



SERMACS Inc. Board Meeting Minutes
11 November 2017
Charlotte, NC

- I. Call to order - The meeting was called to order by SERMACS Inc. Chair, Will Lynch at 8:05 AM on Saturday, November 11, 2017 in Governors 1 & 2 of the Sheraton Charlotte Hotel, Charlotte, North Carolina.

ATTENDANCE: Executive Committee: Linette Watkins (Virginia); Herman Holt, Jr. (Western Carolinas); Will Lynch (Coastal Georgia Section); Tad Whiteside (Savannah River); Marc ter Horst (North Carolina Section); Angela Peters (South Carolina, SERMACS 2016); Jordan Poler (Carolina Piedmont, SERMACS 2017);

Regional Board: Al Hazari (East Tennessee); Tracy Hamilton (Alabama); Amil Banurjee (Auburn); Stu Burris and Robert Wingfield (Nashville); John Englemann (Northeast Tennessee); Ingred Montes (Puerto Rico); Zaida Morales-Martinez (South Florida); Terry Say (Georgia); Sean Hickey (Louisiana); Marc ter Horst (North Carolina); Jim Deavor (South Carolina); Stephanie Myers (Savannah River); Jim Deaver (South Carolina); Zachary Davis (Western Carolinas); Paul Deck (Virginia Blue Ridge); Mitch Anstey and Robin Lammi (Carolina Piedmont); Gail Webster and Margaret Knipes (Central North Carolina).

Additional Attendees: Michelle Battle, Heather Clontz, Lauren Woods, Dan Rabinovich, Joel Boulos (Carolina-Piedmont, SERMACS 2017); Brianne Blevins and Barbara Sawrey (ACS, Board of Directors)

- II. Minutes from October 26, 2016 were approved

- III. Chair's Report – Will Lynch (Coastal Georgia Section)

- a. A presentation was made by ACS Staff on Web Branding – Elizabeth Perry (E_Perry@acs.org).

- Ms. Perry encouraged Regional Meeting webpage streamlining.
- She discussed the differences between 2016 and 2017 and 2018 webpages.
- She expressed a desire to put all of the SERMACS information in one place from meeting to meeting. Putting information in the same place will help build momentum for those not familiar with SERMACS.
- They can then work with us and our resources where the information lives.
- Elizabeth suggested, "It's about the look and feel".
- She wanted to emphasize that there is no suggestion of taking over content for each meeting.
- This relationship would be in an advisory capacity only. This would require more communicative ways to transition information from meeting to meeting/webmaster to webmaster.
- This change would require board support for this approach to occur.

Commentary from the floor:

- Webpage is not the attractive force to attend a meeting.

- Not looking for “growth”
- Already outgrowing ourselves, potentially
- Google “SERMACS XXXX” and it becomes first five sites.
- Your team can help with wireframe and design 5 years out.
- We don’t want to mesh 2018 with 2017; we are already out there with a web presence.
- No competing websites; Regional meetings not really “competing” and a different market
- Tracking is important
- Will utilize “SquareLink” in 2019

b. RMPC (Regional Meeting Planning Committee) into LI (Leadership Institute)

- Helps with networking opportunities
- what about those who have already been?
- No news on special educational tracks.

c. LAB (Leadership Advisory Board)

- LDS courses at Regional Meetings
- Tend to be undersubscribed and perhaps unincentivized; Scheduled last year, but cancelled.
- Consider leadership training for SERMACS teams 1-2 years or 3 out. Thus self-populate; “engaging volunteers”;
- Here for science
- Pilot in Augusta: 2019, 2020, 2021, 2022.
- Consider including YCC

Motion (Savannah River): SERMACS 2018 engaging volunteers targeting future meetings; Grant money to be found, but supplemented with SERMACS, Inc. funding.
Seconded: (North Carolina)

Motion passed

d. Chemical Abstracts and Services (SciFinder, etc.) Wendy Cornell interested in participating in future meetings

e. Domain Name expenses: (Tad) Consistency in naming; SERMACSXXXX.org; Region board purchases the name and then repoint it to their host/webmaster to remain consistency. Recommendation to purchase next (larger number) than 5 years.
Comment: nice to go back at 2012. Recommended: Archive at our own site;

Motion, seconded: passes.

IV. Treasurer's Report – Tad Whiteside (Savannah River)

- Financial report provided

Income: \$15,000 (rounding up) 14947.13

Expenses: \$12,350

Net: \$2650

- Future Finances provided

Domain name expenses need to be added in.

- Each meeting needs a backstop in case a meeting spirals downward.
- CD's used before
- Travel expenses a cap? Has been \$500 for a while.

Mobile App (Robin from ACS)

- Changing for 2018: ACS Meetings APP to hold ALL meetings; Centralize; one place to go to; Download App from the list; ABC Chem, Leadership Institute, National Meeting; 2018 Regional meeting still in Development; available January/February;
- Question from the floor: Is there a user guide? Answer: Yes, graphic guidelines will be provided.
- New APP company provides customizable opportunities. Robust; user friendly; more visibility for vendors, social media, etc.

V. Chair Elect's Report – Marc ter Horst (North Carolina)

No report to provide.

VI. Immediate Past Chair's Report – Linette Watkins (Virginia)

- Activity: Cohesive understanding of the awards. Awards originated from different places, funded from different sources, with different amounts of funding approved.
- Recommend: Awards chair from immediate past meeting, current meeting and next meeting; Create spreadsheet to provide information regarding the costs and who covers the cost, etc.; SERMACS Board works with Award Chairs

- Industrial Teams: Registration for “8” people? Only lunch, as registration is not required.
- Motion made: Move up the teacher award for SERMACS, Inc. to add \$1000 to teacher award. Seconded (Western Carolinas)

Discussion: Differences in the amount of \$2000 to a teacher and only \$1000 to other volunteers. Consider \$1000 to teacher and \$1000 to school; School district may capture that funding, and not to the school or classroom. Consider Flynn gift certificate;

Motion (Virginia Blue Ridge): approve spreadsheet, Seconded (Nashville) Motion Carried (no dissent, one abstention)

VII. Secretary’s Report

- a. Nomination and selection of 2018 Chair Elect, The Chair Elect becomes chair after the following SERMACS Board meeting.

A nomination was made for Jordan Poler (Carolina Piedmont) for chair elect of the board. Motion passed unanimously

VIII. ACS Regional Meeting Report - no report

IX. Meeting Status Report

1. 2016 Columbia – Final Report Angela Peters

The final report was provided electronically. It will be posted to the SERMACS.org webpage.

2. 2017 Charlotte – Jordan Poler (Carolina Piedmont) and Team

Jordan mentioned they did a good job of keeping budget, ~\$50K. He noted there were some good socials. Dan Rabinovich (co-Chair) noted the huge commitment associated with running a SERMACS.

- Attendees: ~2250, where 2050 were paid.
- Friends and Family (Framily): 40 were sold at \$5 a band.
- There were 1440 abstracts, where half were undergraduate; largest number of posters ever.
- Strategies included having undergraduates and K-12 Friday and Saturday
- Would like to see undergraduate sessions throughout the meeting since many attendees depart by Friday/Saturday.
- There were five plenary speakers.
- Invited symposia were two half-day sessions.

- There were 42 vendors paid.
- The committee was thanked for having Diversity Day.
- UNC Charlotte/NC State two-day NC Photochemistry included 70-80 attendees.
- Solar Energy Research Center (SERC) provided 70-80 attendees with about \$1000 comps for the symposium.

3. 2018 Augusta – Christopher J. Bannochie (Savannah River)

- The meeting is schedule for October 31 – November 3, 2018 in Augusta Georgia, Marriott Convention Center; providing a full day on October 31st.
- Website is SERMACS2018.org
- Tad Whiteside is General co-Chair
- Other leadership members include: Rob Lascola (Program co-Chair), Mike Bronikowski (Program co-Chair), Lewis Baylor (Treasurer), Stephanie Myers (Exhibition Chair), David Newell (Sponsor Chair), Krissy Zeigler (Education Chair) and Simono Murph (Awards Chair).
- A PowerPoint presentation was provided showing all things in place and in good order.
- They will begin bimonthly meetings beginning in January.
- There are four levels of sponsorship: Pt, Au, Al, and Cu.
- There will be three plenary speakers.
- Symposia updates were confirmed
- There will be Halloween themes
- Plutonium 238 Landmark Celebration
- Education Day
- Considerations given to Riverwatch Brewing and Savannah River Brewing Co.
- A budget was provided, including 1300 budgeted attendees, 40 booths, and 35 grad schools; There are more hotel rooms in the block than previous meetings in Augusta and there is a new hotel under construction along with a new Holiday Inn Express.
- There was a motion and second to approve the budget – motion carried (unanimous).

4. 2019 Savannah – Will Lynch, General Chair

- A PowerPoint was provided to show the progress of the meeting.
- Savannah Riverfront Marriott proposed with room rates at \$185/night and 100 feet from the river; not using the Convention Center;
- Sunday to Wednesday October 20-23, 2019; expect to begin Sunday morning.
- The organizational chart of the committee was provided; most people are in place.
- A Government Program is planned
- “Chemistry on the Coast”
- The website domain name was purchased

- The preliminary budget was provided (similar to Augusta 2018) including: Registration of \$165; Exhibitions \$975 (single), \$1800 (double), \$350 (graduate school single), \$650 (graduate school double); two loans of \$5000 each from the SERMACS and the Local Section; expenses expected of \$153,000 and revenue expected of \$217,775.

5. 2020 New Orleans Joint SERM/SWRM meeting – Representative Chair Sean Hickey (New Orleans) was unable to be present.

6. 2021 Birmingham – Tracy Hamilton (Alabama)

- Westin/Sheraton being considered
- Wednesday to Saturday format
- Program Chair and Treasurer are being tapped such as former Chair and Local Section Treasurer.

X. Bid for 2022

Puerto Rico was provided the opportunity to bid for 2022 out of sequence to allow a joint meeting in Puerto Rico with Latin America International Symposium.

- Plans are in place for consistency relative to 2009
- Convention Center will be the hosting site; there are more hotels nearby
- 75th Anniversary as a Local Section
- There is a request to make a formal bid at Augusta in 2018, which precludes another section from bidding; Executive Board will review the bid progress six months out from Augusta. A motion (Virgina) was made for this consideration and seconded. Motion carried.

XI. Old Business

No old business discussed.

XII. New Business

The Board sincerely thanked Charlotte for a great meeting.

XIII. Motion to Adjourn was approved at 11:15 AM