



Updates on friends and colleagues in the materials community

TMS Launches Book Publishing Partnership with Wiley

Expanding access to the content that TMS offers to the materials community is a key benefit of a publishing agreement that the Society announced in February with John Wiley & Sons, Inc. Through this partnership, Wiley will publish, market, and distribute all future TMS books, including the proceedings of the TMS 2010 Annual Meeting. Wiley will also distribute titles previously published and sold by TMS.

“This agreement makes book publishing a more profitable venture for TMS, which indirectly benefits members by improving the financial strength of the Society. But there are direct member benefits, as well,” said Elizabeth Holm, TMS director and publications chair. “TMS members will gain access to a catalog of Wiley’s online publications, the TMS conference proceedings will reach a wider audience, and members will have new publishing opportunities in monographs and textbooks. The best part is that members

will continue to propose and manage publications through the familiar and capable TMS staff, giving us the best of both worlds—a large, international publishing house and member-oriented, local staff.”

Turning over the printing of books and production of CDs, along with marketing, sales, inventory management, and fulfillment tasks to Wiley will enable TMS to focus more on developing new and expanded resources—including textbooks, handbooks, reference books, and monographs—and to reach global markets in a manner that the Society could never independently accomplish. Wasting no time in taking advantage of this opportunity, TMS is actively seeking new authors or volume editors. Interested individuals should contact Robert Makowski, TMS director of Publications Development at makowski@tms.org to discuss projects, proposals, and royalty opportunities.

Although this development opens a

significant, new chapter in TMS publishing, the changes will be seamless for members, especially those who participate in the proceedings development process. TMS staff will continue to work with volunteers in the development of these proceedings and the Society will continue to collect manuscripts via the ProgramMaster system.

In the coming months, Society members will be able to use Wiley InterScience to purchase TMS books. While titles and processes are being migrated to Wiley, members will continue to access and purchase publications through the TMS Knowledge Resource Center. When the transition is complete, members will log on to the TMS Members Only home page to be validated and linked to a TMS-specific books page on the Wiley site. This approach is similar to the one members currently use to access TMS journals which are published under a similar agreement through Springer Science + Business Media.

Saxena receives ASTM International Award

Ashok Saxena, Distinguished Professor and dean of engineering at the University of Arkansas and TMS member since 1984, received the Committee E08 Fracture Mechanics Medal from ASTM International, one of the largest standards development and delivery systems in



the world. The award is presented to individuals who have exerted a profound,

positive effect on the development of the scientific discipline of fracture mechanics.

Before joining the Arkansas faculty in 2003, Saxena was a Regents’ Professor and chair of the School of Materials Science and Engineering at the Georgia Institute of Technology and did engineering and research work at Westinghouse Electric in Pittsburgh, Pennsylvania. His specific areas of interest have included fracture mechanics, fatigue, creep, and creep-fatigue behavior of structural materials.

In Memory of Harold Y. Hunsicker, 1914–2009

Harold Y. Hunsicker, a member of TMS and its predecessor, the IMD division of AIME, since 1939, passed away on December 27, 2009, in Lower Burrell, Pennsylvania. He worked at Alcoa’s Cleveland Research Division before transferring to the Alcoa

Technical Center, New Kensington. There, he was manager of the Physical Metallurgy Division for more than 20 years. He was chair of the Cleveland section of AIME in 1949–1950 and chaired the TMS Structural Materials Committee in 1964–1965.

In Memoriam

The TMS family extends its sympathies to the families and friends of the following members who recently passed away:

- Marion S. Bell, Santa Teresa, New Mexico: Member since 1950
- R.A. Covert, Athens, Georgia: Member since 1961
- Fred A. Foyle, Rocky River, Ohio: Member since 1963
- Malcolm J. Fraser, Sun City West, Arizona: Member since 1952
- David H. Kah, Macedonia, Ohio: Member since 1992
- Ralph W. Rogers, Jr., Inverness, Florida: Member since 1969
- F.A. Schaufelberger, Arlesheim, Switzerland: Member since 1958
- George Stern, New York, New York: Member since 1937
- Ellis D. Verink, Jr., Wesley Chapel, Florida: Member since 1961



TMS Member Profiles

Meet a Member: Vinko Potocnik and His Life-Long Love of Languages

By Lynne Robinson

Vinko Potocnik collects languages, with the mastery of words and their nuance of thought a challenge that he has relished since his boyhood in Slovenia.

“My native country is very small and people are encouraged from childhood to learn foreign languages,” he said. “I learned Serbo-Croatian first in elementary school and found it was fun when I was able to speak to local people on my first holiday at the Croatian seaside.”

From there, Potocnik tackled English while still in elementary school and then studied French and Latin in high school, while learning Italian on his own. “When I met foreigners, I always tried to speak their language as much as I could. I saw that this was greatly appreciated,” he said.

Once at university, Potocnik selected his languages to learn based on professional necessity, as well as personal interest. “I studied physics from English textbooks, which I could not afford to buy. But, then I found that Russian physics and mathematics books were much cheaper, so I learned Russian quickly on my own,” he said. When his

first job—a research project on electric arcs—required collaboration with a German company, he learned German to communicate effectively with his colleagues and to read German technical articles that were not available in English. His love of salsa music compelled him to learn Spanish, and then, just for fun, he took up Italian and Portuguese.

Now an aluminum reduction technology consultant based in Jonquière, Quebec, Canada, Potocnik, a TMS member since 1987, has found his mental library of languages to be particularly useful when attending the TMS Annual Meetings, which he describes as “the largest gathering of professionals in the aluminum industry in the world.

“I have used all the languages I speak to communicate with attendees from different countries,” he said. “It is fun to see how surprised they are when somebody speaks to them in their own language when they do not expect it.

“I travel a lot in my work and speak these languages at every opportunity,” Potocnik continued. “It is a great plea-

sure and motivation to see how much easier it is to establish contact with people in their own language. Being able to work in French, Russian, and Spanish has been particularly useful.”

Potocnik’s love of languages has also served him well in his travels of the world in search of adventure, from mountain climbing in the French Pyrenees, the Swiss Alps, and the top of Mount Rainier, to scuba diving in the Caribbean and Australia, to windsurfing on the Adriatic Sea. “Languages help, if only to socialize,” he said.

Also an avid ballroom dancer, Potocnik said that exploring new languages still ranks first among his many other interests. “It is my most challenging hobby, requiring patience, persistence, repetition, and continuous learning,” he said. “At the same time, it is also the most rewarding and I am looking forward to the days when I will have more time for languages.”

Potocnik, who is currently working on mastering Arabic, notes that gaining fluency in a different language involves much more than memorizing words and verb tenses. “Learning a language is a discovery of a new culture,” he said. “And, understanding and appreciating other cultures is important in these times of globalization. Speaking more than one language is a necessity today, and will be even more so in the future.

“The need to speak several languages isn’t new,” Potocnik continued. “An old Roman saying was ‘Quot linguas calles, tot homines vales,’ meaning, ‘You are worth as many people as the number of languages you speak.’”

Each month, *JOM* profiles a TMS member and his or her activities both in and out of the realm of materials science and engineering. To suggest a candidate for this feature, contact Maureen Byko, *JOM* editor, at mbyko@tms.org.



Figure 1. Potocnik takes in the view atop the mountains in Zermatt, Switzerland. He notes that his mastery of a number of languages has served him well in his mountain climbing adventures around the world.



Figure 2. Potocnik and his wife, Marie-Claude Goyette, enjoy scuba diving off Heron Island in Australia.