It Doesn’t Take a Rocket Scientist

Judy Meiksin for DBS

During the Federal Budget cuts, David’s job is to educate congressional greenhorns on the value of materials research, a category no one’s heard of, but David must turn into the phrase-of-the-day.

It Doesn’t Take a Materials Scientist to know active-matrix screens are clearer than dual-scan he paints across a billboard en route to the Capitol. It Doesn’t Take a Materials Scientist to know, as he hobnobs with senators, that winter will crack these tennis courts, that lightweight aluminum will speed up this golf cart.

He faces a nightmare of reps who want to cut out NOAA* because they get the weather report from CNN. It takes a lobbyist to show up with a TV camera, a publicist to plug babies in the crowd, and a sharp wit to recognize when “environmentalism” is the name-of-the-game.

He takes on the job of executive director of Rogue Institute for Ecology & Economy, oversees the negotiation table between the great horned owl and a logging town, where it doesn’t take a materials scientist to maintain forestry as a renewable resource, where engineered wood can be turned into airplanes and PT boats before the forest is depleted as it was in medieval England, leading to stone buildings with thatched roofs and tourists who say Isn’t that quaint?

*NOAA: National Oceanic and Atmospheric Administration, the source of weather, climate, and ecosystem information.

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