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SEM Executive Director

Corporate Membership, what is it and why does SEM have this program?

Corporate Profile articles run frequently within the pages of *Experimental Techniques*. (See page 40 of this issue). These articles give you, the reader, an opportunity to learn more about the companies that provide financial support to the Society. Corporate members are very important to the culture of SEM. Their membership helps to foster a strong working relationship between industry, academia and government, and the professional engineer and scientist.

Corporate Membership helps to support the activities of SEM members. This includes publishing and disseminating material of interest to the membership of SEM; encouraging and supporting educational and professional growth of members through the technical activities of the Society; and conference and symposia programming for the interchange of ideas, the exhibition of equipment and presenting of papers by members or invited guests.

SEM's Corporate Member program has the support of a good number of very dedicated companies, educational institutions and individuals—but not nearly as many as there ought to be. The companies that you see listed on page 39 have clearly seen the benefit of practicing good corporate citizenship.

What is the benefit of a Corporate Member? It is the opportunity for favorable exposure to SEM members and the opportunity to make a contribution to the goals of the Society.

If you are reading this issue of ET you are, no doubt, a member, subscriber or someone interested in the activities of the Society. As such, you are also in a position to foster the growth of the SEM Corporate Member program. I hope that you can see the mutual benefit of the program and will then consider how you, your company or university can participate. A corporate membership form can be found on page 41 of this issue of *Experimental Techniques*.

Kristin MacDonald

MISSION STATEMENT

The Society for Experimental Mechanics was formed in 1943 with the mission to promote and encourage the furtherance of knowledge pertaining to the education, research and application of experimental mechanics to the determination of materials and systems behavior.

The Society ascribes to that mission and adds to it the commitment to the development, application and general use of experimental methods to (a) better understand the physical phenomena that impede technological progress; and (b) complement analytical and computational approaches to the search for engineering solutions.

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