

**North Texas Section  
Co-Sponsors 10th Annual  
Symposium on Electronic  
Materials Processing and  
Characterization**

The 10th Annual Symposium on Electronic Materials Processing and Characterization will be held June 3-4, 1991 in Richardson, Texas. The event is jointly sponsored by the North Texas Materials Characterization Society Section of MRS, the Texas Chapter of the American Vacuum Society, and the North Texas Section of the Electrochemical Society. Topics include advanced lithography, advanced manufacturing and processing technology, characterization, novel dielectrics and high temperature semiconductors, deposition and etching, epitaxial growth, metallization, optoelectronics, novel thin films, particles/contamination, plasma processing and modeling, superconductors, II-VI and III-V compound semiconductors, quantum devices and modeling, and chemistry and physics of surfaces/interfaces.

The speakers will include W. Jim Choyke (University of Pittsburgh), Marc Levenson (IBM), Bill Holber (IBM), Graydon Larabee (Texas Instruments), and Robert Newnham (Pennsylvania State University).

For more information on the symposium, contact Francis Celii, (214) 995-7764; Greg Winterton, (214) 995-1005; John Kuehne, (214) 995-2640; or Suzy Hemming, (214) 995-5354.

**Bridenbaugh Addresses  
Pittsburgh Section Meeting**

On March 6, members and guests of the MRS Greater Pittsburgh Section were treated to an informative, entertaining talk by Dr. Peter Bridenbaugh, vice president of research and development at the Alcoa Technical Center. The talk was entitled, "Moving Forward in Today's Materials Industry: Coping with Competitive Trials, Technological Complexities, and the Trauma of Cultural Change."

Bridenbaugh discussed the challenge of broadening Alcoa's business over the past decade to include polymer- and ceramic-based products in addition to the company's traditional strength in aluminum materials technology. He explained the advantages and pitfalls of forming partnerships, emphasizing the importance of understanding the market for new products. He gave examples of cases that worked as well as those that were later abandoned. Several product development efforts now at a stage requiring a continued commitment of time and resources by Alcoa before returns can be realized are receiving corporate backing.

Bridenbaugh also addressed cultural changes experienced at the Technical Center, including the need for retraining some employees. Academic resources were tapped to fill specific needs, and the Technical Center took advantage of downsizing in other industrial laboratories to acquire scientific talent experienced in certain critical materials disciplines. Bridenbaugh showed how Alcoa learned to broaden its materials business without giving up its

strong position in the aluminum arena and how the lessons learned in the process will pave the way for future growth.

Response from the audience of about 45 scientists and engineers from Pittsburgh area academic and industrial institutions was enthusiastic. An hour after the conclusion of the lecture, Bridenbaugh was still fielding questions.

**1991-92 Officers Announced**

Officers for the 1991-92 year were announced at the Greater Pittsburgh Section's April 4 organizational meeting. They are:


President, Deborah P. Partlow, Westinghouse Research and Development;

Vice President, Pradeep P. Phule, University of Pittsburgh, Department of Materials Science and Engineering;

Secretary, Prashant N. Kumta, Carnegie Mellon University, Department of Metallurgical Engineering and Materials Science;

Treasurer, Michael E. McHenry, Carnegie Mellon University, Department of Metallurgical Engineering and Materials Science.

The Greater Pittsburgh Section also initiated two other committee positions, currently called "officers at large," to facilitate the annual transition from one team to another and to maintain diversity in the group. John D. Basil, PPG Industries, Glass R&D, is one of the new officers at large. The other position is still open.

For information about the Greater Pittsburgh Section and its activities, contact Deborah Partlow at (412) 256-1836. 

**A NATIONAL AGENDA IN MATERIALS SCIENCE AND ENGINEERING**

**Implementing the MS&E Report**

*Derived from reports from the Regional Meetings on Materials Science and Engineering by: R. Abbaschian, B.R. Appleton, I.M. Bernstein, P.M. Eisenberger, J.S. Langer, G.M. Rosenblatt, J.C. Williams*

This important book picks up where the National Research Council's 1989 report, *Materials Science and Engineering for the 1990s*, leaves off.

It takes the broad needs and opportunities of the MS&E community identified by the NRC report and translates them into a feasible plan for action. Compiled from the reports of four regional meetings on MS&E held in the East, Southeast, Midwest and West from March through September 1990, it is intended as input to the Office of Science and Technical Policy for implementation of the NRC's report.

Addresses: strategic planning in MS&E; cooperation among industry, university, and government laboratories; education; information/communication; transportation; energy; health; environment; maintaining leadership in materials research. Softcover, 52 pages.

PRICE: \$12.00 Order Code: NMSE-B

Available from the Materials Research Society. Call (412) 367-3012; FAX (412) 367-4373.