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Get Smart

Keeping chemical engineers up-to-date on the news that affects our industries and our careers is especially challenging for a monthly publication such as *CEP*. So a few months ago we were glad to learn that AIChE would be partnering with SmartBrief, Inc., to launch *AIChE SmartBrief*— a weekly email newsletter that provides short summaries of important and timely news stories selected specifically for AIChE members.

Lead editor Devlyn Ray and the other SmartBrief editors comb through hundreds of newspapers, magazines, wire services and other general and scientific/technical sources, looking for interesting and relevant news stories. Then they prepare brief highlights with links to the original source articles, and deliver a concise digest to your inbox every Tuesday. Each *AIChE SmartBrief* contains about a dozen stories in such categories as: business update; energy, sustainability and safety; biological engineering and pharmaceuticals; materials and nanotechnology; career focus; and Institute news. You'll also find a SmartQuote of the week — for example, the March 24 edition featured aviation pioneer Amelia Earhart's "The most effective way to do it is to do it" (perhaps the genesis of one of my favorite slogans, Nike's "Just Do It").

Since its launch on March 17, approximately one-third of our members have elected to receive *AIChE SmartBrief* on an ongoing basis. We join more than 1.5 million professionals and thought-leaders who count on the 100+ different SmartBrief newsletters (some published daily and others weekly) that are produced in partnership with over 70 trade associations and professional societies, including the American Chemistry Council (ACC) and American Petroleum Institute (API).

This venture certainly comes at a most opportune time. In this current economic downturn, we all need to carefully manage our budgets — including us here at *CEP*. By using *AIChE SmartBrief* to provide you with more-frequent and timely business and industry news, we are able to continue providing the strong technical features that are our mainstay. We plan to redeploy some of our news pages as short mini-features (such as this issue's articles on batteries built by viruses (p. 4), enzymes for cheaper biofuels (p. 5), and gold nanospheres that target cancer cells (p. 7)). And in coming months, our Institute News section will highlight some of the interesting projects in which our undergraduate student members have been involved.

To ensure that you stay well-informed and continue to receive all the latest news, take advantage of this new member benefit. Get smart — *AIChE SmartBrief*, that is. Simply go to www.smartbrief.com/aiche/ to subscribe, and remember to add *@send.smartbrief.com to your safe-senders list.

Cynthia F. Mascone
Editor-in-Chief

