

ACS Meetings and Expositions
Regional Meeting Final Report Template

Introduction and General*

Submitted by Katherine Glasgow, General Chair and Dorian Canelas, Program Chair.

Executive Summary

The 74th Southeastern Regional Meeting of the American Chemical Society took place from October 25, 2023 through October 28, 2023 in Durham, North Carolina. The total attendance for the meeting was 1,964 and there were 1,379 total abstracts accepted. The North Carolina local section hosted the meeting and began the planning process in 2019. In choosing a theme, the planning committee wanted to choose a theme that was energetic, fun, and inclusive. The theme of the meeting was chosen to be "Chemistry Con: Where Chemistry, Creativity, and Innovation Intersect". The planning committee developed superhero-themed graphics, including a promotional video (<https://www.youtube.com/watch?v=zg0tc69IMJo>), to illustrate the meeting's theme.

The goals of the meeting were as follows:

1. Host a meeting with outstanding technical content, including hosting notable plenary speakers and technical symposia. This goal aligns with the ACS' core strategy to be the most authoritative, comprehensive, and indispensable provider of chemistry-related information.
2. Provide a cost-effective opportunity for students to attend, present their technical research, and network with other chemists.
3. Achieve the goals above in an inclusive and fun way. Goals 2 and 3 align with the ACS' core strategy to empower an inclusive community of members with networks, opportunities, resources, and skills to thrive in the global economy.

In order to achieve these goals, the planning committee took the following steps:

1. a. The plenary speakers represented a diverse group from industry, academia, and government as noted below in the Plenary/Keynote Speakers section.

1.b. Rather than provide each symposium with a certain amount of funds, the planning committee offered matching funds of \$500 for each half day technical session. Over \$60,000 was raised to support specific symposia with \$15,500 provided in matching funds. Details are available below including technical symposia and sponsorship funds.

1c - Funds were raised to provide cash prizes for undergraduate poster awards

2a. While the planning committee kept the registration fees the same as the 2022 SERMACS meeting, we reduced the registration fees for postdoctoral associates, graduate students, and undergraduate students in order to enable as many as possible to attend the regional meeting.

Category	2022 SERMACS	2023 SERMACS
Postdoctoral Associate (Early/Premium)	\$120	\$100
Graduate Student (Early/Premium)	\$100	\$70
Undergraduate Student(Early/Premium)	\$70	\$50

2b. In determining how best to recruit volunteers for on site activities during the meeting, the planning committee decided to offer free registration in exchange for a 5 hour volunteer shift. Approximately 7 volunteers were needed for each shift per day, one in the morning and one in the afternoon. The information and alert about the program was sent to universities in the Southeastern region about one week before it was advertised on Twitter in order to provide students with the opportunity to sign up. Volunteers were placed into slots on a first-come first-served basis, and the sign up was disabled once all slots were fulfilled. While we did have one student who received free registration and did not show up for their shift, the great majority of volunteers appeared as scheduled and carried out their duties as requested. Group texts were set up to manage each shift, a list of FAQ's was prepared for the volunteers, and boxed lunches were also provided for volunteers.

2c. A grant was provided from the Local Section Activities Committee which provided \$1700 in travel grants to students from Minority Serving Institutions (MSIs), including Historically Black Colleges and Universities (HBCUs). In addition to posting information about this program on our website and Twitter, chemistry or relevant departments for MSIs and HBCUs in the Southeastern Region were contacted with information about the program. These funds were supplemented by \$290 in donations from meeting registrants, who were invited to donate to help student attendees.

3a. The planning committee felt it important to reach out and specifically invite all colleges and universities in the region to participate. A national list of HBCUs and MSIs was checked to ensure these schools were also invited by the General Chair to participate in the meeting.

ACS Meetings and Expositions
Regional Meeting Final Report Template

3b. Accommodations were provided for attendees that might have specific needs; these include bike rickshaw transportation between meeting buildings and hotels, a speaker ready room, and a lactation room. Receptions included a selection of food which included meat free and gluten free options, and dietary restrictions were checked against plated lunch attendees in order that the catering company received information about which attendees required modifications.

3c. The inclusion of character actors to bring the superheroes from the marketing campaign to life certainly personified the “fun” factor! The actors engaged with attendees, taking selfies and acting out skits.

3d. Speaking of selfies, over 500 selfies were taken in the SERMACS themed selfie station. A special professional headshot booth was provided on Saturday, and over 200 attendees took the opportunity to get a free professional headshot.

3e. A “superhero poster” contest was held for ACS student groups. Student groups were encouraged to tap into their creative side by creating their own superhero whose abilities are derived from or themed to: an element/compound or a lab technique or instrument.

3f. Three free receptions took place during SERMACS; the Opening Reception, the DEIR Reception, and the Nobel Reception. Food and beverages (sodas, beer, wine) were provided at all three, allowing additional opportunities for attendees to mingle and network during SERMACS.

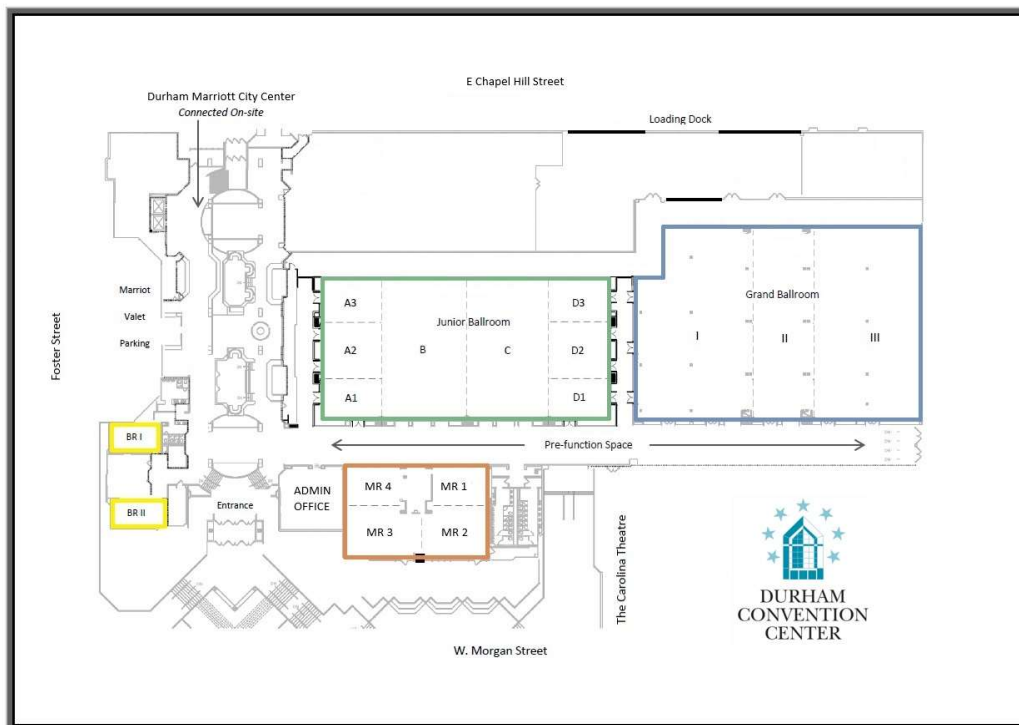
I (b)

Site and Date Selection

Sites evaluated included the Raleigh Convention Center, the Durham Convention Center, the Sheraton Imperial Hotel Raleigh-Durham Airport at Research Triangle Park, and the Hilton North Raleigh. Both hotel locations were discounted due to a lack of sufficient ballroom space to host both posters and the exposition, and concerns about sufficient nearby food options for attendees. While the Raleigh Convention Center hosted a very successful SERMACS in 2012, the negotiations for the 2023 meeting stalled due to a reluctance of the Raleigh Convention Center to commit to only a partial use of the total space for an event several years in the future. Due to concerns about the Durham Convention Center having enough rooms for concurrent sessions, an additional 4 rooms were rented at the adjoining Durham Arts Council building.

The meeting dates were selected to optimize several criteria: inclusion of a Saturday date for programming for high school teachers and undergraduates, a meeting in October and November, and meeting dates that did not conflict with Halloween, Thanksgiving, or the North Carolina State Fair.

Durham Convention Center floor plan:



Meeting rooms used were as follows:

ACS Meetings and Expositions
Regional Meeting Final Report Template

Revenues	DCC costs (rev)	Final	Comment
A. Advance from Regional Board & LS	\$5,500.00	\$5,500.00	
B. Registration (See attachment)	\$179,227.94	\$193,990.00	
C. Grants	\$18,375.00	\$19,700.00	
D. Sponsorships	\$36,750.00	\$103,450.00	
E. Social Events Tickets	\$1,470.00	\$3,900.00	
F. Banquet Tickets	\$5,890.00		We did not hold a ticketed
G. Exposition	\$60,000.00	\$60,760.00	
H. Workshops		\$2,980.00	
I. Donations for Students		\$290.00	
J. Friends and Family Pass		\$450.00	
K. Parking		\$8,624.00	
TOTAL INCOME	\$307,202.94	\$399,644.00	
EXPENSES			
A. Committee Expenses	\$7,350.00	\$5,236.62	
Banking fees		\$528.30	
Online transaction fees		\$3,565.50	For online credit card processing
Stamps		\$141.98	
Survey Monkey		\$70.00	
Member meetings/travel		\$929.84	
B. Printing/Publicity	\$18,375.00	\$18,337.42	
C. Meeting Site Expenses	\$144,743.00	\$175,068.58	
1. Facilities Rental	\$54,143.00	\$56,239.73	DCC + DAC
2. A/V Services - basic	\$50,000.00	\$63,252.36	
3. Food/coffee breaks	\$35,000.00	\$32,444.89	
4. Misc	\$5,600.00	\$4,111.87	Food Truck parking
5. Furniture and poster board rental		\$6,823.10	
6. Room setup		\$4,685.00	
7. Prepaid parking		\$10,811.64	
D. Program	\$63,210.00	\$68,482.02	
Mobile App		\$6,706.30	
Awards		\$2,766.31	
Honoraria		\$7,000.00	
Rickshaw		\$5,400.00	
Invited/glenary speaker hotel rooms		\$1,989.70	
Sponsored program expenses		\$34,620.71	
E. Registration	\$5,145.00	\$8,005.00	
F. Return of Loan	\$5,500.00	\$5,500.00	
G. Exposition	\$10,000.00	\$2,450.00	
H. Special Events/Activities	\$20,000.00	\$24,008.00	
TOTAL EXPENSES	\$274,323.00	\$297,087.64	
NET GAIN (LOSS)	\$32,879.94	\$102,556.36	
Distribution			
Local Section		\$82,045.09	
Regional Board		\$20,511.27	

The combined Grand Ballroom I/II/III was utilized for poster sessions, receptions, the Vendor Expo and the Graduate School Fair. The co-location of these items was intentionally chosen to drive traffic to the vendor booths. The Grand Ballroom also featured an ACS Lounge which was sponsored by ACS Member Programs. The setup was as shown below (note w the booths expanded into the prefunction space in the hallway due to higher than planned sales):

Sponsor Level	Name	Amount	Purpose
Innovator	RTI International	25000	Double vendor booth, DEIR reception, string bags, Meeting room, complimentary registrations
Catalyst	Eastman	10000	Vendor booth, High school teacher lunch
	North Carolina Biotechnology	8000	Audiovisual support
	Florida State University National High Magnetic Field Laboratory	6000	SEMRC symposium
	Chapel Hill Department of Chemistry	5600	Shining a Light on Liquid Fuel Production Symposium, SEMRC symposium, Graduate Fair booth
Diamond	Merck	5000	Vendor booth, recruiting breakfast, meeting room
	Parker Lord	5000	Vendor booth, meeting room, Undergraduate programming
	NC State Department of Chemistry	5000	SEMRC symposium, Graduate Fair booth
	Dakwood Chemicals	5000	General support
	Cornell University	5000	SEMRC symposium
	Penn's Master of Chemical Sciences Program	5000	Graduate Fair booth, undergraduate program
	ACS Outreach Programming	3000	High school teacher safety kits
	ACS Member Programs	2500	ACS Member Lounge
	neXus Grant	2000	PFAS symposium
Gold	Waters-Wyatt	2000	Student poster contest awards
	Carolina Piedmont Section	2000	Local Section Member Engagement and Enhancement Grant; undergraduate program
	Doty Scientific	2000	SEMRC symposium
	NIH Company	2000	Shining a Light on Liquid Fuel Production Symposium
	ACS Local section activities committee	1700	DEIR travel grants
	Chemistry	1000	General support
	Division of Nuclear Chemistry and Technology (NUCL) in the American Chemical Society	1000	General support
Silver	Nashville ACS Local Section	1000	DEIR symposium
	American Association for the Advancement of Science	1000	General support
	Schlumberger Associates	1000	Predox Flow Batteries symposium
	Light Conversion	1000	Ultrafast and Nonlinear Optical Spectroscopy symposium
	Ultrafast Systems	1000	Ultrafast and Nonlinear Optical Spectroscopy symposium
	Lamy Instruments	1000	Shining a Light On Liquid Fuel Production Symposium
	Aurorum	1000	SEMRC symposium
	Quantum Design INC	1000	SEMRC symposium
	Bruker	1000	SEMRC symposium
	ACS Polymer Chemistry Division	500	General support
	ACS Senior Chemists Committee	500	SCC lunch
	Polymeric Materials Science & Engineering Division	500	General support
	Phase Tech Spectroscopy	500	Ultrafast and Nonlinear Optical Systems symposium
	Coastal Georgia	500	Coordination Chemistry symposium
	Chattanooga	500	Analytical Pedagogy symposium
Bronze	Division of Chemical Health and Safety	500	Trends in Chemical Laboratory Safety symposium
	Analytical Division	500	Analytical Pedagogy symposium
	ACS Central NC section	500	General support
	UNC School of Arts and Sciences	500	Shining a Light on Liquid Fuel Production symposium
	EpiCypher	500	Chemical Biology symposium
	ACS Colloid Division	500	Roger Leblanc symposium
	UTEP	500	Materials in Delivery Science symposium
	Western Carolinas	500	Analytical Pedagogy symposium
	Magitek	500	SEMRC symposium
	Ecodust	500	General support
	Pine Research	500	Shining a Light on Liquid Fuel Production symposium
Carbon	George Cheung	250	Roger Leblanc symposium
	MTSU	250	Roger Leblanc symposium
	New Era Enterprises	250	SEMRC symposium

The Durham Marriott City Centre was adjoining the Durham Convention Center and was the hotel where a room block was held. Based on advice from ACS staff, additional room blocks were not secured at other properties but when the Marriott's availability started getting low we did advertise six other nearby hotels on the SERMACS website.

I (c)

Committee Members

Katherine Glasgow	General Chair/ Sponsorships	kathyglasgow@alumni.unc.edu
Dorian Canelas	Program Chair	dorian.canelas@duke.edu

ACS Meetings and Expositions
Regional Meeting Final Report Template

Caroline Sloan	Treasurer	carolinesloan529@gmail.com
Sasha Ormond	Facilities Chair	ormonda@meredith.edu
Joon Cho	Sponsorships/Expo	joonhyung@gmail.com
Sarah Petters	Graduate School Fair	sarah.petters@ucr.edu
Melinda Box	Website	melinda.box@gmail.com
James Harrington	Website/Future Chair	jharrington@rti.org
Cedric Pearce	Awards Chair	cpearce@mycosynthetix.com
Anibal Lopes	Project SEED	anibal.lopes@avazyme.com
Mary Beth Koza	K-12 Teachers	mbkoza2@gmail.com
Jeremiah Feducia	Undergraduate Program	jfeduci@ncsu.edu
Wendy Cook	Food Trucks	science.wackcook@gmail.com
Jessica Thorpe	Volunteers	jllthorpe@meredith.edu
Mitkel Berrios	Awards	mitkel.santiago@upr.edu

d) **Meeting Organizing Committee Operations**

The organizing committee began meeting in 2019 with location scouting. In general, the meetings were virtual unless there was a need to meet at the location site. A google drive was set up to store documents, and a master planner file was built with key action items and due dates to keep the committee on task.

The committee met on an as-needed basis until August of 2021, when the committee began meeting monthly. Monthly meetings were held until June of 2023, when the committee met every two weeks. During the month before the actual meeting, the committee met weekly.

The committee worked as a team, but a small core group went above and beyond in making sure the event was as successful as possible. Individuals identified for Social Events or Social Media backed out of their roles, and without being able to find new volunteers these tasks fell to the General Chair. Individuals also volunteered and then quit the Awards Chair before the position was ultimately filled. In reviewing the bid for the 2023 meeting, there were six volunteers for chair positions listed. Two of these ultimately backed out of those roles, leaving more work for those remaining and even more of a need for volunteers. I would recommend requiring a longer list of key leaders and volunteers for SERMACS bids.

There has been some discussion of having SERMACS provide some leadership for the Awards committee and award program to have consistency from meeting to meeting, and this would be welcomed.

I would recommend having an additional position (or duty) in having a person responsible for checking the website for errors or consistency. While the webmaster makes requested updates, it is not reasonable to assume that they are also checking all of the information for accuracy.

l (e) **Budget Development**

The budget was largely constructed based on previous SERMACS meetings. Income items (registration, social event costs) and expense items (A/V, coffee breaks) were built based on evaluating previous meeting budgets. The original budget assumed an attendance of 2,040 but it was requested by ACS to reduce that attendance to 1,500 once Covid hit in 2020.

ACS Meetings and Expositions
Regional Meeting Final Report Template

Budgeted figures vs. actuals are available in the attached budget file. The budget was intentionally constructed conservatively, with registration and booth estimates using only the lower price for early registration. The original budget was constructed before the change in membership rates was introduced, so there was no Premium/Basic split projected. We based the expected registration from an average of previous meetings, expecting 32% ACS general members, 25% undergraduate students, and 25% graduate students. The actual are more skewed to graduate students, with actual meeting attendance comprising 31.6% general ACS members, 25% undergraduate students, and 28.8% graduate students. We also had a higher percentage of guests (4.8%) than projected (1%).

While we budgeted \$50,000 for audio visual and did not have a hybrid component, our contracts were just over \$63,000 for A/V even though we did not provide laptops or clickers. We recommend that other future meetings consider this line item carefully.



I (f)

Other/Lessons Learned

Many vendors did not charge sales tax once the local ACS section's 501(3)(c) status was provided to them. Other vendors did still charge sales tax, which in North Carolina can be reimbursed. Other SERMACS organizing committees should become familiar with the laws in their states in order to avoid paying unnecessary taxes.

II

Meeting Program

Submitted by Dorian Canelas

II (a)

Data

Symposia in the Technical Program (Sorted by Division):

ACS Meetings and Expositions
Regional Meeting Final Report Template

Name	Website	Private Contact email
Auburn University	https://www.auburn.edu/cosam/departments/chemistry/	Rep0030@auburn.edu; jzh0148@auburn.edu; chris.grieco@auburn.edu
Augusta University	https://www.augusta.edu/scimath/chemistry/	ecrider@augusta.edu; ANSPENCER@augusta.edu
Campbell University	https://cas.campbell.edu/academic-programs/chemistry-physics/	ksumler@campbell.edu
Clemson University	https://www.clemson.edu/science/academicdepartments/chemistry/index.htm	sheathe@clemson.edu
Duke University	https://mems.duke.edu/	mchelltampe@duke.edu
Duke University	https://chem.duke.edu/	michael.c.fitzgerald@duke.edu
Emory University	http://chemistry.emory.edu/home/	kwalsh6@emory.edu
Florida State University	https://www.chem.fsu.edu/	yyang2@fsu.edu
Georgia State University	https://chemistry.gsu.edu/	sgozem@gsu.edu
Georgia Tech University	https://chemistry.gatech.edu/	kj76@gatech.edu
Kennesaw State University	https://www.kennesaw.edu/csm/academicdepartments/chemistry/index.php	bbowler@kennesaw.edu; jeverson@kennesaw.edu; CDockery@Kennesaw.edu
Life University	https://www.life.edu/	shemika.withers@life.edu
North Carolina A&T University	https://www.ncat.edu/cost/departments/chemistry/index.php	mjohns4@ncat.edu
North Carolina State University Department of Chemistry	https://chemistry.sciences.ncsu.edu/	ragh1ad@ncsu.edu
Old Dominion University	https://www.odu.edu/chemistry	cpettifo@odu.edu; PMcCoy@odu.edu
Penn's Master of Chemical Sciences Program	https://www.chem.upenn.edu/graduate/master-chemical-sciences-program	rybrody@sas.upenn.edu
Rensselaer Polytechnic Institute	https://science.rpi.edu/chemistry	shellj@rpi.edu
Scripps Research Institute	https://www.scripps.edu/science-and-medicine/research-departments/chemistry/	pgarcia@scripps.edu
Tennessee Tech University	https://www.tntech.edu/cas/chemistry/	jrhudson@tntech.edu
University of Miami	https://chemistry.as.miami.edu/	jremy@miami.edu
University of Alabama at Birmingham	https://www.uab.edu/cas/chemistry/	hrbaker@uab.edu; allucius@uab.edu
University of Alabama at Tuscaloosa	https://chemistry.ua.edu/	marco.bonizzoni@ua.edu
University of Arizona	https://cbc.arizona.edu/	mhen@arizona.edu
University of Central Florida	https://sciences.ucf.edu/chemistry/	nicole.lapeyrouse@ucf.edu
University of Connecticut	https://chemistry.uconn.edu/	jill.bouchard@uconn.edu; alfredo.angeles-boza@uconn.edu; gael.ung@uconn.edu
University of Delaware	https://www.chem.udel.edu/	dliv@udel.edu;emilhp@udel.edu
University of Georgia	https://www.chem.uga.edu/	urbauer@uga.edu; tiboyn@uga.edu;
University of Kentucky College of Pharmacy	https://pharm.acv.uky.edu/	amandalc@uga.edu
University of Memphis	https://www.memphis.edu/chem/	CBO@uky.edu andJennifer.Williams2@uky.edu
University of Mississippi	https://chemistry.olemiss.edu/	tbrwster@memphis.edu;nhoyle@memphis.edu
University of North Carolina at Chapel Hill	https://chem.unc.edu/	nhammer@olemiss.edu
University of North Carolina at Greensboro	https://chem.uncg.edu/	huong.kratochvil@unc.edu
University of North Carolina at Greensboro / NC A&T State University	https://jonn.ncat.uncg.edu/	N_OBERLI@uncg.edu
University of North Carolina at Wilmington	https://uncw.edu/academics/colleges/cse/departments/chemistry/	CDBONNER2@uncg.edu
University of South Carolina	https://sc.edu/study/colleges_schools/chemistry_and_biochemistry/	morganj@uncw.edu; fisherk@uncw.edu
University of South Florida	https://www.usf.edu/engineering/cbme/	vannucci@mailbox.sc.edu
University of Tennessee	https://chem.utk.edu/	jsrofe@usf.edu
University of Virginia	https://chemistry.as.virginia.edu/	jbrow209@utk.edu
Vanderbilt University	https://as.vanderbilt.edu/chemistry/	mp7aa@virginia.edu; Smstains@virginia.edu
Virginia Tech	https://chem.vt.edu/	tyler.j.kowalski@vanderbilt.edu
Wake Forest University	https://chemistry.wfu.edu/	jolliv@vt.edu
		lukeshjc@wfu.edu

ACS

In summary, for the Technical program, 42 technical symposia were organized that included more than 1,350 oral and poster presentations. The titles of the symposia and organizers are shown in the above data table.

Undergraduate program

Technical Presentations: The undergraduate program included several poster sessions held on Friday and Saturday (shown in the table above) with more than 300 posters presented by undergraduates. Posters were judged by volunteers using a rubric, and poster awards were announced in an Award Ceremony on Saturday afternoon. It was valuable to have the poster judges volunteer as part of their meeting registration process as this led to a large number of volunteers and thus a relatively small judging burden for each person. In addition, there were two designated oral presentation sessions devoted to undergraduate research with 17 total presentations. Two separate panel discussions geared specifically for undergraduates were held consecutively on Friday in the late afternoon.

Industry Panel

Graduate School Panel

Finally, a large, well-attended graduate school fair gave undergraduates ample opportunity to learn about a wide range of available programs.

High School Teachers Program

The SERMACS 2023 "K-12 Educators Day," shown in the technical program table on the preceding pages included 14 registered attendees and was held on Saturday. It included a workshop on managing chemicals safely, an awards luncheon, a presentation of the new North Carolina high school chemistry standards, and a demonstration presentation about safe and fun chemistry.

Social Events

Social events included several receptions, coffee socials, breakfasts, and lunches (listed below with estimated number of attendees, if known)

- Opening Reception in Grand Ballroom, Wednesday (hundreds of attendees)
- Shining Light on Synthetic Fuels coffee social (40)

ACS Meetings and Expositions
Regional Meeting Final Report Template

- Senior Chemists Luncheon (25)
- Women's Chemist Committee Luncheon (43)
- Daily Coffee and breakfast social at the Expo (hundreds of attendees)
- DEIR Reception in Grand Ballroom, Thursday (hundreds of attendees)
- SEMRC symposium social and dinner (>50 attendees)
- Ultrafast spectroscopy symposium social and dinner (30)
- Merck breakfast for graduate students and post docs (>50 attendees)
- SEMRC coffee social (40)
- SERMACS Awards Luncheon (52)
- Nobel Reception in Grand Ballroom, Friday (hundreds of attendees)
- Research Triangle Institute speed networking event
- Parker Lord meet-and-greet event

A table that provides an overview of the master scheduling of the rooms for many of the events and presentations is shown on the next page.

October
25-28

CHEMISTRY CON

BE A CHEMISTRY SUPERHERO!
AT **SERMACS**
2023
IN THE DURHAM CONVENTION CENTER

Durham, NC

The poster features three superheroes: a male superhero in a red suit and yellow cape flying, a female superhero in a yellow dress and green cape holding an orange sphere, and a male superhero in a purple suit with a white 'A' on his chest holding a yellow starburst. In the top left corner, there is a small inset box with the dates 'October 25-28' and three stylized faces of people. The background is a light blue cityscape.


ACS Meetings and Expositions
Regional Meeting Final Report Template

II (b)

Plenary/Keynote Speakers

Speaker	Affiliation
Professor Claudia Turro (had to cancel due to illness and did not speak)	The Ohio State University
Professor Holden Thorp	Science magazine; George Washington University
Professor Renā Robinson	Vanderbilt University
Dr. Robert Tycko	National Institute of Health
Ms. Ann Yolish	Merck
Professor Robert Lefkowitz	Duke University School of Medicine

[Home](#)
[Program](#)
[Exposition](#)
[Hotel & Travel](#)
[Registration](#)
[Sponsorship](#)
[Contact](#)



SERMACS 2023, Durham, NC
October 25-28, 2023

CHEMISTRY CON
at the Durham Convention Center
where Chemistry, Creativity, and Innovation Intersect

**POSTER SESSION &
SUPERHERO CONTEST
WINNERS**

PROGRAM PDF

II (c)

Workshops

Workshop Title	Sponsors	Number of attendees
Acing the Interview: Making the Most of your Interview & Outshining the Competition	CPT	25
COACH: Career Launch and Acceleration	WCC	31
COACH: The Art of Effective Negotiation	WCC	15
Introduction to Python for Chemists	COMP	40
RAMP: Risk Assessment in the Research Laboratory	CHAS	9
Trust in Science (with ACS President Judy Giordan)	PRES	28

II (d)

Award Presentations

An Award Luncheon was held on Thursday, October 26th. ACS President Judith Giordan was the keynote speaker, and the event capacity of 50 was sold out.

ACS Meetings and Expositions
Regional Meeting Final Report Template

Awards presented were as follows:

- The E. Ann Nalley Regional Award for Volunteer Service to the American Chemical Society was presented to Professor Scott Goode from the University of South Carolina.
- The ACS Division of Chemical Education Southeast Regional Award for Excellence in High School Teaching was presented to Mr. Will Hannon, of the Nashville local section.
- The Southeast Regional Award for Industrial Innovation was presented to Slingshot, represented by Ms. Taylor Leigh, Dr. Jason Lye, and Dr. Nigel Flynn.
- The Stanley C. Israel Regional Award for Advancing Diversity in the Chemical Sciences was presented to the University of North Carolina at Greensboro Chemistry and Biochemistry Department.

No nominations were received for the P3 Award. Further details are available in the Award Program which is attached.



II (e)

A/V Arrangements

Every oral presentation room had an LCD projector, presentation screen, and internet available through WiFi. The larger rooms also had microphones available to speakers. Costs were as follows:

Durham Convention Center	A/V Equipment	\$ 32,761.60	\$63,252.35
	A/V Labor	\$ 10,604.00	
	A/V mgmt fee	\$ 8,245.95	
Durham Arts Council	A/V Equipment	\$ 11,640.80	

SERMACS 2023 did NOT provide a conference dedicated laptop in every room for cost reasons, and this resulted in some consternation from session presiders who could not use their own laptop (for example, some government agencies or industrial employers forbid shared use of their laptops.) In addition, some presenters are inexperienced with AV equipment and may not have the dongle they need, so switching between laptops for every talk is not ideal. Because of these issues, if cost allows it I would suggest that future regional meetings DO provide a dedicated laptop that is available in each room.

II (f)

Electronic Abstract Service

MAPS was very helpful for the submission and organization of the abstracts. ACS staff member Robin Green was absolutely fantastic helping us quickly and efficiently whenever we made a mistake, had an issue, or needed more information.

As Program Chair I would suggest making the emails of all symposium organizers and session chairs easily available in table format to the Program Chair of the meeting. I do understand that ACS staff was able to send email blasts to everyone in a particular role, and that we highly appreciated. I also realize that contact information is not for wide distribution, but sometimes a Program Chair needs to contact individuals in these roles without emailing the entire group. Not having that information readily available in a list even when requested meant the Program Chair ended up looking many people by hand on the internet. Without fail, email addresses for every single person could be found by Googling their name plus "chemistry" as most of the organizers are professionals who have their professional contact information posted online. But, that process was extremely tedious. Similarly, it would really helpful to have the primary abstract submitter's email address as part of the table that shows all talks in a session. Several symposium organizers asked me for this as they wanted to provide information to their speakers and also do things like invite that group to a symposium dinner, but again the request was denied and they ended up having to make several clicks to open every single abstract to get the email address for each individual separately.

One challenge that came up was a number of symposium organizers who used a different email or username when submitting their session proposal (one that did not match up with their ACS ID email.) In those cases, sometimes panic ensued because they could not see their session, but ACS was able to merge accounts. I'm not sure if ACS MAPS can really do anything about this issue as it relates to individual users making multiple accounts, which is hard to stop I am sure.

A second problem that arose was that some symposium chairs chose to not adhere to the guidelines provided for presentation time length. In some cases an organizer submitted a variety of seemingly arbitrary talk lengths within the same single session, giving people 15, 20, 25, 30, or 40 minutes without a logical organization. Reconciling this created quite a bit of tedious work for the Program Chair. If

ACS Meetings and Expositions
Regional Meeting Final Report Template

there was a way to lock talk duration into MAPS (invited sessions get one time duration for each talk, contributed sessions get another duration) rather than letting symposium organizers put in the duration by hand, then that could be helpful. Related to this, some symposium organizers wanted their sessions to be listed as "Contributed," but then they still wanted to give longer length talk slots to a few special people they invited. I would suggest that the Program Chair make sure to communicate early and often about the implications of designating a session contributed versus invited.

II (g)

Co-sponsorships and Affiliated Meetings

Three annual meetings were held in conjunction with SERMACS 2023:

UNC Chapel Hill's Solar Energy Research Center's Annual Conference (all day Wednesday as the "Shining Light on Synthetic Fuels" symposium)

The 51st Southeastern Magnetic Resonance Conference (all day Thursday, Friday, and Saturday morning)

The Annual Meeting of the North Carolina Section of the ACS (Thursday evening)

These opportunities were recognized and pursued through common connections with the North Carolina local section of the ACS.

Feedback from stakeholders indicates that all of these events held during SERMACS 2023 were a tremendous success. A large benefit of this type of collaboration is bringing strong technical programming and attendees who work in the specific areas related to the joint meeting.

Communicating expectations early, often, and most importantly in writing was extremely important for effective collaboration. Since multiple joint ventures were happening, for this year it was very important to nail down which days and times of the conference would be scheduled for each event well in advance and stay firm to that schedule to allow time and space for other programming.

Future SERMACS organizers should be mindful of the value and expense related to the meeting space and technology. Meeting space for other sessions will be constricted when larger joint meetings are held. In these joint ventures, SERMACS necessarily provides the space, covers all or most of the AV expenses, organizes complementary programs and social events, donates the framework of MAPS for abstract submission and organization, and builds a website with important information for things like travel and hotels. That is all through many hours of planning manpower through the SERMACS volunteers. So, SERMACS adds *a lot* of value to the collaborating conferences.

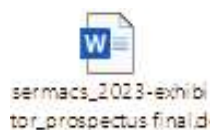
Therefore, the negotiation of this type of arrangement should be viewed by SERMACS organizers as a *quid pro quo* exchange. The co-organizing conference leadership may think SERMACS has deep pockets and even ask for additional perks like having many meeting registration comps or money from the SERMACS budget for invited speaker travel. Instead, they should be expected to offer commitments that go beyond inviting some speakers and having interested attendees. For example, the co-organizing conference should make a pledge estimating the sponsorship money they will fundraise and donate to the SERMACS conference, and this again should be in writing. The leadership of co-organizing conferences may need to be told that they should expect to bring volunteers for the benefit of the entire conference, and that there will not be a "one day" or otherwise reduced registration fee for their session's attendees. Just like organizers of any other sessions at SERMACS, they should understand that they will need to organize their sessions in MAPS according to the expected timeline and take care of the costs and decision-making for any food, beverage, awards, or other additional perks they would like to provide to attendees of their sessions. They should also expect to do the legwork on all of those tasks in a timely fashion.

Potential challenges of this type of collaboration included differing opinions about topics such as oral presentation duration, the importance of sticking to the ACS's meeting planning timeline, meeting registration fees, and meeting format (hybrid vs. in person.) Once the meeting begins, all stakeholders of concurrent meetings should understand that they themselves need to arrive at the venue early in order to welcome their presiders and help their speakers get set up in the rooms. Everyone should honor the ACS tradition of strictly keeping the start and end times of the presentations as shown on the published schedule and providing adequate time for breaks between blocks of talks. External leadership may hold varying levels of commitment to the ACS core values of diversity, equity, inclusion, and respect that need to be addressed at some point. In summary, frequent written communication via email is best to avoid mis-communication about timeline, funding, or who is responsible for doing which tasks.

II (h)

Additional Comments/ Lessons Learned

ACS Meetings and Expositions
Regional Meeting Final Report Template



III **Meeting Finances***

Submitted by Katherine Glasgow

III (a) **Budget**

The meeting produced a profit of just over \$102,000 due to higher than budgeted attendance and sponsorships. The organizing committee scaled some activities, such as the free receptions, accordingly and spent additional funds on those activities when it became clear that the budgeted revenues would be exceeded.

Revenues	DCC costs (rev)	Final	Comment
A. Advance from Regional Board & LS	\$5,500.00	\$5,500.00	
B. Registration (See attachment)	\$179,227.94	\$193,990.00	
C. Grants	\$18,375.00	\$19,700.00	
D. Sponsorships	\$36,750.00	\$103,450.00	
E. Social Events Tickets	\$1,470.00	\$3,900.00	
F. Banquet Tickets	\$5,880.00		We did not hold a ticketed
G. Exposition	\$60,000.00	\$60,760.00	
H. Workshops		\$2,980.00	
I. Donations for Students		\$290.00	
J. Friends and Family Pass		\$450.00	
K. Parking		\$8,624.00	
TOTAL INCOME	\$307,202.94	\$399,644.00	
EXPENSES			
A. Committee Expenses	\$7,350.00	\$5,235.62	
Banking fees		\$528.30	
Online transaction fees		\$3,565.50	For online credit card processing
Stamps		\$141.98	
Survey Monkey		\$70.00	
Member meetings/travel		\$929.84	
B. Printing/Publicity	\$18,375.00	\$18,337.42	
C. Meeting Site Expenses	\$144,743.00	\$175,068.58	
1. Facilities Rental	\$54,143.00	\$56,239.73	DCC + DAC
2. A/V Services - basic	\$50,000.00	\$63,252.35	
3. Food/coffee breaks	\$35,000.00	\$32,844.89	
4. Misc	\$5,600.00	\$411.87	Food Truck parking
5. Furniture and poster board rental		\$6,823.10	
6. Room setup		\$4,685.00	
7. Prepaid parking		\$10,811.64	
D. Program	\$63,210.00	\$58,482.02	
Mobile App		\$6,705.30	
Awards		\$2,766.31	
Honoraria		\$7,000.00	
Rickshaw		\$5,400.00	
Invited/plenary speaker hotel rooms		\$1,989.70	
Sponsored program expenses		\$34,620.71	
E. Registration	\$5,145.00	\$8,006.00	
F. Return of Loan	\$5,500.00	\$5,500.00	
G. Exposition	\$10,000.00	\$2,450.00	
H. Special Events/Activities	\$20,000.00	\$24,008.00	
TOTAL EXPENSES	\$274,323.00	\$297,087.64	
NET GAIN (LOSS)	\$32,879.94	\$102,556.36	
Distribution			
Local Section		\$82,045.09	
Regional Board		\$20,511.27	

Sponsored program expenses includes disbursement of funds raised through sponsorships pledged to specific symposia and includes such items as invited dinners, complimentary registration, travel funds, and catering at the Durham Convention Center.

III (b) **Financial Accounts Used by Meeting**

A separate checking account was set up for SERMACS 2023 and was managed by the Treasurer Caroline Sloan. A finance file was kept up to date and was reviewed in the regular meetings. All expenses were approved in the steering committee meetings.

ACS Meetings and Expositions
Regional Meeting Final Report Template

An account was also used to accept credit card payments on the website for Vendor Fair booths, Graduate School booths, and sponsorship payments. This portal was also used to accept payments for lunches that were offered to Vendor Fair and Graduate School Fair attendees. We specifically made a sponsorship offering available for a customizable amount, which came in handy for the lunch payments (for payments of \$20 boxed lunches were delivered to Expo and Graduate Fair booths).

A full accounting of the financials is available in the budget spreadsheet attached as an appendix.

III (c)

Grant Funding for Meeting

Grants received totaled \$19,700. Details are shown in the table below and are also included in an excel file in the appendix.

Grants included:

neXus grant for Regional Meeting Programming - \$2000

Member Engagement and Enhancement Grant - \$2000

North Carolina Biotechnology Meeting Grant - \$8000

Local Sections Activity Committee Grant - \$1700

ACS Outreach Programming Grant - \$3000

Senior Chemists Committee - \$500

CHAS high school teacher day - \$500

Carolina Piedmont Section - \$2000

ACS Meetings and Expositions

Regional Meeting Final Report Template

Sponsor Level	Name	Amount	Purpose
Innovator	RTI International	25000	Double vendor booth, DEIR reception, string bags, Meeting room, complimentary registrations
Catalyst	Eastman	10000	Vendor booth, High school teacher lunch
Diamond	North Carolina Biotechnology	8000	Audiovisual support
	Florida State University National High Magnetic Field Laboratory	6000	SEMRC symposium
	Chapel Hill Department of Chemistry	5600	Shining a Light on Liquid Fuel Production Symposium, SEMRC symposium, Graduate Fair booth
	Merck	5000	Vendor booth, recruiting breakfast, meeting room.
	Parker Lord	5000	Vendor booth, meeting room, Undergraduate programming
	NC State Department of Chemistry	5000	SEMRC symposium, Graduate Fair booth
	Oakwood Chemicals	5000	General support
	Cornell University	5000	SEMRC symposium
	Penn's Master of Chemical Sciences Program	5000	Graduate Fair booth, undergraduate program
Gold	ACS Outreach Programming	3000	High school teacher safety kits
	ACS Member Programs	2500	ACS Member Lounge
	neXus Grant	2000	PFAS symposium
	Waters-Wyatt	2000	Student poster contest awards
	Carolina Piedmont Section	2000	Local Section Member Engagement and Enhancement Grant; undergraduate program
	Doty Scientific	2000	SEMRC symposium
	AIR Company	2000	Shining a Light on Liquid Fuel Production Symposium
Silver	ACS Local section activities committee	1700	DEIR travel grants
	Chemistry	1000	General support
	Division of Nuclear Chemistry and Technology (NUCL) in the American Chemical Society	1000	General support
	Nashville ACS Local Section	1000	DEIR symposium
	American Association for the Advancement of Science	1000	General support
	Scribner Associates	1000	Redox Flow Batteries symposium
	Light Conversion	1000	Ultrafast and Nonlinear Optical spectroscopy symposium
	Ultrafast Systems	1000	Ultrafast and Nonlinear Optical Spectroscopy symposium
	Gamry Instruments	1000	Shining a Light On Liquid Fuel Production Symposium
	Aurorium	1000	SEMRC symposium
	Quantum Design INC	1000	SEMRC symposium
	Bruker	1000	SEMRC symposium
	Bronze	ACS Polymer Chemistry Division	500
ACS Senior Chemists Committee		500	SCC lunch
Polymeric Materials Science & Engineering Division		500	General support
Phase Tech Spectroscopy		500	Ultrafast and Nonlinear Optical Systems symposium
Coastal Georgia		500	Coordination Chemistry symposium
Chattanooga		500	Analytical Pedagogy symposium
Division of Chemical Health and Safety		500	Trends in Chemical Laboratory Safety symposium
Analytical Division		500	Analytical Pedagogy symposium
ACS Central NC section		500	General support
UNC School of Arts and Sciences		500	Shining a Light on Liquid Fuel Production symposium
EpiCypher		500	Chemical Biology symposium
ACS Colloid Division		500	Roger Leblanc symposium
UTEP		500	Materials in Delivery Science symposium
Western Carolinas		500	Analytical Pedagogy symposium
Magritek	500	SEMRC symposium	
Ecodyst	500	General support	
Carbon	Pine Research	500	Shining a Light on Liquid Fuel Production symposium
	George Zheng	250	Roger Leblanc symposium
	MTSU	250	Roger Leblanc symposium
	New Era Enterprises	250	SEMRC symposium

III (d) **Additional Comments/ Lessons Learned**

The North Carolina Biotechnology Center grant paid after the meeting; it was unusual to have them request to be listed as a sponsor when the funds had not yet been paid, but this was their process.

ACS Meetings and Expositions
Regional Meeting Final Report Template

 **sermacs2023**  @sermacs2023 · Oct 28, 2023 ...
Thanks so much to our #sermacs2023 sponsors, especially @RTIIntl and @EastmanChemCo!



Photos of superhero poster entries shown above

IV **Fundraising***

Submitted by Katherine Glasgow

IV (a) **Data**

Sponsorships received totaled \$103,450 and are included in the table above and in the supplemental information in the appendix. Local sections and ACS committees were solicited in a general manner for funds to support SERMACS; these requests resulted in some funding but were not as successful as later efforts that were more targeted requests for funding in support of certain programs or symposia.

It was very helpful to have sponsorship payment available on the website. Unsolicited funds were received and were appreciated.

Sponsorship levels were as follows:

- Innovator - \$20,000+
- Sustainer - \$15,000-\$19,999
- Catalyst - \$10,000 - \$14,999

ACS Meetings and Expositions
Regional Meeting Final Report Template

- Diamond - \$5,000 - \$9,999
- Gold - \$2,000 - \$4,999
- Silver - \$1,000 - \$1,999
- Bronze - \$500 - \$999
- Carbon - \$250 - \$499

All sponsorship levels included being listed as a sponsor on the website, in the online program, and in the meeting app. A complimentary registration was provided starting with the Gold sponsorship level, with a complimentary booth and two registrations provided for Diamond level and above. Higher level sponsors typically had specific requests, such as meeting rooms or catering requests, and those discussions took place individually with the sponsors to determine their needs rather than have the items determined ahead of time.

IV (b)

Exhibits

Example fundraising letter attached for reference.



IV (c)

Additional Comments/ Lessons Learned

The great majority of funding was received in the 5 months prior to the meeting. With having to pay deposits to the Durham Convention Center and the Durham Arts Council, this meant that we had to rely on our local section to cover those deposits until enough proceeds were available to refund the payments. Local sections considering bidding for SERMACS need to ensure that they have sufficient funds up front to cover deposits, as it is not likely to be able to cover the deposits through sponsorships.

V

Exposition*

Submitted by Katherine Glasgow

V (a)

Data

The Vendor Expo opened on Wednesday night, and was open until Friday evening after which time the booths changed over to the Graduate School Fair, which was held on Saturday.

The Vendor Expo was held in the Grand Ballroom, see sketch above for the layout

Vendor booths were sold for \$1200 single/\$2000 double until August 1st, after which time the booth registration increased to \$1400 single/\$2200 double. Each vendor received two registrations for this fee. Thirty-eight single booths and one double booth were sold.

Vendor participants were:

ACS Meetings and Expositions
Regional Meeting Final Report Template

Name	Website	Contact email
Advion Interchim	https://www.advion-interchim.com/	victoria.wilson@advion-interchim.com
Agilent	https://www.agilent.com/	mike_scott@agilent.com, ann.paciello@agilent.com
Andor Technology	https://andor.oxinst.com/	s.mckernan@andor.com
Buchi	https://www.buchi.com/en	srd5292@gmail.com
Cambridge Isotope Labs	https://www.isotope.com/	kbates@isotope.com
Chem21Labs	https://www.chem21labs.com/	ebrown@chem21labs.com
DataPhysics Instruments USA Corp	https://www.dataphysics-instruments.com/us/	h.ngo@dataphysics-instruments.com
Doty Scientific	https://dotynmr.com/	dave@dotynmr.com
Eastman	https://www.eastman.com/en	dmason@eastman.com
Ecodyst	https://ecodyst.com/	gm@ecodyst.com
Elsevier	https://beta.elsevier.com/	s.keethadevan@elsevier.com
Iktos	https://iktos.ai/	payash.bahuguna@iktos.com
JASCO	http://www.jascoinc.com/	kmiller@jascoinc.com
JEOL USA	https://www.jeolusa.com/	crogers@jeol.com
Magritek	https://magritek.com/	events-inc@magritek.com
Merck	https://www.merck.com/	alec.christian@merck.com
Nanalysis Corp.	https://www.nanalysis.com/	amy.nadeau@nanalysis.com
Norton Chemistry	https://wwnorton.com/	bwalsh@wnnorton.com
Oakwood Chemicals	https://oakwoodchemical.com/	wbutler@oakwoodchemical.com
Oerth Bio	https://www.oerthbio.com/	seth.quackenbush@oerthbio.com
Oxford Instruments America, Inc.	https://www.oxinst.com/	linda.ng@oxinst.com
Parker Lord	https://www.parker.com/us/en/divisions/lord-division.html	jacob.nelson@parker.com
Pine Research	https://pineresearch.com/	tpaschkewitz@pineresearch.com
Quantum Design INC	https://qdusa.com/	melissa@qdusa.com
Rigaku	https://www.rigaku.com/	Michelle.Goodwin@rigaku.com, eric.reinheimer@rigaku.com
Roberts Company	https://www.robertscompany.com/	Don.Ahrens@robertscompany.com
Rotunda Scientific Technologies	https://www.rotundascitech.com/	alexandra@rotundascitech.com
RTI	https://www.rti.org/	jharrington@rti.org
SERMACS 2024	sermacs2024.org	amallia@ggc.edu
SuperCon Solutions LLC	https://www.alignable.com/leighton-pa/supercon-solutions-llc	supercon@ptd.net
TecMag, INC	https://tecmag.com/	info@tecmag.com
Teledyne ICSSO	https://www.teledyneisco.com/en-us	sharon.fischer@teledyne.com
United States Environmental Protection Agency	https://www.epa.gov/	williams.hannah@epa.gov
USPTO	https://www.uspto.gov/	harlese.magruder@uspto.gov
Vernier	https://www.vernier.com/	aharr@vernier.com
Waters-Wyatt	https://www.wyatt.com/	james_carlson@waters.com
Wise Investigator LLC	https://www.wiseinvestigator.com/	julia@wiseinvestigator.com
WuXi AppTec	https://www.wuxiapptec.com/	daja_herald@wuxiapptec.com

The Graduate School fair booth registration was \$400 single/\$600 double until August 1st, after which time the registration fee increased to \$500 single/\$700 double. After some confusion, participants in the Graduate School Fair received one registration for this fee. Four double booths and 38 single booths were sold.

Graduate School Fair booths participants were:

ACS Meetings and Expositions
Regional Meeting Final Report Template

Name	Website	Private Contact email
Auburn University	https://www.auburn.edu/cosam/departments/chemistry/	Rep0030@auburn.edu; jzh0148@auburn.edu; chris.grieco@auburn.edu
Augusta University	https://www.augusta.edu/scimath/chemistry/	ecrider@augusta.edu; ANSPENCER@augusta.edu
Campbell University	https://cas.campbell.edu/academic-programs/chemistry-physics/	ksumler@campbell.edu
Clemson University	https://www.clemson.edu/science/academic/departments/chemistry/index.html	sheathe@clemson.edu
Duke University	https://mems.duke.edu/	michell.tampe@duke.edu
Duke University	https://chem.duke.edu/	michael.c.fitzgerald@duke.edu
Emory University	http://chemistry.emory.edu/home/	kwals6@emory.edu
Florida State University	https://www.chem.fsu.edu/	yyang2@fsu.edu
Georgia State University	https://chemistry.gsu.edu/	sgozem@gsu.edu
Georgia Tech University	https://chemistry.gatech.edu/	kj76@gatech.edu
Kennesaw State University	https://www.kennesaw.edu/csm/academics/chemistry-biochemistry/index.php	bbowler@kennesaw.edu; jeverson@kennesaw.edu; CDockery@Kennesaw.edu
Life University	https://www.life.edu/	shemika.withers@life.edu
North Carolina A&T University	https://www.ncat.edu/cost/departments/chemistry/index.php	mjohnst4@ncat.edu
North Carolina State University Department of Chemistry	https://chemistry.sciences.ncsu.edu/	raghild@ncsu.edu
Old Dominion University	https://www.odu.edu/chemistry	cpettifo@odu.edu; PMcCoy@odu.edu
Penn's Master of Chemical Sciences Program	https://www.chem.upenn.edu/graduate/master-chemical-sciences-program	rybrody@sas.upenn.edu
Rensselaer Polytechnic Institute	https://science.rpi.edu/chemistry	shellj@rpi.edu
Scripps Research Institute	https://www.scripps.edu/science-and-medicine/research-departments/chemistry/	pgarcia@scripps.edu
Tennessee Tech University	https://www.tntech.edu/cas/chemistry/	jrhudson@tntech.edu
University of Miami	https://chemistry.as.miami.edu/	jremy@miami.edu
University of Alabama at Birmingham	https://www.uab.edu/cas/chemistry/	hrbaker@uab.edu; allucius@uab.edu
University of Alabama at Tuscaloosa	https://chemistry.ua.edu/	marco.bonizzoni@ua.edu
University of Arizona	https://cbc.arizona.edu/	mheien@arizona.edu
University of Central Florida	https://sciences.ucf.edu/chemistry/	nicole.lapeyrouse@ucf.edu
University of Connecticut	https://chemistry.uconn.edu/	jill.bouchard@uconn.edu; alfredo.angel-sboza@uconn.edu; gael.ung@uconn.edu
University of Delaware	https://www.chem.udel.edu/	dhw@udel.edu; emilhp@udel.edu
University of Georgia	https://www.chem.uga.edu/	urbauer@uga.edu; tboyd@uga.edu; amandalc@uga.edu
University of Kentucky College of Pharmacy	https://pharmacy.uky.edu/	CBO@uky.edu andJennifer.Williams2@uky.edu
University of Memphis	https://www.memphis.edu/chem/	tbrwster@memphis.edu; nhoyle@memphis.edu
University of Mississippi	https://chemistry.olemiss.edu/	nhammer@olemiss.edu
University of North Carolina at Chapel Hill	https://chem.unc.edu/	huong.kratochvil@unc.edu
University of North Carolina at Greensboro	https://chem.uncg.edu/	N_OBERLI@uncg.edu
University of North Carolina at Greensboro / NC A&T State University	https://jsnn.ncat.uncg.edu/	CDBONNER2@uncg.edu
University of North Carolina at Wilmington	https://uncw.edu/academics/colleges/cse/departments/chemistry/	morganj@uncw.edu; fisherk@uncw.edu
University of South Carolina	https://sc.edu/study/colleges_schools/chemistry_and_biochemistry/	vannucci@mailbox.sc.edu
University of South Florida	https://www.usf.edu/engineering/cebme/	jsrofe@usf.edu
University of Tennessee	https://chem.utk.edu/	jbrow209@utk.edu
University of Virginia	https://chemistry.as.virginia.edu/	mp7aa@virginia.edu; Smstains@virginia.edu
Vanderbilt University	https://as.vanderbilt.edu/chemistry/	tyler.j.kowalski@vanderbilt.edu
Virginia Tech	https://chem.vt.edu/	jolih@vt.edu
Wake Forest University	https://chemistry.wfu.edu/	lukeshjc@wfu.edu

V (b)

Vendor Feedback

Feedback was collected when visiting the vendors in person. Comments were made about having good foot traffic, appreciating being in the same room as the poster presentations, and specifically we had a request from one vendor to always hold the Southeastern

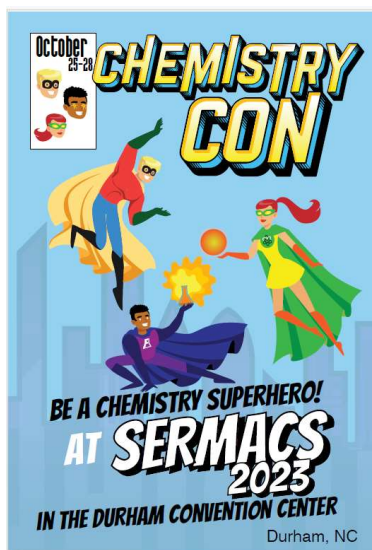
ACS Meetings and Expositions
Regional Meeting Final Report Template

Magnetic Resonance Conference as part of SERMACS. There were two additional vendor-related comments in the survey:
"As a vendor it would have been nice to see more refreshments and finger foods available for us. The vendor costs are not free to exhibit so we should be considered for access for food and drink. Also, have someone in charge for shipping of crates, etc. They should go to each vendor, introduce themselves and let us know the process they have to ensure our expensive merchandise gets picked up and shipped appropriately" (A few responses for this comment - there were daily coffee breaks in the grand ballroom every morning and afternoon. Additionally, vendors were able to purchase boxed lunches to be able to be delivered to their booths. Perhaps the person who signed up for the booth did not communicate this to the booth attendees).
"The setup for exhibitors was not ideal. The main area where food and posters were located had a single row of exhibitors with essentially all the visibility, and a black drop cloth behind them completely blocked view of the additional rows of exhibitors. A better setup would have provided visibility for the exhibitors and encouraged easier booth traffic."

V (c)

Approaches Used to Attract Vendors to Meeting

Vendors were visited at SERMACS 2022 and at ACS National Meetings and were provided with a promotional postcard to share the SERMACS 2023 dates and website. A list of targets was built from previous SERMACS vendors. The first vendor booked during SERMACS 2022, I would recommend having the website up and able for bookings at the previous year's SERMACS to help facilitate reservations.



V (d)

Exhibits

Vendor contract and drayage instructions are included in the appendix.

V (e)

Additional Comments/ Lessons Learned

The vendor contract language has been clarified to specify two complimentary registrations for a Vendor Expo booth and one complimentary registration for a Graduate Fair booth; the contract was not clear on this topic previously.

While the Graduate Fair participants availed themselves of the opportunity to have boxed lunches delivered to their booths, the vendors largely did not. It is typical that some companies pay for the booth early and do not decide which employees will attend and man the booth until much later, so perhaps this difference is due to the late staffing decision. An alternate approach could have been to include the cost of lunches in the cost of the booth and just provide a selection of choices.

VI

Publicity/Web Site*

Submitted by Katherine Glasgow

VI (a)

Data

Marketing and publicity routes that were used included:

- Email sent from ACS - Emails that were sent from ACS were used to alert ACS members to the Call for Symposia deadlines, Call for Papers deadline, and registration deadlines.
- Email sent from SERMACS - Emails were sent to local section leadership in the southeastern region to solicit awards nominations. Emails were also sent to chemistry departments for schools in the southeastern region to invite them to attend SERMACS 2023 and to alert them to opportunities for travel grants and reduced cost registration through volunteering.

ACS Meetings and Expositions
Regional Meeting Final Report Template

- C&E News included a writeup of SERMACS 2023 in their 9/11/2023 edition.
- A Twitter account (@sermacs2023) was set up to also get the information out about deadlines.
- A Facebook event was created so that Facebook users could find information about the event.
- The postcards (shown above) were used to market the meeting at SERMACS 2022 and at the 2023 National ACS Meetings.
- The SERMACS 2023 website was fully up during the SERMACS 2022 meeting, and was used to communicate up to date information about the event. A general email address was created (sermacs2023info@gmail.com) to collect inquiries, although contact information for committee members was also available on the website.
- No marketing information was sent through regular mail.

VI (b)

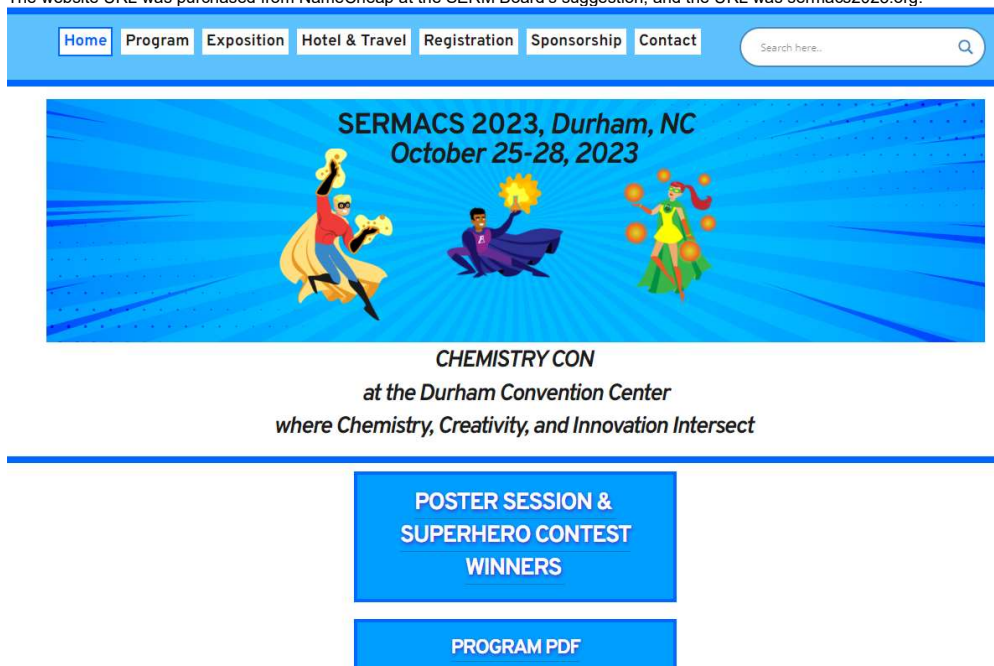
Publicity Methods

As the marketing and publicity were primarily electronic, it was very cost effective. A social media chair would have been able to spend more time on other networks - perhaps Instagram or TikTok - and likely would have generated more engagement.

VI (c)

Web Page Design

The website URL was purchased from NameCheap at the SERM Board's suggestion, and the URL was sermacs2023.org.



The overall outline was based on the suggestion from ACS. The challenge with any website is to make sure all information is updated. While we had two very involved webmasters who made changes upon request, we could have used an additional volunteer who was looking at the website and making sure all information was correct and as updated as possible. We did have some errors in service that were pointed out and quickly resolved.

VI (d)

Meeting Logo

A special logo was designed by Patrick Sloan of Element Learning:



The logo and iterations on it were used as headers in ACS emails, on invoices and other letters, and were also used in a promotional video that was made for the meeting, available here:

We felt that the logo captured our intent of highlighting creativity and diversity in a fun way.

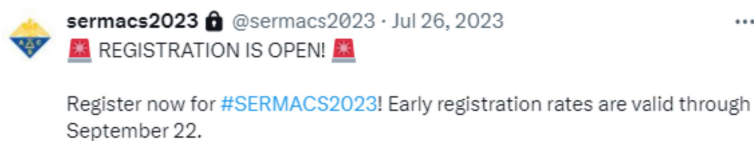
VI (e)

News Media

C&E News included a writeup of SERMACS 2023 in their 9/11/2023 edition.

VI (f)

Exhibits



Register now for #SERMACS2023! Early registration rates are valid through September 22.



From sermacs2023.org



If you pack a cape, you won't be the only one!



VI (g) **Additional Comments/ Lessons Learned**

VII **Arrangements***

Submitted by Katherine Glasgow

VII (a) **Data**

Special arrangements included the following:

- Vegetarian options were provided at all receptions.
- For plated lunches, attendees were able to request a vegan option. Where registered lunch attendees indicated a vegetarian or vegan food preference, the DCC catering service was alerted that those plates would be needed.
- An office was designated as a lactation room, located close to registration. This was provided at no cost by DCC.
- A speaker ready room was provided as quiet area for speakers and presenters to prepare.
- In order to increase food options, food trucks were organized to be at the Convention Center every day. Typically there were 4-5 food trucks present.

ACS Meetings and Expositions
Regional Meeting Final Report Template



- A bike rickshaw service was set up to transport meeting attendees between the DCC and DAC, but they also took meeting attendees to hotels and restaurants if they were not busy. The cost of this service was \$5,400.



VII (b) **Special Needs**

See above.

VII (c) **Additional Comments/ Lessons Learned**

An additional volunteer to monitor food service events such as lunches and receptions would have been helpful. We did run out of food at the receptions, perhaps placing food stations at multiple locations would have been a better setup.

Survey Results:

The Southeastern (SERMACS) Regional Meeting evaluation was fielded November 2nd thru November 28, 2023. It was distributed to a total of 1,972 Southwest Regional Meeting attendees via email. The survey received a total of 129 responses (120 completes; 9 partials), thus yielding a 7% response rate (RR).

- Half say this was the first ACS regional meeting they have attended (50%).
- A majority of respondents report high levels of overall satisfaction with the meeting (94%).
- The top two reasons for attending the meeting were to be a presenter (61%) and an interest in meeting content (42%).
- Over three quarters of attendees say the meeting was worth the cost (23% well worth the cost/61% worth the cost).

ACS Meetings and Expositions
Regional Meeting Final Report Template

- Over half of attendees **strongly** agree that the overall meeting was a good experience (58%).
- The most attended events at the meeting were Poster sessions (83%), Oral Technical sessions (51%), and Exhibition and Grad Fair (47%).
- The following events received 100% satisfaction (% very + somewhat satisfied): Acing the Interview, ACS Career Workshop, Introduction to Python for Chemists, AMP Risk Assessment in the Research Lab Workshop, Resume Review, Senior Chemist Lunch and Women Chemists Lunch.
- A majority of attendees report being **very** satisfied with the Plenary Speakers (88%), Poster sessions (88%) and Oral Technical Sessions (86%).
- Comments regarding the registration process ranged from praising its efficiency and smoothness to noting that the presentation rooms were too crowded, and programming made it difficult for undergraduate students to fully participate.
- Many respondents commented that the mobile app needed to be more user friendly: programs was not easily read nor searchable for many.
- Additional comments regarding the meeting included compliments on the conference including the meeting location and it being well organized. That said, some criticized various programs such as the K-12 presentation and the poster session.

Appendix:

List of sponsors, exhibitors, graduate school fair participants:



Exhibitor Sponsor
Grad Fair.xlsx

Budget spreadsheet



SERMACS 2023
budget executive sum

Vendor contract



sermacs_2023-exhibi
tor_prospectus final.docx

DCC Drayage Information



DCC Exhibitor Packet
2023.pdf