

**SERMACS Executive Board Meeting**  
**November 17, 2012**  
**Raleigh, NC (Room 402, Raleigh Convention Center)**

**Present:** Keith Hollis (Ole Miss); Ann Sullivan (VA); Joe Crockett (VA); Daniel Shin (NC); Dennis Merat (Memphis, TN); Tad Whiteside (Savannah River); Bill Switzer (NC); Michelle Stevenson (ACS); Sol Levine (NC); Terry Say (GA); Deborah Sauder (GA); Charlie Goss (NC); Stephanie Myers (Savannah River); Manuel Santiago (Chattanooga, TN); Chris Bannochie (Savannah River); Joe Stoner (GA); Stuart Burris (Nashville, TN); Rachel Rui (UT Knoxville, TN); Tim Hanks (Western Carolinas); Clifton E. Bell, Jr. (Central NC); John Poler (Carolina-Piedmont); Marc ter Horst (NC); Angela Peters (SC).

Meeting called to order at 8:20 a.m. by Chairman Keith Hollis.

Introductions of all in attendance. The 2011 minutes were approved.

Note: SURC presentation by Rachel Rui was moved up towards the beginning of the meeting because she had to leave.

- The SURC committee (Southeast Undergraduate Research Conference) submitted a proposal to Keith in October, 2012. SURC requests that SERMACS recognize them as an official meeting of the Southeast Region i.e. recognition on ACS website under Meetings. Deborah stated that any undergraduate program can publicize in SERMACS 2013 Program Book. SURC was encouraged to do so. SURC was also encouraged to contact National ACS or Society Committee on Education (SOCED) about their request. Keith will relay this information back to David Magers, chair of the SURC committee.

**Chairs Report:** Congratulations to the North Carolina Organizing Committee for a Job Well Done!

**Secretary Report:** The 2011 minutes were approved and roster for the meeting was distributed.

**Treasurer's Report:** Financial report was presented by treasurer. Balance as of Nov. 17, 2012 was \$45,742.12 this does not include the CD worth \$52,204.39. It was approved for Sol to roll over the CD. Income includes the following:

- 20% profit from SERMACS 2011 (10% when meeting shared with Southwest region).

Liabilities include the following:

- XB3 Loan to SERMACS 2012
- Travel expenses (up to \$1,000) for each 4 awardees
- Travel expenses for 5 Board members

**ACS Staff report:** Michelle indicated that attendance for 2012 meeting was close to 2020. Relative to scheduling regional meetings, she assured everyone that no regional meetings will overlap. SERMACS usually meets in late October or mid November. Southwest meetings are right afterwards. ACS does not want overlap and has a Master Calendar with all regional meeting dates.

Subcommittee Reports:

By-laws- The following have been appointed to the By-laws committee: Stuart Burris (chair); Keith Hollis, Sol Levine and Dan Rabinovitch.

- Bylaws need to be updated. We need to address inequity with awards and process development in how awards are made, how nominees are evaluated, travel expenses and honoraria. It was also suggested that Research Awards be included as a category. A proposal will be brought forth to the Board on next year relative to the Award Process. Keith indicated that all in all, this was the most open and energetic award process that all participated in.

- It was also suggested that we have at least 2 telephone conferences (e.g. at the beginning and end of selection process). Also suggested that we have a Board level person coordinate the process.

Meeting Reports:

**SERMACS 2011** (Richmond, VA) – Report provided by Ann Sullivan. Attendance = 1247. Good collection of people on the Organizing Committee. The Career Fair with employer interview process was a huge success. The vendor exhibition included educational and industrial displays. There were 10 general sessions and 17 invited talks. Corporate sponsorships included Eastman Chemicals, VA Commonwealth and many more. There was a little over \$100,000 in corporate sponsorships. Total amount taken in: \$254,823. Total expenses: \$121,823. Net: \$133,000. 20% of net will be sent to Sol to deposit.

**SERMACS 2012** (Raleigh, NC)- Report provided by Charlie Goss. He congratulated the planning committee. All program areas were effective. ACS Leadership Development Courses (Extraordinary Leaders, Fostering Innovation) were well attended, as were the ACS Career Workshops. ACS Short Courses originally planned were cancelled due to inadequate registration, probably a result of the relatively high cost (\$795). Abstracts accepted =1363. Oral sessions = 98. Poster sessions = 40. Vendor expositions = 57 booths. Highlights with Symposia included the following:

- Partnered with local section (Wednesday night) for symposia. NC Distinguished Speaker Award presented at that time.
- Partnered with Center of Solar Fuels (UNC) in Ballroom A.
- Partnered with Southeastern Magnetic Resonance Conference (SEMRC).
- Partnered with GlaxoSmithKline for a 2 day program “Frontiers in Chemistry and Medicine.”

For registration, printed 2000 program books, 2000 tote bags and had more than 2000 people actually register. According to Michelle, the attendance was around 2020. Charlie presented a long list of sponsors to include the following, but not limited to: GlaxoSmithKline, Eastman Chemicals, ACS Divisions.

**SERMACS 2013** (Atlanta, GA)– Deborah Sauder and Terry Say provided report. A list of the planning committee was provided. All teams are in place and meet on a regular basis. Budget and projections include the following:

• Registration	1625 attendees	\$167,740
• Exhibits	70	\$46,000
• Special events	1100 attendees	\$29,500
• Loans		\$8,000
• Fundraising grants		\$115,000

Note: Coca Cola will sponsor a free event.

Expenses Total: \$352,350

Excess revenue/expenses: \$14,190

Contracted with the Loews Hotel in Midtown Atlanta. They opened in 2010. Many restaurants in walking distance. Hotel is 1 block from MARTA Station. Total room nights guaranteed is 884 and 3 conference rooms reserved. Sponsorship target amount is \$253,000. Confirmed to date: \$10,000 from Coca Cola; \$15,000 from other industry partners. The Preliminary Program was presented. The theme is an intersection between academia, industry and government.

Tentative outline: Tuesday-Sci Mix; Wed.-Plenary (Prof. Dennis Liotta, Emory Univ.); Thurs-Plenary; Friday a.m.-Plenary (Female Astronaut-will confirm this May, 2013); Friday night-World of Coca cola event; Sat.-Undergraduate Program and High School Teachers Program. Other events include: MAC social/lunch event; WCC social/lunch event; Awards event and District Directors event.

**SERMACS 2014** (Nashville, TN-Sheraton Music City Hall)-Stuart Burris provided report. The budget for the 2014 meeting was approved. It included the following estimates: Projected registrants = 1500. Total revenues = \$232,675. Grants/contributions/sponsorships = \$50,000. Expenses = \$204,000. Net = \$30,000.

**SERMACS 2015** (Memphis, TN-Marriott)- Dennis Merat provided report. The meeting is a joint meeting between SERMACS and SWRM. The dates are November 4-7, 2015 at the Marriott-Memphis convention Center. The estimated attendance is 1700 with 40+ exhibitors. Dennis provided a list of planning committee members. They have confirmed many symposia organizers already. They will give a local research award from the Memphis Section. The host hotel is connected to the Convention Center.

**SERMACS 2016** (Columbia, SC) – Angela Peters provided report. Organizing committee is in place and steadily meeting with potential funders in the South Carolina area. A fundraising chair was recently appointed. Members of the committee will meet with the Director of Sales at the Columbia Metropolitan Convention Center soon for lunch and to review for the 2016 meeting. A proposed budget and more details will be provided at the 2013 Executive meeting in Atlanta.

#### Bids for future meetings

**SERMACS 2017** – The following sections presented proposals for the 2017 meeting:

Jordon Poller presented a proposal for a meeting in Charlotte, NC. Chris Bannochie presented proposal for a meeting in Augusta, GA at the Augusta Convention Center (Marriott). Manuel Santiago presented a proposal for a meeting in Chattanooga, TN. The Charlotte, NC proposal was approved.

Note: Chattanooga, TN was encouraged to submit a more detailed proposal at the next Executive Board meeting (Atlanta, GA 2013).

#### Old Business

The website has not been updated since 2009. Sol made contact with one person about the website but received no response. Keith submitted a proposal from Shelly Hollis. The suggestions from the Board were to have a single webmaster and 1 person from the Board involved with the website (for continuity and providing content). Charlie volunteered to be the Board person. After much discussion about the proposal submitted, it was determined that the Executive Board will make the decision regarding a webmaster before the end of January, 2013.

✓ Approved: Chair elect 2014-Chris Bannochie

Meeting adjourned at 10:58 a.m.