

NEUROSCIENCE

FALL 2008

Q U A R T E R L Y

"I don't think impact factor has any place in tenure decisions... Quantitative measures can be valuable, but a journal's impact factor tells next to nothing about a specific author."

— John Maunsell, *The Journal of Neuroscience* Editor-in-Chief

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Message from the President Autumn Thoughts

It is autumn here in Boston, and the leaves are just starting to turn. The autumn light is special, with a clarity that brings out deep colors from our red brick buildings and the green and multicolored foliage. But I want to describe events of this past August, when I was ostensibly on vacation in Provincetown, on Cape Cod, watching the sea.

Before she died, my mother had told us that she wanted her ashes scattered in Provincetown Bay. As we rode out into the deeper water at the tip of the harbor to carry out her

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Q&A: John Maunsell, Editor-in-Chief, *The Journal of Neuroscience*

Having served as a reviewing or senior editor for The Journal of Neuroscience for eight years, John Maunsell assumed the position of Editor-in-Chief in January 2008. Maunsell is a professor of neurobiology at Harvard Medical School and an investigator with the Howard Hughes Medical Institute since 1997. His research focuses on understanding how attention influences the representation of sensory information in the cerebral cortex and overall behavioral performance.

NQ: The landscape for scientific publishing is changing rapidly — online access is changing how readers consume news and open access pressures are growing. How do you see the future of scientific publishing shaping *The Journal's* work? What has been done to address these trends?

In one sense, changes like these don't affect *The Journal's* work at all — we continue to focus on publishing the most significant and solid new findings in neuroscience. On the other hand, these trends have great consequences for how *The Journal's* contents are presented, and the *The Journal's* editors and staff, together with several of the Society's committees, have been following these and other trends closely to chart the best path for *The Journal*.

The demand for printed issues is dropping rapidly as readers come to appreciate the advantages of online access. To exempt online users from printing and mailing costs, we now charge a premium for print subscriptions. The price of a print subscription will rise as the numbers drop, but eventually it will hit a cap when the cost of each issue reaches what is needed to print each copy on demand.

Although *The Journal's* contents are currently freely accessible six months after publication, there is increasing interest in having all articles freely accessible immediately on publication. The call for open access has the potential to completely change *The Journal's* financial model. *The Journal* has addressed this by providing authors with Open Choice, which has been in place since the start of this year.

Open Choice gives authors the option of having their articles freely accessible immediately on publication by paying a fee that essentially covers costs that would otherwise be paid by subscriptions. With wide uptake, Open Choice could take *The Journal* from being

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SEE INSIDE
FOR THE

FY2008 ANNUAL
PROGRESS REPORT



Eve Marder,
SfN President

wishes, we saw two seals. I had never before seen seals in Provincetown Bay. Although the bay seems eternally unchanged when we sit on the deck and watch the sun and sky, the seals reminded me that the bay is no longer teeming with crabs, shrimp, scallops, and horse shoe crabs. The *Cancer irroratus* that I once found in the bay are gone. I find it deeply

troubling to know that whole species have moved up or down the coast, presumably in response to changes in ocean temperature, and that these changes are so little noticed.

The news of the firebombing of a neuroscientist's home in Santa Cruz, California arrived by e-mail as I looked out at Provincetown Bay. The peace and natural beauty of the water and the sky were a shocking contrast with the horror I felt at the notion that anyone could seek to justify actions that threatened innocent children of a colleague because he used mice to study the development of the nervous system. The e-mails started coming then, and continue now. Much of the focus at SfN today consists of ongoing conversations and plans to ramp up our efforts to protect our members and their ability to conduct their work, as well as to educate the public about the importance and, yes, the necessity of animal work. It saddens me deeply that I found myself in a meeting with our Provost, our campus police, and a detective from the Waltham, MA police department to make sure that all of the procedures were in place should anything untoward happen on our campus. It was gratifying to learn that our institution already had relevant emergency measures in place, and distressing to realize that this kind of planning is required. I urge all of you to initiate similar discussions with your institutions to ensure that similar plans are in place, or are put into place, before the next incident occurs.

The Olympics began during my second vacation week. I find the Olympics endlessly fascinating. For me, swimming, fencing, track, diving, kayaking, and volleyball are all compelling. Some of the events are glorious to watch: as the gymnasts and divers do imponderable turns in the air, or the sprinters stretch out their long legs, I marvel in the intrinsic beauty of the young and trained human body in motion. In others, there is the drama of the competition itself, as in volleyball or ping pong. But as I watch the pole vaulting, the high jump, the discus, or the triple jump, I marvel at the capacity we humans have to create arbitrary challenges for ourselves: What is it about the human brain that drives us to set ourselves goals, and to seek to be excellent at arbitrary tasks? My pleasure at watching the pole vaulters break previous records requires a suspension of disbelief as, really,

why should anyone train for years to jump over a bar with or without a pole?

Stated differently, what kinds of brain circuits are subserved in the drive to be "the best in the world" in sports? Are these the same portions of our brain that cause us to want to be "first" to discover the secrets of LTP? How does the drive to compete interact with our drive to know? My fear is that we do ourselves and our field an injustice if we are not vigilant to avoid polluting our science with our drives "to be first in world." Certainly, personal ambition can push us to excel as scientists. And certainly, it is important to reward, celebrate, and acknowledge important scientific contributions. As I sat in Norway in the audience for the first awarding of the new Kavli Prize in Neuroscience, I thought how wonderful it is to see basic science so valued. At the same time, I fear that overemphasis on personal glory in the pursuit of science can cause us to disregard the messy complications that can sometimes arise in the pursuit of new knowledge. As we "up the ante" on success, we must retain our respect for answers that may not be easily packaged in simple "take-home lessons" or "home runs."

There are many factors that urge us to publish quickly: grants, promotions, online access to our work, wanting to give back to those funding our work. The rush to find the easy answer to the hardest problem that science faces — how the brain works in health and disease — risks that we will offer up trivial or cavalier answers to very deep and perplexing issues. As our field matures, and much of the low-hanging fruit has been plucked, now is the time when we must have the discipline to admit to ourselves and our students, how hard it is to extract insight into brain function and disease. Yes, we are making extraordinary progress in understanding the brain, but assessment of that progress must be tempered by our unwillingness to accept simplistic answers to the deep and perplexing questions of brain function.

By the time you read this, the leaves will have dropped from the trees outside my office window, and the grey days of November will nearly be upon New England. By then, we will know whether and how we will have dealt with the global economic crisis of these weeks. By then, we will know the extent to which our colleagues in Galveston and Houston, like our colleagues from New Orleans before them, have lost data, laboratories, and homes to hurricane damage. I am sure you have all heard the stories of Rita Levi-Montalcini, who continued her ground-breaking work in her basement during World War II. This reminds us that the pursuit of science will continue during times of adversity, as we have among us those who are deeply driven to create new knowledge, in spite of all odds. But it also reminds us that all of us "do science" while living our daily lives, and that 2008 is turning out to be a particularly challenging time to forecast futures. ■

SfN — Leading the Greening of Business Practices

SfN's commitment to a sustainable environment is part of a far-reaching goal to help promote change in ways that are environmentally, socially, and fiscally responsible wherever possible. In 2008, SfN expanded environmental efforts, was recognized by leading environmental management awards, and has begun being recognized in its own community as a vocal advocate for improving sustainability.

INFLUENCING THE NONPROFIT COMMUNITY

At the August 2008 American Society of Association Executives (ASAE) & The Center for Association Leadership meeting, SfN led a presentation on "Embracing a Green Culture: Taking an Organization-Wide Approach To Reduce Your Environmental Footprint." The panel included three vendors with which SfN collaborates: Envision Design, Good Printers, and the San Diego Convention Center. A key message was the importance of forming strategic partnerships, such as with vendors, to accomplish environmental goals. This allows both parties to go farther than they would have been able to alone.

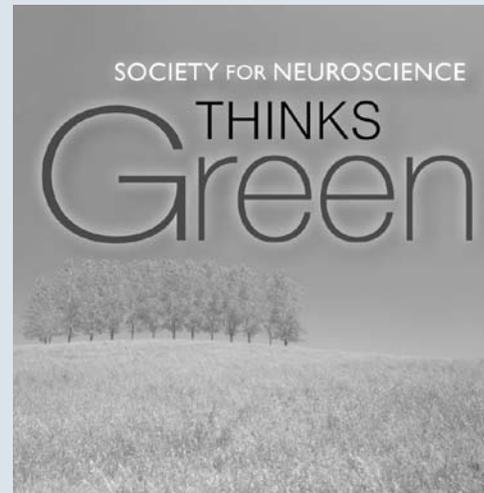
The headquarters building received the Environmental Protection Agency (EPA) Energy Star designation, marking superior performance and recognizing it as one of the most efficient buildings in the country.

Convening this panel reflects SfN's belief that societies and associations can play a powerful role in advancing sustainable practices. SfN communications alone reaches more than 38,000 members, as well as thousands of school teachers, public policy officials, and the general public. In turn, ASAE has more than 22,000 members representing nearly 11,000 associations and other organizations that represent more than 287 million people and organizations worldwide. Imagine the opportunities to reinforce, in large and small ways, the benefits of "green" business practices.

AWARDS

During the past year, SfN was recognized for its environmental commitment. In July 2008, the headquarters building received the Environmental Protection Agency (EPA)

NEW BROCHURE ONLINE



Learn more about the Society's day-to-day environmental stewardship efforts. Visit www.sfn.org/green.

Energy Star designation, marking superior performance and recognizing it as one of the most efficient buildings in the country. Envision Design and the Society also received the distinction of "Highly Commended" for promotion of sustainability in its office space, part of the Sustainable Leadership Awards for Design and Development. Envision Design was also awarded a Presidential Citation for Sustainable Design from the DC Chapter of the American Institute of Architects.

Finally, SfN received the Green Power Leadership Award for purchasing 100 percent wind power for the headquarters building, and as a result was awarded membership to the 2007 Green Power Leadership Club, an elite group of U.S. EPA Green Power Partners. The EPA co-sponsors the Green Power program in conjunction with the U.S. Department of Energy and the Center for Resource Solutions to recognize the leading actions of organizations, programs, and individuals that significantly advance the development of green power sources.

SfN recognizes the value of large and small efforts that truly make a difference. By being mindful of the broader impact of its day-to-day practices, decisions, and actions, the Society is setting a successful example within the association community about the key strategies that help reach green and sustainable business goals: organizational commitment, making green part of the culture, and forming strategic partnerships. ■

International Collaboration Efforts Expand

Reflecting the Society's increasing international membership (see FY2008 Annual Progress Report) and the increasingly global nature of neuroscience, SfN is strengthening its partnerships and programs to better meet the needs of international neuroscience. Together with strategic partner organizations, including the Federation of European Neuroscience Societies (FENS) and the International Brain Research Organization (IBRO), SfN supported activities that took place in cities around the world from Geneva to Queretaro, Mexico, from Montreal to Dakar, Senegal, and at home in Washington, DC. The joint SfN International Affairs Committee and National Academy of Sciences' U.S. National Committee for IBRO (IAC-USNC), also serving as the US-Canada Regional Committee to IBRO, led the way on many of these efforts.



First Teaching Tools School and Neuroscience Workshop, Saly (Dakar), Senegal.

FENS FORUM

This year's FENS Forum in Geneva, Switzerland, July 12 – 16, 2008, attracted over 5,300 scientists, clinicians, and decision-makers from throughout Europe, as well as North America, Japan, and Australia. SfN exhibited materials, sponsored a networking social for North American student and postdoctoral attendees, and distributed nine travel awards to North American graduate students to attend the Forum. The next FENS Forum will be held in Amsterdam in July 2010. Visit the FENS Web site at <http://fens.mdc-berlin.de/>.

BUILDING NEUROSCIENCE CAPACITY

Working closely with IBRO and partners in Canada, the IAC-USNC supported both ongoing and new activities this year aimed at building capacity and supporting neuroscience training in developing countries.

Ricardo Miledi Neuroscience Training Program, Queretaro, Mexico

The Society continued to support capacity building in Latin America and the Caribbean through the 2008 Ricardo Miledi Neuroscience Training Program, held February 4 – 22, 2008 at the UNAM Institute de Neurobiología in Queretaro, Mexico. The three-week course on “Neuronal Differentiation during Embryonic Development and from Stem Cells In Vitro and In Vivo” (the fourth annual course supported by a grant from The Grass Foundation) provided intensive hands-on training to 15 competitively selected neuroscience students from seven different countries — Argentina, Brazil, Chile, Colombia, Mexico, Peru, and Venezuela. Each student also receives the Hugo Arechiga Fellowship, which provides support to attend the SfN annual meeting.

Canadian IBRO School, Montreal

The IAC-USNC, with funding from IBRO and the Canadian Institutes of Health Research, supported the second annual Canadian IBRO School, held May 25 to June 4, 2008 in Montreal. The course brought together 14 promising young investigators from four countries in Africa and three in Latin America for a week of intensive learning about mechanisms of pain.



The Ricardo Miledi Neuroscience Training Program 2008 students at the Institute of Neurobiology-UNAM, Queretaro, Mexico.

Teaching Tools and Neuroscience Workshop, Dakar, Senegal

During the 2007 Society of Neuroscientists of Africa meeting, participants identified a crucial need to strengthen capacity for the teaching of neuroscience in African countries

and, in response, the IAC-USNC in collaboration with IBRO launched a new initiative — a “Teaching Tools” workshop designed for junior faculty members.

The workshop took place June 30 – July 4, 2008 in Dakar, Senegal, and combined lectures with laboratories and small-group discussions among the 18 trainees from throughout Africa. The workshop focused on motor systems and motor disorders, with an emphasis on Parkinson’s disease, and also provided valuable sessions on pedagogical skills. Funding was provided by IBRO (in partnership with UNESCO’s International Basic Science Program), the National Parkinson Foundation, SfN, and the NIH Blueprint for Neuroscience Research through a grant to the National Academy of Sciences.

Summer Training Fellowships

With support from IBRO, SfN continued its sponsorship of a fellowship program for highly qualified and motivated research trainees from resource-limited countries to attend courses at the Marine Biological Laboratory in Woods Hole, Mass., and Cold Spring Harbor Laboratory in New York. Seven students from Argentina, Brazil, Hungary, India, Mexico, South Africa, and Uruguay were funded this year. Each fellow also receives support to attend a Neuroscience meeting.

NEUROSCIENCE 2008

Travel Awards & Other Support

This year, the SfN-IBRO International Travel Awards will support 30 neuroscientists from eight low and middle-income countries to attend the SfN annual meeting. The selected awardees are from: Argentina, India, Brazil, Georgia, Iran, Nigeria, Poland, Ukraine. These and other SfN-supported international fellows have been invited to present at SfN’s first International Fellows Poster Session where young investigators can network and discuss their research in a more intimate setting.

Embassy Events

The Washington location of Neuroscience 2008 provides a key opportunity to showcase and build support for international neuroscience. As a result of its outreach to embassies in advance of the meeting, SfN was invited by the Science Diplomats Club to address its members. On June 24, SfN staff joined 30 science officers representing more than 20 countries to discuss opportunities to host SfN members at their embassies during the November meeting. SfN IAC-USNC member Sharon Hrynkow also presented a compelling talk on neuroscience and its global impact and opportunities for international cooperation. ■

SfN WANTS YOUR OPINION

Participate in the SfN Members’ Business Meeting. It is a key forum to share your thoughts and suggestions with the Society’s leadership while learning about your professional society’s latest accomplishments.

- Meet and engage with the new leadership
- Share suggestions and raise concerns
- Learn how to get involved in SfN committees
- Enjoy the camaraderie of other SfN members as you enjoy light refreshments



Attend the SfN Members’ Business Meeting, Tuesday, Nov. 18, 6:30 – 7:30 p.m.



John Maunsell,
The Journal of Neuro-
science Editor-in-Chief

subscription-based to being a fully open access journal.

NQ: As the first year of the Open Choice experiment concludes, what are your thoughts about it? Has it worked? What are its challenges?

While the numbers have been rising, relatively few authors have selected Open Choice. It's too early to know, but it may be that

authors and institutions are not prepared to cover the cost for open access. Making *The Journal* open access so that its entire contents are immediately accessible to all interested readers is a worthy goal, but *The Journal* has to operate with sound finances. We will see how the number of Open Choice articles grows over the next year and we will continue to explore options that might help us make the transition to a fully open access journal.

NQ: Last winter, *The Journal* joined the Neuroscience Peer Review Consortium. Today, more than 30 journals are members. How is it going and where do you see it headed? Why should authors take part and what should they know about the system to maximize its effectiveness?

It's gratifying to see how many journals have joined the Consortium. I think its acceptance reflects the widely held feeling that there is great potential for streamlining the review process. With constant pressure to publish their work in the highest profile journals, authors regularly "aim high," which results in many manuscripts being submitted to two or more journals before being accepted for publication. By allowing authors to forward reviews from one journal to another, the Consortium provides a mechanism to reduce the number of times a manuscript is reviewed. Every time reviews are forwarded it can save hours of reviewers' time and weeks of publication delays. Authors have been using this option at a steadily rising rate during the Consortium's first year. If use continues to grow, the Consortium could radically reduce redundancy in manuscript review. I encourage any author not familiar with how the Consortium can speed publication of their articles to visit the Consortium's Web site (<http://nprc.incf.org>).

NQ: *The Journal* recently changed its manuscript submission system. How do you hope this will streamline the user experience for members submitting to *The Journal*?

The new submission system has given us many new features that speed and simplify the handling of the 6,000 manuscripts *The Journal* receives each year. Most of these are invisible to authors, because they affect the way that *The Journal's* staff and editors process manuscripts behind the scenes. One notable improve-

ment that members will see is the introduction of the feature that had been most requested by authors: the ability to submit a manuscript and its figures as a single, author-formatted PDF document. This saves authors from having to upload a separate file for every figure, and gives them the assurance of knowing exactly how their material will be presented to the reviewers.

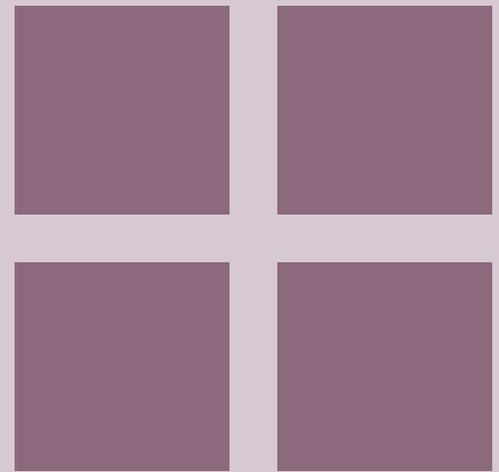
NQ: As the most cited neuroscience journal, *The Journal* is certainly among the top in its field. How do you manage the peer-review system to ensure the best papers are being published?

One factor contributing to *The Journal's* leading position is recruiting editors who are working scientists with deep understanding of the science they handle, who focus on accepting only those manuscripts of the highest quality and significance. But a bigger factor is largely beyond my control, namely the tremendous dedication and effort of our reviewers. Every year we rely on literally thousands of reviewers to evaluate our submissions and provide feedback on which are most appropriate for presentation in *The Journal*. *The Journal* could not hold its leading position without the effort of the reviewers who help us identify the very best manuscripts.

NQ: How do you feel impact factor is being used? Do you continue to have concerns about its use in making tenure decisions? Do you see any potential for widespread acceptance or use of a different metric?

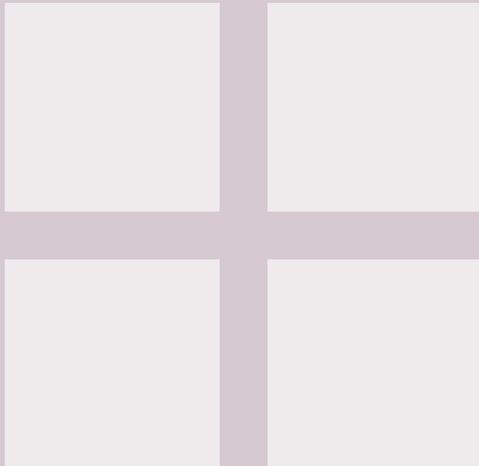
I don't think impact factor has any place in tenure decisions. A journal's impact factor is such a poor predictor of a given article's worth that it provides no useful information to anyone who has taken the time to read the article, and evaluating a scientist without having qualified individuals read his or her publications would be simply irresponsible. Quantitative measures can be valuable, but a journal's impact factor tells next to nothing about a specific author. I also get requests from institutions that want *The Journal's* acceptance rate to use in promotion decisions. Self-reported journal acceptance rates are arguably an even less reliable indicator of an individual's contributions than are journal impact factors.

Trying to get institutions to give up on simple, canned metrics is difficult: they're too easy to use and numbers give an illusion of rigor. Fortunately, this problem is becoming more widely recognized, and several measures that attempt to capture the contributions of an individual, rather than a journal, have been proposed. None is perfect because they have biases, such as favoring people who have been publishing longer or people who work in larger fields. However, given the ready availability of publication data and the ease with which different metrics can be computed, validated and refined, I'm hopeful that impact factor might be replaced with something that provides meaningful information about the contribution of an individual relative to colleagues at a similar stage in their careers. ■



PLOTTING THE COURSE

ANNUAL PROGRESS REPORT FY2008



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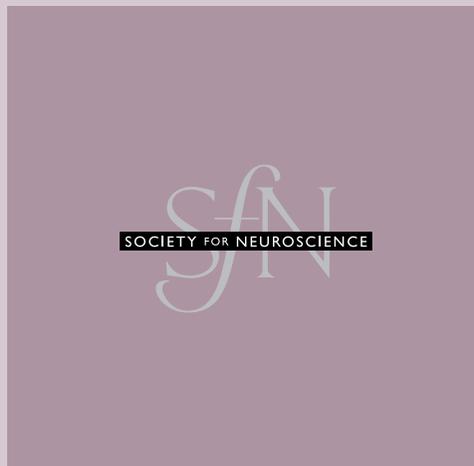
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A MESSAGE FROM THE PRESIDENT

In an era rich with discovery and even greater promise, the Society for Neuroscience is plotting a course to advance science and science education, as well as health and well-being. In FY2008, the Society did so by delivering value for its members, while recognizing changes and challenges in its world — in membership, public stakeholders, and even the environment. While maintaining signature programs that advance and disseminate scientific knowledge, the Society leadership is finding in today's changing landscape opportunities to support and leverage new trends, such as globalization, new technologies, and a younger scientific community.

FACILITATING EMERGING SCIENCE

Reflecting the diversity and potential of the field, SfN's annual meeting, Neuroscience 2007, featured leaders from the worlds of science, business, and politics, as well as more than 16,000 abstracts on new scientific discoveries, and it offered a particular emphasis on technological advances in brain research. Drawing more than 32,000 scientists, clinicians, and advocates, it was the second largest meeting in the Society's history. While the annual meeting is a singular venue for science, *The Journal of Neuroscience* reported discovery and innovation throughout the year. It was also a time for *The Journal* to prepare for changes in its own leadership and the future of scientific publishing. Under new editorial leadership, *The Journal* launched a new manuscript submission system and a new cascading review process in partnership with more than two dozen other neuroscience journals. It is also launching an experiment providing members with the option of open access publishing.

SUPPORTING NEUROSCIENCE AND SCIENTISTS

Professional development programs remain a cornerstone of SfN activity to help cultivate the next wave of leading researchers. The Society worked — through the Committee on Women in Neuroscience and the Committee on Diversity in Neuroscience, as well as mentoring and jobs services — to increase opportunities for all. New awards also recognized scientists at many stages, including young leaders through the Next Generation Award, and established neuroscientists through the Julius Axelrod Prize.

International efforts are expanding as well. Given growing numbers of both international and younger members, SfN has more than doubled the number of international travel awards to defray annual meeting expenses. Additionally, one SfN chapter partnered with the Interna-

tional Brain Research Organization and the University of Zambia to support and cultivate neuroscience's global reach, while the Ricardo Miledi Neuroscience Training Program supported an innovative program for young scientists in Latin America and the Caribbean.

The SfN Council and committees are also leading a major planning initiative based on an analysis of the 2007 membership survey. With feedback from more than 9,000 members, there is much to applaud: 93 percent of members were satisfied with their membership. Nonetheless, there were also identified growth areas: a desire for more professional programming, as well as more engagement in the community, with advocacy, and with other neuroscientists. The survey also confirmed changing demographics: 45 percent of respondents were 35 or younger — and 36 percent of SfN members live and work outside the United States.

Interest is growing in more sophisticated communications tools to help SfN reach its technologically savvy and geographically diverse membership. For instance, staff is exploring communications resources that could connect members, regardless of location, to facilitate learning and professional development, as well as new technologies like wikis to enhance public education efforts and provide more member engagement opportunities. Chapters are also a growing component of future strategies to engage members and the broader community. Fifteen new or reactivated chapters — including six from outside the U.S. — emerged in 2008, bringing the total to 124, with more expected in the coming year.

EDUCATING AND ADVOCATING

SfN educational outreach engages this generation of scientists to spark excitement in the minds of future scientists. As partners in the Brain Awareness Campaign,

SfN members worked from Livingston, New Jersey, to Eskisehir, Turkey to educate thousands of people, young and old, about the “universe between their ears,” and there was considerable growth in member involvement in local schools through the Neuroscientist-Teacher Partner program. FY2008 also focused on creating more and better neuroscience resources to support K-12 educators, ranging from online material to participation in major teacher conferences. *Neuroscience Core Concepts*, a major SfN initiative, has created the first set of essential principles about the brain and nervous system that the public should know.

SfN is also working to build capacity as an advocate for sustained research funding, which is crucial to medical and scientific advances. On behalf of the Society, I submitted testimony to the U.S. Congress urging funding increases for the National Institutes of Health and the National Science Foundation. Yet one voice alone cannot create change: in April, dozens of SfN members fanned out across the U.S. Capitol during Capitol Hill Day to convey the national, and local, importance of investing in science, and the newly launched SfN Advocacy Network will also expand our effectiveness. We are also exploring ways to partner with others around the globe — this year, 15 of SfN’s *Brain Research Success Stories* were translated into Spanish for the first time and were used in advocacy by Mexican colleagues.

Finally, given a disturbing trajectory of increasing violence against researchers, the Society took a major step forward to help protect research with the release of *Best Practices for Protecting Researchers and Research*. *Best Practices* assists research institutions, which bear primary responsibility for protecting their employees, to develop proactive plans that increase personal safety and public support when a researcher faces violence or threat from animal rights activists or any other source.

GUIDED BY VALUES

Our efforts reflect SfN’s understanding that the needs of members will continually evolve; that we must consistently work to ensure a diversity of discipline, gender, race, ethnicity, and age throughout our ranks; and that iterative planning is essential to successful leadership and Society growth. Two additional values underscore the interwoven nature of today’s research and tomorrow’s potential: the use of technology and our collective responsibility to the environment.

As you will see in the coming pages, the Society has played a convening and guiding role as the field of neuroscience moves to deploy new computing and technology applications that can collect and analyze the staggering amount of scientific data now available. New technology is also learning from neuroscience — the next generation of computer memory may be informed by a growing understanding of brain function. In the face of near scientific unanimity on global warming, increasing environmental sustainability is no longer a choice and must be a global priority for individuals, corporations, and organizations. The Society will remain a leader among scientific and nonprofit societies in leading change and this year’s report highlights a growing body of research about the impact of the environment on brains and behavior.

A CORE STRENGTH: NEUROSCIENCE PIONEERS

The SfN Council views an ever-changing membership composition and enduring values as core strengths on which SfN’s future will be built. Another pillar is the contributions of neuroscience pioneers and past leaders. As the Society prepares to celebrate its 40th anniversary in 2009, Council is finding new ways to continue to honor the formation of the field. Beginning in the fall of 2008, SfN will post on its Web site reflections by past presidents on their years as leaders and the challenges the Society faced during their tenure. Many challenges will likely sound familiar, some humorous, and perhaps, some portentous, as the Society worked to anticipate, and shape, the future we inhabit today.

Since its founding in 1969, SfN has grown beyond all expectations to more than 38,000 members last year. Throughout the Society’s history, fundamental tenets have remained the same: we should be useful to members wherever they live and work, and we earn trust one member at a time. It has been an honor to serve as president this year, and to make my personal contributions to keeping great science at the heart of this wonderful Society as we plot a course to future discovery that advances science and education, and helps to improve the health and welfare of people everywhere.

Sincerely,



Eve Marder, President

CREATING VENUES FOR GREAT SCIENCE

Neuroscientists share a powerful drive to uncover the deep mysteries of how the brain works. Their research happens in real time, every day, in laboratories around the world. In such a dynamic and diverse field, SfN serves as a vital convener, creating venues to explore promising discoveries. In FY2008, the 37th annual meeting was the world's largest neuroscience forum and drew near record attendance, while The Journal of Neuroscience published emerging news and is helping to lead change in scientific publishing.

NEUROSCIENCE 2007: ATTENDANCE TOPS 32,000

Neuroscience 2007 was the second largest of the Society's annual meetings, next in size to the 2005 meeting in Washington, DC and drew 32,186 attendees. The event, held November 3 – 7 in San Diego, drew a diverse group, reflecting the changing face of SfN membership. While the majority of attendees were U.S. residents, nearly one-third resided outside the United States. More than 16,300 abstracts were presented during the five-day conference, while participants chose among 11 featured lectures, 13 special lectures, 24 symposia, and 22 minisymposia.

Many topics presented at the conference drew press coverage and scientific interest, including research on the teenage brain, a robot guided by a moth brain, and neural prosthetics. Other topics attracting news coverage included the roots of aggression, mirror neurons, and the role of neurogenesis in depression.

The meeting's guest speakers were high-profile as well. In the opening lecture, **Jeff Hawkins**, developer of the PalmPilot and Treo Smart Phone and founder of the Redwood Neuroscience Institute, discussed the way biologically inspired principles influence digital computing. The talk was part of "Dialogues between Neuroscience and Society," a series of annual lectures. **Andy Grove**, the former CEO of Intel Corporation, who has emerged as an advocate for accelerating the pace of biomedical research, presented a provocative discussion of new approaches for federal research funding to a standing-room-only crowd. He advocated for disease-specific research efforts massive in scale and highly integrated, similar to those in the systems engineering field. Grove also suggested creating an "X01" grant class with a mission determined by the NIH director and funding in the billions of dollars.

Newt Gingrich, former Speaker of the U.S. House of Representatives, shared his ideas and arguments in support of research that resonate with U.S. policy-makers and expressed his views in support of increased research funding. He urged audience members to remember the responsibilities entrusted to their profession and act as "citizen-scientists" by contacting elected officials and educating them.



One of the most trafficked areas at the annual meeting is the poster floor, where members present the latest neuroscience research findings. The floor buzzes as researchers share ideas and information.

The **Presidential Special Lectures** illustrated how leading neuroscientists advance the field using new technologies. Karel Svoboda of Janelia Farm Research Center/Howard Hughes Medical Institute (HHMI) presented highlights of imaging synapses in the last decade and discussed emerging advances. H. Sebastian Seung of the Massachusetts Institute of Technology/HHMI discussed the impact of new data-gathering methods on the science of neural networks. Mark H. Ellisman of the University of California, San Diego highlighted current accomplishments in human and model studies and illustrated what future neuroscientists

might expect from neuroinformatics. Heidi Johansen-Berg of the University of Oxford described new imaging techniques used to estimate paths of connections in the brain.

The conference offered attendees a wealth of professional development and networking opportunities. As part of the “**Meet-the-Expert**” series, seasoned researchers described their techniques and accomplishments while sharing tips with attendees. Two **short courses** enabled attendees to explore strategies for phenotyping rodent behavior, and applications and limitations of inhibitory RNAs mediating gene silencing. The **Neurobiology of Disease Workshop** focused on sleep and related disorders, while a roundtable discussion moderated by SfN Past President David Van Essen explored **New Directions in Data Mining** and examined synergies between databases and online journal publications. A **professional skills workshop** spanned two days and covered a range of topics, including career development, graduate school admission, selecting postdoctoral positions, and writing grants. Other workshops covered topics such as starting an SfN chapter, preparing a successful annual meeting symposium proposal, obtaining NIH and NSF funding, teaching neuroscience, and pursuing a neuroscience-based career path. The popular **Brain Awareness Campaign Event** featured Richard Morris, then president of the Federation of European Neuroscience Societies, who noted the exponential growth of Brain Awareness Week (BAW) activity throughout Europe. At Neuroscience 2008 in Washington, DC, the Brain Awareness event will examine the future of the Brain Awareness campaign as we approach its 15th anniversary. Plus, for Neuroscience 2008, education will continue to be a priority, given the expansion and renaming of Theme H. Now titled “History, Teaching, Public Awareness, and Societal Impacts in Neuroscience,” Theme H will entail presentations of history, teaching, public awareness, and ethical and policy issues.

The meeting continues to maintain a sterling reputation among tradeshows. In 2007, the meeting was ranked by scientists and exhibitors as having one of the best exhibit halls, as reported by BioInformatics, LLC, a research and advisory firm offering trade show exhibition strategies in the life science market. The meeting was also ranked fifth in *EXPO* magazine’s “Top 25 Medical Shows.”

To meet evolving needs as the event grows, the Society is making several organizational changes. During FY2008, SfN took in-house responsibility for managing hundreds

of exhibitors showcasing biomedical products, equipment, and services. In addition, the Society’s annual meeting program and logistics departments have been integrated to streamline meeting planning and execution into one division.



The Society’s goal is to have the annual meeting remain an internationally renowned arena for presenting and discussing the groundbreaking neuroscience research that drives the field.



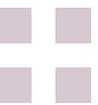
SfN will continue moving forward with positive changes to help the annual meeting maintain the highest quality and expand in size, scope, and diversity. The Society’s goal is to have the annual meeting remain an internationally renowned arena for presenting and discussing the groundbreaking neuroscience research that drives the field.

LEARN MORE: www.sfn.org/am2008

THE JOURNAL OF NEUROSCIENCE: REPORTING SCIENCE AND SHAPING PUBLISHING

For *The Journal of Neuroscience*, FY2008 marked a year of accomplishment and transition. *The Journal* remained a leading source for emerging news, welcomed a new editor-in-chief, and began a series of initiatives to prepare for future scientific and publishing opportunities.

John Maunsell, professor of neurobiology at Harvard Medical School and an HHMI Investigator, was named *The Journal’s* seventh editor-in-chief and succeeded Gary Westbrook. After eight years as a reviewing and senior editor of *The Journal*, Maunsell started his five-year term



on Jan. 1, 2008. He has guided *The Journal* through a number of initiatives designed to keep it on the leading edge of scientific publishing: the launch of a new manuscript submission and peer review system, and enhanced access to online research data and scientific information.

Improving access to data was discussed at a well-attended Neuroscience 2007 roundtable, “New Directions in Data Mining: Synergistic Enhancements of Online Journals and Databases,” which built on the PubMed Plus conference held in June 2007. One major initiative discussed was the launch of a “cascading review” system, a process for expedited manuscript evaluation that can be initiated at the author’s request. As a result, *The Journal* partnered with nine other neuroscience journals to form the **Neuroscience Peer Review Consortium**, which began its one-year trial period on Jan. 1, 2008. Its goals are to support efficient and thorough peer review in neuroscience, speed the publication of research reports, and reduce the burden on peer reviewers. If successful, it may be extended indefinitely. Thirty-seven journals have joined the Consortium, and more are in the process of joining.

The San Diego roundtable also focused on opportunities to help neuroscientists obtain more efficient access to the vast amounts of information available in online journal articles and in various neuroscience-related databases. One set of recommendations involves improving the collection and organization of **metadata** — key words such as scientific terms or topics that describe study content — that would allow for more accurate online searches and data retrieval. SfN’s Neuroinformatics Committee has been focusing on an experiment with *The Journal of Neuroscience* to determine what metadata should be collected to facilitate improved data mining: when and how to collect and store data are among the issues. Metadata has been harvested from approximately 100 articles published in 2007, and queries are being developed to test the collected metadata. The results will be compared to regular Medline searches.

An expansion of **public access** took effect in January 2008 for articles in *The Journal*, which gives authors the option of paying an additional fee to make their published papers freely available online upon publication. The SfN Council approved the **Open Choice** option in November 2007 in response to the dramatic transformation that scientific publishing is undergoing due to technological changes. SfN joins a growing number of publishers offering an open choice option for authors;

results of a June 2006 author survey played a role in the Society’s decision to launch the Open Choice experiment. In the survey, half of the respondents said they would, in principle, support SfN adopting an open access business model, but authors offered conflicting responses about how much they would be willing to pay.

A provision in the federal fiscal year 2008 omnibus appropriations bill, which President Bush signed in late December, requires that all NIH-funded investigators submit electronic copies of their peer-reviewed manuscripts to the National Library of Medicine’s PubMed Central. As a service to authors, *The Journal of Neuroscience* deposits in PubMed Central final versions of manuscripts that describe work funded by the NIH, HHMI, and the Wellcome Trust, and which are accepted for publication in *The Journal* on or after April 7, 2008.

The Journal has also been working to improve its technology platform. A **new manuscript submission and tracking system**, eJournal Press, was launched in FY2008. In February, *The Journal* launched its **redesigned Web site**, which will continue to offer its readers the complete line of online features such as CITE-TRACK, eLetters, and collected papers, as well as links to cited articles through CrossRef.

Submissions of manuscripts continue to rise in 2008. *The Journal* is projecting 5,860 submissions for Calendar Year (CY) 2008. This is a projected increase of two percent over CY2007. New submissions in CY2007 totaled 5,722.

Acceptance rates have remained stable. The acceptance rate during CY2008 is 14 percent for Brief Communications and 19 percent for Regular Manuscripts. Time to first decision for manuscripts is approximately 33 days for both Brief Communications and Regular Manuscripts. The production time from acceptance to publication has dropped to 22 working days.

Institutional subscriptions year to date have increased over CY2007 by 4.5 percent. To date, 2008 subscriptions total 1,128 as compared to 1,081 in 2007. Multi-site subscriptions account for the increase in overall subscribers. These multi-site subscribers more than doubled in CY2008 and account for 153 institutional subscriptions. An example of a multi-site subscription is a university subscribing at three different campuses.

LEARN MORE: www.sfn.org/journal ■■

SUPPORTING THE NEUROSCIENCE COMMUNITY

SfN programs facilitate the growth of the neuroscience community and individual scientists. In today's global context, there are new opportunities to strengthen connections across a diverse field — and challenges to doing so effectively. In FY2008, SfN made a strategic effort to learn more about the needs of its changing community, one that is younger, more international, and interested in getting engaged locally, nationally, and internationally. This information is now driving planning and action for the future.

MEMBERSHIP: GROWING AND CHANGING

The field of neuroscience and SfN, the profession's largest membership association, continue to grow — even at a time of significant external pressure on the scientific community. SfN membership reached a **record high** of 38,677 at the end of 2007 and remained strong as of summer 2008.

During the year, the Society focused efforts on analyzing and developing strategies to meet changing member needs. Enhancing the member experience was one of several goals identified in the Society's revised strategic plan, adopted in 2006. SfN launched a **comprehensive electronic survey** in June 2007 to help identify member demographics and needs. A total of 9,290 members participated — an impressive survey response rate of 27 percent that demonstrates a strong commitment to helping SfN strengthen its role as a membership organization.

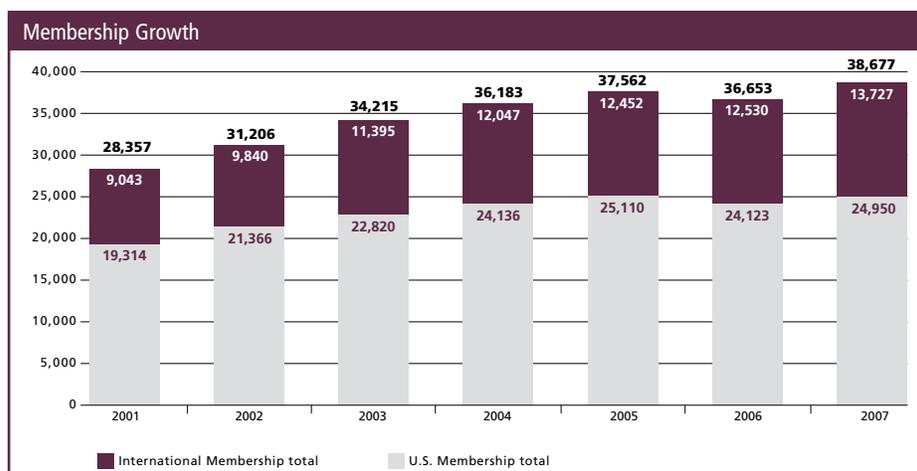
The information gathered provided a quantifiable overview of member composition and satisfaction. Results revealed a diverse membership with evolving, dynamic needs. In the coming months and years, SfN will use this information to craft a membership enhancement plan targeting member engagement and communication, as well as expanded programming and services.

The survey results reflected what has been a gradual but dramatic shift in membership composition. The Society is increasingly drawing new and younger members. Over the last six years, student membership increased 93 percent

to comprise 26 percent of SfN's membership in 2007. Among survey respondents, 45 percent were 35 years old or younger.

SfN has already taken steps to accommodate this demographic shift and encourage and facilitate participation of younger members, who are especially hard-hit by the current research funding climate. The Society created and highlighted new resources for student attendees at the annual meeting. The online roommate matching service, featured for the first time at Neuroscience 2007, was a small but successful experiment and will continue for the 2008 annual meeting in Washington, DC. More significantly, SfN leadership approved the creation of new membership dues and annual meeting registration fee categories for postdoctoral trainees. The reduced dues and fees go into effect in 2009.

As SfN increasingly reaches younger members, embracing new communication methods is imperative. For this reason, the Society is exploring Web-based communication strategies and services. SfN's Membership and Chapters Committee has been spearheading discussions about the potential uses of Web technologies such as



social networking forums, podcasts, and blogs to serve the professional needs of its members. As SfN explores these and other Web communication strategies, members can expect more improvement on this front in the future.

In addition to younger members, the Society's international member base continues to grow with international membership statistics climbing more than any other segment. Between 2001 and 2007, regular international membership grew by 39 percent and international student membership outside North America grew by a considerable 117 percent. Today, 29 percent of members live outside North America and 36 percent outside of the United States.

Given the increasingly global nature of neuroscience, the Society must work to better meet the needs of its growing international membership. This imperative is affirmed by the finding that 70 percent of non-U.S. members surveyed cited SfN as their primary membership organization, very close to the portion (76 percent) of U.S. respondents to the same question. SfN continues to strengthen international partnerships including with the Federation of European Neuroscience Societies (FENS) and International Brain Research Organization (IBRO), among others, to explore ways to expand collaborative initiatives that will help us achieve our common goals.

Over the coming fiscal year, SfN Council, committees, and staff will continue to analyze the survey findings and develop a broad-based, multi-year membership enhancement plan that seeks to build on the already high 93 percent membership satisfaction level found among survey respondents.

LEARN MORE: www.sfn.org/membership

CHAPTERS: EXPANDING ENGAGEMENT AND REACH

Chapter expansion and member engagement at the local level continues to grow, and reflects the needs and desires reported in SfN's membership survey. As of mid-2008, the Society had **129 chapters in 45 of the United States and 15 other countries**, with international chapters growing at a fast pace. This broad network of local and regional chapters is vital to enabling increased member participation.

The Society's membership base is already actively engaged in promoting the cause of neuroscience, as revealed in the survey. Roughly 30 percent of survey respondents have participated in community or media outreach focused on neuroscience or related areas at the state or lo-

cal community level within the past two years. Outreach activities include events such as a lab open house and lectures for the general public, classroom presentations for K-12 students, and speeches at teacher workshops, contact with the media, and legislative advocacy.

While member participation is relatively strong, nearly 60 percent of survey respondents expressed interest in becoming further involved. Younger members, in particular, are motivated to find meaningful ways to become more engaged with SfN.

One way the Society is hoping to meet the desire for greater participation is by increasing and strengthening the role of SfN chapters and creating stronger local affiliations. Current SfN programs for chapters include grants for a variety of professional development and outreach activities. In FY2008, SfN funded a total of 30 grants, which enabled chapters to organize visiting lectures by eminent neuroscientists at campuses across North America and in Australia through the **Grass Traveling Scientist Program**, supported by The Grass Foundation.

Direct grants to SfN chapters enabled 29 different chapters to engage in a wide range of innovative activities including the Turkey Chapter's "Brain and Behavior in Artistic Cinema" movie series and discussions involving neuroscientists, cinematographers, students, and public guests. The Kingston Chapter in Ontario used its grant funds to support a student-initiated community outreach program on mental health and aging and rehabilitation. SfN leadership has committed to a 60 percent increase in chapter grant funding starting in FY2009, including provision of seed money to help new chapters get off to a strong start.

The vital role of chapters in fostering public outreach and education about neuroscience was given added recognition with the newly created **Next Generation Awards**. Presented for the first time at Neuroscience 2007, the awards recognize exceptional outreach efforts by chapter members while promoting engagement in educational outreach by young neuroscientists.

Another new effort to increase focus on and support for chapters was the **Chapters Workshop** at the 2007 annual meeting. Organized and led by the Membership and Chapters Committee, the workshop provided information, resources, and networking opportunities to enable participants to start or revive a chapter and to successfully apply for funding from SfN. The focus of the workshop at Neuroscience 2008 will be on expanding the

role of international chapters, a growing component of the chapter and membership base.

Due to the interest in chapter expansion and the success of the 2007 workshop, seven chapters became reactivated and eight new chapters were established in FY2008, including the first SfN chapter in the state of Nevada and a second in Oklahoma. The rapid growth of international membership was reflected in six of the new chapters being outside the U.S. — in **China, Denmark, India, Switzerland, Ukraine, and a second chapter in Mexico.**

With strong chapters worldwide and increasingly engaged members, SfN will continue to develop strategies to ensure coverage of important initiatives and programs at the local level.

LEARN MORE: www.sfn.org/chapters

PROFESSIONAL DEVELOPMENT: SUPPORTING ALL NEUROSCIENTISTS

The Society is committed to promoting professional achievement for all its members. As the needs of a changing membership base came into sharper focus in FY2008, SfN is actively developing new ways to better serve members' professional development interests.

In the past year, external funding allowed the Society to establish and administer several major new awards recognizing the work of neuroscientists. An endowment from the Eli Lilly and Company Foundation created the **Julius Axelrod Prize** for distinguished achievements in neuropharmacology and mentoring, and funding from the Astellas USA Foundation established the **SfN Research Awards for Innovation in Neuroscience**. Both new awards were presented at Neuroscience 2007. The latest addition is the **Swartz Prize for Theoretical and Computational Neuroscience**, funded by the Swartz Foundation. The award will be presented for the first time at Neuroscience 2008 and recognizes achievement in neuroscience theoretical models or computational methods. The Waletzky Prize was fully endowed in early FY2008, enabling the Society to continue to recognize research in the area of substance abuse and the nervous system.

SfN member survey respondents placed a strong value on professional development opportunities and indicated a desire for expanded programs to meet their needs. High on the list of younger members is **mentoring**. At Neuroscience 2007, the Society's Committee on Women in Neuroscience (C-WIN) guided a program that paired

experienced scientists, researchers, and clinicians with 200 students and early-career professionals — a 25 percent increase from the previous year. Together with other committees comprising the Professional Development Cluster — the Committee on Diversity in Neuroscience (C-DIN) and the International Affairs Committee (IAC) — C-WIN is working to expand the effort by facilitating year-round mentoring beyond the annual meeting.

The Society is committed to enhancing diversity in neuroscience — gender, racial and ethnic, and geographic diversity. In FY2008, SfN continued its commitment to actively advocating for the role of women and minorities in neuroscience, and to serving international members.

C-WIN's annual guest speaker luncheon, featuring SfN President-Elect Eve Marder, showcased the accomplishments of women in neuroscience. In its second year, attendance increased to over 200 attendees at Neuroscience 2007. In a related effort, SfN began building a relationship with the Association for Women in Science and will seek to expand its strategic partnerships in the future.

The Society supported 42 diversity trainees during FY2008 under the **Neuroscience Scholars Program**, a three-year fellowship for minority neuroscience trainees. Funded by the National Institute of Neurological Disorders and Stroke (NINDS), SfN completed a survey of program participants since 1995 as part of preparations for a grant renewal proposal to NINDS in 2008.

Given the growth of international membership, expanding professional development opportunities for those members has become a central theme. SfN doubled to 30 the number of annual meeting travel grants awarded to young members from developing countries. Through its collaboration with IBRO and the National Academy of Sciences, SfN co-sponsored a **workshop** on neurodegenerative diseases for developing country students. The workshop was held in collaboration with the University of Melbourne just prior to the IBRO World Congress in July 2007. The Society also distributed nine travel awards to North American graduate students attending the IBRO World Congress.

As in past years, SfN organized the **Ricardo Miledi Neuroscience Training Program** for 15 Latin American and Caribbean neuroscience students. The Society was awarded, in FY2008, a four-year grant renewal by The Grass Foundation, the program's sponsor.

LEARN MORE: www.sfn.org/professional_development ■■

EDUCATING AND ENGAGING THE PUBLIC

Helping the public and its leaders better understand the brain and nervous system and support crucial research is fundamental to the progress of neuroscience and SfN's mission. In FY2008, SfN focused on providing improved access to educational resources, partnering with teachers, and engaging public policy officials to support science. With the launch of new initiatives like the Neuroscience Core Concepts and the SfN Advocacy Network, SfN is focused on educating the public about "the universe between their ears" and engaging members to serve as vocal public advocates for science funding.

PUBLIC OUTREACH: ADVANCING UNDERSTANDING OF BRAIN RESEARCH

The Society is continually working to develop new initiatives and alliances that support its public education and information work, which is led by the Public Education and Communication Committee.

A major project of FY2008 was to develop and refine the **Neuroscience Core Concepts**, which lay the groundwork for multiple public education and information purposes. These include providing benchmarks for teachers as they integrate neuroscience into educational activities, and clarifying essential principles that the public should know about the brain and nervous system. Following a year of development, eight concepts are organized within four "mega-concepts" and contain facts to stimulate further thinking and exploration. The *Neuroscience Core Concepts* have been correlated to the National Science Education Standards to align with teaching requirements. Dissemination to the K-12 community will include print and Web material, along with integration into a new SfN online source for resources for teaching about the brain.

The 2008 **Brain Awareness Week**, March 10 – 16, was celebrated locally by SfN staff and joined by SfN President Eve Marder in Washington, DC. In a collaborative effort with the Dana Alliance for Brain Initiatives and the National Museum of Health and Medicine, SfN assisted with a week's worth of educational activities at the Walter Reed Army Medical Center for 800 DC metro-area students. Worldwide, SfN members and partners from Turkey to New Jersey to Australia worked with thousands of students, young and old, to make the 2008 Brain Awareness Week a success. In February, the Society also supported the Washington, DC, and New York City Brain Bees, hosted and organized by the Dana Alliance for Brain Initiatives.

In an ongoing effort to provide readily accessible, high-quality, accurate education resources to K-12 educators, SfN has developed the core of a neuroscience education



A student at the 2008 Brain Awareness Week. The public learns about the progress and promise of neuroscience research through SfN's public information and general education outreach.

portal to serve as its public education gateway. The first two components of the portal were the expansion of SfN's **Neuroscience Resources for the K-12 Classroom CD-ROM** and the migration and enhancement of the CD contents onto a Web site with sophisticated search capability. The updated CD-ROM, completed in October

2007 with over 300 resources, has been distributed widely to both SfN members and educators. The full online portal, **Neuroscience Education Resources Virtual Encycloportal (NERVE)**, has recently launched. The year ahead will include efforts to enhance and expand the site's contents and functionality while promoting its availability. As the *Neuroscience Core Concepts* are finalized and integrated online, SfN will link the concepts and NERVE. Efforts will continue to secure inclusion of SfN education resources in major science education online libraries such as the Gateway to 21st Century Skills, the National Science Resource Center, and Science NetLinks at the American Association for the Advancement of Science.

Since 2003, the Society has maintained a strong presence at the **National Science Teachers Association** conference. This annual event represents one of the Society's largest public education efforts and illustrates its commitment to working with K-12 teachers. SfN's educational resources and an SfN team of members and staff joined 15,000 educators in Boston. SfN also exhibited and sponsored workshops at the **National Association of Biology Teachers 2007 Conference**, with more than 1,200 educators.

The Society continued its partnership with the **Science Olympiad**, one of the premier national science competitions. Middle and high school students participate in local and state competitions at more than 14,000 schools nationwide in efforts to reach the national tournament. SfN sponsored two team-based events, Health Science and Anatomy, which included a neuroscience focus. The Health Science event's winning team from California was presented, before a crowd of more than 4,200 competitors, coaches and parents, with a special award by SfN — a trip to Neuroscience 2008.

Reflecting the successful collaboration between SfN members and educators, the Society's **Neuroscientist-Teacher Partner Program** experienced notable growth in FY2008 with more than 425 SfN members participating. The program partners K-12 educators and others involved in teacher preparation at the college or university level with Society members. At Neuroscience 2007, 12 educators and their neuroscientist partners were honored as special guests at a neuroscience education breakfast, along with the recipient of the Science Educator Award, who was recognized for outstanding contributions to public education.

Another highlight from FY2008 is an online educational collaboration between the **National Health Museum (NHM)** and SfN. These two groups are planning to develop an online education series focused on key themes and knowledge related to the brain and nervous system. The project's innovative components will meet two key objectives: providing NHM's growing audiences with exciting science-based, health-related educational content, and enhancing SfN's extensive communications efforts to encourage dialogue between the educational and scientific communities.

Media and high quality public information has been a core SfN emphasis for many years. In FY2008, the Society saw wide annual meeting coverage, and increasing media attention to work appearing in *The Journal of Neuroscience*. A new publication, *Research & Discoveries*, focuses on the role of basic research in advancing science and creating the platform on which new health discoveries are made. *Research & Discoveries* joins a group of well-respected and widely read publications, including *Brain Facts*, *Brain Briefings*, and *Brain Research Success Stories*, all of which are available on the Society's Web site.

Numerous activities and ongoing development and expansion of resources position SfN to meet the evolving needs of teachers and members with dynamic and accurate educational tools. In addition, these initiatives build on SfN's efforts to reach out to the public and improve public understanding of neuroscience.

LEARN MORE: www.sfn.org/public_education

LEARN MORE: www.sfn.org/newsroom

SCIENCE ADVOCACY: INFLUENCING PUBLIC POLICY, PROTECTING RESEARCHERS

SfN and the broader scientific community continue to grapple with maintaining a healthy funding stream for research in the face of significant budgetary constraints, and to address a growing trend of violent and illegal acts by animal rights activists. In preparation for a new administration and U.S. Congress in 2009, the Society is strengthening its efforts to engage members in advocating for biomedical research. Expanding government advocacy efforts are focused on both U.S. activity, and on discovering ways to be a resource for broader global efforts to advocate for science funding. In the U.S. and worldwide, researchers are threatened by extremists who harass and terrorize rather than engage in reasonable discourse — including



The 2008 SfN Capitol Hill Day brought more than 20 SfN members to visit nearly 50 offices to discuss the serious impact flat research funding can have on public health, the economy, and the research enterprise.

a deeply troubling firebombing of a researcher's home, endangering young children. SfN is actively working to engage with universities and other institutions to protect researchers and research from growing violence and threat.

GOVERNMENT AND PUBLIC AFFAIRS

The last five years of near-flat **National Institutes of Health (NIH)** and **National Science Foundation (NSF)** budgets have created an increasingly precarious environment in which grants are being squeezed and trainees and established researchers are unsure about their futures. In the final FY2008 budget, NIH and the NSF received minimal increases although Congressional supporters were able to include some additional funding in the FY2008 supplemental bill. Nonetheless, there is resulting widespread concern over the impact of eroding research funds on the scientific enterprise. Given the unfortunate fiscal climate in the United States and abroad, these challenges will likely continue with the next administration and Congress. In this environment, the SfN Government and Public Affairs (GPA) Committee seeks to harness the membership's considerable breadth, influence, and expertise to help build a long-term, sustainable climate that supports increased, stable federal research funding, in collaboration with key strategic partners across the scientific and business communities.

Member involvement is essential to the success of SfN's U.S. advocacy efforts because science, like politics, is

both local and national. Members of Congress need to know and understand how science and research funding affects their constituents, their districts, and their states. In addition to legislative e-mail alerts to all members, GPA is enhancing targeted member engagement in advocacy through the Capitol Hill Day, SfN chapters, and the new SfN Advocacy Network.

The 2008 **Capitol Hill Day**, held on April 22, brought more than two dozen SfN members to visit nearly 50 offices and discuss the serious impact that declining research funding has on their research and home institutions. Because engaging **SfN chapters** in advocacy is a major part of SfN's expanding efforts, for the first time chapter leaders from Michigan, Pennsylvania, California, Georgia, and Maryland received advocacy training and participated in Capitol Hill Day. They returned to their home states to share with colleagues the importance of local and national advocacy in advancing neuroscience priorities. Back home, several SfN members have already met with their members of Congress and staff in their districts, even providing lab tours. These experiences are invaluable to forming personal, impactful relationships with congressional offices.

The new **SfN Advocacy Network**, launched in July 2008, consists of SfN members committed to developing substantive communications and relationships with their

members of Congress and staff. As part of the network, participants receive regular legislative updates and are called upon to contact specific members on important votes. This effort is just one step towards building a strong grassroots foundation to support increased advocacy activities.

To complement the member engagement strategy, SfN continued **partnerships with scientific and patient organizations** as part of coalitions focused on NIH and NSF funding. Coalition leaders in the science community urged Congress to provide a 6.5 percent increase for NIH in FY2009, which would restore funding to at least the biomedical research inflation rate, plus three percent, which is the average increase provided to NIH for nearly 40 years. As part of the **Coalition for the National Science Foundation**, SfN supports a 20 percent increase for NSF in FY2009. While this is a considerable increase, it matches the level recommended in the America COMPETES Act, signed into law by the president, and has the support of 150 members of the U.S. House of Representatives. Despite support for increases from bipartisan leadership on Capitol Hill, the politics of the presidential election make it difficult to predict what will happen with 2009 federal funding.

LEARN MORE: www.sfn.org/gpa

ANIMALS IN RESEARCH

Eleven SfN members reported being attacked by animal rights activists in 2007, the most in a single year. The trends are particularly troubling as attacks have become increasingly violent and personal: in summer 2008, the firebombing of a researcher's home in Santa Cruz, California forced his family, including two young children, to flee their home down a two-story fire ladder. To help address this disturbing trend, SfN's Committee on Animals in Research (CAR) has established a leadership role to assist the research community in protecting itself.

Guided by CAR, SfN released **Best Practices for Protecting Researchers and Research** in February. With recommendations in the areas of administration, security, and public affairs, *Best Practices* builds on safety and security plans created at top U.S. research institutions and offers a template to better protect scientists. SfN members are meeting with university administrations to discuss the dramatic increase in animal rights activity, and institutions have expressed enthusiasm for the

document's recommendations. Perhaps most importantly, *Best Practices* encourages institutional leaders to speak out publicly in support of researchers and enhance their sense of safety and well-being. Additionally, in partnership with others in the animal research community, SfN is also working to encourage swift and active investigation and prosecution of animal rights terrorism under federal law.

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Best Practices encourages institutional leaders to speak out publicly in support of researchers and enhance their sense of safety and well-being.

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Media coverage and other visibility surrounding *Best Practices'* release included *Newsweek.com*, the *Chicago Tribune*, the *Los Angeles Times*, *The Washington Times*, *Associated Press*, *Science*, and many scientific and medical periodicals. CAR chair Jeffrey Kordower also spoke about *Best Practices* and animal rights extremism at the 2008 American Academy of Neurology annual meeting, urging collaboration between scientists and clinicians.

CAR also participated in the SfN Capitol Hill Day, renewed support for an **International Brain Research Organization** program that helps facilitate workshops on laboratory animal welfare in developing countries, and continues to highlight the importance of responsible animal research to life-enhancing neuroscience research.

In the coming months, activities promoting *Best Practices* to institutions and partner organizations will continue, as will our efforts to inform SfN members on how best to manage attacks, and the Society's abiding work to advance public understanding of the benefits of responsible animal research.

LEARN MORE: www.sfn.org/animals ■■

SUSTAINING THE MISSION IN A TIME OF ECONOMIC UNCERTAINTY

The Society for Neuroscience continues to maintain a stable fiscal position despite funding constraints affecting our members, the weak economy, and the continuing growth of programmatic activities that combine to challenge the balance between revenues and expenses.

FINANCIAL HIGHLIGHTS

Gelman, Rosenberg & Freedman audited the Society's financial operations for the fiscal year beginning July 1, 2007 and ending June 30, 2008. The auditor's opinion letter and the audited financial statements are included later in this section. SfN continues to be attentive to its financial controls and systems to ensure they adhere to current best practices for nonprofit financial management; this strong management is helping to maintain a pattern of responsible stewardship of Society resources.

SfN's membership continues to be the organization's greatest strength. The 2007 total of 38,677 members represents a 5.5 percent increase over the 2006 membership total and a three percent increase over the previous membership record of 37,562 in 2005. Preliminary membership figures have remained strong and stable in 2008.

With a vibrant and diverse membership comes a responsibility to continue to provide compelling membership value. SfN's two flagship endeavors, the annual meeting and *The Journal of Neuroscience*, continue to grow in size, scope, and complexity; with this comes additional costs as well as additional benefits. The results of the 2007 Membership Survey told us that members were interested in becoming more involved in SfN activities and that there is an interest and an appetite for more activities, specifically in the areas of professional development, advocacy and public education, already areas of programmatic growth. As we stand poised to further expand the size and scope of these important activities, prudent financial management requires that we consider the revenues that will be needed.

At the end of fiscal year 2008, the Society's investment reserves were valued at a total of \$29.2 million, which represents a \$2.2 million loss from the previous year, largely a result of the overall downturn in the market during this time. The Society's flexible and sector-based investment strategy is guided by the Investment Committee, which includes outside investment experts who provide pro bono advice. The strategy is prudently allowing for the ups and downs of the economic cycle. Maintaining a healthy reserve fund helps protect SfN from the volatile

economic climate that was experienced over the last year and that continues to challenge the nonprofit community as a whole.

Leasing and tenant space construction in SfN's headquarters building in Washington, DC continued this year. As of the end of August 2008, nine tenants have signed leases, resulting in a 93 percent commitment of the space in the building. In a very competitive DC rental market, the lease-up of the building has been somewhat slower than originally anticipated, but target rental rates have been achieved or exceeded. SfN's leasing team continues to market the available space with the goal of full occupancy in early 2009. As leasing and construction of office space has continued, significant upfront costs have been incurred as planned, with revenues for rent, parking, and operating expenses increasing along with occupancy.

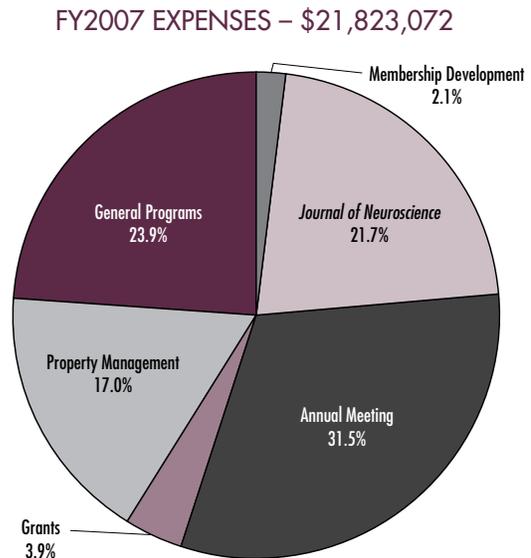
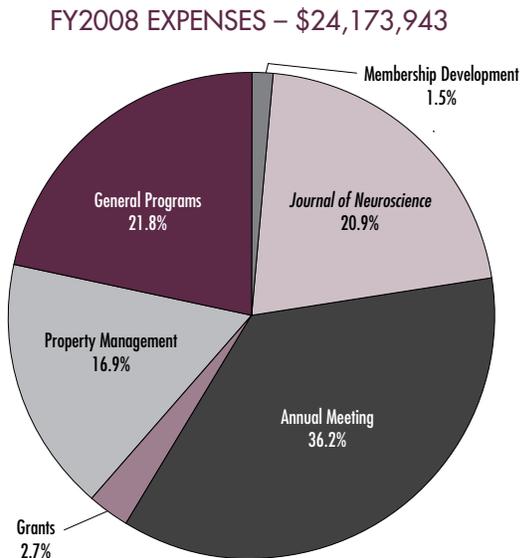
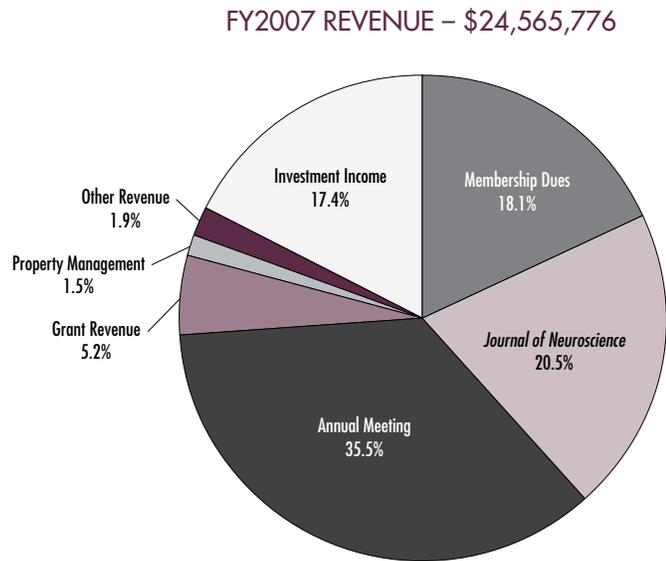
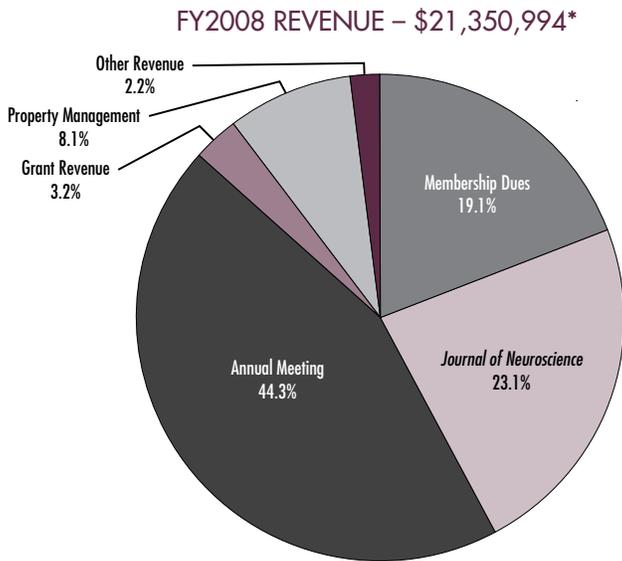
As capital outlays decline and revenues continue to grow, the building will begin generating a positive cash flow in 2009. Projected significant cash flows for the building in future years will help better position the Society to manage expanding programs while maintaining existing ones, and to maintain reasonable costs to members over the long-term for annual dues, annual meeting fees, and *The Journal of Neuroscience*.

The Society has continued to build strong relationships with public, private, and corporate organizations, with an eye to strengthened collaborations, both now and in the future. SfN saw continued growth in the area of private grants and sponsorships, increasing by eleven and forty-one percent respectively from 2007 to 2008. A \$100,000 grant from Astellas USA Foundation supports the Research Awards for Innovation in Neuroscience (RAIN), which were first given at Neuroscience 2007; this awards program was renewed for 2008. In August 2008, the Society received its second \$650,000 grant to endow an SfN award. The Jacob P. Waletzky Award, which has been funded by The Waletzky Family and Rockefeller Philanthropy Advisors since 2003, is now an endowed award that will continue to be given at the annual meeting each year.

The *Journal of Neuroscience* and its business model remain stable, including revenues from subscriptions, multi-site and global licenses, and author submission, publication, and reprint fees. *The Journal* continues to generate a surplus of over \$1 million each year.

The annual meeting, which consistently draws significant attendance, continues to serve as a major revenue stream for the Society. Neuroscience 2007 had the second highest attendance of any meeting and annual meeting related revenues, such as registration fees, exhibitor fees, and other annual meeting fees, such as those for abstract submission, accounted for more than forty percent of the Society's revenue in fiscal year 2008.

While SfN's revenues and reserves remain strong, the pressures of the expanding membership programs, reduced NIH funding for our members and an economy that continues to drive up costs resulted in a 10.3 percent growth in expenses. This was offset by an increase of 11.7 percent in revenues from 2007, primarily due to increased meeting attendance. The trend over the last few years has shown a gradual convergence of revenues and expenses and the coming years will challenge SfN to closely manage that balance between expansion of program and moderate growth of revenues, which are driven largely by member, subscriber, and vendor related fees. The goals of enhancing member value and supporting the scientific mission will continue to guide this process and drive the financial and programmatic decisions that are made in the coming years. ■■



*NOTE: Revenue graph excludes Investment Loss of 8.5%.

SOCIETY FOR NEUROSCIENCE CONSOLIDATED FINANCIAL STATEMENTS

BALANCE SHEET AS OF JUNE 30, 2008

ASSETS	2008	2007
CURRENT ASSETS		
Cash and cash equivalents	\$458,917	\$641,102
Accounts receivable, net of allowance for doubtful accounts	375,547	536,576
Prepaid expenses	800,159	1,489,031
Total current assets	1,634,623	2,666,709
NONCURRENT ASSETS		
Investments	29,135,763	32,048,816
Property, furniture, equipment and improvements, net of accumulated depreciation and amortization of \$3,506,767 for 2008	34,530,879	34,301,555
Deferred rent receivable	377,435	–
Deposits	3,892	3,892
Total noncurrent assets	64,047,969	66,354,263
TOTAL ASSETS	\$65,682,592	\$69,020,972
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Current portion of note payable	\$483,333	\$425,000
Line of credit	1,764,960	1,030,556
Accounts payable and accrued liabilities	1,204,677	2,427,405
Deferred revenue	5,612,885	5,214,992
Total current liabilities	9,065,855	9,097,953
NONCURRENT LIABILITIES		
Note payable, net of current portion	19,091,667	19,575,000
Bonds payable	12,000,000	12,000,000
Tenant deposits	17,584	17,584
Interest rate swap obligation	1,695,549	–
Total noncurrent liabilities	32,804,800	31,592,584
Total liabilities	41,870,655	40,690,537
NET ASSETS		
Unrestricted	23,040,876	27,647,259
Temporarily restricted	771,061	683,176
Total net assets	23,811,937	28,330,435
TOTAL LIABILITIES AND NET ASSETS	\$65,682,592	\$69,020,972

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2008

	2008			2007
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL
REVENUE				
Membership dues	\$4,503,035	\$–	\$4,503,035	\$4,434,616
<i>Journal of Neuroscience</i>	5,439,166	–	5,439,166	5,034,765
Annual meeting	10,432,138	–	10,432,138	8,715,166
Grant revenue	560,869	182,464	743,333	1,282,465
Investment income	(2,188,968)	–	(2,188,968)	4,275,891
Property management revenue	1,908,649	–	1,908,649	367,714
Other revenue	513,641	–	513,641	455,159
Net assets released from donor restrictions	94,579	(94,579)	–	–
Total revenue	21,263,109	87,885	21,350,994	24,565,776
EXPENSES				
Program Services:				
<i>Journal of Neuroscience</i>	5,058,933	–	5,058,933	4,732,576
Annual Meeting	8,749,466	–	8,749,466	6,865,356
Grants	651,696	–	651,696	854,812
General Programs	5,278,659	–	5,278,659	5,209,862
Total program services	19,738,754	–	19,738,754	17,662,606
Supporting Services:				
Membership Development	368,997	–	368,997	451,918
Property Management Expenses	4,066,192	–	4,066,192	3,708,548
Total supporting services	4,435,189	–	4,435,189	4,160,466
Total expenses	24,173,943	–	24,173,943	21,823,072
Change in net assets before other item	(2,910,834)	87,885	(2,822,949)	2,742,704
OTHER ITEM				
Unrealized loss on interest rate swap	(1,695,549)	–	(1,695,549)	–
Change in net assets	(4,606,383)	87,885	(4,518,498)	2,742,704
Net assets at beginning of year	27,647,259	683,176	28,330,435	25,587,731
NET ASSETS AT END OF YEAR	\$23,040,876	\$771,061	\$23,811,937	\$28,330,435

Advocacy: Engaging SfN Members and Industry

The recently created *SfN Advocacy Network* and the *Washington Research Update* will significantly expand SfN's advocacy efforts.

The *SfN Advocacy Network* launched in July to invite SfN members to participate in more targeted efforts to promote science and research issues to the U.S. Congress. Members of the network receive a monthly e-newsletter to keep them informed of issues important to neuroscience. When their legislator's vote is crucial to supporting one of SfN's legislative priorities, advocacy network members are called upon to reach out to their personal lawmakers. SfN members ready to make their voices heard on Capitol Hill are joining the network every day. Look for these advocacy leaders wearing the *SfN Advocacy Network* ribbons at Neuroscience 2008 and visit the SfN Booth in the Exhibit Hall to learn how to become involved in advocacy. Read more about new network and join today online: www.sfn.org/advocacynetwork.

In addition to this grassroots effort, SfN has broadened its advocacy strategy to include the biomedical research in-

dustry. In July, 1,500 biomedical business leaders were sent the first issue of the *Washington Research Update*, a periodic newsletter designed to provide them with the latest updates on federal funding for biomedical research. As success for businesses in the biomedical research industry is inextricably linked to adequate federal funding for research, it is important that we unite in the fight for increased funding.

LEGISLATIVE UPDATE

Science Appropriations

There was some good news this year for research funding in the form of FY2008 supplemental appropriations bills. The first supplemental bill, signed into law on June 30, provided an additional \$150 million for the National Institutes of Health (NIH) and \$62.5 million for the National Science Foundation (NSF). A proposed second supplemental bill would include \$500 million for NIH. At press time, this bill was still being debated, with the looming congressional adjournment seriously challenging its chances of passage.

The regular FY2009 appropriations cycle came to a halt in late summer when the two parties could not come to an

Continued on page 8 . . .

Society for Neuroscience

ADVOCACY NETWORK

YOU CARE ABOUT NEUROSCIENCE, BUT DOES YOUR LEGISLATOR?

Start influencing decision-makers today by joining the SfN Advocacy Network.

You will receive updates on legislation and be notified when
your representative's vote is crucial to SfN's advocacy strategy.



Sign up at www.sfn.org/advocacynetwork to become a part of the SfN team reaching out to Congress.

agreement on contentious issues, such as energy reform and government spending. At press time, Congress was considering a continuing resolution that would extend funding for government programs, including NIH and NSF, at current levels. Visit the SfN Government and Public Affairs Web site for the latest legislative updates at www.sfn.org/gpa.

Women in Science Legislation

Representative Eddie Bernice Johnson (D-TX) introduced legislation that seeks to promote gender equity in science and technology research fields. SfN wrote a letter to Rep. Johnson expressing support for the “Fulfilling the Potential of Women in Academic Science and Engineering Act” (H.R. 6314), but stated concerns about using existing appropriated funds to create the bill’s programs. SfN would prefer that the bill authorize new funding for important programs that seek to enhance opportunities for women in science and engineering careers.

Champion for Research

Representative Mike Simpson (R-ID) was a dentist in Idaho before he joined the ranks of Congress in Washington, DC. As a health-care provider and member of the House appropriations subcommittee that determines NIH funding, Rep. Simpson recognizes the importance of the

The image shows a page from the Congressional Record. At the top left, it lists contact information for Mike Simpson, Second District, Idaho, including Washington and District Office addresses and phone numbers. At the top right, it identifies the Committee on Appropriations, Subcommittee on Energy and Water Development, Labor, Health, and Human Services. The center features the text 'CONGRESS OF THE UNITED STATES HOUSE OF REPRESENTATIVES' and 'TRIBUTE TO the National Institutes of Health'. Below this is the title 'SPEECH OF Hon. Michael K. Simpson OF IDAHO IN THE HOUSE OF REPRESENTATIVES July 29, 2008' and a handwritten signature. At the bottom, the text reads: 'Madam Speaker, I rise today to pay tribute to the National Institutes of Health (NIH) and the important research it is doing. The federal government's investment in NIH research regularly pays tremendous dividends to the American taxpayer. Federal funding supports NIH-conduct biomedical research at its

SfN worked with Rep. Mike Simpson’s (R-ID) office on a statement for the Congressional Record recognizing advances in Alzheimer’s research.

research conducted at NIH and the grants it provides to researchers all over the country.

Rep. Simpson is expressing his support for biomedical research through monthly statements in the *Congressional Record*, the daily digest of the U.S. Congress. SfN worked with Rep. Mike Simpson to develop his July 29 submission on Alzheimer’s disease research. On the heels of this, SfN members and other scientists at Idaho State University plan to host Rep. Simpson for a lab tour and discussion of the NIH-funded IdEA Network of Biomedical Research Excellence (INBRE). ■

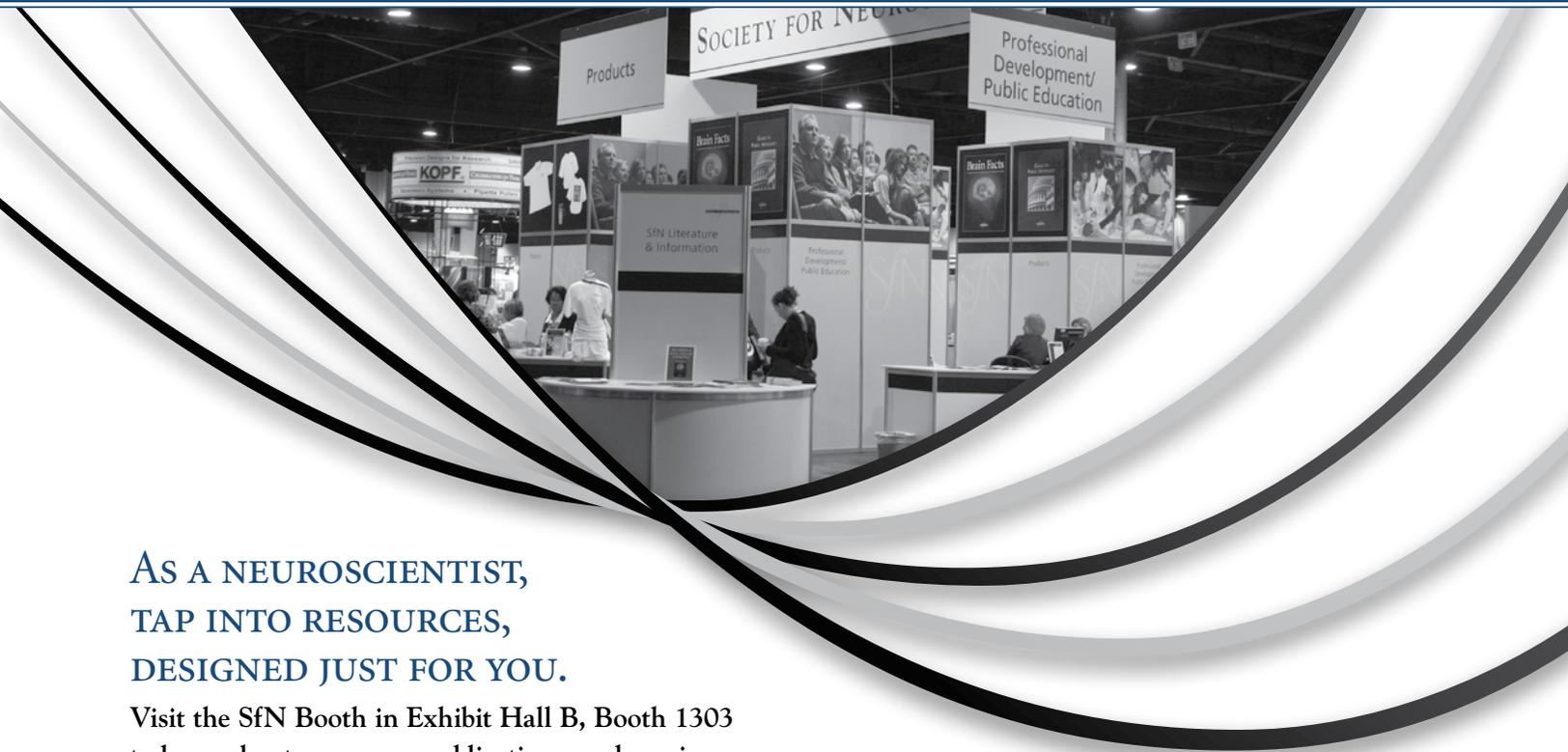
2008 U.S. Election Resources

The November U.S. elections will impact U.S. science policy decisions made in Congress and by the new president. Prepare for the upcoming elections by learning more about presidential and congressional candidates’ stances on science and health issues that could affect neuroscience and biomedical research.

- SfN is a proud partner and supporter of **Research!America**, which invited all members of Congress to provide their views on a number of research and health related issues. These include NIH funding, health care reform, math and science education, embryonic stem cell research, and disease prevention: www.yourcongressyourhealth.org
- **American Association for the Advancement of Science (AAAS)** compares Barack Obama and John McCain’s goals for science and technology, including NIH funding: <http://election2008.aaas.org/comparisons/posmatrix2.shtml>
- **The Kaiser Family Foundation** posts presidential candidates’ recent speeches and opinions on health issues, including proposals on health care, autism, and stem cell research: www.health08.org
- **WebMD** examines the presidential candidates’ stances on healthcare and health insurance: www.webmd.com/election2008 ■

ACCESS NEW RESOURCES, INCREASE YOUR LEVEL OF ENGAGEMENT, ADVANCE NEUROSCIENCE

SfN BOOTH: EXHIBIT HALL B, BOOTH 1303



AS A NEUROSCIENTIST, TAP INTO RESOURCES, DESIGNED JUST FOR YOU.

Visit the SfN Booth in Exhibit Hall B, Booth 1303 to learn about programs, publications, and services:

The Journal of Neuroscience — Leading the field of scientific publishing

- Manuscript submission and review system
- Neuroscience Peer Review Consortium
- Open Choice publishing

Advocacy — Championing scientific research

- Advocacy Network
- *Guide to Public Advocacy*
- *Best Practices for Protecting Researchers and Research*

Public Education — Equipping you with resources to support your public outreach efforts

- The Neuroscience Education Resources Virtual Encycloportal (NERVE)
- 2009 Brain Awareness Campaign
- Science Educator Award
- *Neuroscience Core Concepts*

Membership & Chapters — Connecting you with the neuroscience community

- Exclusive member benefits
- Local and international chapters
- Chapter grants and programs
- Committee information
- SfN products

Professional Development — Creating unique opportunities for growth and recognition

- **Students and Early Career Professionals:** NeuroJobs, Neuroscience Scholars Program, Young Investigator Award, Career Development Award, Next Generation Award, Travel Awards, and more
- **International:** Ricardo Miledi Neuroscience Training Program, International Fellowships to Marine Biological/Cold Spring Harbor Laboratories, SfN-IBRO International Travel Awards, and more
- **Women:** Mika Salpeter Lifetime Achievement Award, Patricia Goldman-Rakic Hall of Honor, Louise Hanson Marshall Special Recognition Award, Mentoring programs, and more
- **Special interest awards** in the areas of neuropharmacology, behavioral neuroscience, computational neuroscience, mentoring, public outreach, and more



Attendee Resources for Neuroscience 2008

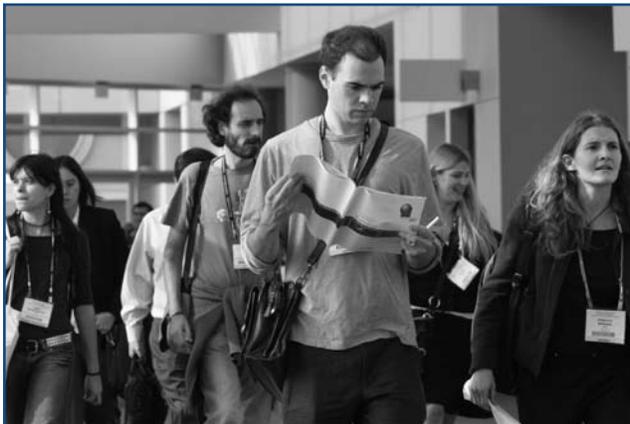
Thousands of neuroscientists from around the world will converge on Washington, DC, for Neuroscience 2008. To take full advantage of the wealth of high quality scientific content, networking opportunities, and services, plan ahead with the help of SfN's Attendee Resources.

CLICK YOUR WAY TO REGISTRATION SAVINGS

There are always savings available online whether registering before 11:59 EDT p.m. on September 26 to take advantage of the advance registration rates or as a walk-in registrant. Learn more at www.sfn.org/registration. Online registration is available for the duration of the meeting.

CONTINUING MEDICAL EDUCATION

As in past years, Neuroscience 2008 attendees can gain CME credit while taking in a wide range of events at the annual meeting. CME Registration must be completed before or during the annual meeting. Those who do not register at these times will not receive the necessary documentation should they request it after the meeting. Two weeks before the meeting, CME registrants will receive the e-mailed CME Supplemental Program, which contains important information regarding the CME Program, including disclosure information and instructions for obtaining CME credit. Visit www.sfn.org/cme for details.



Resources for convention center and city available at www.sfn.org/resources.

MESSAGE CENTERS

SfN will provide three 24-hour message centers in the Walter E. Washington Convention Center for Neuroscience 2008 attendees. Television monitors adjacent to the message center scroll the names of attendees with unread messages. Log in using your last name and badge number to find a colleague attending the meeting, read old or new



GUIDE FOR FIRST-TIME ATTENDEES

Attending the annual meeting for the first time? SfN resources can help you make the most of your trip.

- **Qualify for Reduced Fees:** SfN provides members from resource-restricted parts of the world with reduced membership and registration fees. Visit www.sfn.org/registration to learn more.
- **Save on Travel:** Visit the annual meeting Web site, www.sfn.org, to view negotiated air fare and car rental discounts or to review ground transportation options. Take advantage of the complimentary shuttle between the convention center and most SfN contracted hotels.
- **Build an Itinerary:** The Neuroscience Meeting Planner (NMP), available at www.sfn.org/nmp, contains the full text of abstracts and allows attendees to plan an itinerary for the annual meeting. SfN mails the *Final Program* to attendees who request and pay for this option by September 26. For all other attendees, printed copies of the *Final Program* are also available at the convention center.
- **Pick up a Certificate of Attendance:** Every attendee is advised to obtain a certificate, available at a designated booth in the convention center's registration area. Signed and sealed by SfN staff, certificates of attendance are proof to home institutions that attendees were present at the meeting. Often required for reimbursement of meeting expenses, attendees must pick up the certificate in person.
- **Stay Informed:** Make www.sfn.org/am2008 your resource for the latest information. Easy online access will be available as the Society provides free wireless Internet access in the Walter E. Washington Convention Center lobbies and meeting rooms during Neuroscience 2008. To take advantage of this free service, bring a laptop or PDA with a built-in wireless network card or with an external wireless card that is 802.11a, 802.11b, or 802.11g compatible.

messages, or send a new message to another registered attendee. Message centers are open through the Neuroscience 2008 Web site on Friday, Nov. 7, one week prior to the annual meeting, for pre-planning purposes. Attendees can also set individual preferences to receive a cell phone or e-mail alert when they receive a message, or access the message center from outside the convention center through the Neuroscience 2008 Web site during the meeting.

NEUROJOBS CAREER CENTER

NeuroJobs is the premier resource for neuroscience jobs, exclusively from the Society for Neuroscience. This year-round online service is accessible to annual meeting attendees and exhibitors at on-site terminals for posting jobs and scheduling interviews. Employers have access to a pool of well-qualified applicants once a job opening is posted for a fee. For prices and more information on how to set up a NeuroJobs account, visit www.sfn.org/neurojobs. On-site payment can only be made by credit card.

MAP OUT YOUR VISIT TO THE EXHIBIT HALL

To help you navigate your way through the exhibit hall, pick up a printed copy of the *Exhibit Guide* at any Program Pick-Up Area throughout the Walter E. Washington Convention Center or stop by any "Exhibitor/Product Locator" station located on the exhibit floor.

Also, build your list of preferred exhibitors through MY EXPO, a virtual directory of vendors offering products and services to the neuroscience community. My EXPO is searchable by exhibitor names, booth numbers, products, or keywords.

PLAN YOUR TIME WITH THE NEUROSCIENCE MEETING PLANNER

The Neuroscience Meeting Planner (NMP) contains the full text of abstracts and allows attendees to plan an itinerary for the annual meeting. The NMP can be accessed on-site in the NMP Viewing Room or online at www.sfn.org/nmp.

As you visit the posters, please note that Theme H: History, Teaching, Public Awareness, and Societal Impacts in Neuroscience, posters will be presented in Hall A on Sunday afternoon, but will remain on display for the length of the meeting in the Hall E Food Court area. All other posters can be found in Halls A-C starting on Saturday, Nov. 15, at 1 p.m.

FREE WiFi SERVICE

SfN offers free wireless Internet access throughout the lobbies and meeting rooms of the convention center. Check your e-mail, build your exhibit itinerary, or browse the Internet while waiting for a lecture to begin. Your laptop, or PDA, must have a built-in wireless card or external card that is 802.11a, 802.11b, or 802.11g compatible. Wireless service will not be available in the exhibit halls or poster session areas. For more information on wireless Internet access, visit www.sfn.org/wireless.

EXPRESS BADGE/PROGRAM PICK-UP

If you register online at the meeting, remember to pick up your Neuroscience 2008 identification badge and program books at any express badge kiosks located throughout the Walter E. Washington Convention Center. ■

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37	fully grown trees
6,836	gallons of water
1,799	pounds of solid waste
2,653	pounds of hazardous effluent

This year, 6,000 SfN members registered for the annual meeting on the opening day of registration.

Next year, you can be the first in line.

Members who **renew by December 31, 2008**, will now have the opportunity to register and secure housing for Neuroscience 2009 in Chicago **a full day before** registration and housing opens for all members.

Registration and housing for members in good standing will continue to open one week prior to nonmember registration.

For further details visit www.sfn.org/memberbenefits



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