

Guest Editorial



Penny R.

Gardner

Are You Attracted to Science? Attend Pittcon® – The Magnet for Scientific Innovation

We are very excited for Pittcon® 2011 to be back in Atlanta, GA, March 13–18, at the Georgia World Congress Center. Atlanta is not only the entertainment and cultural center of the South, but is a hub for a robust food and beverage industry, home to one of the largest concentrations of colleges and universities in the southern United States, and the site of a rapidly expanding biotech and pharmaceutical region.

Pittcon has always served as the perfect venue for scientists from around the world to come together for one week each year to evaluate new products and technologies, to learn about the latest research and findings, and to network with colleagues. This year's Exposition will offer scientific equipment and technology from 1000 exhibitors from over 90 countries. New on the floor this year is Centennial Park, where you can relax, enjoy an interactive Coca-Cola® display, and pick up complimentary copies of leading magazines.

The 2011 Technical Program is designed to provide the latest research and findings impacting all areas of laboratory science with an emphasis on topics critical to today's research, production, and operations. The Technical Program, consisting of symposia, contributed sessions, workshops, and posters, will focus on such topics as environmental, life science, nanotechnology, pharmaceutical, forensics, and alternative fuels—just to name a few. Award symposia will recognize and honor scientists who have made outstanding contributions to analytical chemistry and applied spectroscopy. There will be no Technical Program during the hours of 11:00 a.m. and 2:00 p.m. to allow attendees to visit the exhibits without missing any important technical presentations and to help minimize scheduling conflicts. In addition, all registered conferees will have limited access to webcasts of selected symposia for up to 60 days after the conference. The webcasted sessions will be clearly marked in the Final Program.

Taking a Short Course is an excellent and very affordable way for attendees to enhance their educational experience at Pittcon and to interact with instructors who are experts in their fields. Short Courses range in length from half-day to two-day sessions and offer skill-building training in a classroom setting. There are several new and exciting changes this year, including the expansion of advanced courses, as well as new beginner and intermediate courses.

The opportunity to meet with colleagues has always been one of the most significant benefits of attending Pittcon. This year, we have

enhanced the networking opportunities available before, during, and after Pittcon. As social networking becomes an integral part of the way people communicate, we have created our own social networking site, Pittconnect.com, for the scientific community. Once users create a profile, they can then interact with our 2011 speakers and exhibitors, 24/7, to receive and deliver relevant information, set up meetings, solve problems, and organize or participate in a group with mutual interests. Pittcon also offers its own mobile app, *Pittcon 2011*, and is available to all smartphone users. The app provides technical program, exhibitor, and Short Course details for setting up agendas prior to or during the event. It also provides floor maps for easy navigation throughout the convention center and information about Atlanta. We will provide a Twitter Café in the Pittcon booth (5079) for those who want to send tweets about Pittcon that will be displayed on a large-screen monitor in Centennial Park. The 2011 Conferee Networking Sessions, which are free to all registered conferees, are a great place to meet people, brainstorm new ideas, and discuss concepts. These two-hour sessions cover a wide range of topics to include forensics, chemical analysis, lab management, environmental, food quality, current trends, and more. Our Employment Bureau helps to connect potential candidates with career opportunities. Interviews can be conducted on-site, and preregistration is required. Postings are suitable for the new entrant in the job market as well as the seasoned professional.

This year, we have enhanced the networking opportunities available before, during, and after Pittcon.

Visit www.pittcon.org to get continuous updates and details on all that Pittcon 2011 has to offer. See why thousands of your colleagues attend this premier Conference and Exposition. We look forward to seeing you in Atlanta for a week of scientific innovations accompanied with a touch of Southern hospitality.

Sincerely,

Penny R. Gardner
President, Pittcon 2011