



SERMACS Inc. Board Meeting Minutes
03 November 2018
Augusta, GA

- I. Call to order - The meeting was called to order by SERMACS Inc. Chair, Marc ter Horst at 12:25PM on Saturday, November 03, 2018 in Augusta Marriott, Lamar A.

ATTENDANCE: Executive Committee: Herman Holt, Jr. (Western Carolinas); Will Lynch (Coastal Georgia Section); Tad Whiteside (Savannah River); Marc ter Horst (North Carolina Section); Chris Bannochie (Savannah River, SERMACS 2018); Jordan Poler (Carolina Piedmont, SERMACS 2017, Chair-Elect);

Regional Board: Al Hazari and John Larese (East Tennessee); Genessa Smith (Kentucky Lake); Sen Li and John Engelman (Northeast Tennessee); Tracy Hamilton (Alabama); Anne Gorden (Auburn); Marie Bourgeois (Tampa Bay); Zaida C. Morales Martinez (South Florida); An Phong Le (Florida); Rigoberto Hernandez, Terry Say and Cheryl Trusty (Georgia); Stephanie Myers (Savannah River); Linda Shimizu (South Carolina); Zachary Davis (Western Carolinas); Lynnette Watkins (Virginia); Heather Clontz (Carolina Piedmont).

- II. Introductions and Agenda (Marc ter Horst)

- III. Meeting Status Reports

a) 2017 Carolina-Piedmont Section, Charlotte NC (wrap up, Poler)

- Nice feedback was received regarding the meeting.
- Both vendor and grad school booths sold out.
- There were 5 plenary speakers and 4 workshops.
- There was a total of 1455 abstracts. Of the 1440 presenters, there were about half that were undergraduates
- Registration was intentionally kept the same/consistent as other meetings, while also reducing student registration to \$30 from \$50.
- The concept "Family Plan" was a good thing and found to be helpful for families.
- Finances: Total attendance 2228
- Income: Reg.: \$136,595, \$48,625 (compted)
- Budgeted expenses: \$317,835; Actual expenses \$215,227.
- Food and Beverage total \$66,729; Program support \$43,647
- Tour busses costs were about \$3000 and recommended to not do this again.
- The meeting thus netted \$93,326
- Local Section will net \$74,661 after reimbursing SERMACS 20% of \$18,665.

b) 2018 Savannah River Section, Augusta, GA (Bannochie)

- There were 1150 abstracts and 1600 registrants and 350 vendors. Likely received more revenue due to late registrations.
- Storms impacted registration/communication.

- Landmarking map went up well and there will be a plaque mounting soon.
 - Grad school fair is going well and the poster session is in progress
 - Early lessons learned:
 - No aluminum water bottle (nuisance to produce)
 - Pens are popular
 - Six full undergrad oral sessions
 - Few withdrawals despite it being midweek
 - MAPS folks are our friends
 - Robin worked with the Board to make accommodations related to the storm
 - Lessons learned:
 - co-Chairs a good thing which allows for fewer individual headaches
 - Complementary interests helped
 - Duties split as they came up; able to utilize interests
 - “Big Board’ grid was very useful for planning programs vs. using linear excel lists
 - Reach out for plenary two years out; Allan Marshall was secured three years in advance
 - Obtain a good team!
 - Increase attendance at the plenary:
 - More signage and more communication such as emailing ahead and poster in front of the room could have helped. Having a Facebook page included ~125 follows.
- Educational Programming: Abstracts vs. workshops
If speakers are in other parts of the program, then perhaps they are likely best as abstracts.
- Consider Las Vegas signs (777-SIGNS) \$45, fast; typically one week turnaround
 - Mobile app download
 - Somewhat of a challenge was expressed
 - Running up against limits (~110/190 limit)
 - More than 9 banners needs expansion permission

c) 2019 Coastal Georgia Section, Savannah, GA (Lynch)

- Meeting to be held October 20-23, 2019 (Sun-Wed).
- Timing is consistent with national chemistry week.
- Hotel Rate = \$189/night, starting Saturday night (October-November prime tourism rate) weekend hotels costly and not available.
- Website is up and running.
- Leadership team is in place. Called team 2001 into action for 2019.
- Brent Foske will serve as program chair and is doing a good job
- There are about forty symposia lined up.
- Exhibit chair up and running
- Our team is holding monthly meetings.

- Planning to have the undergraduate sessions at the front end of the meeting, such as Sunday into Monday and the grad fair is planned for Sunday night.
- High school teachers also planned at the front end.
- Food and beverage \$45,000 (Augusta model = \$42,000)
- Estimated participants = 1400;
- Estimated loss = \$38,000
- Planning to subsidize individual symposium \$500 w/match
- Sponsorships are starting to roll in.

d) 2020 Joint with SWRM, New Orleans (Lynch; Sean Hickey in absentia)

- Hotel will be the Hilton New Orleans Riverside @ \$189/night.
- Dates will be Wednesday October 14 through Saturday October 17
- Food and Beverage expected to be about \$80,000
- Profit expected to be about \$75,000
- Planning on 1550 registrants at the following registration costs: \$200 members, early; \$250 late registrants; \$75 undergrad; \$125 grad.
 - Registration fees for New Orleans called into question (high), about 40% of national fees. Call for steering committee to turn over budget to Board followed by a conference call to approve, including feedback (Tad motion, Lynch second), Unanimous approval.

e) 2021 Alabama (Hamilton)

- Verbal report was provided for 2021 update.
- Alabama/Auburn sections will co-run the meeting.
- Actively filling out the composition of the Board.
- Chair roles are filled and committed.
- Leadership team is negotiating contract with Sheraton downtown. There is a Convention Center upgrade due to World Games 2021.
- Moving the date to November 10-13 (Wed-Sat) will help to negotiate the contract.
- Looking at a \$34,000 food cost at minimum.
- Hotel costs estimated at \$149/night; \$159-169 for triple/quad; parking (~\$7-14) not included in the rate.

f) 2022 San Juan, Puerto Rico (ter Horst; Montes in absentia)

Executive Board approved the bid.

IV. Bids for 2023

- Chair ter Horst recused himself as Chair for 2023 bid. Chair-elect Poler led the 2023 bid.
- Bid order is based on priority of region in the bylaws.
 - a) North Carolina Bid
 - Dates: October 25-29 (preferred); November 1-5 (alternate);
November 8- 11 (alternate).

- Raleigh/Durham
 - Durham convention Center
 - Hotel, parking Carolina Theatre
 - Concern: is there enough space
- Raleigh Convention Center (preferred)
 - 2012 meeting was a success there
 - Quality venue includes good hallway space and
 - plenty of meeting rooms.
- Budget will follow 2012 (North Carolina) model which was profitable.
- Registration fee will be on par with other meetings.
- Volunteer list populated with 200 years of ACS experience
- NC museum of natural science and attraction.
- SEMRC agreed to collaborate; other partnerships include: ABRF; Sigma Xi; NC Science Teachers
- Triangle industry provides career fair opportunity.

b) Georgia Section (Terry Say)

- First the section expressed their concern about being out-sequenced for bidding (missed bid for their section based on bylaws); This issue raised was consequentially discussed for several minutes.
- Georgia section would like to have SERMACS 2023 in Atlanta, and are thus making a formal bid.
- They have a good volunteer base and previous SERMACS experience.
- There are many options to accommodate large attendance size of SERMACS
- SERMACS 2003 attendance was 1626 and 2013 attendance was 1754.
- Atlanta would like to be considered for SERMACS 2025.
- Atlanta will hold the National ACS meeting in 2021 and 2027.
- There was a presentation of the ATL airport promotion highlight.
- Plenty of feasible transportation in Atlanta and hotels have airport shuttles
- Industry in the area is profitable and plentiful.
- Atlanta will provide a diverse meeting atmosphere.

- Motion was to approve North Carolina Section for SERMACS 2023, and subsequently seconded with an unanimous vote.

V. Minutes from November 3, 2019 were approved (Alabama motion/Western Carolinas seconded) by the Board

VI. Chair's Report – Marc ter Horst (North Carolina Section)

- a. The opportunity for more leadership training for regional chairs with involvement at leadership workshops and conferences, specifically Leadership Institute and Regional Meeting Planning Conference (RMPC); There seemed to be good communication between regional chairs.
- b. Chair ter Horst complemented Jordan on his future efforts as Chair

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

- The projected budget for 2019 is \$199,892.99. This budget is up from 2017 and 2018, \$192,747.04 and \$194,872.34 respectively.
- There was an amount of \$18,665 reimbursed for SERMACS 2017
- Anne Nally award included \$1800 and \$300 for a plaque.
- Treasurer Whiteside has decided to not seek re-election as Treasurer.

VIII. Chair Elect's Report – Jordan Poler (Carolina-Piedmont)

- Chair Elect Poler interested in working with groups without SERMACS in 6 years; He also encouraged the people in the room with experience being able to help others plan meetings
- 2007 SERMACS report can be a template to plan other meetings; Meeting planners can work with ACS regarding budget and SERMACS meetings. No report to provide.

IX. Immediate Past Chair's Report – Will Lynch (Coastal Georgia)

- No Report

X. Secretary's Report – Herman Holt (Western Carolinas)

- a. Nomination and selection of 2019 Chair Elect, The Chair Elect becomes chair after the following SERMACS Board meeting.
- b. A nomination was made for Chris Bannochie (Savannah River), which was accepted for chair elect of the board. Motion passed unanimously.
- c. Elections 2019

Chair-Elect for 2020 and Chair 2021 to be elected in Savannah

Treasurer for 2020-2022 to be elected in Savannah

Secretary for 2020-2022 to be elected in Savannah

XI. Old Business

No old business discussed.

XII. New Business

- General Discussion included the need for a new website that is clean, user friendly, and has proper mobile phone/tablet access and nice aesthetics on these devices.
 - There was a motion (Savannah River/Bannochie, Knoxville seconded) to hire a professional webmaster by January 1st, 2019 to redo the current SERMACS, Inc. website and to continue maintaining it. There was a question regarding the cost (Ter Horst). It was suggested to remain under a particular threshold.
- We should incorporate into a listserv the Local Section reps (37 sections). ACS should give a list of officers. Also include everyone signed into this meeting.
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- There was a discussion regarding travel grants, specifically for undergraduates. There is a YCC travel grant program which was modified to diversity(?) travel grant.
 - There were 60 applications using a Google Account and 20 awards were made times \$250. These grants were recognized at the diversity luncheon. Rubrics were utilized for awarding them. There should be a follow-up with them to determine the impact of the award.
- There is a proposal to reach out to senior chemists.
- There was a discussion of the use of equipment for the SERM Board meeting
 - Pass on equipment to the next section for the meeting.
 - Other sections are purchasing equipment
 - Pay for support packages.
 - Costs for AV are \$38K to \$40K (also \$50/day per room for clickers)
 - Florida section asks organizers to bring their own equipment

XIII. Motion to Adjourn (Bannochie, Poler Seconded) at 3:09PM