

## APRIL 14 ANNUAL SPRING LUNCHEON MEETING

### **The Topic:**

*Hot Potatoes, Industrial Policy, and Nobel Prizes: A Look Back at Three Decades of Communications Challenges at NIST*

**The Speaker:** Mat Heyman, Former NIST Chief of Staff

Anyone who worked at NIST during those years could not help but know Mat. He put our best foot forward and was the face of NIST to the outside world. Mat has had more than 35 years of leadership experience in science and technology policy and program management, communications, public affairs, and government and business relations. From 2003 until his retirement from NIST in 2008, he served as chief of staff at the Institute. Mat headed up NIST's public and business affairs office from 1990-2003 and served in other communications-related capacities at NIST from 1978-90. During his tenure at NIST he worked on detail at the U.S. Department of Commerce and participated in several major interagency projects that related to technology policies and programs. Mat began his career as a reporter and editor for several engineering magazines. Since December 2008, Mat has been Vice President of External Affairs and Strategic Integration at the U.S. Pharmacopeia. He holds a master's degree in science, technology, and public policy from the George Washington University and a bachelor's degree in environmental studies and English from the State University of New York, Albany. Mat was inducted into the NIST Alumni Association's Portrait Gallery in October 2010.

This year the luncheon will be held very near NIST—at the Holiday Inn in Gaithersburg (at the Northwest corner of MD 355 and Montgomery Village Avenue), so there will be no NIST security issues to deal with. The luncheon cost will be \$22 per person, which includes a choice of three entrées, salad, vegetable, rolls and butter, beverage, and dessert. A cash bar will be available.

### Schedule:

- 11:30 a.m. Social Period (cash bar)
- 12:15 p.m. Lunch served
- 1:00 p.m. Installation of SAA officers
- 1:20 p.m. *Hot Potatoes, Industrial Policy, and Nobel Prizes: A Look Back at Three Decades of Communications Challenges at NIST*  
Mat Heyman, Former NIST Chief of Staff

If you plan to attend, complete and return to the SAA Office the registration form just inside the back cover, along with your check, such that it arrives by Thursday, April 7. If an emergency forces you to cancel your reservation, please call the SAA Office at 301-975-2486 or send an email to [alumni@nist.gov](mailto:alumni@nist.gov) by noon Monday, April 11 if you want your money refunded.

## April 14, 2011 SAA Annual Luncheon Meeting Reservation Form

Complete the registration form below and return it with your check payable to “Standards Alumni Association.” Deadline for receipt is Thursday, April 7. Call or email the SAA office (301-975-2486, alumni@nist.gov) by Monday, April 11 if an emergency necessitates cancelling your reservation. Be sure to note your dinner choice! **Please print clearly!**

1. Sliced roasted top round with mushroom Bordelaise sauce
2. Chicken Champaigne
3. Pasta Primavera

Payment enclosed for \_\_\_persons at \$22 per person. Phone number\_\_\_\_\_

Name(s) of attendee(s)

Menu Choice

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Return this form so that it reaches the SAA office by April 7.

**SAA**

**Room 42 Administration Bldg.**

**National Institute of Standards and Technology**

**Gaithersburg, MD 20899-0952**