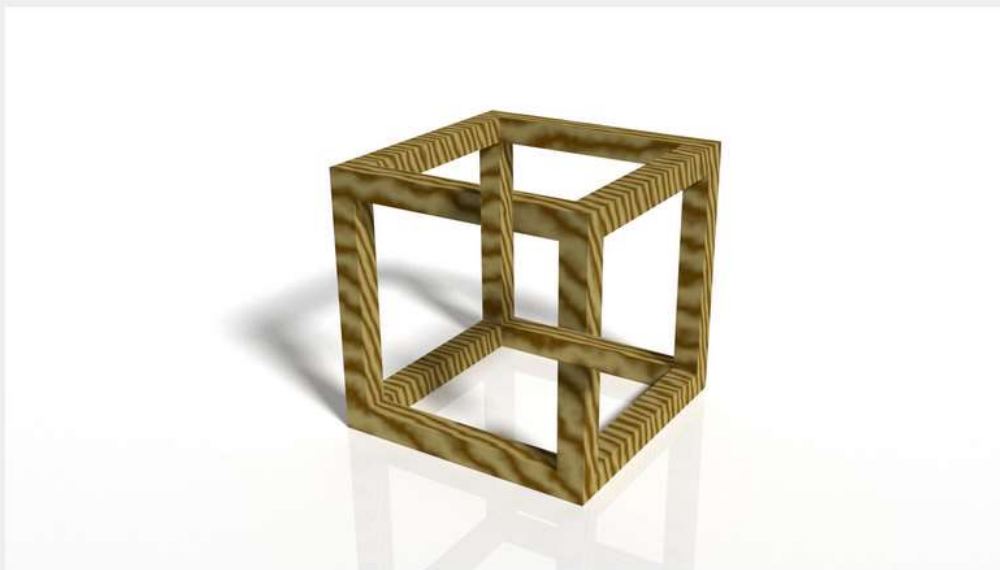
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Normal World

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The Scientific Literacy Paradox

Posted by ACS Industry in Industry Voices on Oct 7, 2016 11:09:00 AM



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TERA-print: From Academic Discovery to A Commercial Desktop Fab

March 2, 2017



How do you successfully transition your academic discoveries to a commercial market? Join us as Chad Mirkin discusses TERA-print, a Northwestern University start-up company based upon the inventions of Polymer Pen Lithography (PPL) and Beam Pen Lithography (BBL). In addition to underlying the first tools for point-of-use, large-area desktop nanofabrication, these techniques

open up the field of nanocombinatorics and a new and powerful approach to materials discovery. Chad will explore the commercialization of these methods and how they are being used to generate combinatorial libraries with as many as 100 million nanoscale features that can be used to screen and identify nanomaterial structure-function relationships important in catalysis, energy harvesting and conversion, and the life sciences.

[Register Now!](#)

What You Will Learn

- The process underlying university start-up commercialization
- Polymer Pen Lithography and Beam Pen Lithography



Experts



Chad Mirkin
International Institute
for Nanotechnology



Mark Jones
Dow Chemical

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Doors Opened

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