

SERMACS Executive Board Meeting
November 16, 2013
Atlanta, GA (Room Salon A, Loews Hotel)

Present: Jordan Poler (Central Piedmont, NC); John Shugart (Chattanooga, TN); Terry Say (GA); Dennis Merat (Memphis, TN); Kourhik Banerjee (Middle GA); T. Keith Hollis (Ole Miss); Stuart Burris (Nashville, TN); Charlie Goss (NC); Stephanie Myers (Savannah River); Angela Peters (SC); Ann Sullivan (VA); Tim Hanks (Western Carolinas); Tad Whiteside (Savannah River); Chris Bannochie (Savannah River); Michelle Stevenson (ACS).

Meeting called to order at 9:00 a.m. by Chair Ann Sullivan.
Introductions of all in attendance. The 2012 minutes were approved. The agenda for the meeting was approved.

Chairs Report: Congratulations to the Georgia Organizing Committee for a Job Well Done!

Secretary Report: Minutes were approved and roster for the meeting was distributed.

Treasurer's Report: Financial report was provided on back of agenda (submitted by Sol in his absence). Balance as of Nov. 6, 2013 was \$102,550.94. This does not include the CD worth \$52,411.70. It was approved for Sol to roll over the CD.

- It was suggested that the financial report should include the following language: instead of “*meeting profit*” we should indicate it as “*excess revenue*”.
- Number 3a in report should read “*up to 10% of checking account*”.

Discussion items relative to Finances:

- There was discussion on using SERMACS funds to support meeting activities. For example, initiate a grant process similar to Innovative Project Grants (IPG). Sections hosting a meeting can submit a grant to support an activity. Action: Ann, Charlie and Keith will work on a proposal using IPG as a guide.
- It was suggested that we provide 1 complimentary registration for each local section representative to attend SERMACS. It will be mandatory that they attend the Board meeting. Action: Approved to try this for 1 year.
- There was discussion about branding and other publicity initiatives at national and regional meetings i.e. lanyards and chotskies. We will get a working list of local sections for the southeast and send out more e-blasts about the meetings. Chris will work with the Executive Board to discuss branding and advertisements. How can we successfully reach high school teachers? Should we advertise in a national teaching organization journal or Journal of Chemical Education? The working group (Chris and Executive Board) will determine a cost of no more than \$5,000 for this branding initiative.

Subcommittee Reports:

By-laws- Stuart distributed copies. The bulk of the changes are in “Award Subcommittee” and “Process of Bids”. Stuart suggested having the “Awards Program” in a separate document. The bylaws group will come up with a working document that does not need to be voted on but has policies and procedures. The committee will bring forth a new draft at the next meeting.

The bylaws sub-chair should consist of chair, chair elect and secretary. Therefore, Stuart will send an e-copy of the file to Ann and she will include Stuart's proposed changes and recommendations. Ann will convert this into a working document.

Committee recommended extending rotation schedule to 2035. This should remain in bylaws. Committee suggested that we allow ACS Constitution and Bylaws Committee an opportunity to review our bylaws when complete.

Awards Committee: Ann commended Joel on the awards selections. Packets were sent to committee members and they were asked to rate applications. They also had a telephone conference call to discuss final selection. Michelle from ACS will find out if we can use the ACS Awards Process system for regional awards.

Meeting Reports:

SERMACS 2012 (Raleigh, NC) – Final report provided by Charlie Goss. He thanked the planning committee members. He presented a summary of the meeting. They exceeded their target for hotel accommodations. Final total registration = 2307. Actual revenue = \$391,554.65 (planned \$257,625); Actual expenses = \$253,423.37 (planned \$229,300); Surplus = \$138,131.28 (20% of surplus goes to SERMACS).

SERMACS 2013 (Atlanta, GA) – Terry Say provided report. Preliminary attendees = 1750. The room rate was great but the food and beverage charge was overpriced. As of today, sponsorships total \$75,000 (targeted \$150,000). Exhibitors were targeted at 40 but will peak at 30. Space was devoted to the increase in student posters instead of vendors. The “World of Coke” undergraduate presentation went very well. The small pocket guide program books were also effective as well as QR codes and the hybrid meeting. The Emory University scholar who keynoted did a great job. The graduate fair was rebranded and they called it “Futures Fair”. This included industry and government.

SERMACS 2014 (Nashville, TN-Sheraton Music City Hall)-Stuart Burriss provided report. Proposed dates are October 16-19, 2014 (Sheraton Music City, Nashville, TN). They picked up more volunteers for the planning committee. The room rate is \$139-\$149-\$159. They are in talks with vendors. They will have 14 oral session rooms and 3 more if needed. They have \$70,000 budgeted for food with a featured Bluegrass Band (The Steel Drivers) on Friday, October 17 for a Concert and Barbeque. This is a ticketed event.

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. The hotel rates are \$157. They have a number of complimentary rooms. They should get \$16,000 deposit back with room and beverage charges. He presented travel and housing facilities. Budget was presented and based on 1700 people in attendance. Proposed registration revenue = \$126,565; Loan advance = \$5,000; Proposed grants and sponsorships = \$20,000; Exposition = \$25,000.

Note: Board suggested they reduce their target registration to 1200.

SERMACS 2016 (Columbia, SC) – Angela Peters provided report. Organizing committee is in place and steadily meeting with potential funders in the South Carolina area. Members of the committee met with the Director of Sales at the Columbia Metropolitan Convention Center with Michelle (ACS) via telephone. Because the South Carolina football schedule is not available, area hotels could not commit to a date. However, we will have a date by spring. A proposed budget and theme will be provided at the 2014 Board meeting in Nashville, TN.

SERMACS 2017 (Charlotte, NC)- Jordan Poler provide report and a marketing card. All planning committees are in place. Theme will be “Evolution of Energy: From Humans to Hybrids.”

Bids for future meetings

SERMACS 2018 – Augusta GA-Savannah River Section was approved. Proposed dates are November 7-10, 2018 at the Augusta Convention Center. The hotel will be the Marriott.

SERMACS 2019, 2020, 2025 – no bids presented.

Note: Discussion of joint meetings other than with SWRM. Terry will provide a proposal to the Georgia section to see if they would be amenable to hosting a 2020 joint meeting with New Orleans/GA. It was brought to our attention that if we want to change the location of the meeting that we would have to change it in the bylaws (procedures). Ann will work on the wording of this for bylaws.

Old Business

The SERMACS website has been updated significantly since the 2012 meeting (thanks to Melinda Box and Charlie Goss) but needs further revisions. We need to update meeting statistics and bring the Awards page (Industrial Innovation) up to date. Program books, history of SERMACS and other important information should be placed on website. It was also suggested to include the local section achievements and links to these sections. Email Charlie Goss if you have information to update the website.

There was discussion about the following: Who pays for food at the Board meetings? Is it the Executive Board or the local section hosting the meeting? It was determined that we would handle this case by case if necessary.

New Business

- ✓ Approved: Chair elect 2015-Tim Hanks
- ✓ Approved: Treasurer 2014-2016-Tad Whiteside
- ✓ Approved: Secretary-T. Keith Hollis (temporary for 1 year-2014). Keith plans to resign after 1 year. A replacement will be appointed to fill the remaining 2 years (2015, 2016) at the 2014 meeting.

Meeting adjourned at 11:49 a.m.

Report submitted by:

Angela W. Peters
SERMACS Secretary