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*Chemists Celebrate Earth Week, April 21-27* | April 16, 2019

## FEATURE

### Early Bird Registration for the 2019 Green Chemistry Conference, in the Washington, DC Metro Area

If you're interested in green and sustainable approaches to chemistry and engineering, don't miss the [2019 Green Chemistry & Engineering \(GC&E\) Conference/International Conference on Green and Sustainable Chemistry \(GSC-9\)](#)! Early registration is open through April 30, so [register today!](#) The conference will be held June 11-13, 2019, in Reston, VA (near Washington, DC), and will feature green chemists and engineers from all over the world. Take a moment to browse the GC&E/GSC-9 [conference program](#); this year's conference theme is "Closing the Loop" in the chemical life cycle. Please join us for [GC&E/GSC-9](#) - we look forward to seeing you in Reston!



## MY ELEMENT

**Undergraduate member Hridith Sudev comments on why [Carbon](#) is his favorite element: "The better we know Carbon, the closer we are to the meaning of life itself. With simple, trivial properties like catenation and tetravalency, carbon builds almost all of our living world."**

*What's your favorite element? [Share your story today!](#)*

## ADVANCE YOURSELF & YOUR SCIENCE

### Drug Discovery on Free Weekly ACS Webinars

To explore chemical space effectively, you must clearly



articulate the desired quality and objectives of your hit-finding effort. Go deep on this fundamental concept in drug discovery by taking part in the next online event from ACS Webinars, "[Effective Exploration of Chemical Space in Hit-Finding](#)," on Thursday, April 18, 2:00-3:00 PM ET. Join [Johanna "Hanneke" Jansen](#), Director at the Novartis Institutes for BioMedical Research, and [Zoe Cournia](#), Researcher-Assistant Professor level at the Biomedical Research Foundation, Academy of Athens, for this [free, interactive broadcast](#), in which they'll discuss a general workflow that guides compound selections from large compound archives in order to improve hit quality.

### [ACS on Campus is Coming to Brazil, May 13-15](#)

Join the ACS Editors for free sessions on the scholarly publishing process, science communication, and careers in chemistry and the applied sciences.



We'll be stopping at [Federal University of São Paulo](#), [Universidade Federal de Minas Gerais](#), and [Universidade de São Paulo](#). Don't miss out on these exciting opportunities to learn and network with world-renowned researchers like Prof. Teri Odom, Executive Editor of ACS Photonics, and Prof. Osvaldo Oliveria, Associate Editor of ACS Applied Materials & Interfaces. All events are free and registration is highly recommended. [Sign up today](#) and jump-start your career!

### [Solving the Perfect Energy Storm - ACS Division of Energy & Fuels \(ENFL\)](#)



A "perfect storm" of problems, ranging from skyrocketing fuel prices to concerns about global climate change to dependence on imported oil, are merging to focus attention on development of new and sustainable sources of energy. The [ACS Division of Energy & Fuels \(ENFL\)](#) focuses on some of the new energy supply resources, which aim to serve the needs of people today while ensuring that future generations have ample energy available to meet their needs. [Learn more](#) about how ENFL is working to provide a brighter future through the use of efficient energy.

## [ACS CAREER NAVIGATOR](#)

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### [Network with Chemists in the DC Metro Area](#)

Spring is the perfect season to focus on your career, and you

won't want to miss [Career Navigator LIVE Presents ACS Career Day DC Metro Area](#), on April 20, at ACS headquarters in Washington, DC.

Career Navigator LIVE presents  
**ACS CAREER DAY**  
DC Metro Area

This spectacular career day will provide you with the opportunity to explore résumé best practices and develop a greater understanding of what recruiters want from chemists. We promise you'll make new connections while learning how to advance your career. Don't miss out, [register today!](#)

### Announcing More Free Online Career Workshops



ACS is offering more ways to help you achieve your career goals. Register for complimentary online Virtual Classrooms, where you'll learn live from skilled experts, helping you achieve your career goals and get the boost you need to succeed. Register now for [Working in Industry \(Résumé Writing - Branding Yourself\)](#) (April 24), [Working in Industry-Identifying Roles](#) (May 22), and more. Visit the Virtual Classrooms home page to see the [full schedule](#).

### C&EN Jobs - Latest Postings

- [Faculty Position in Neural Engineering | Case Western Reserve University | Cleveland, OH](#)
- [Research Assistant | Matrix Sensors, Inc. | San Diego, CA](#)
- [Clinical Assistant Professor | Boise State University Department of Chemistry | Boise, ID](#)
- [Director of Mass Spectrometry \(50% effort\) and Associate Director \(50% effort\) of IMSERC | Northwestern University | Evanston, IL](#)

**c&en** JOBS

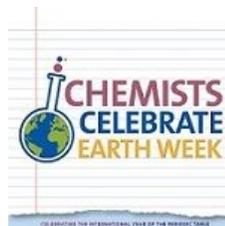
## ACS NEWS

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### Celebrate CCEW with Some Fun New Swag

#### Chemists Celebrate Earth Week (CCEW)

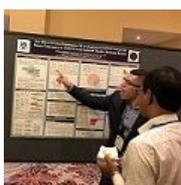
encourages ACS members and science enthusiasts to build awareness of chemistry at the local level. The theme for this year's celebration, April 21-27, is "Take Note: The Chemistry of Paper." With CCEW happening next week, you'll want to make sure you have plenty of celebratory goodies for participants at your events. Check out some of our featured items, available for purchase at the ACS Online Store:



- [Guardians of the New Molenium T-shirt](#) - Treat yourself to this new CCEW green chemistry t-shirt featuring Professor Molenium protecting the planet!
- [CCEW Logo Tattoo \(50/PK\)](#) - Grab a pack of these temporary tattoos that feature the CCEW logo and use them during your hands-on activities. They work especially well at tables that require water and sponges or paper towels—have attendees apply their tattoos while they wait!
- [CCEW Enviro-Tote](#) - Use these totes again and again, whether it be at the farmer's market or during Chemists Celebrate Earth Week (CCEW) events.
- View [more CCEW items](#) in the ACS Online Store.

Not hosting an event? You can still celebrate! Check out what's happening in your community, find educational resources, and more on the [CCEW home page](#).

### Feeling Tax Day Aftershocks?



If you are 70½ or older and have an IRA and a passion for chemistry, you can take steps to ensure that you will feel better when Tax Day rolls around next year. Federal law allows you to make a gift from your IRA directly to ACS without having to pay income taxes on the money. The transfer generates neither taxable income nor a tax deduction, so you lower your tax obligation even if you don't itemize your deductions. Make a donation today to support chemistry's future through ACS' [transformative programs](#). For more information, contact the Development Office at (202) 872-6210 or [donate@acs.org](mailto:donate@acs.org). (Pictured: [ACS Scholar Andrew Palacios](#) explains his CRISPR research during the ACS National Meeting in Orlando.)

### Chemistry Café - Communicating with Non-scientists

Welcome to Chemistry Café. This column provides tips and tools to help you communicate effectively about your work, research, studies, or activities and public engagement. Each column covers one topic. Let us know how we can support you by contacting us at [chemistrycafe@acs.org](mailto:chemistrycafe@acs.org).



### Four tips for communicating complex ideas to a non-science audience

1. **Explain it like you would to your neighbor.** Technical jargon will distance you from reaching a broader audience. Reduce or eliminate acronyms or industry-specific terms, when possible. Practice your material on someone who is not familiar with your field.

2. **Get creative in your delivery.** Use everyday analogies to relay your content in a simple way. Where applicable, link back to the human perspective and explain how the research is impactful. Focus on storytelling — demonstrating data trends and patterns can further explain and empower your findings clearly. Try to break up the dryness of a lecture by posing a question or including an interactive game.
3. **Kick up the visual appeal.** Imagery and illustration in presentations are especially compelling and help illustrate content in a memorable way. Explore new ways to present your information; consider switching from the traditional slide deck to more visually interactive presentations with motion graphics and a zoomable canvas.
4. **Recap for a clean finish.** Leave your audience feeling informed. Whether your information is complex or just high in volume, it's important to include a concise top-level summary at closing to reiterate your presentation's takeaways and key points.

### C&EN - This Week's Headlines

- To upgrade quantum computers, researchers look to materials science
- Raman techniques might one day allow blood banks to monitor the quality of their supplies
- New step for better chemical decontamination
- Chemical engineer Peter Spitz looks back on the heady early days of the petrochemical industry
- Career Ladder: Curtis Ho
- Will robots kill chemistry?
- Dance music deters mosquitoes, and hip-hop gives cheese a fruity flavor
- Raman spectroscopy, now with Angstrom-level resolution
- Regeneron will pay Alnylam \$800 million to get RNAi into the eye and brain
- U.S. court fines publisher OMICS International \$50 million for deceptive practices

The logo for C&EN (Chemical & Engineering News) is displayed in a bold, red, sans-serif font.

Send thoughts, tips, and questions to [ACSNewsletterEditor@acs.org](mailto:ACSNewsletterEditor@acs.org).

American Chemical Society

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