



SERMACS Inc. Regional Board Meeting Minutes  
7 November 2015  
Memphis, TN  
Draft

I. Call to order. The Board meeting was called to order at 9:03 am on Saturday, November 7, 2015 in the Memphis-Cook Convention Center-Sheraton Hotel in Memphis, Tennessee.

**ATTENDANCE: Executive Committee:** Tim Hanks (*Western Carolinas*); Chris Bannochie (*Savannah River*); Linette Watkins (*Virginia*); Ann Sullivan (*Virginia*); Stu Burris (*Nashville*); Dennis Merat (*Memphis*); Angela Peters (*South Carolina*)

**Regional Board:** Jordan Poler (*Carolina Piedmont, SERMACS 2017*); Al Hazari (*East Tennessee*); Terry Say (*Georgia*); Sean Hickey (*Louisiana*); Marc ter Horst (*North Carolina*); Jim Deavor (*South Carolina*); Marie Bourgeois (*Tampa Bay*); Zachary David (*Western Carolinas*); Linda de la Garza (*Southwest Georgia*)

**Absent Representatives:** Alabama, Auburn, Central North Carolina, Chattanooga, Coastal Georgia; Hampton Roads; Florida; Jacksonville; Kentucky Lake; Lexington; Louisville; Middle Georgia; Mississippi; Mobile; North Alabama; Northeast Georgia; Northeast Tennessee; Ole Miss; Orlando; Pensacola; Puerto Rico; South Florida; Virginia Blue Ridge; Wilson Dam

II. Chair's Report – Tim Hanks (*Western Carolinas*)

- Acknowledgement of Memphis Meeting. Tim Hanks thanked the organizers and meeting LOC for their hard work on organizing the SERMACS meeting. Stu Burris (*Nashville*) moved to acknowledge the SERMACS 2015 meeting organizers and volunteers. The motion was seconded. Motion passed unanimously.
- Approval of 2014 Board meeting minutes. Discussion was opened. Several changes were brought forward by the secretary. Stu Burris made a motion to accept the minutes as amended. Angela Peters seconded. Motion passed.
- SERMACS Board (Steering Committee in Agenda) Representative Registration Program is designed to encourage local sections to send a representative to the Board meeting. The cost of this program is minimal for the benefits of having representation present. Zachary David (*Western Carolinas*) moved that the program continue to support the registration fee of one representative per local section in the Southeast Region. The motion was seconded. Motion passed.
- The Executive committee held two conference calls in February and October. The minutes of these proceedings will be posted online.
- Tim Hanks and the Executive committee were concerned about the progress of the Memphis meeting. He decided to visit the LOC (Local Organizing Committee) on March 11, 2015 to discuss the concerns and missed deadlines for the meeting. Tim was only able to meet with Dennis Merat (*Memphis*) and the Awards Chair. It was obvious that Dennis was trying to organize almost all of the meeting by himself.

Discussion on how to help future meetings was discussed with no obvious solution. The meeting needs to have the support of its local section.

- Also of concern is that the MOU (Memorandum of Understanding) between the Board and the LOC was never signed for the Memphis meeting. The MOU is similar to the agreement the LOC signed with the ACS but has several additional clauses that protect both the LOC and the SERMACS Board, Inc. The MOU is available online. Angela Peters questioned when the MOU should be completed. Chris answered that the MOU should be received and approved by the Board at least two years before the meeting. The MOU for SERMACS 2016 is completed. SERMACS 2017 needs to submit a new copy. SERMACS 2018 is also complete.
- The Awards system also did not include the Board. Several awards were not given because of missed deadlines. Mike Moler (SERMACS 2014) gave the awards document and criteria to the Awards Chair for SERMACS 2015. It was explained that the Board should be represented on all awards. Chris Bannochie (Savannah River) should have been on the committee for E. Ann Nalley Regional Award for Volunteer Service to the American Chemical Society. The Board was not represented on the awards committee. The Board will not pay for the plaque for this award.
- The Stanley C. Israel Regional Award for Advancing Diversity in the Chemical Sciences was not given at SERMACS for the first time since its inception. Tim Hanks (Western Carolinas) was able to receive approval for the 2015 award to be presented in 2016 if the application is completed by November 30, 2015. The ACS Committee on Minority Affairs agreed to convene and decide on the award winner soon after.
- Atlantichem is an international meeting similar to Pacifichem. The organization committee requested a donation for \$5000 to help organize the first meeting in 2018. The Board discussed this request and questioned the purpose of the donation because there did not seem to be an organizing committee for the meeting. The International Committee of the ACS is currently working on organizing the meeting. No action has been taken by the Board.

### III. Treasurer's Report – Given by Tim Hanks (Western Carolinas)

- Tad Whiteside (Savannah River) was unable to attend due to a last minute family emergency.
- Tim Hanks (Western Carolinas) reported that the Board finances were in good shape with \$152,827 in assets. The operating assets are approximately \$10,000 in checking and savings account with the remainder in Endowments and a Meeting Loss savings account of \$57,000. A question was asked if this amount of assets were appropriate to the size of the meeting. It was concluded that this was not inappropriate. Comment added by Treasurer: This is an appropriate amount because, per our by-laws, we are responsible to cover a part or the whole of a deficit

incurred at a Southeastern Regional Meeting (which shall not exceed 10% of the budget approved for this meeting by the Steering Committee). So, since we have budgets approved for 3 meetings, we are required to have that much money on-hand to bail those meetings out. However, this Meeting Loss Fund is also the Fund where the loans (of up to 10%) to the local sections come from.

- Expenses were approximately \$3,000 for the year to date.

#### IV. Chair Elect's Report

- Linette Watkins (Virginia) would like to examine excess revenue to determine how some money can be used to enhance the SERMACS brand and try to advertise the meeting to other regions. She agreed that the reimbursement program was an excellent initiative but would like to gather more ideas on how to enhance the brand. She will send an email to the local section by early December to ask for ideas.
- A suggestion was made to help pay the expenses of a representative of the 2016 meeting to the National meeting in the spring to advertise the SERMACS meeting at the EXPO.
- A question was asked about "What kind of balance should the Board maintain?" The Board should look at five year rolling average of meeting / Board expenses to determine the maximum money that can be used to promote the brand. The treasurer maintains these expenses. The Board maintains a meeting loss savings account because the Board is responsible for up to 10% meeting cost if the meeting is cancelled.

#### V. Immediate Past Chair's Report – Chris Bannochie (Savannah River)

- The Board used \$2079 to purchase magnets, cloths and lanyards to promote the SERMACS brand at national meeting.
- Question: How many people from non SERMACS region make it to the meeting? Chris answered a limited number of individuals attend the meeting. Michelle Stevenson can gather the actual demographics.
- The previous discussion of how to increase attendance and promote the SERMACS brand continued. Suggestions included:
  - Market to high school science teachers using the National Association of Science Teachers (NSTA) or American Association of Chemistry Teachers (AACT).
  - Buying advertising space in other meetings websites and program books. These might include the National Organization of Black Chemists and Chemical Engineers (NOBCChE), National Organization of Gay and Lesbian Scientists and Technical Professionals, Inc. (NOGLSTP), The American Solar Energy Society (ASES) or others to allow their members to attend the regional meeting at ACS member rates.

## VI. Secretary's Report – Ann Sullivan, Virginia

The following was information imparted at the Secretary's report.

- Chair-Elect, Chair and Past-Chair represents a three year terms. The Chair-Elect is nominated each year at the SERMACS Inc. Board Meeting and is expected to serve in all three positions during their tenure.
  - Nominations for Chair – Elect. Chris Bannochie nominated Will Lynch (not present) as Chair – Elect. Will had given Chris permission to nominate him. Will was the program chair for SERMACS 2001 and served as Chair-Elect, Chair and past Chair beginning in 2003. Will also has extensive experience with the National ACS, having served on and chaired the Meetings and Exposition Committee. Motion Seconded. Question called, the motion passed. Will Lynch will begin as Chair-Elect at the end of the Memphis meeting.
- Treasurer - is entrusted with the finances of the Region. This position will serve a three year term and is not expected to progress to the Chair-Elect office. Tad Whiteside's term is 2013 – 2016. At the SERMACS 2016 Board Meeting nominations will be accepted for this office.
- Secretary - plays a central role in the Executive Committee and carries the responsibility of safeguarding the institutional memory of the Region. This position will serve a three year term and is not expected to progress to the Chair-Elect office. Ann Sullivan's term is 2013 – 2016. At the SERMACS 2016 Board Meeting nominations will be accepted for this office.
- Call for nominations of office will go out more broadly for future meetings.

## VI. Meeting Status Report

- 2014 Nashville - Stu Burris, Nashville, reported.
  - Meeting Summary will be posted online.
  - The final count of attendees was 1752 with 460 members, 79 non members and over 1000 post doctorates, graduates and undergraduates attending.
  - The final total revenue was \$245,415 including \$14,494 as an advance from the local section which was paid back, \$8300 in grants and \$8550 in sponsorships from Eastman, P&G and TN-GAC. Outside sponsorships for symposia was \$10,900. Approximately \$132,000 from Registration and the remaining revenue from ticketed events.
  - The total expenses were \$195,389 which included \$14,947 for publications; \$6992 in registration fees; \$3380 for expo; almost \$100,000 for food and events.
  - The net profit was \$50,026 with \$10,005 distributed to the Regional Board.
  - Items that were well received: Food trucks were well received by the attendees. Caution, these should be scheduled well in advance of the meeting.
  - The Bluegrass band and the Barbeque was a favorite of the meeting events.

- 2015 Memphis – Dennis Merat, Memphis, reported.
  - ~1200 abstracts were received
  - ~1500 attendees of the meeting requiring almost doubling the space used in convention center.
  - The graduate school tables were sold out and the Expo was almost sold out.
  - The Sheraton Hotel was sold out
  - The meeting should make a small profit.
  
- 2016 Columbia – Angela Peters, South Carolina reported.
  - The complete LOC is in place, Angela Peters is General Chair; Jim Deavor, Awards and Budget chair.
  - The meeting will be held from Sunday, October 23 through Wednesday, October 26. This is due to the unavailability of hotels in the fall during football season.
  - The meeting will be held in the Columbia Metro Convention center, a 55000 square foot facility.
  - The conference hotels include the Hilton and the Hampton Inn which are attached to the conference center. The contracts for both spaces have been finalized to include 525 nights at the Hilton @ \$159 and 155 nights at the Hampton Inn @ \$155. There are several other hotels a short distance from the convention center for overflow.
  - The contracts for the Convention Center, the MOU and partnership with ACS have been signed.
  - The schedule is mostly organized with symposia that agreed to organize and asked for funding; Symposia that agreed to organize but have not asked for funding; and Symposia that want to organize.
  - Expo hall has posters, graduate school fair and vendors
  - Jim Deavor presented the budget based upon 1372 registrations at \$118,865. The local section loaned the meeting \$16,000. The meeting will receive some rebates from convention center and hotel.
  - Contribution and sponsorships are being worked on.
  - The meeting will save some expenses by not printing books but will use flyers for a cost of approximately \$5000

Jordon Polar made a motion to accept the meeting budget as presented. The motion was seconded by Linette Watkins. Motion passed.

- 2017 Charlotte Jordan Poler, Carolina Piedmont reported.
  - LOC mostly identified.
  - The meeting will be from November 7 through November 11, 2017 with a kickoff reception on Wednesday evening at 5pm with SciMix and a reception in the Sheraton Charlotte

- o Contract with Sheraton is signed.
- o MOU needed signature of local section officers.
- o AV contractor identified and website developed. Expo will have 45 booths in Symphony Ballroom I – IV of the Sheraton Charlotte.
- o Plans on using Maps and the meeting app instead of a printed program.
- o Have plans to bring in a smaller conference for 1 day – NC photochem conference or the SERC conference.
- o The meeting theme is possibly Evolution of energy : humans to hybrids.
- o Budget – Revenues:
  - working on Sponsorship of \$15,000.
  - Local section advance
  - Registration \$141,000 @ 2000 registrants. Board would like to see this number lowered to ~1500.
  - Total revenues \$232,478
- o Budget – expenses
  - Abstract submission – \$9 per abstract
  - Total expenses \$152,700

Tim Hanks made a motion to accept budget. Angela Peters seconded. Motion passed. Upon discussion, the motion was rescinded. Tim Hanks motioned that the Board accept this preliminary budget after the Board reviews the budget with suggested changes. Angela Peters seconded. Motion passed.

- 2018 Augusta – Chris Bannochie reported.
  - o The LOC is expanded to include several new members. The meeting will be held from October 31 through November 3 in the Augusta Marriott which is attached to the Convention center. The meeting theme is Securing tomorrow through Innovation Today. The meeting website is Sermacs2018.org and contact email is Sermacs2018@srs.gov
  - o Contract with Marriott is 691 room nights @ \$155 per night
- 2019 Savannah – Chris Bannochie reporting for Will Lynch.
  - o The LOC has a general chair, Will Lynch and several key members who are working on a theme and securing a venue. The previous venue is a possibility for the meeting.

#### VIII. Bids for 2020

- Sean Hickey, Louisiana reported the plans completed for the Joint SERM-SWRM meeting. The LOC has secured the Hilton Riverside in New Orleans at \$189 per night with a rider that allows the hotel to increase the price incrementally over the next 5 years. The final cost may be \$200 per night. The meeting dates are October 14 – 17, 2020. Planning on over 1700 attendees for the meeting.

- Stu Burris motioned to accept the 2020 bid from the Louisiana section. Tim Hanks seconded. Motion passed.

#### IX. Old Business

- A request was made to alter the bid rotation for 2021 and 2022. A proposal was made to allow the 2021 meeting selection to be shifted from district III to district IV and the 2022 meeting from district IV to district III to allow Puerto Rico the option to bid on the 2022 meeting in order to hold a joint meeting with the Latin American Federation of Chemical Associations or more properly La Federación Latinoamericana de Asociaciones Químicas (FLAQ), which has their meeting only on even years. To actually change this rotation, the Bylaws would have to be modified; therefore, a request will be made of the District IV local sections to determine if they are interested in hosting a meeting in 2022. We can encourage those local section to present a bid for 2021 next year if they are inclined. Alabama might be interested in 2021.
- Puerto Rico will be encouraged to have a bid ready for the 2022 bid. If none of the local sections are interested in bidding then the Board can choose the best bid presented.

#### X. New Business

- Motion to alter the composition of the Awards Committee – The Board was not part of the Awards Committee for Memphis meeting. The Awards Selection Procedure is a document on the SERMACS site that outlines the procedure that the Meeting Award chair should follow, it includes the makeup of each selection committee for each award. The Board will provide the Awards Committee chair for each meeting this document to ensure the participation of the Board in award selection.
- Tim Hanks motioned for the organization of the SERMACS Awards Committee. The Southeastern Region of the ACS presents awards each year at it annual meeting. In order to provide some continuity and experience and to ensure the participation of the entire region in the awards process, the SERMACS Award Committee shall be composed of four members, with a fifth being added, if required, for the High School Teaching Award which requires a CHED member. The committee membership shall include:
  - The Committee Chair – The Immediate Past Chair of the Board
  - The Local Awards Chair of the previous SERMACS meeting.
  - The Local Awards Chair of the current SERMACS meeting.
  - The Local Awards Chair of the next SERMACS meeting.

In the event that any of these members are unable or unwilling to serve, the Chair of the Board, in consultation with the Executive Committee, will appoint a replacement. The High School Teaching Award requires a representative from the

Chemical Education Division to participate as well. This individual will serve only in the selection of the High School Teaching award. The rationale of this motion is to ensure the participation of the Executive Board in the selection process and to ensure the participation of individuals with experience in the awards process from across the region.

Jordon Poler seconded this motion. The motion passed.

- Discussion of the 2025 Meeting location. There is a long tradition of hosting the joint SERM-SRWM meeting on the “5s” in one of three Southeast Region local sections. Suggestions were made to move the meeting location to allow a joint meeting with other Regions, to move it to Atlanta, or to encourage other local section designated to host the 2025 meeting. Tim Hanks motioned that due to the lack of communication and organization of the SERMACS 2015 LOC, the SERMACS Board will strongly discourage the Memphis Section to host the 2025 joint meeting without strong support of the region and other local sections. Motion was seconded by Stu Burris. Question was called. Motion passed with one nay.

XI. Motion to Adjourn – Meeting was adjourned at 12:15 p.m.