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Q U A R T E R L Y

“The issues tackled by the PubMed Plus working groups illustrate the continued dynamic nature of scientific publication and its growing interface with neuroinformatics as a discipline.”

— SfN President David Van Essen
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Message from the President

SfN Takes Steps Toward Efficient Exploration of Complex Data and Communication of New Discoveries

Important changes are in the offing with regard to several aspects of scientific publication, as a result of the PubMed Plus leadership conference held in St. Louis this past June. The conference brought together about 60 publishers, journal editors, working neuroscientists, informatics experts, librarians, and others to consider how neuroscientists could more effectively access the burgeoning amount of information in online journals and in neuroscience databases.

The PubMed Plus attendees focused on four major areas that were considered especially timely. These included: examining the feasibility of sharing reviews of submitted manuscripts within a group of journals that publish neuroscience papers; capturing experimental ‘metadata’ in ways that facilitate data mining; improving links between databases and journal publications; and standardizing and sustaining journal supplementary materials. Working groups assigned to each topic developed recommendations for initiatives that will impact the field in various ways. In the paragraphs that follow, I will summarize the most significant recommendations, starting with one that is likely to have a real impact in the coming year.

One major recommendation was to establish a pilot program Neuroscience Publishing Consortium that will develop a voluntary process of “cascading reviews,” aimed

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An Interview with G. Steven Burrill of the Campaign for Medical Research

G. Steven Burrill is CEO of Burrill & Company, a San Francisco-based life sciences merchant bank and serves on the board of directors of Research!America. He chairs the Campaign for Medical Research (CMR), which advocates for increased funding for NIH. SfN is a member of CMR and sits on its board of directors.

NQ: You’ve taken an active role in the California stem cell initiative, the National Health Museum, the National Science and Technology Medals Foundation, and the Campaign for Medical Research. As a business leader, why do you participate in these activities?

Burrill: First, we have a scientifically illiterate society that desperately needs help

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David Van Essen,
SfN President

at expediting the review process and reducing the overall burden on the reviewing system. Here's the essential concept. After an article is rejected by one journal and authors are ready to submit a revised manuscript to another journal, they will have the opportunity and the *option* to request that the reviews from the first journal be passed directly

to the new journal (assuming that both journals are part of the consortium). In many cases, the second journal will be able to reach a decision faster and more efficiently, thereby benefiting authors as well as the overly stressed manuscript reviewing system.

The recommendation to establish a Neuroscience Publishing Consortium was endorsed by SfN's Publications Committee and approved by SfN Council at its summer meeting. A steering committee chaired by Clif Saper, co-chaired by John Maunsell, and including many PubMed Plus participants will oversee the process during its first year. The intent is to launch the process of cascading reviews as early as possible in calendar year 2008.

To help in coordinating this process, information about journals that have decided to participate in the Neuroscience Publishing Consortium will be provided on a web site hosted by the International Neuroscience Coordinating Facility (INCF) so that authors and editors will know which journals are participating. *The Journal of Neuroscience* and several other leading journals will be founding members of the consortium, and other neuroscience journals will have the opportunity to join the consortium before the end of 2007. The system will be tested for one year and evaluated as to whether it has been successful enough to warrant continuation.

The cascading review idea came from journal editors who saw that many solid manuscripts were being rejected because of space limitations or because the articles were not appropriate for their journals. When the authors resubmit their paper to a new journal, another time-consuming review process then starts *de novo*. In the new scenario, if the original reviews were generally

positive and if the revised manuscript addresses the major concerns of the original reviewers, authors will have the *voluntary* opportunity (but no obligation) to request that the reviews be forwarded to the new journal. Importantly, the identity of the original reviewers will be included only if the reviewers have given permission for this to occur at the time they submitted their review. Also, reviews will be forwarded in all-or-none fashion, and the receiving journal will have access to all of the information on which the original decision was based. Overall, the process has been designed so that there are potential benefits but no substantial risks or losses for those journals, authors, and reviewers who elect to opt into the cascading review process. If only 10 percent of manuscripts are handled in this way, it will be a substantial gain for all concerned.

The details and processes associated with the Neuroscience Publishing Consortium will be publicized by the Society's various information vehicles, including *Neuroscience Quarterly* and the electronic newsletter, *Neuroscience Nexus*, and by the participating journals when articles are submitted and reviewed. This will also be a major topic of discussion at a roundtable panel at this year's annual meeting (see details at the end of this article). The Society's leadership will strive to ensure that the membership and the author community are well informed about every aspect of this important new development in publishing once it becomes a reality.

Recommendations by the three other PubMed Plus working groups include a variety of ways to facilitate more powerful searching and mining of text and data in the neuroscience literature, in supplementary data, and in independent neuroscience databases. The basic premise is that easier access to this wealth of information will have an impact on a majority of neuroscientists and help accelerate the pace of discovery through more effective communication. Whereas the cascading review recommendation is anticipated to make an impact right away, many other ideas generated by the conference could have comparable influence on the field, but may emerge over a longer time frame. Implementation of the various recommendations fall into the domain of different stakeholders who were represented at the meeting. For example, some of the issues will be best be addressed by journal publishers, others by funding

agencies, and still others by SfN and its committees. All of them will benefit from feedback provided by the neuroscience community.

Many of the issues raised at PubMed Plus relate to broad themes that will emerge during the years ahead and which were summarized in my spring *Neuroscience Quarterly* message (www.sfn.org/spring_message_from_the_president). In that column, I discussed some of the steps that must occur before neuroinformatics becomes as useful for neuroscientists as bioinformatics is for molecular biologists. Briefly, several key needs warrant emphasis: 1) databases need to be more robust and more densely populated with data; 2) obstacles to community buy-in must be overcome; 3) much effort must be devoted to methods for coordinated mining of data that reside in a ‘federation’ of databases; and 4) the neuroscience community needs to engage with neuroinformatics experts to clarify what terms are in current use, what they mean, and how they relate to older or alternative terminology.

One of the working groups discussed the importance of capturing metadata — key descriptors of experimental data and design — to facilitate searching for articles and scientific content of interest via journal Web sites or PubMed. Authors are already accustomed to providing a limited amount of metadata during manuscript submission, by virtue of key words and other information on each manuscript’s title page. However, searching for articles of interest using key words often gives irrelevant results or misses important articles. More accurate and efficient searching could be done if additional metadata related to the content of each article were available, for example, identification of experimental materials and techniques.

Among several suggestions, this group recommended encouraging neuroscience journals to develop mechanisms for gathering common types of metadata on experimental methods by a process that is not onerous to authors. The group also recommended defining core experimental metadata to be collected, such as species, gender, and experimental technology used. A more explicit recommendation on how this process could be initiated for *The Journal of Neuroscience* may be forthcoming to Council. The fact that *The Journal* will launch a new manuscript submission system in the coming year may help in making this process user-friendly for authors.

Another working group explored ways to improve the linkages between journal articles and data repositories. A growing number of publications are associated with complex experimental data sets that are stored in searchable databases. Two examples are databases for gene expression and for neuroimaging. It is possible to link from an online article to a specific data set in a database and vice versa. There are a variety of ways in which data sharing could be enhanced by improving links between online articles and databases and by encouraging authors to submit their own data to a database.

Modest tweaks could markedly improve the system. For instance, links to external resources from within an online article typically entail insertion of arcane and lengthy URLs within the text, with no guarantee about the long-term stability of that link. To address this problem, the group recommended that journals incorporate ‘anchor links’, so that links from online articles to specific datasets within an external database appear more concise and are more stable. Another recommendation is that the “Link Out” feature in PubMed be modified so that a prominent icon appears next to publications associated with data in an external database.

Finally, one of the working groups tackled issues related to journal supplementary materials. In general, the supplementary data sections of online journals are currently neither well organized nor consistent across journals, having evolved in ad hoc ways at each journal, without much planning or forethought. Consequently, while supplementary data serves many valuable purposes, there are a number of problems with the content or how it is accessed. For example, it is often unclear to the reader whether supplementary data have been reviewed and should be considered as authoritative as data in the main publication. Moreover, once the reader has linked to the supplementary online material, often there is no link back to the article from which it originated. As these issues were explored by publishers, journal editors, and neuroscientists during PubMed Plus, it became apparent that there are opportunities to address these problems in ways that would benefit from consistency across journals. The working group elected to focus on relatively straightforward and practical recommendations. These include encouraging journals to adopt common standards for supplementary materials for peer reviewed journals and

adopting a new category called 'related material' that includes non-peer reviewed materials. The group also recommended that publishers ensure that links from supplementary material and related material back to the online article are consistently available.

Altogether, the issues tackled by the PubMed Plus working groups illustrate the continued dynamic nature of scientific publication and its growing interface with neuroinformatics as a discipline. This continues to be a work in progress.

To engage the neuroscience community in discussions about progress to date and consideration of the next steps, I urge you to join Rob Williams, chair of SfN's Neuroinformatics Committee, and me during Neuroscience 2007 in San Diego at a roundtable discussion on "New Directions in Data Mining: Synergies Between Databases and Online Journal Publications." It is scheduled for Wednesday, Nov. 7 from 11:30 a.m. to 1 p.m. (lunch will be provided; see the Neuroscience 2007 Final Program for information on reserving a spot). Panelists will present many of the new ideas, including those

mentioned above, that emerged during the PubMed Plus summer conference.

PubMed Plus demonstrated a growing role for neuroinformatics in helping to shape the future of electronic publishing and catalyzing a broad spectrum of activities that will benefit our membership. The Society for Neuroscience, in partnership with publishers, editors, and the neuroinformatics community, can continue to serve as honest brokers in efforts to formulate sensible guidelines for data sharing and best practices for communicating information.

Advances in neuroinformatics and in scientific publishing may have an enormous impact on neuroscientists. The PubMed Plus conference represents an early step in a process of helping shape a rapidly evolving environment that facilitates efficient exploration of complex data and more effective communication of new discoveries that will advance our understanding of the nervous system and its disorders. These are opportunities not to be missed, and I hope you will participate in them as fully as possible. ■

SfN Thanks Gary Westbrook as Editor-in-Chief of *The Journal*

The Society is very grateful to outgoing Editor-in-Chief Gary Westbrook for his dedication and the innovations he introduced in his five years leading *The Journal of Neuroscience*.

"Gary has been a remarkably energetic, innovative, and dedicated editor-in-chief and introduced many new features that markedly improved the quality and visibility of *The Journal*," said SfN President David Van Essen. "These include This Week in *The Journal*, Journal Club, Toolbox and Commentary articles, and mini-reviews. In addition, he has maintained a strong commitment to scientific excellence coupled with fairness in the review process."

"Finally, he has overseen a number of improvements in the manuscript processing and production process," added Van Essen. "Altogether, *The Journal* has flourished over the past five years, and the Society for Neuroscience is greatly indebted to Gary for his many invaluable contributions."

Looking back over the last five years, Westbrook said: "*The Journal* continues to set the standard for

fair and rigorous reviews in the field of neuroscience, and I am confident that the outstanding board of working scientist/editors will continue that tradition. I am proud of the progress in *The Journal* over the past five years, and our increasingly international representation of editors, reviewers, and authors. Authors should make *The Journal* their number one option."

On the appointment of the new editor-in-chief, John Maunsell of Harvard University and the Howard Hughes Medical Institute, Van Essen said: "John Maunsell is an outstanding neuroscientist who has many years of editorial experience, including eight years as senior editor or reviewing editor for *The Journal*."

"He is knowledgeable about the rapidly changing nature of scientific publication. He has a thoughtful vision for how to address these opportunities and challenges so as to strengthen *The Journal's* position as a premier journal in the field. The Society is very fortunate to have an individual with John's capabilities, vision, and commitment for this vitally important leadership position."



G. Steven Burrill,
Burrill & Company CEO

in understanding the benefits of science and technology. Second, for 40-some years, I've been in the world of science and technology and appreciate the tremendous change that is caused by and results from it.

I have tremendous passion for this, and supporting individual projects like the California stem cell initiative

or broad-based efforts like CMR, are ways to consolidate and build on past successes. The National Health Museum will communicate our scientific innovations and achievements through both a physical and a "virtual" museum. The National Medals of Science and Technology provide our country the opportunity to recognize those leaders that are doing good through a kind of U.S. Nobel Prize for science and technology.

These activities fit into a matrix that I work on to develop a platform for health and technology in this world.

NQ: You are neither a scientist nor a doctor, yet you've been steering investors to biotech for 40 years. Why is that?

Burrill: Looking back five hundred or a thousand years from now, this moment in time, when we are beginning to understand the molecular basis of life, will stand out as humankind's greatest achievement. This will be seen as the moment we really began to harness nature and understand how to manage ourselves and the world around us, when we will have transformed energy and energy consumption, the environment, and clearly, will have transformed health care.

All the informatics that came out of sequencing the human genome are leading to a world where we can personalize treatment using predictive and preventative medicine that will change all health care.

NQ: How important is federal funding for biomedical research from the National Institutes of Health and the National Science Foundation?

Burrill: It's probably government's most important expenditure. We spend about \$30 billion a year on NIH. U.S. pharmaceutical spending on research is about \$40 billion, and biotech spends another \$30 billion – a total of about \$100 billion in biomedical research.

This money is critical to everything upstream: The diseases we confront that we're trying to cure, the medicines, and the treatments changing health care today, all exist because the U.S. has invested a substantial amount in basic medical research over many years.

If we don't do more, none of the upstream activities will happen. Spending by NIH and NSF and even by other government agencies on core research is critical to both our economic competitiveness and the state of our world.

NQ: How does the current political dynamic in Washington impact science research funding for NIH and NSF?

Burrill: Washington is dominated by other issues right now, principally the war in Iraq and a ballooning deficit. It's tough to get anything funded. It's tough to stay even. Inflation eats away at budgets. Core funding at NIH is not even keeping up with inflation, when we need an increase. But the tremendous concern in Washington about improving and expanding the availability of health care is a net positive for NIH. It's difficult now, but over the next 10 to 20 years, we'll see a much more favorable environment in Washington for basic research funding.

NQ: What are the implications of the President's recommendations for a 1.7 percent cut for NIH and a 7.3 percent increase for NSF in FY2008?

Burrill: Both the short and the long-term implication of reduced funding for biomedical research is disaster. We cannot recover from a prolonged period of reduced funding in a year or two – it's more like 10 to 20 years. Funding for biomedical science in Europe, Japan, China, and elsewhere is increasing, and once the U.S. falls behind the curve, we're in trouble.

The NSF increase is important, but it doesn't solve the problem. It's relatively minor in the grand scheme of things. The "big bucket" is NIH funding and that's declining in absolute terms.

NQ: What can you tell us about the CMR corporate project?

Burrill: CMR has initiated a major project to attract corporate sponsorship from all sectors. Generally, corporate donations are focused on immediate problems. The CMR effort will spread a wide net to recruit active business support for NIH research. Every economic sector needs to understand that the upstream benefits of research won't

Interview with G. Steven Burrill, continued from page 5

happen in the future if our government doesn't commit to long-term investment in core research.

NQ: What's the key argument to bring them into the fold?

Burrill: If the business community doesn't encourage government to allocate scarce resources to core research, there won't be things for the private sector to develop upstream. The science is driven principally through the academic institutions that rely on NIH to enable everything else to happen, and it's this very core level that's underfunded today. We'll pay a very big long-term price for that.

NQ: You travel a lot. What can you tell us about biomedical research elsewhere?

Burrill: There is dramatically increased funding for basic science internationally. Europe is building an NIH equivalent. We are seeing substantial spending in Brazil, Russia, India, and China on core research. We've got a race on our hands. In a few places, some of that core research costs one-tenth of what we spend in the U.S.

Postdocs that are coming out of major U.S. and European institutions are going to work in countries where research dollars go further. We may find ourselves at a competitive disadvantage in a hurry.

NQ: Are there ways in which the process of research in the U.S. could be improved?

Burrill: The conflict-of-interest bugaboo continues to get in the way of effective and efficient technology transfer from the "R" side to the "D" side of the world. Sensitivity to the potential for conflicts is absolutely imperative and necessary and appropriate, but industry must help to dispel perceptions that conflicts are inevitable when government or academic institutions collaborate with industry.

The hand-off from basic research to applied research could be improved. It isn't the job of government to bring products to market. Government institutions should push the window on science and then step back so that there is no concern that something done on a federal or state dollar in some way benefits a private company or individual inappropriately.

NQ: How do you get around that roadblock?

Burrill: We operate in a world where we cooperate on one hand and compete on the other. We must change

the perception that a conflict is inevitable, to one of understanding that collaboration is essential. We also need to agree on clearly defined and appropriate rules of engagement.

NQ: What opportunities do you see for the research community in the upcoming national election to address public health issues, including life sciences research funding?

Burrill: Other than Iraq, health care is the political issue of the moment, and I think it will be the defining issue in the election. Unfortunately, politicians tend to deal with issues very superficially.

But even superficial discussion will be good for research funding. The real issue isn't spending more and more money on the last needs of very sick people, but getting to a world of understanding how disease occurs, understanding disease pathways, and understanding how to interfere with disease early enough to prevent or delay its occurrence.

"We must change the perception that a conflict is inevitable, to one of understanding that collaboration is essential."

NQ: What arguments should scientists and friends of research use to persuade Congress of the importance of federal support for science funding?

Burrill: Congress is most responsive to local needs. Local constituencies can best explain the relationships between research and jobs that can be created, or patients that could be treated, or industries that could be built. We all have a role to play: Nobody can check out of this dialogue. Every day, every politician must make decisions among competing priorities. Everybody — scientists, patients, advocates, academics, business — needs to be involved with Congress on a regular basis, and they need to make research locally relevant.

NQ: So economic arguments are the most effective?

Burrill: It *all* ends up being an economic argument: Who pays for health care, or how we pay for health care, or how we support medical research is a concept, and how

does it impact a particular congressional district? Will it mean large numbers of patients who go untreated or use the emergency room as their clinic? Does it mean an opportunity to build an industry that can generate jobs, wealth, and a better society? Does it mean a major academic institution employing large numbers of scientists doing breakthrough research?

There may be a different answer to how this equation affects one's local community, but it's up to us to make sure each congressional representative is aware of the impact on his or her constituency.

NQ: Why should business engage in the national debate over funding priorities?

Burrill: Medical research funding is part of the larger health care debate. We now spend \$2 trillion on health care, a number that will double by 2015, yet we have a massive disconnect between the rising cost of health care and what drives it, which is largely our aging population and our ability to keep people alive substantially longer.

But the public perception is that the health care industry is ripping off the sick. Business leaders, particularly CEOs, need to help the public understand the true health care dynamic and cost. That means explaining what the costs are and what drives increases, and suggesting creative solutions to reducing health care bills, especially by real progress on wellness, instead of throwing expensive sledgehammers at illness.

And, since many corporate leaders are managing costs through employee wellness programs, they need to share their expertise and educate both the public and our political leaders.

NQ: What is the most effective way for scientists to become involved in congressional advocacy?

Burrill: The challenge for scientists is to agree as a group. In my opinion, the biggest problem we have in the scientific community is that discussion of different views on research confuses the lay person, so the public checks out and doesn't really understand the scientific dialogue.

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“Great resource!” **“Easy to use..”**



Learn more about SfN's online career center, NeuroJobs, at www.neurojobs.sfn.org

Design of Headquarters Wins Three Awards

The design for the SfN headquarters office space has won three awards, one for outstanding interior architecture and the other two for environmental achievements.

One award came from a magazine published by a Virginia architects' organization, and the other is from a program sponsored by an association for corporate real estate and related professions, a national architects' organization and an international interior design association, and the latest one from the DC Chapter of the American Institute of Architects.

SfN Council's vision for its modern headquarters at 1121 14th Street in Washington, DC, was of a professional-looking and visually outstanding space that followed the goals of the organization.

*“It is wonderful for us
to see the SfN
headquarters be honored
for both design
excellence as well as
the integration
of sustainable design”*

—Kendall Wilson of Envision Design

Council's environmental values played a large role in shaping the design for the headquarters building, which opened in February 2006. In one of the strategic plan's six organizational values, SfN commits to: “Fulfilling its mission in a socially, economically, and environmentally responsible fashion, including minimizing SfN's environmental footprint through energy efficiency, recycling, and other initiatives, and being mindful of

the broader impact of its day-to-day practices, decisions, and actions.”

In May, the architectural firm, Envision Design, received a Merit Award from *Inform* magazine for the design of SfN's office space on the top three floors of the SfN building. The Merit Awards are highly competitive and prestigious prizes given in an annual competition sponsored by *Inform*, the journal of the Virginia Society of the American Institute of Architects. *Inform* holds the awards program to encourage design excellence in the Mid-Atlantic region, including Maryland, Washington, DC, Virginia, West Virginia, and North Carolina.

Reviewing 210 entries, a panel of judges chose what it considered 19 outstanding projects, giving out Honor Awards to the top seven winners, Merit Awards to 11 honorees and one community outreach award. The September edition of *Inform* magazine includes an article on the winning designs.

The judges recognized the SfN project for overall design excellence, especially applauding the Cajal Mural and a central stairwell that organizes the office space.

In planning its headquarters office space, the SfN Council wanted to display a large-scale image representative of neuroscience. Envision Design came up with the idea of pulling the central staircase away from the wall to create a three-story space for the display of the artwork.

The art piece is a bas relief, based on a widely recognized sketch by Santiago Ramon y Cajal, who won the Nobel Prize for Physiology or Medicine in 1906. Through the use of computer technology, the sketch of neural pathways in a mouse's brain was translated into a three-dimensional mural, carved in recycled wood panels, standing 32 feet by 12 feet and displayed on the wall of the stairwell.

“It's just a wonderful looking piece” observed the jury in comments. “The fact that it also ties the vertical circulation together is really pretty nice.”

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FY2007 ANNUAL PROGRESS REPORT



This *Progress Report* outlines the Society for Neuroscience's activities for the just-concluded fiscal year, as well as its plans for the year ahead. Society members are encouraged to provide feedback regarding the programs, initiatives, and strategies detailed herein. For more information, please look for the *Annual Report*, which will be posted at www.sfn.org in October 2007.

Guided by our continuously updated strategic plan, the Society has embarked on new and exciting initiatives, aimed at promoting changes that will strengthen the entire field of neuroscience. One effort is to motivate business leaders from the pharmaceutical and biotech arenas to join our advocacy efforts to work for a strong and steady rate of growth in federal funding for biomedical research. Another involves exploring ways to help neuroscientists access and mine the vast wealth of neuroscience data in online journals and in neuroscience databases, thereby accelerating the pace of research. In addition, a new editor-in-chief has been chosen for *The Journal of Neuroscience*, who will sustain and enhance its high quality editorial content.

All of these initiatives are aligned with the scientific vision outlined in our strategic plan. This plan identifies the steps necessary to make the next decade one of breakthrough discoveries, which are translated into applications that improve the health of people everywhere.

As you know, many of the recent advances in neuroscience have been made possible only with support from funding agencies around the globe for the biomedical research enterprise. Since the doubling of the NIH budget ended in 2003, flat funding has slowed the pace of progress. Our strategic plan calls for the Society “to reach out to industry leaders ... based on a shared agenda in support of the economic importance of research in the United States and global economy.”

Under the leadership of Past President Steve Heinemann, the Society leadership met in October 2006 with biomedical industry leaders to discuss the need for advocacy with former House Speaker Newt Gingrich, founder of the Center for Health Transformation. This very informative meeting led to a white paper, which can be found at www.healthtransformation.net, and an op-ed piece in the *San Francisco Chronicle*, both co-authored by Gingrich, which presented new, convincing economic arguments in support of increased federal spending for biomedical research funded by NIH and the National Science Foundation. Along with this effort, the Society has begun to identify and educate key members of Congress in both parties whose vote could make a difference in gaining increased federal support for biomedical research. In addition, SfN partnered with Research!America's *Your Congress-Your Health* initiative, www.yourcongressyourhealth.org, to provide the Web's first and only database of members of Congress' positions on research policy issues.

The emerging field of neuroinformatics aims to enhance the ability of neuroscientists to access the staggering amounts of neuroscience data in journals and databases. This includes the development of powerful tools for searching, visualizing, and analyzing information about the nervous system and for integrating knowledge from different levels of analysis. To enhance synergies between online journals and databases, the leadership conference, “PubMed Plus,” proposed by the SfN Neuroinformatics Committee, was held in June 2007 at Washington University in St. Louis. It brought together an international group of 60 neuroscientists; informaticians; journal editors and publishers; and representatives of foundations, societies, government institutes, and the library community.

The PubMed Plus conference generated a number of specific and practical recommendations on how to facilitate data mining, more effectively link databases and journal publications, and develop standardized databases for handling journal supplementary materials. Another important recommendation is aimed at making the manuscript review system more efficient for authors and reviewers alike. Our hope is that the conference will serve to catalyze a process where continued collaboration among the different domain experts will enhance the impact of neuroinformatics on mainstream neuroscience. Neuroinformatics and the uses of new technology will be highlighted again at our 2007 annual meeting in San Diego, during which several sessions will focus on data mining, and others will discuss how new technologies will drive the future.

Much of the new, ground breaking neuroscience research appears in *The Journal of Neuroscience*, which will have a new editor-in-chief, John Maunsell of Harvard University, whose five-year term begins in January 2008. He is an outstanding neuroscientist with a wealth of experience on the editorial side of science journals. On behalf of the whole neuroscience community, I want to acknowledge the accomplishments and commitment of Gary Westbrook, the current editor-in-chief, who has greatly enhanced *The Journal's* quality and readability during his five-year term by leading *The Journal* to publish on a weekly schedule and by incorporating many innovations and several new feature sections.

Throughout the year, SfN continued to engage in a wide array of advocacy and public education efforts to spread the message about the progress and promise of neuroscience research. Joining hundreds of colleagues throughout the world in March during Brain Awareness Week, I had

the wonderfully rewarding experience of speaking about the cerebral cortex to an audience of local students and teachers who gathered at the National Museum of Health and Medicine on the campus of the Walter Reed Army Medical Center in Washington, DC. In April, I made several visits to Capitol Hill to discuss the need for increased federal support for biomedical research.

These are examples of how SfN carries out its mission to encourage and ensure the highest levels of scientific excellence, professional development, public education, and science advocacy. SfN members represent the entire range of neuroscience research, using a wide array of methods to better understand, treat, and prevent nervous system disorders. Through the annual meeting and *The Journal*, the Society facilitates the translation of research findings into treatment strategies and encourages information transfer from the clinic back to the research arena. As a rapidly evolving field, neuroscience benefits greatly from and helps to drive the ongoing development of powerful new tools used to acquire and analyze experimental data.

In carrying out this vision, SfN is committed to serving the needs of our members and the field; promoting greater diversity by increasing the representation of women, minorities, and young investigators in our field and in our governance; seeking innovative ways to better utilize technology to serve members; being socially, economically, and environmentally responsible as an organization; and developing effective strategic relationships with appropriate external partners. The SfN Council considers the strategic plan an organic document. And as we move forward with its implementation, we are continually adjusting and adapting it to the changing conditions. The membership survey, conducted earlier this year, had a remarkably high response rate. It yielded an invaluable corpus of information about issues important to our members, along with ideas on how the Society can better serve its membership.

One area where progress is ongoing is in the organization of our committees. As part of the strategic planning process, we developed a new organizational structure, creating some new committees and eliminating or merging others. Committees have been grouped into “clusters” in an effort to improve communication and coordination of activities. A steering group, consisting of committee chairs within each cluster, coordinates the activities of the cluster as a whole. The Society’s Committee on Committees is seeking feedback from our committee volunteers to assess the efficacy of the restructuring and to guide in future refinements.



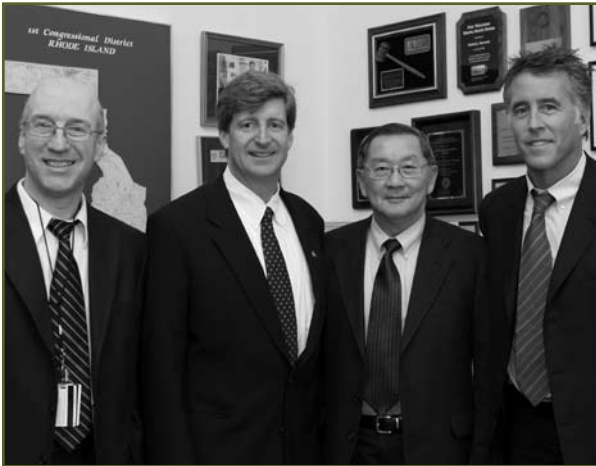
SfN President David Van Essen with Past President Ed Perl.

To ensure the excellence of all of our programs, our staff continually monitors Society revenues and tracks how they may vary based on the funding and economic climate. Obviously, the NIH funding picture affects the health of the field and, to some extent, the financial health of the Society itself. In 2006, our annual meeting attendance and membership numbers were down for the first time in several years, which has had a negative effect on some of our revenue streams. However, revenue from the new SfN headquarters building should help stabilize SfN’s finances because it is not tied to the ups and downs of NIH funding. Overall, the Society’s leadership remains optimistic about the future of the organization and of the field, while remaining keenly aware of challenges posed by continuing funding constraints.

I hope you will review this report carefully. The accomplishments it highlights motivate an expression of great appreciation for the hard work carried out by the volunteer leadership, including Council, and committees, and by our dedicated staff. We face many challenges as we strive for adaptive changes that will enhance this thriving field of neuroscience, and allow us to pursue the advances that eventually will improve the health of everyone. I also encourage our members and other stakeholders to respond with your ideas and actively participate in initiatives that will help us advance the mission, vision, and values outlined in our strategic plan.

Sincerely,

David Van Essen, PhD
President



(From left to right) David Goldman, Patrick Kennedy, Ting-Kai Li, and Christopher Lawford

Since the doubling of the NIH budget ended in 2003, funding for the agency has not kept pace with the rate of biomedical research inflation. The Society engaged in a variety of new advocacy efforts to change the mindset of those in Congress who believe that NIH has been “taken care of” in terms of funding. This year, SfN has built partnerships with non-traditional allies, especially those in the business community, to further its advocacy efforts.

In an effort to develop new arguments in favor of increased NIH funding, the Society joined the Center for Health Transformation (CHT) in 2006 and renewed its membership again in 2007. Former Speaker of the U.S. House of Representatives, Newt Gingrich, is the founder of CHT and a strong supporter of science research funding. Society leaders met with Gingrich, as well as a variety of leaders in the pharmaceutical, biotech, and medical device fields to discuss the importance of basic research to producing other medical discoveries.

As a result of the meetings, Gingrich co-authored a white paper and a *San Francisco Chronicle* op-ed piece making the case for greater NIH funding. The report highlights both the health benefits of additional funding, as well as the economic stimulation that biomedical research provides to U.S. businesses and the economy. The white paper was distributed to all members of Congress and made available on the SfN Web site, www.sfn.org.

Two new advocacy videos entitled “Battling Brain Disorders: Voices from Public Figures,” will be shown at Neuroscience 2007. They highlight U.S. Rep. Patrick Kennedy (D-RI) and his struggle with addiction and bi-

polar disorder, and Sen. Lisa Murkowski (R-AK) and her family’s experience with ALS. SfN members Joseph Coyle, a psychiatrist, and Jeffrey Rothstein, a neurologist, discuss the state of research for these disorders. The videos may be viewed on the SfN Web site, and will be used in advocacy efforts on Capitol Hill to show that brain diseases can affect anyone, regardless of political party, wealth, or stature in the community.

SfN continued its participation with coalition partners, such as the Campaign for Medical Research (CMR), an organization working for increased investment in research. CMR launched the corporate council, a group of business executives who are dedicated to advocacy on behalf of NIH. G. Steven Burrill, a biotech venture capitalist and the chair of CMR, leads this group of business executives and their advocacy efforts. The Society plans to bolster its outreach to business leaders with the launch of *The Washington Update* newsletter.

SfN has embarked on an effort leading up to the 2008 election to identify key players in both parties to become more supportive of biomedical research. The Society has identified 30 to 40 members of Congress, aiming to educate them about the importance of biomedical research and robust, consistent funding for the NIH. This will be a key focus of our advocacy efforts going forward.

In addition to reaching out to the business community, SfN leaders maintained a strong presence on Capitol Hill. Cavarocchi-Ruscio-Dennis Associates, the Society’s legislative advisory firm, helped to analyze and navigate policy issues affecting biomedical research.

Meetings with key legislators continued to be a critical part of SfN’s advocacy strategy. SfN President David Van Essen met with legislative staff from the offices of U.S. Rep. Jo Ann Emerson (R-MO), and Sens. Kit Bond (R-MO) and Edward Kennedy (D-MA). Van Essen emphasized SfN’s strong support for the use of the NIH peer review system. SfN President-Elect Eve Marder visited U.S. Reps. Ralph Regula (R-OH) and Denny Rehberg (R-MT). She described the negative effect of NIH flat funding on employees in her lab and others, and how this situation has made it difficult to recruit top young scientists. In addition, SfN staff members made a number of visits, particularly to key members of Congress in the House, during late spring and early summer.

SfN’s Government and Public Affairs Committee Chair John Morrison and nearly 20 neuroscientists gathered in

Washington, DC in April for SfN's first-ever Congressional Visits Day. The day began with a breakfast meeting with former Republican Member of Congress from New York, Sherwood Boehlert, who was the chairman of the House Science Committee from 2001 to 2007. Boehlert discussed the importance of the scientific community as a lobbying entity and what members of Congress want to hear when scientists visit their offices. After the training session, SfN staff escorted groups of members to the offices of the following 10 senators and 10 representatives: Sens. Jim Webb (D-VA), John Cornyn (R-TX), Bob Corker (R-TN), Barbara Mikulski (D-MD), Lamar Alexander (R-TN), Kay Bailey Hutchison (R-TX), Charles Schumer (D-NY), Maria Cantwell (D-WA), John Warner (R-VA), and Hillary Clinton (D-NY); and U.S. Reps. Dennis Moore (D-KS), Jim Moran (D-VA), Jim McDermott (D-WA), Nita Lowey (D-NY), Stephen Cohen (D-TN), Elijah Cummings (D-MD), John Sarbanes (D-MD), Mac Thornberry (R-TX), Eleanor Holmes Norton (D-DC), and Chris Van Hollen (D-MD).

In February, SfN member David Goldman, and Ting-Kai Li, director of the National Institute on Alcohol Abuse and Alcoholism, met with U.S. Rep. Patrick Kennedy (D-RI) and his cousin, Chris Lawford, to discuss the genetics of alcoholism. Both Rep. Kennedy and his cousin have suffered from addictions and are advocates of Mental Health Parity legislation. The congressman is a longtime friend of the Society, and in 2002, he received the SfN Public Service Award.

Throughout the year, the Society distributed *Brain Research Success Stories*—two-page newsletters highlighting neuroscience breakthroughs from research funded by NIH—to every member of Congress, more than 400 patient advocacy groups, and to leaders of other scientific societies. The 36 topics in the series cover the spectrum of neurological and mental health disorders, including addiction, autism, depression, dyslexia, stroke, and traumatic brain injury. By describing the many important advances brought about by doubling the NIH budget, the series illustrates the good that would come from continued adequate funding. The series was completed this year and is available on the Society's Web site.

The American Brain Coalition (ABC), which the Society helped to organize with the American Academy of Neurology and the American College of Neuropsychopharmacology, is an alliance of nearly 50 neurological and psychiatric organizations that represent patients, families, and professionals. ABC currently is focused on NIH fund-

ing, chronic care, mental health parity, stem cell research, and access to care.

With attacks by animal rights activists becoming more widespread, the Society joined with influential partners throughout the year to advance public understanding of the benefits of responsible animal research and to inform SfN members on how best to prepare for and manage attacks.

In a major victory for the research community, the Animal Enterprise Terrorism Act was signed into law in November 2006, which codified penalties for illegal animal rights activity and associated domestic terrorism.

A university outreach proposal brought to Council in fall 2006 is flexible yet firm, and will allow the Committee on Animals in Research (CAR) and the Society to properly address these important issues and cases. A secure SfN database to better chronicle the instances and nature of attacks on SfN members was created in fall 2006. Additionally, Randy Nelson, member of the CAR, addressed an audience of 30 attorneys about threats to animal researchers and their legal implications for institutions at the National Association of College and University Attorneys meeting in Washington, DC in November 2006.

After a turbulent year of animal rights protests and violent attacks at the University of California, Los Angeles (UCLA), the university completed a landmark safety and security report in late 2006 that articulated the university's responsibility to protect its researchers in their conduct of legitimate academic inquiry. In early 2007, SfN President David Van Essen and Jeff Kordower, CAR chair, visited Norka Ruiz Bravo, deputy director of extramural research at NIH, to discuss animals in research issues. They covered what could be done to encourage other universities to create plans similar to UCLA's. SfN agreed to publicize the report's findings and recommendations, and provide support to universities nationwide, including the University of Utah, where animal rights attacks have been particularly frequent in recent months.

The Society is continuing its involvement in the Coalition for Animal Research Education as it develops a plan to advance its pro-biomedical research message to the public. SfN also plans to continue its relationships with States United for Biomedical Research, a group that focuses on teaching K-12 students the value of animal research, and the National Association for Biomedical Research, an organization that focuses on crisis management and legal issues surrounding the use of animals in research.



SfN received gold certification for environmentally responsible design of its three floors of headquarters office space.

From the design of its office space, to printing of various publications, to its purchase of office supplies, to maintenance practices at its annual meeting venue, the Society for Neuroscience is reinforcing its commitment to a sustainable environment. These efforts are the result of the pledge made in SfN's strategic plan that outlines the organization's commitment to help promote change in ways that are environmentally, socially, and fiscally responsible wherever possible.

In one of the strategic plan's six key organizational values, SfN commits to: "Fulfilling its mission in a socially, economically, and environmentally responsible fashion, including minimizing SfN's environmental footprint through energy efficiency, recycling, and other initiatives, and being mindful of the broader impact of its day-to-day practices, decisions, and actions."

During FY2007, SfN achieved three recognitions that attest to its environmental commitment. In the fall of 2006, SfN received gold certification for environmentally responsible design of its three floors of headquarters office space from the green building rating system of the U.S. Green Building Council Leadership in Energy and

Environmental Design (LEED). SfN is at the forefront of eco-friendly design in the Washington, DC area, where only six other work spaces shared this distinction as of July 2007. In April 2007, SfN and partner architectural firm, Envision Design, won a national award for design collaboration and promotion of sustainability for the three floors of SfN office space. The collaboration received a designation of "Highly Commended" from the Sustainable Leadership Awards for Design and Development, a joint effort of CoreNet Global, an association for corporate real estate and related professions; the American Institute of Architects; and the International Design Association. Additionally, the SfN space received a Presidential Citation for Sustainable Design from the DC Chapter of the American Institute of Architects.

SfN's innovative Washington, DC headquarters office space is constructed from many sustainable building materials, including those that are recycled, locally manufactured, and rapidly renewable. A full 22 percent of building material and furniture is made with recycled material. Carpets, flooring, upholstered wall panels, ceiling tiles, wallboards, and cabinetry within SfN's headquarters are all partly recycled.

Wood used in the office space is primarily rapidly renewable, meaning that all doors, plywood, and paneling are derived from trees with a harvest cycle of 10 or fewer years, and comes from trees certified by the Forest Stewardship Council (FSC), an organization responsible for promoting sustainable forestry globally. Wall paints contain low or no harmful volatile organic compounds (VOCs) which, when broken down, contribute to smog, respiratory problems, and even cancer and birth defects. Other locally produced building materials were used in order to reduce the environmental impact of long-distance transportation.

Drawing on the creativity of the architects at Envision Design, the plan for the utilities for the office space curbed excessive use of energy and water. Clean and renewable wind power provides the energy needs for the entire building. SfN has joined the U.S. Environmental Protection Agency Green Power Partnership Program (www.epa.gov/greenpower), which encourages the voluntary use of green power to reduce the risk of climate change. SfN's lighting fixtures are linked to dimmer sensors that react to natural light, which is maximized by glass corridor walls. Motion sensors in offices, common areas, and storage rooms ensure that fluorescent lights are off when those spaces are unoccupied. Modifications, like the installation of

separate electric meters for each floor, help to encourage tenants to save electricity, while a light-colored reflective roofing material reduces heat absorption in the summer. Similar efforts are made to conserve water in the form of automatic faucets and flush devices in the restrooms. The installation of a filtered tap in favor of water coolers helps the building use 22 percent less water.

SfN is conscious of avoiding office waste and provides facilities that allow employees to conserve resources. SfN encourages employees to use public transportation for their commute by offering pre-tax subway and bus Metrochek vouchers to minimize the environmental impact of hydrocarbons, nitrogen oxides, and carbon monoxide. Recycled paper is used exclusively in Energy Star rated printers and copy machines; used toner cartridges are recycled. SfN also coordinates an extensive, building-wide recycling program for building tenants that collected over three tons of bottles and cans and two tons of cardboard paper for reuse during FY2007 — a full third of all waste for the building.

The Society also teams up with other eco-friendly partners when possible. In printing, where more than 100 million tons of paper is used in the United States every year, the Society strategically partners with FSC-certified printers. The FSC certification allows printing vendors to make use of FSC-certified paper to print jobs with the FSC trademarked “checkmark and tree” logo, as a way of ensuring purchasers that the paper was made from wood harvested from well-managed forests. For example, the Neuroscience 2006 *Preliminary Program* was printed on New Leaf Opaque, a 100 percent post-consumer, white opaque paper. The paper is manufactured using biogas energy, sourced from the decomposition of waste in a local landfill. By utilizing this process, SfN saved nearly 452 full-grown trees, nearly 194,186 gallons of water, 21,714 pounds of solid waste, and 42,354 pounds of greenhouse gases on this one publication alone.

SfN also makes its publications available online to help eliminate unnecessary printing. But when printing is necessary, SfN specifies vegetable-based inks and recycled paper for most of its publications. This alternative to petroleum-based inks uses oil that is naturally low in VOCs. These toxins can leach into the soil when printed paper ends up in landfills, and can be released into the air as fresh inks dry.

The Society is fortunate to be able to host Neuroscience 2007 at the San Diego Convention Center, an environ-



SfN's office space is constructed from many sustainable building materials.

mentally conscious partner with an extensive “Recycle, Reduce & Reuse” policy. The convention center recycled over 100 tons of its waste in 2006 and provides only recycled materials such as copy paper, legal pads, envelopes, toilet paper, facial tissue, and paper towels at its events. Infrastructural improvements like low flow sinks and toilets have helped save an estimated 81,000 gallons of water per year.

SfN is serious about operating in an environmentally responsible fashion and is emerging as a leader among professional associations seeking to make their routine business practices more “green” and sustainable. By promoting excellence in scientific inquiry and in conservation, SfN moves into the future harnessing every effort it can to improve the health of people everywhere — including in its own backyard.



Fifteen students from Latin America and the Caribbean participated in the Miledi Program.

The Society's membership remained strong at 36,653 in 2006 and, while slightly down from the previous year, is on track in 2007 to resume a trajectory of modest growth. SfN is committed to ensuring that such growth can be supported without negatively affecting member satisfaction and engagement. Consistent with its strategic plan goal of identifying and serving the changing needs of its members, the Society is engaged in a long-term research project that is laying the foundation for development of a membership enhancement plan responsive to members' evolving needs and priorities.

Using the services of a consulting firm and with guidance from SfN's volunteer leaders, the Society gathered information about members and the current neuroscience environment through means that included focus group meetings with distinct demographic segments of the membership. These efforts culminated in the design and launch of a membership survey in June 2007. Survey results will be used to craft a five-year plan aimed at catalyzing greater member engagement in and satisfaction with the Society.

Meanwhile, the Society continued to invest considerable effort in assisting its members through an array of programs and services. Among these are support to SfN chapters, travel and other award programs, a mentoring program, and other professional and career development activities.

Chapters are one mechanism for reaching out to SfN members at a regional and local level, and this year two were newly established for a total of 119 SfN chapters. To support chapter capacity building, 26 grants were awarded to chapters to fund a range of local activities, such as Brain Awareness events. In addition, 40 chapters received a Grass Traveling Scientist Program award to support visiting lecturer programs. Chapters are playing an increasingly important role within the Society and for the first time, a workshop will be offered at Neuroscience 2007 on creating or revitalizing chapters.

In FY2007, a total of 111 travel awards were presented to graduate students and post-doctoral students, as well as young neuroscientists from developing countries to support their attendance at Neuroscience 2006 in Atlanta. A commitment has been made to double the number of international travel awards for developing country neuroscientists for the 2007 annual meeting.

This year, SfN received external funding to establish several major new awards to recognize the work of neuroscientists. With an endowment from the Eli Lilly and Company Foundation, SfN established the Julius Axelrod Prize for distinguished achievements in neuropharmacology or a related field and exemplary mentoring of young scientists. Funding from the Astellas USA Foundation enabled creation of the SfN Research Awards for Innovation

in Neuroscience (RAIN). Both prizes will be presented for the first time at Neuroscience 2007.

SfN's career center at Neuroscience 2006 and NeuroJobs, the online job bank free to job-seeking members, helped employers and job seekers connect at the meeting, with nearly 100 interviews conducted on-site. As of June 2007, close to 2,000 employers had registered with NeuroJobs and registered job-seekers numbered nearly 12,000. The Society this year implemented several new initiatives aimed at better serving members with more opportunities to find jobs. Efforts in the coming year will focus on continued expansion of the job bank as well as the addition of career-related references and resources.

One of the Society's professional development programs in greatest demand has been mentoring. Last year, in a mentor matching program spearheaded by the Committee on Women in Neuroscience (C-WIN), more than 150 mentees were matched with mentors during the annual meeting. Expansion to a year-round mentoring program has been identified as a high priority collaborative effort among the three committees that make up the Professional Development Cluster: Committee on Diversity in Neuroscience (C-DIN), C-WIN, and International Affairs Committee (IAC).

In FY2007, the Society also moved forward in its goal of fostering diversity within the field of neuroscience through the work of the three committees. These efforts included special events held at Neuroscience 2006 to facilitate networking, such as the Diversity Fellows Poster Session, Mentor-Fellow Breakfast, and C-WIN Awards Ceremony. Joanne Berger-Sweeney, former C-DIN member, was honored at the Diversity Reception for her lifelong dedication to excellence and diversity in neuroscience and leadership in working with the NIH-funded Minority Neuroscience Fellowship Program, which ended in 2006. C-WIN launched their first annual guest speaker luncheon, attended by over 200 women and men, with Carla Shatz as the featured speaker and a special slide presentation highlighting accomplishments of distinguished women neuroscientists.

Ten new scholars were added to the Neuroscience Scholars Program, a three-year fellowship program for underrepresented minorities, overseen by C-DIN and funded by the National Institute of Neurological Disorders and Stroke. The program, with a current roster of 42 scholars, provides benefits of mentoring, career enrichment, and networking opportunities for pre- and post-doctoral minority students in neuroscience, including funds to attend the Society's annual meeting.



For the second year, the annual meeting featured the NeuroJobs Career Center.

On the international front, the Society continued to embrace the importance of global cooperation by strengthening partnerships with international organizations and supporting training for promising young neuroscientists from developing countries.

The Society held its third Ricardo Miledi Program for Neuroscience Training, a four-week intensive hands-on course funded by The Grass Foundation. Fifteen competitively selected neuroscience students from Latin America and the Caribbean participated in the course on stem cells held in Mexico in November. Other training opportunities were provided through the Society's collaboration with the International Brain Research Organization (IBRO). In FY2007, SfN helped support two neuroscience schools — one in Cape Town, South Africa, for 27 students from 12 African countries and one in Toronto for 14 students from Africa and Latin America. The Toronto course was organized in close collaboration with Canada's Institute of Neurosciences, Mental Health and Addiction, an important strategic partner to SfN.

In the coming months, as results of the membership survey are analyzed and opportunities for creating greater value for our members are identified, the Society will continue to strengthen its professional development offerings and other programs to best serve member needs and the field of neuroscience.

Understanding that the future of neuroscience ultimately belongs to today's youth, the Society devotes significant effort to education and outreach programs for grades K-12 teachers and to SfN members engaging in public education. By stimulating greater integration of neuroscience content into educational programs, these efforts will yield a generation of young people with stronger knowledge of and interest in neuroscience.

Highlights of FY2007 include strengthened collaborations as well as promising new partnerships aimed at expanding the Society's outreach to its target audiences. SfN worked closely with a key partner, the Dana Alliance for Brain Initiatives (DABI), to strengthen the popular, worldwide Brain Awareness campaign. One result was the exponential growth in the number of organizations reporting from around the globe on a range of innovative outreach activities that make up this unique campaign. Available online, these reports allow SfN and DABI members and their partners to utilize a rich vein of resources for year-round brain awareness public education activities.

The 2007 Brain Awareness Week, March 12 – 18, was celebrated locally by SfN staff and leadership in Washington, DC. Mayor Adrian Fenty issued a proclamation declaring Brain Awareness Week in Washington, DC, as SfN joined forces with the National Museum of Health and Medicine and DABI to reach over 600 students and their teachers from the Washington area with a wide range of hands-on neuroscience education activities, including a talk by SfN President David Van Essen.

As trademarks of Brain Awareness Week, Brain Bee events — competitive events focused on neuroscience knowledge and application — took place around the world. SfN assisted DABI with sponsorship of two Regional Brain Bees in New York City and Washington, DC, and supported the capstone international event held in Baltimore. As with past International Brain Bee winners, the 2007 champion was awarded a trip to the SfN annual meeting and a summer internship in a lab, working under the guidance of an SfN member.

This year, the Society launched a new partnership with the Science Olympiad program, one of the premier science competitions in the nation. 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, held this year in Kansas. SfN sponsored two of 23 team-based events, the Health Science and Anatomy events which included a neuroscience

focus. The Health Science event's winning team from Ohio was presented with a trip to Neuroscience 2007.

The Society's continuing alliance with the National Science Teachers Association included a strong presence at their annual convention of 10,000 science teachers, including participation by the SfN president. At the St. Louis gathering in March, SfN sponsored three hands-on workshops led by SfN members experienced in neuroscience education.

Reflecting the successful collaboration between SfN members and educators, the Society's Neuroscientist-Teacher Partner Program experienced notable growth in FY2007. The program, which also grants teachers the opportunity to attend the Society's annual meeting, attracted 36 applications this year, more than double last year's number. At Neuroscience 2006, ten educators and their neuroscientist partners were honored as special guests at the Brain Awareness Campaign Event and the Public Education Breakfast, along with the recipient of the Science Educator Award who was recognized for her outstanding contributions to educating the public about neuroscience.

A key factor in the success of the Society's public education and outreach efforts is the investment made in translating current neuroscience findings and discoveries into top-notch educational resources. Among these are *Brain Facts*, a 64-page primer on neuroscience, the *Neuroscience Resources for the Classroom* CD-ROM, and the two popular lay-language series, *Brain Briefings* and *Brain Research Success Stories*.

The Society is continually working to develop new alliances and initiatives that support its public outreach strategy and will focus this coming year on expanding Web-based neuroscience education resources that are expected to exponentially increase dissemination of information. An ambitious project to define core concepts in neuroscience will serve multiple public education and advocacy purposes, including providing benchmarks for teachers as they integrate neuroscience into educational activities.

With new educational resources, a growing and robust set of collaborative partnerships, and new awards to recognize the public outreach contributions of neuroscientists, SfN will continue to reach out to the public and the education community and build upon its catalytic role in securing new generations of enthusiastic young scientists and an informed populace.

Neuroscience 2006 drew nearly 26,000 attendees to Atlanta's Georgia World Congress Center October 14 – 18. Leading scientists from around the world shared ideas about cutting-edge research on the brain, spinal cord, and nervous system at the Society's 36th annual meeting. Discussions, presentations, and lectures centered on the scientific ideas from 14,300 submitted abstracts, on the latest technological and communication advances in neuroscience, on ethical issues, and on expanding research funding.

More than 7,000 attendees assembled to hear acclaimed architect Frank Gehry's lecture and discussion with SfN member Fred Gage on "Architecture and Perception." Gehry's presentation on his approach to architectural design was the second lecture in the series "Dialogues between Neuroscience and Society," which fostered an exchange between thought leaders and the neuroscience community.

Four presidential special lectures highlighted how the study of human genetics informs basic neuroscience and tells us more about human disease. Huda Zoghbi of the Howard Hughes Medical Institute at the Baylor College of Medicine spoke about the studies providing insights into the gene encoding protein responsible for Rett Syndrome. The University of Chicago's Sangram Sisodia summarized recent investigations of genetics in relation to various forms of Alzheimer's disease. Peter Carmeliet of the University of Leuven, Flanders Interuniversity Institute of Biotechnology, Belgium, talked about the emerging importance of the neuro-vascular link and potential future opportunities for the treatment of neurodegeneration. Finally, Harry Orr, a geneticist at the University of Minnesota, discussed how inherited genetic factors might enhance susceptibility of adult neurons to certain degenerative diseases.

Several events broadened the discussion of biomedical research funding. In Atlanta, SfN's leadership held its first meeting with a group of biomedical business leaders in an effort to cement new partnerships and find common ground in advocacy efforts. The meeting with former House Speaker Newt Gingrich, a proponent of biomedical research and founder of the Center for Health Transformation (CHT), grew out of concern for flat funding for NIH. SfN joined CHT as a member in 2006. Also, in a special presentation, a panel of NIH institute directors with significant neuroscience portfolios discussed the NIH Roadmap and the Neuroscience Blueprint, along with recent falling grant funding success rates, funding priori-



Several events held at Neuroscience 2006 broadened the discussion of biomedical research funding.

ties, and challenges the agency faces moving into a 21st century health and medicine landscape.

A variety of other noteworthy lectures were featured at Neuroscience 2006. Judy Illes of Stanford University gave the David Kopf Memorial Lecture on Neuroethics. Illes discussed certain ethical problems in research and explored the challenges associated with commercializing emerging technologies. Winfried Denk of the Max-Planck Institute for Medical Research presented the Fred Kavli Distinguished International Scientist Lecture. Denk discussed how modern optical technology allows neuroscientists to look deeper, see more clearly, and watch for longer periods in carrying out research on the cortex of living animals. Roger Nicoll of the University of California, San Francisco, and Masao Ito of the RIKEN Brain Science Institute together presented the Peter Gruber Lecture about how the brain learns with molecules and circuitry.

Workshops provided attendees with instruction in a range of topics. A short course led by Teresa Nicolson addressed how and why zebrafish are used to study neuroscience. György Buzsáki organized a second short course about how the brain orchestrates perceptions, thoughts, and actions from the activity of its neurons.

The Neurobiology of Disease Workshop, organized by Serge Przedborski, focused on motor neuron diseases (MNDs), a group of devastating paralytic disorders. Experts presented a comprehensive clinical review and evaluation of the mechanisms behind some of the most common MNDs. Patients with spinal muscular atrophy and amyotrophic lateral sclerosis joined the speakers on stage to discuss the current understanding of the mechanisms of their disorders and to provide a powerful illustrat-



Presentations and lectures centered on the ideas from 14,300 submitted abstracts.

tion of the diseases' effects on patients. A reception at the end of the workshop gave speakers, attendees, and organizers the opportunity to converse and informally explore remaining questions.

Colin Blakemore, last year's recipient of SfN's Science Educator Award and former Chief Executive of Britain's Medical Research Council, moderated the Public Advocacy Forum. He was joined by science journalist Sharon Begley; Bruce McEwen of Rockefeller University; Lisa Newbern, chief of public affairs at Yerkes National Primate Center; and Sanjay Gupta, senior medical correspondent for Cable News Network. They discussed ways neuroscientists could better communicate with the media to advocate for the research enterprise.

The Animals in Research Panel provided neuroscientists with pointers for talking in public about animal research and its benefits. Speakers Judy Cameron, Donna Marie Artuso, Peter Santi, and Kenneth Catania talked about how to form partnerships with veterinarians, teachers, and clinicians to spread the message about how animal research is expected to be important for development of new clinical therapies — for humans and animals — in the near future.

In the Social Issues Roundtable, organized by Dona Chikaraishi, speakers highlighted recent developments

in imaging and genetics in autism research and the impact of the disorder on affected individuals, families, and communities.

The “(R)evolution in Scientific Publishing: How Will It Affect You?” roundtable, chaired by President David Van Essen, focused on the changing landscape in scientific publishing, open access, and coping with the flood of data. The roundtable was convened by SfN's Publishing Open Access Group (POAG), an eight-member working group appointed by Council during Neuroscience 2006, to examine these issues as they may affect the Society, *The Journal of Neuroscience*, and the world of science publishing in the next few years.

The annual meeting generated 178 original news stories and nearly 400 reprints in print and electronic publications. Most popular stories were on the relationship of marijuana use and Alzheimer's disease, autism, and electrical brain stimulation.

For the second year, the annual meeting featured the NeuroJobs Career Center. This year's offerings included more computer consoles and private meeting rooms than were available last year, thus making it easier for attendees and exhibitors to access job listings and schedule interviews with participating employers during the meeting.

Also featured for the second year was the “Meet-the-Experts” series of workshops. These five concurrent sessions allowed experts to detail their techniques and accomplishments to student scientists and postdoctoral researchers. During each 90-minute workshop, experts and the audience engaged in an informal and informative dialogue over breakfast.

In order to facilitate networking and socializing opportunities at the annual meeting, scheduling for Neuroscience 2006 ensured all scientific content was completed by 6:15 p.m. each day. This schedule allowed for more time for social and networking evening sessions. Scheduling changes were adopted based on member feedback, and indications suggest that the new schedule succeeded in making it easier for attendees to network with colleagues.

The Society will continue to make changes as needed to ensure that the annual meeting continues to be the arena for presenting and discussing the best neuroscience research that eventually will drive changes to improve the understanding and treatment of brain disorders.

The Journal of Neuroscience, the premier publication covering all topics in contemporary neuroscience, took several steps during FY2007 to transform and improve the ways it interacts with its many audiences to advance the goals of presenting information quickly and efficiently in the electronic age.

John Maunsell, a professor of neurobiology at Harvard Medical School and the Howard Hughes Medical Institute, was named *The Journal's* seventh editor-in-chief. Maunsell will start his five-year term on Jan. 1, 2008. For the last eight years, he has served as both a Reviewing and Senior Editor for *The Journal* and will continue and expand on the enormous contributions of the current Editor-in-Chief, Gary Westbrook.

Under Westbrook's leadership, *The Journal* developed new communication connections with its authors, members, the scientific community at large, and the public. It began to publish on a weekly schedule, reduced the time from acceptance to publication to 27 days, implemented an open access policy for all articles six months after publication, and transitioned from a print publication to a primarily electronic one. Important new feature content was introduced by Westbrook to increase the range of scientific content in *The Journal* to fill 14,300 pages of science, while maintaining a 23 percent acceptance rate.

This year the SfN Scientific Publications Committee recommended to Council that the online journal be acknowledged as the Society's journal of record going forward, while continuing to provide print issues to subscribers willing to pay the full incremental cost of producing and distributing them. This decision stemmed, in part, from the results of the June 2006 SfN survey of members and authors about future options for *The Journal of Neuroscience*. An overwhelming majority of respondents reported using the online edition much more frequently than the print edition, and voiced approval of offering an exclusively online publication.

Submissions of manuscripts and subscriptions continued to rise in FY2007. The number of submissions numbered more than 5,700 in 2006. Submissions of feature material, such as Journal Club and Toolbox articles, increased by about 40 percent in FY2007 compared with the previous year. Both features have been well received by graduate students, as well as seasoned researchers. In FY2007, *The Journal* had 1,035 institutional subscriptions, 337 of which were online only and 698 of which were online plus print.

This number includes an increasing number of multi-site licenses.

The Journal 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 its participation in CrossRef.

In FY2007, *The Journal* continued to make innovations designed to increase the quality and usability of the publication. A new online feature was "The Most Frequently Read Articles," which lists the 50 most frequently downloaded articles in the last month. Among them was "On the Move from Academia to Industry: Established Neuroscientists Who Have Made the Transition from Academia to Industry Are Finding Different Rewards in a New Environment." This was the first article in a new editorial series entitled Neuroscience in Brief, which focuses on non-academic aspects of neuroscience.

A landmark event during FY2007 was "PubMed Plus: New Directions in Publishing and Data Mining," a leadership conference sponsored by SfN to explore ways to enhance synergies between online journals and databases. The meeting was proposed by the SfN Neuroinformatics Committee, and in October 2006, SfN Council approved a proposal to organize a leadership conference in June 2007 on data sharing through databases. The goals were to discuss how neuroscience journals and databases might operate more collaboratively and permit more powerful mining of text and data published in the neuroscience literature. Participants in the resulting PubMed Plus conference included an international group of working scientists, journal editors and publishers, experts in computer science and semantic web technology, librarians, and representatives from scientific societies and funding agencies, many, but not all having some association with neuroscience.

Ideas from the conference will be presented at a roundtable discussion at Neuroscience 2007 in San Diego. SfN will present "New Directions in Data Mining: Synergistic Enhancements of Online Journals and Databases," a roundtable discussion, moderated by David Van Essen, in which panelists will present new ideas that emerged from the conference, including a new proposed Neuroscience Peer Review Consortium for sharing reviews between neuroscience journals; ideas for capturing experimental metadata to enhance searching and data mining; better ways to link databases and journal publications; and approaches toward standardizing and sustaining databases and journal supplementary materials.

The ongoing strong fiscal position enjoyed by the Society for Neuroscience is due to continuing vigilant internal oversight of its financial controls and systems to ensure they adhere to current best practices for nonprofit financial management. This year, the Society focused on leasing the space in its new headquarters building in Washington, DC — an 11-story testament to past prudent financial planning and management. The headquarters building will provide a revenue stream that will help protect and enhance Society programs well into the future.

Gelman, Rosenberg & Freedman audited the Society's financial operations for the fiscal year, beginning July 1, 2006, and ending June 30, 2007. The audited financial statements are included later in this section.

The SfN headquarters building, located at 1121 14th St., NW, near Thomas Circle, occupies the top three floors. As of the end of August 2007, six tenants have signed leases, representing 77 percent of the building, with two more leases under negotiation. SfN's leasing team continues touring the space with the goal of full occupancy in 2008. As anticipated, during this year of very active leasing, construction of office space and tenants moving into the building, there have been significant upfront costs, with rent revenue in the first full fiscal year of ownership beginning to increase along with occupancy.

The building will begin generating a positive cash flow in fiscal year 2008, during which there will be a gradual ramp up of rent revenue, as well as other building related revenues, such as parking fees and operating expenses. Owning a building in one of the nation's strongest and most stable commercial real estate markets will put the Society in a better position to manage existing programs and initiate new ones, and to maintain reasonable costs to members over the long-term for annual dues, annual meeting fees, and *The Journal of Neuroscience*.

The growing membership — up more than 30 percent in the past five years — continues to be the organization's greatest strength. Although in 2006 the total membership declined slightly, membership dues continue to be a major revenue source for the Society. So far in calendar 2007, membership has trended up, already surpassing 2006 levels and appears headed for a new record. Another crucial revenue stream is the annual meeting, which continues to draw significant attendance. Although Neuroscience 2006 saw a decrease in attendance from the previous few years, annual meeting related revenues

still comprised more than a third of the Society's annual revenue of over \$24.5 million. Registration fees, exhibitor fees, and other annual meeting fees, such as those for abstract submission, provide somewhat independent revenue streams even within the annual meeting revenues. Again, based on early registration figures, the 2007 annual meeting attendance looks to be headed for a significant increase over 2006.

At the same time, SfN saw growth of nearly \$500,000 in the area of grants and sponsorships. While funding from NIMH for the Minority Neuroscience Fellowship Program was ended, the Society received a new \$650,000 grant from the Eli Lilly & Company Foundation to endow the Julius Axelrod Prize, and 2007 is the inaugural year for this new prize. In addition, SfN has received continuing funding from NINDS to support both the Neurobiology of Disease Workshop and the Neuroscience Scholars Program. Funding from private foundations and corporations has also continued, including a few new agreements, to sponsor educational programs both at the annual meeting and elsewhere. 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. These development efforts during fiscal year 2007 have paid off with several new long term support agreements that will translate into increased funding in fiscal year 2008.

The Society also generates revenue through *The Journal of Neuroscience*, primarily from institutional subscriptions and author submission, publication, and reprint charges. The Society's reserve strategy allows for using a portion of current and future reserves to generate income that could, at some point in the future, be utilized to support *The Journal*. This support will be critical during a time when all publishers' business models are facing the challenges of the ever-changing world of digital publishing.

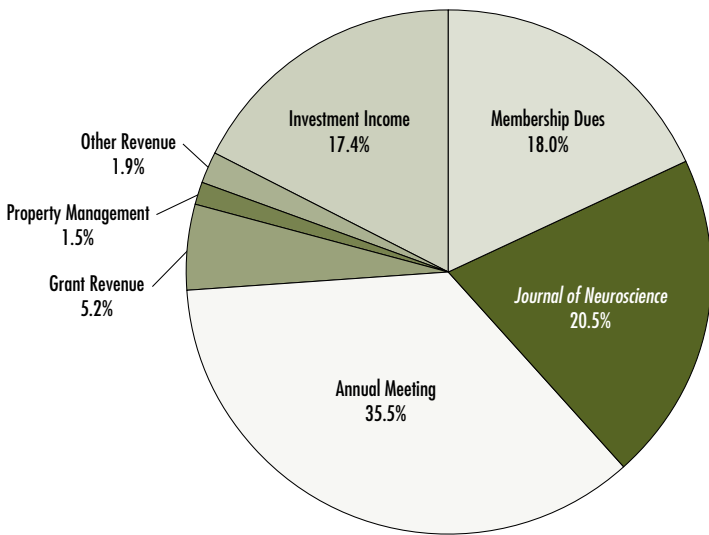
At the end of fiscal year 2007, the Society's investment reserves were valued at a total of more than \$32 million. SfN's investments experienced very strong returns in fiscal year 2007, resulting in investment income of nearly \$4.3 million. The Society's current investment strategy, guided by the outside investment experts who provide *pro bono* advice as members of SfN's Investment Committee, is flexible and sector-based, prudently allowing for the ups and downs of the economic cycle. Council, in consultation with the Society's Investment Committee, will continue to provide the oversight necessary to

successfully manage the reserves. Maintaining a healthy reserve fund will help protect SfN from the volatile economic climate that continues to confront the entire nonprofit community.

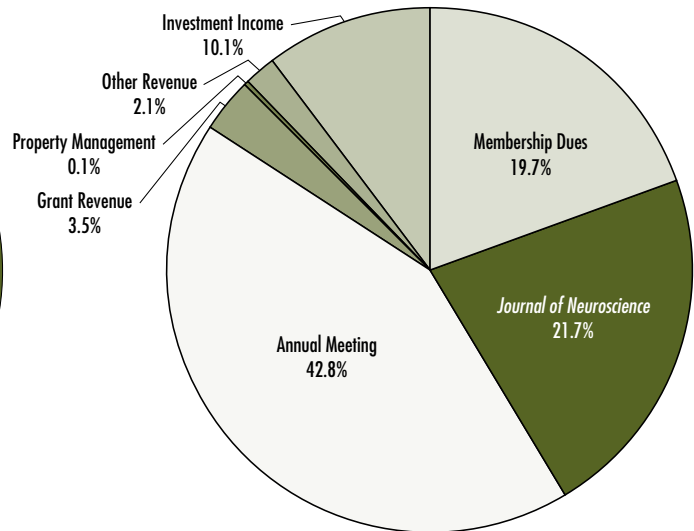
As mentioned previously, SfN's building is expected to generate revenue beginning in the coming year, and together with anticipated growth in membership and annual meeting attendance, SfN expects additions to the reserves in the coming fiscal year. Within five years,

SfN aims to establish financial reserves adequate to cover all identified risks the Society might face in a given year. The Finance and Investment Committees continue to examine the reserve strategy based on investment returns, revenue and spending projections, and risk assessment. The committees are also taking steps, in consultation with the SfN Council, to explore how best to utilize and leverage those funds as the Society strives to find more ways to support its scientific mission and enhance member value.

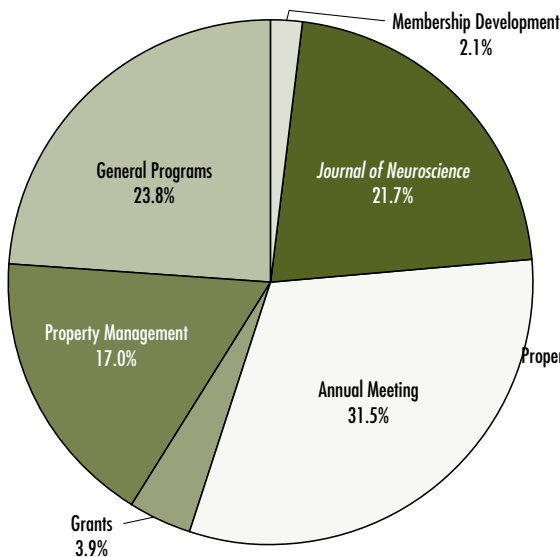
FY2007 REVENUE - \$24,565,776



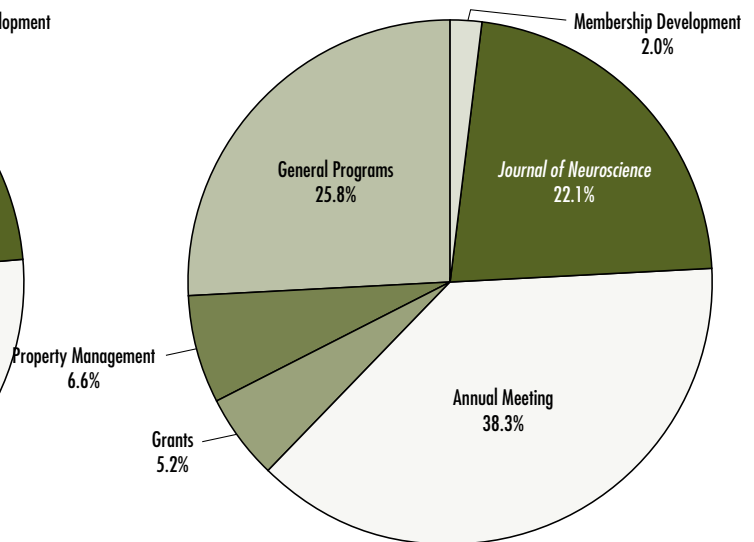
FY2006 REVENUE - \$22,770,396



FY2007 EXPENSES - \$21,823,072



FY2006 EXPENSES - \$19,593,269



BALANCE SHEET & STATEMENT OF ACTIVITIES

BALANCE SHEET AS OF JUNE 30, 2007

ASSETS	2007	2006
CURRENT ASSETS		
Cash and cash equivalents	\$641,102	\$1,899,137
Accounts receivable, net of allowance for doubtful accounts	536,576	515,245
Prepaid expenses	1,489,031	1,824,536
Total current assets	2,666,709	4,238,918
NON-CURRENT ASSETS		
Investments	32,048,816	27,391,292
Property, furniture, equipment and improvements, net of accumulated depreciation and amortization of \$2,389,569 and \$1,142,819 for 2007 and 2006, respectively	34,301,555	33,259,396
Deposits	3,892	3,892
Total non-current assets	66,354,263	60,654,580
TOTAL ASSETS	\$69,020,972	\$64,893,498
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Current portion of note payable	\$425,000	\$65,529
Line of credit	1,030,556	-
Accounts payable and accrued liabilities	2,427,405	2,201,066
Deferred revenue	5,214,992	5,087,117
Total current liabilities	9,097,953	7,353,712
NON-CURRENT LIABILITIES		
Note payable, net of current portion	19,575,000	19,934,471
Bonds payable	12,000,000	12,000,000
Tenant deposits	17,584	17,584
Total non-current liabilities	31,592,584	31,952,055
Total liabilities	40,690,537	39,305,767
NET ASSETS		
Unrestricted	27,647,259	25,587,731
Temporarily restricted	683,176	-
Total net assets	28,330,435	25,587,731
TOTAL LIABILITIES AND NET ASSETS	\$69,020,972	\$64,893,498

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2007

	2007			2006
	Unrestricted	Temporarily Restricted	Total	Total
REVENUE				
Membership dues	\$ 4,434,616	\$ -	\$4,434,616	\$4,479,078
Journal of Neuroscience	5,034,765	-	5,034,765	4,930,637
Annual Meeting	8,715,166	-	8,715,166	9,744,928
Grant revenue	599,289	683,176	1,282,465	797,882
Investment income	4,275,891	-	4,275,891	2,302,530
Property management revenue	367,714	-	367,714	32,931
Other revenue	455,159	-	455,159	482,410
Total revenue	23,882,600	683,176	24,565,776	22,770,396
EXPENSES				
Program services:				
Journal of Neuroscience	4,732,576	-	4,732,576	4,342,145
Annual Meeting	6,865,356	-	6,865,356	7,507,350
Grants	854,812	-	854,812	1,009,745
General Programs	5,209,862	-	5,209,862	5,051,033
Total program services	17,662,606	-	17,662,606	17,910,273
Supporting services:				
Membership Development	451,918	-	451,918	392,676
Property Management Expenses	3,708,548	-	3,708,548	1,290,320
Total supporting services	4,160,466	-	4,160,466	1,682,996
Total expenses	21,823,072	-	21,823,072	19,593,269
Change in net assets	2,059,528	683,176	2,742,704	3,177,127
Net assets at beginning of year	25,587,731	-	25,587,731	22,410,604
NET ASSETS AT END OF YEAR	\$27,647,259	\$683,176	\$28,330,435	\$25,587,731

Excerpt from the independent audit for the year ending June 30, 2007 performed by Gelman, Rosenberg & Freedman.
For a complete audited financial statement, please refer to the SFN FY2007 Annual Report at www.sfn.org.

Appropriations, Stem Cells Major Issues in Congress

The FY2008 Appropriations process is moving forward with great difficulty. This summer, the House passed the Labor, Health and Human Services and Education spending bill with a 276-140 vote. This places the bill 14 votes short of the two-thirds majority needed to override a threatened veto by President George W. Bush, who opposes the bill's spending levels for exceeding his FY2008 budget request. The bill includes \$29.6 billion for NIH, \$750 million above FY2007 levels and \$1 billion above the President's request.

The Senate version of the bill would allot NIH a total of \$29.9 billion, an increase of \$1 billion over the FY2007 level and \$1.3 billion over the President's request. No specific date has been set for consideration of this bill on the Senate floor. As has become typical in recent years, the possibility exists that this bill will be rolled with several others into an omnibus appropriations bill. An omnibus is created when lawmakers are unable to pass individual spending bills and need to enact appropriations measures as quickly as possible due to the end of the federal government's fiscal year.

The House and Senate Appropriations Committees have both approved their separate versions of the Commerce, Justice, Science, and related agencies appropriations legislation for FY2008; the House version was approved by the full House on July 26. Both bills would increase the National Science Foundation (NSF) budget by about 10 percent over FY2007, or \$591 million to approximately \$6.5 billion. As part of the President's American Competitiveness Initiative, intended to ensure the U.S. maintains its position as a global leader in scientific research and technology, the NSF budget is on track to double over the next decade.

In FY2007, approximately \$100 million of the NSF annual budget was designated for neuroscience. The Neural Systems Cluster reviews research proposals in a range of areas, including the neural and hormonal mechanisms underlying behavior and emphasis on how behavior reciprocally affects the nervous system. Computational and systems neuroscience are reviewed throughout this cluster.

SfN continues to focus on funding for NIH and NSF because of its impact on SfN members and on our society. Since the five-year effort to double funding for NIH ended

in FY2003, the Institutes' funding has dropped 8.3 percent in real terms. The overall success rate for research project grants stands at just 21 percent. Young investigators are finding it increasingly difficult to get their grants approved on their first try, and even some well-established biomedical researchers are leaving the field.

The impact of this funding squeeze goes far beyond those directly involved in receiving grants. Limited funding threatens the pace of biomedical research and could delay cures and treatments that are within reach. The ripple effect could be felt for decades to come if, as feared, we lose the next generation of scientists to other careers. Thus, it is of utmost importance that Congress provide a funding increase for NIH and override a threatened presidential veto.

STEM CELL UPDATE

On Aug. 9, 2001, President Bush announced a policy that allowed federal funds to be used for research on existing human embryonic stem cell lines derived prior to his announcement. He added that all embryos used to derive stem cell lines must not have had the potential to develop into a human being.

Earlier this year, both the House and Senate passed legislation that effectively repealed the President's policy, in favor of one that would establish a more open system for regulating stem cell research and allow research on additional lines to receive federal funding. The legislation was vetoed by the President on June 20 of this year, and Congress was not able to muster the two-thirds majority necessary to vote to override the President's action.

The Senate version of the Labor-HHS appropriations bill, discussed above, includes a provision allowing NIH funding to be used to conduct research using embryonic stem cells derived prior to June 15, 2007 if the cells were donated by in vitro fertilization clinics. The House opted to avoid similar language in its version of the bill and the difference will have to be reconciled between the House and Senate before a final bill is sent to the president's desk to be signed into law. The Bush administration has indicated its intent to veto the bill if the provision remains intact. Sufficient votes to override do not exist at this time. ■

IBRO Holds Successful World Congress in Melbourne



The finals of the Australia-New Zealand Brain Bee Challenge took place during the IBRO Congress.

The International Brain Research Organization (IBRO) held a highly successful 7th World Congress of Neuroscience in the Australian city of Melbourne from July 12-17. A diverse and truly international gathering of nearly 2,500 participants from 63 countries participated over six days in a wide array of scientific, cultural, and social events.

Retiring IBRO President Albert Aguayo, commented: “The large participation of young scientists from many countries, and particularly from the Asia and Pacific regions, was striking. The overall quality of the posters and the enthusiasm of their authors showcased the rapid progress of neurosciences worldwide. The success of the meeting shows once more that science can play a unifying role and build new links between people, even at times when other forces generate hostility.”

Over 1,300 posters were presented at the Congress, along with a wide array of symposia and special interest forums on topics such as animals in research, training in neuroscience research, and scientists’ responsibility to the public. Among the eight plenary sessions offered were: “Aquaporin water channels: from atomic structure to clinical medicine” by Peter Agre, “The neuropsychobiology of pain” by Herta Flor, and “Entorhinal grid cells and hippocampal memory” by Edvard Moser. Other highlights of the Congress included an opening ceremony that featured aboriginal performers and finals of the Australia/New Zealand Brain Bee competition – a competitive

event for high school students focused on neuroscience knowledge and application.

Marina Bentivoglio, IBRO secretary general, commended the local organizing committee, led by George Paxinos, for “the rich scientific program, spanning all areas of neuroscience” and for the special attention dedicated to young investigators, including a symposium for alumni of IBRO Schools. For Paxinos, the lively atmosphere of the Congress, including a gala dinner featuring opera singers



Nearly 2,500 participants hailing from 63 different countries attended the event, which featured over 1,300 poster presentations and nearly 50 exhibitors, including SfN.

and energetic dancing by some 400 attendees, was among the most memorable.

The Society for Neuroscience was represented at the IBRO meeting by President David Van Essen and past president Carol Barnes, who met with IBRO leaders to discuss common issues and avenues for continued collaboration. This year, reflecting important strategic partnership with Canada, SfN shared its exhibit booth with the Canadian Institute for Neurosciences, Mental Health and Addiction, as well as with the U.S. National Institutes of Health Fogarty Center.

Among the Congress participants were nearly 40 young neuroscientists from developing countries in Asia who had just completed a three-day course organized by the SfN International Affairs Committee-U.S. National Committee

Continued on page 14. . .

New Features Abound at Neuroscience 2007

Neuroscience 2007 promises to offer its usual high quality scientific content, ample networking opportunities, and wealth of services designed for the needs of neuroscientists.

MORE ROOM TO ENJOY FEATURED AND SPECIAL LECTURES

Always popular, the featured and special lectures will be held throughout the meeting, offering more opportunities to earn Continuing Medical Education credits. New in 2007, an overflow room with additional seating will be available during these lectures to watch a live broadcast of the events. This room is located in Hall A of the San Diego Convention Center and will seat an additional 4,000 attendees. This room will be open from Saturday through Tuesday. In addition, during the presidential special lectures, rooms 29 – 33 of the convention center will present live audio and video feeds of the Presidential Special Lectures to an additional 2,900 participants.

THREE AWARDS DEBUT IN 2007

Three new awards will be presented at Neuroscience 2007. The Julius Axelrod Prize, supported by Eli Lilly and

Company Foundation, honors a scientist with distinguished achievements in neuropharmacology or a related area and exemplary efforts in mentoring young scientists. The Research Awards for Innovation in Neuroscience, supported by Astellas USA Foundation, recognize imaginative, innovative science that has the potential to change the thinking within an area of neuroscience. Finally, the Next Generation Award is presented to one predoctoral or postdoctoral student, and one junior faculty member for outstanding contributions to public outreach and science education. For presentation times and information on these and other awards, visit www.sfn.org/awards.

PLAN YOUR VISIT THROUGH THE EXHIBIT AND POSTER HALLS

The Neuroscience Meeting Planner (NMP) contains a listing of all abstracts and presentation information. Download the NMP to your personal computer and add abstracts and meeting events to a personal itinerary. This application allows you to “sync” an itinerary created using the online planner – with the most up-to-date informa-

Continued on page 12 . . .

JOIN SfN TODAY!

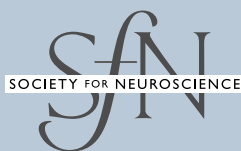
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The Society for Neuroscience was rated “Most Valuable Society for Professional Careers” in a recent Bioinformatics Science Advisory Board survey



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Neuroscience 2007, continued from page 11

tion – to an itinerary created using the downloadable version. You can also create multiple itineraries and merge them as needed. The NMP will be downloaded on computers set up at six different locations called Poster Look-up Stations throughout the poster hall. You will be able to search for specific abstracts by key word, topic, or theme. Download your copy from the SfN Web site at www.sfn.org/am2007. You can also pick up the NMP on CD-ROM in the Program Office at the San Diego Convention Center.

To help you navigate your way through the exhibit hall, centrally located electronic exhibit/product locator kiosks will be available to help you find a company or product. Also, remember to pick up your printed copy of the exhibit guide at distribution points located throughout the San Diego Convention Center and at the main entrances to the exhibit hall to use as a year-round reference.

SOCIAL EVENTS

SfN-sponsored socials will be held this year at the San Diego Marriott Hotel and Marina, located just next door to the convention center. Further, a majority of the socials will be held in rooms located within the North Tower of the hotel, making it easier to attend multiple socials through an evening. All of these events will be held from 6:30-8:30 p.m., Sunday, Nov. 4, through Tuesday, Nov. 6. Times and descriptions are available in your *Final Program* and on the Neuroscience 2007 Web site at www.sfn.org/socials.

FREE WiFi SERVICE

Remember to bring your laptop to the meeting again this year. 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 to use this service. Wireless service will not be available in the exhibit halls or poster session areas. For more information on wireless Internet access at Neuroscience 2007, visit www.sfn.org/wireless.

IT'S NEVER TOO LATE TO REGISTER

If you register after Monday, Sept. 24, online or onsite at the meeting, your Neuroscience 2007 identification badge can be obtained at one of the express badge pick-up locations. ■

GREENING THE MEETING

SfN and the San Diego Convention Center are committed to the conservation of energy and natural resources. Attendees are encouraged to minimize the use of materials and resources that adversely affect the environment.

- Through efforts that began in 1990, mixed recyclables, including paper, plastic, aluminum, and glass, are collected daily in designated bins throughout the convention center. In 2006, over 33 percent of the building's waste was recycled.
- Only products made of biodegradable, recycled materials (paper towels, copy paper, facial tissue, etc.) are purchased.
- The San Diego Convention Center saves over 3.6 million kilowatt-hours of energy annually through heating and cooling system upgrades, energy-management software with energy-efficient lighting, and energy-efficient dishwashers in the kitchen.
- Low-flow water use in sinks and bathrooms and drip irrigation used for landscaping saves 81,026 gallons of water annually.
- The convention center is within walking distance of many hotels, restaurants and attractions, and is easily accessible via bus or trolley.

Society for Neuroscience Products

Exhibit Floor Booth 2114



Wear your passion for
your profession!

SfN is selling T-shirts, mugs,
laser pointers and more.

C-WIN T-Shirt – Adult sizes	\$16
C-WIN T-Shirt – Youth sizes	\$11
SfN Travel Mug	\$11
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Poster Tube Carrier	\$20
2006 Short Course I	\$20
2006 Short Course II	\$20

Visit SfN exhibit floor booth 2114





Prior to the Congress, a neurodegenerative disease workshop was organized by the SfN IAC-USNC.

to IBRO (IAC-USNC). The workshop, “Neurodegenerative Diseases: Different Phenotypes, Shared Mechanism of Pathogenesis,” was hosted by the University of Melbourne, with support from SfN, IBRO, U.S. National Academy of Sciences, and the National Alzheimer’s Association.

The course, modeled on a Neurobiology of Disease Workshop held at Neuroscience 2004, was organized by John Trojanowski of the University of Pennsylvania and Colin Masters of the University of Melbourne, with more than 20 other local and international faculty contributing to both lectures and breakout sessions. In the words of faculty member Barry Greenberg of Neurochem, Inc., “It was particularly gratifying to interact with the students and obtain a firsthand appreciation for the passion they bring to their work, the level of commitment they are required to maintain in their home environments, and their thirst for knowledge both at the course and at the IBRO meeting immediately following.”

The next IBRO World Congress will be held in 2011 in one of two cities vying to host the meeting — Toronto, Canada, and Florence, Italy. Visit the IBRO Web site, www.ibro.org, to learn more about their ongoing programs. ■

Interview with G. Steven Burrill, continued from page 7

On stem cells, for example, there’s enormous appetite and public support, generally, from the average man and woman. But there’s a lot of chaos in the scientific community about stem cells and stem cell science.

Some scientific groups aggressively oppose each other in terms of credibility, and that doesn’t help anyone. It would be enormously useful if the scientific community could coalesce around the issues that are important to medical research.

NQ: Could you go into more detail about differences over the stem cell issue?

Burrill: There is concern that the expectations of the public have been hyped and overreach where the science will lead us. There is also jealousy in the research community that as funding for stem cell science increases, other sciences are going to be under-funded.

Yet, the California stem cell initiative was approved because voters believed there was hope for a parent with

Alzheimer’s, or a spouse with Parkinson’s, or a child with juvenile diabetes, in government-funded research.

I think the public is generally more understanding than the scientific community is, and we need scientific dialogue that supports the public view whenever possible.

NQ: So you think scientists themselves should come to an understanding on “hot button” issues that delivers a more reasonable, more cooperative approach?

Burrill: The scientific community does itself no favors when it is fractured. We need to do two things: reach out broadly to improve science literacy and find a way to present scientific differences in a manner that engages, rather than turns off, the average American.

And of course, we need to encourage the best and the brightest of our children to follow careers in science so that we can continue to build the scientific base that has made us great. ■

Headquarters Wins Three Awards, continued from page 8

Praising the way the office space is connected through materials, another jury comment states: "The textural quality of the interior is connected so well. Then there's this discovery in the main stair, which makes a huge departure from the other parts."

In April, Envision Design and SfN won a national award for design collaboration for the three floors of SfN office space. The collaboration received a designation of "Highly Commended" from Sustainable Leadership Awards for Design and Development, a joint effort of CoreNet Global, an association for corporate real estate and related professions; the American Institute of Architects; and the International Interior Design Association. The award honors leadership in sustainable design collaboration and promotion of sustainability.

Based on Envision Design's background of specializing in environmental and innovative design, SfN hired the firm to serve as the architect for its headquarters office space on the top three floors of its 11-story building. SfN asked the architect to create a design that minimizes impact on the environment and is energy efficient.

"It is wonderful for us to see the SfN headquarters be honored for both design excellence, as well as the integration of sustainable design," says Kendall Wilson of Envision Design. "Our design process with SfN was truly collaborative and it is very gratifying to be recognized by the real estate community for this."

The building features an electrical system that uses wind energy and an energy-efficient ventilation and air-conditioning system. Materials in the office space incorporate products that are non-toxic, rapidly renewable, and recycled.

The two awards follow recognition in November when the design for SfN's three floors of office space received the highly coveted gold certification from the U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) green building rating system. LEED, which promotes a whole-building approach to sustainability, runs an award program that uses a point system based on five areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. ■

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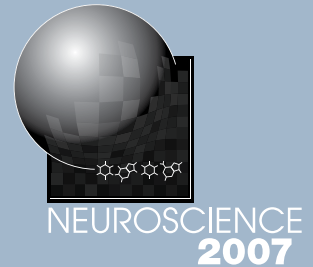
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41	trees
7,679	gallons of water
2,021	pounds of solid waste
2,980	pounds of hazardous effluent

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