



**SERMACS Inc. Board Meeting Minutes**  
**26 October 2016**  
**Columbia, SC**

- I. Call to order - The meeting was called to order at 8:38 AM on Wednesday, October 26, 2016 in the Columbia Metropolitan Convention Center, Columbia, South Carolina.

ATTENDANCE: Executive Committee: Linette Watkins (Virginia); Tim Hanks (Western Carolinas); Will Lynch (Coastal Georgia Section); Tad Whiteside (Savannah River); Ann Sullivan (Virginia); Dennis Merat (Memphis, SERMACS 2015); Angela Peters (South Carolina, SERMACS 2016); Jordan Poler (Carolina Piedmont, SERMACS 2017);

Regional Board: Kate Hayden (Alabama); Al Hazari (East Tennessee); Terry Say (Georgia); Sean Hickey (Louisiana); Stu Burris (Nashville) Marc ter Horst (North Carolina); Jim Deavor (South Carolina); Marie Bourgeois (Tampa Bay); Zachary David (Western Carolinas); Linda de la Garza (Southwest Georgia); Zachary Davis, John Englemann, J. V. Ortiz (Auburn), W.H. "Jack" Breazeale, Simona Murphy, Stephanie Myers, Smiti Goods; Mary Moore,

- II. Chair's Report – Linette Watkins, Virginia

Linette updated the Board on items that had been accomplished since the 2015 meeting in Memphis. The Executive board had two conference calls. Minutes are available.

Summary of the May 19, 2016 telephone conference

- a. The website was hacked. The hack was found after several days. A taskforce was set up to monitor the website and consider our web presence.
- b. The minutes of the Memphis SERMACS Inc. Board Meeting was approved. The draft minutes are available on the website. These will indicate approval as soon as possible.
- c. The Board continues to support for the payment of registration for one representative to the SERMACS Inc. Board Meeting. An invitation was sent to each local section inviting them to send one representative.
- d. An endowment policy for SERMACS Inc. moneys was discussed. A motion to submit this policy for approval in October was approved.

Summary of the October 4, 2016 telephone conference

- a. The minutes of the May telephone conference were approved.
- b. The Board continues to showcase the SERMACS brand by allocating resources up to \$500 to be given to the local section representative of the upcoming SERMACS meetings to attend the national meeting prior to their meeting. The representative will be required to work one ½ day at the Regional Meeting Booth in the Expo. No local sections have requested to be reimbursed for this activity.
- c. National will be inviting Regional Board members to attend the Regional Meeting Training in Washington, D.C. in November. The Board Chairs and Treasurers are invited to attend.

- d. The effect of the North Carolina house bill (HB2) on the Charlotte SERMACS meeting was discussed. It was agreed that we would continue to monitor the political situation but have no plans to move the 2017 meeting. Both the local section and the hotel oppose HB2. The local section has posted a logo “Always Welcome” on their website. A symposium on Diversity is being proposed. Linette commented on the Diversity issue in an article published in CEN.
- e. A process to audit the treasurer’s report was approved. The Chair -Elect and Secretary will review the yearly accounts at the SERMACS Inc. Board Meeting.
- f. The Articles of Incorporation for SERMACS Inc. were renewed. This is required every 2 years.

The minutes of the October telephone conference were approved.

III. Treasurer’s Report – Tad Whiteside,

- a. The SERMACS Inc. budget and account summary as of October 21, 2016 show a net increase since 2014.  
Operating Account has \$13,777  
Endowment account has \$83,590  
  
Meeting Loss fund has approximately \$63,000 which is 10% of the approved expenses for the next three SERMACS meeting budgets.

b. Income was \$8989 from SERMACS 2015 Memphis

- c. Expenses were approximately \$12,000 for
  - Awards and Travel: \$800
  - Executive Travel: \$2000
  - Marketing and Website: \$1000
  - Meeting Registration: \$2700

d. The investments and endowment policy will be posted to the website. These are an operating policy and not written in the Bylaws.

e. An audit review will be completed during this meeting as approved in the October telephone conference.

IV. Chair Elect’s Report – Will Lynch.

Will Lynch was introduced, no report given.

V. Immediate Past Chair’s Report – Tim Hanks, Western Carolinas

- Awards committee update: The new policy names past chair as the designated Chair of the Awards Committee with members from the past meeting, current meeting and future meeting, for the educational awards need CHED member. The committee is responsible for the Ann Nalley volunteer award, High School teacher award , the Partnerships for Prosperity award and research or industrial awards. The industrial innovation award is sponsored by the local organizing committee. The awards committee does not choose the Stan Israel award winners.
- The committee chose the awardees for the above.

- Due to an oversight at SERMACS 2015, two Stan Israel awards were presented for 2015 & 2016
- Tim motioned that the SERMACS board through the awards committee support the industrial innovation award. Discussion of financial cost was not conclusive of final cost to the board. The awards committee is tasked with exploring the cost and operational procedure for the Charlotte meeting. Consider adding an industrial partner to award committee. Question was called No second needed on motion. Motion carried
- Motion. SERMACS 2016 will support an industrial innovation award with monetary award and travel and registration expenses. Tad motioned, Terry seconded, motion unanimously carried
- At the joint SERMACS-SWRM meeting the educational award winner receives \$2000. A suggestion was made to increase the SERMACS award for all future meetings to the same amount. No motion was made.
- The chair acknowledged the work of the awards committee

VI. Secretary's Report

- a. Nomination and selection of 2016 Chair Elect, The Chair Elect become chair after the following SERMACS Board meeting.

A nomination was made for Marc ter Horst, North Carolina Local Section, for chair elect of the board. Motion passed

- b. Nomination and selection of three year term for Treasurer 2017-2020  
A nomination was made for Tad Whiteside for a three year term as treasurer. Motion passed

- c. Nomination and selection of three year term for Secretary 2017 – 2020. The Secretary is responsible for changing officers and posting minutes online.

A nomination was made for Herman Holt (Western Carolinas). A second nomination was made for Cliff Padgett to serve a three year term as secretary. A paper vote was conducted. Count was 9 for Herman / 3 for Cliff. Herman will serve a three year term as secretary, 2017 – 2020.

VII. ACS Regional Meeting Report - no report

VIII. Meeting Status Report

1. 2015 Memphis Dennis Merat

Final attendance was 1580. The meeting budgeted for 930 attendees.

38% undergraduate, 60% - Full and Graduate student attendees

The hotel sold out.

The expo had 36 vendor booths and 7 college booths.

Final net was \$70,950 with 10% (\$7095) for SERMACS and 10% for SWRM

Revenue

No Advances

\$ 127,000	registration fees
\$ 28,000	Grant
\$ 25,000	Symposia
\$ 11,000	Tickets
\$ 33,000	Expo/Advertising
\$ 228,000	Total revenue
Expenses	
No loans	
\$ 700	SERM
\$ 9700	Books
\$ 0	webpage
\$ 25,700	Convention center
\$ 810	hearing impaired services – this was a last minute addition. Dennis suggested that future meeting plan ahead for this service.
\$ 1700	Computer rental
\$ 27,000	Banquet and Food
\$ 34,000	Symposia
\$ 1325	Awards
\$ 6264	Cost Sharing ACS
\$ ~2000	Workshop
\$ 157,911	total expenses

SERMACS should follow up with ACS Regional meeting about Special needs request.

2. 2016 Columbia – Angela Peters

The key to success is to have a great team from the onset and maintain communication throughout the development process. The team for the SERMACS 2016 meeting was the best.

As of October 25, there were approximately 1614 attendees with ~ 200 onsite registrations.

Undergraduate ~ 600, Graduate ~330 and members ~400

Revenues \$ 278,579

Expenses \$ 256,048

AV expenses for the meeting were very high

Corporate Sponsors approximately \$20,000

Meeting information:

27 vendor booths

27 graduate schools

628 Poster presentations with 271 undergraduate posters

579 oral presentation with 362 invited 37 of these were undergraduate presentation in 13 sessions – oral presentation were scheduled for 30 minutes and undergraduate presentation for 15 minutes

Each symposia was given \$500 - \$~ 30000 with several matching grants  
100 oral sessions and 3 plenary talks  
18 simultaneous sessions

Hosted website at ACS.org

Columbia used their own app, Jordon will collect comments on app and forward to Michelle Stevenson and the Meetings and Exposition National committee.

Comments on app – include abstract in PDF; need summary page (meeting at a glance page);

3 workshops

Several tours and social events

### 3. 2017 Charlotte – Jordon Poler

The meeting is schedule for November 7 – 11, 2017 in Uptown Charlotte

Theme is Evolution & Energy: Humans to Hybrids, Building Community through Science

Website is SERMACS2017.org

The logo for ALWAYS WELCOME is on website

The LOC agreed to keep the meeting in North Carolina

LOC had some turnover, Outreach and Diversity Chairs are still needed.

The meeting will include SERC conference for Solar Fuels which is a one and half day conference for approximately 200 attendees.

A second joint meeting in being planned with the NC Photochem Conference which is a 1 day conference with approximately 75 attendees.

Plenary speakers include Nathan Lewis, Joe Schwartz, Eric Scerri and 1 more.

The plenary sessions will occur at 8 am and 5 pm possibly.

129 invited half day sessions in 19 rooms

Each session will receive funding of \$500 + matching up to \$1000

Poster session will have QR codes for each poster to increase networking  
45 booth for the expo. The contract for the expo has been signed.

3 sponsors.

Budget:

Revenues

Sponsorship \$ 20,000

Loans \$ 11,000

Registration \$ 139,000

for 1600 attendees at \$165 full member

Projected 30% undergraduate

Comment: Will Lynch – consider more cost for student registration?



Two possible hotels include Sheraton Birmingham with 757 rooms or Westin Birmingham with 294 rooms at ~ \$160 per night and 100,000 square feet of conference space.

Dates: November 3 – 6

LOC chairs include Anil Banerjee, Auburn and Tracy Hamilton, Alabama as co chairs

The SERMACS was last hosted in Alabama in 1994.

Ashville Bid at University of North Carolina. Herman Holt presented bid.

Western Carolinas has never hosted a meeting

The Asheville area has lots of attractions.

Suggest hotel is Grove Park Inn with 12 – 15 breakout rooms and 55000 square feet of conference space. No other close hotel space. The Grove Park Inn has limited rooms.

Suggested Date is November 14 – 17 which is Sunday to Wednesday

The Ashville airport has regular flights to Atlanta. Transportation is available from the Greenville airport approximately 1 hour away.

Vote was a hand vote of 13 for Alabama and 3 for Ashville. Alabama wins the bid.

X. Old Business

The Board sincerely thanked the Columbia Local Section for their hospitality.

XI. New Business

Discussion of the 2025 Meeting location – Linette Watkins and Ann Sullivan proposed a possible Joint meeting between SERM and MARM with a meeting location in northern Virginia or Maryland. Washington DC is the national meeting location for Fall 2025. This idea was dismissed.

XII. Motion to Adjourn was approved at 11:44 AM