

Industrial Advisory Board (IAB) Committee Meeting, ACS Polymer Division (POLY)
ACS National Meeting
Salt Lake City, Utah USA
March 24, 2009, 7:30AM

In Attendance:

Chair: Robert S. Moore, Kodak (Retired)

Michael Hunt
Michael Fevola, Johnson and Johnson
Erica Martin, Rohm and Haas
Dana Garcia
Karl Haider, Bayer MaterialScience

Chairman Moore opened the meeting and provided those in attendance with minutes from the Fall 2008 IAB Meeting.

Motion: To approve the minutes from the IAB meeting of Fall 2008, with correction of Karl Haider's company name to Bayer MaterialScience (Motions from Harder, Martin). Motion approved unanimously.

Moore welcomed those in attendance and provided informational slides and a program explaining the IAB Purpose, Function, Dues, Officers and Current Members.

TOPICS OF INTEREST IN REGIONAL FORMAT OUTSIDE ACS MEETING

Moore questioned what topics would IAB like to see at regional workshops outside of ACS national meetings which are polymer in nature? This group expressed an interest in topics relating to *sustainability, outsourcing materials, Customer and/or Consumer Interest* which could affect industrial decision making, *Raw Materials* and *Chemical Supply*.

DIVISIONS INCREASING PARTICIPATION AT ACS NATIONAL MEETINGS

ACS has asked Divisions to increase their participation in event planning and programming. Garcia recommended adding a Sunday event, like a reception at the convention center which is more accessible to all who attend the event. An event like this could require Business Office or POLY Secretary involvement to assist with pre-planning.

REASONS TO BE ACTIVE WITH IAB/EDUCATING INDUSTRY TO ENCOURAGE INCREASED PARTICIPATION

Moore discussed the benefits to sending packets to current POLY Members or Companies. A decision would need to be made as to what to include. Attendees discussed the possibility of including information such as history of the IAB and goals. Garcia mentioned that a short report could be completed on topics like how money is spent so that potential companies can see the benefit in joining. Moore agreed that a reminder of benefits, Student Travel Award for example, could be important as companies may not research the benefits without prompting from this group. Garcia recommends mailing rather than electronic notices so that people will pay attention.

Hunt recommended adding some kind of added benefit to a company joining IAB, like complimentary memberships. Garcia mentioned possibly offering some kind of complimentary education or preprint. Haider agreed that many companies want to know what they will gain and that the group needs to consider laying this out clearly when soliciting for memberships.

Moore will consider submitting a report to the Board to discuss. The PSOET is an example of the benefit of IAB funding and how companies can advertise through programming and presentation. Hunt recommended that PSOET Organizers involve main stream media as needed. Martin reminded the group of the importance of continuing to support future industry employees through the Student Travel Award and Graduate and/or Undergraduate symposia.

The Industrial Polymer Scientist Award is another benefit to recognize those achievers in industry. It not only spotlights an individual, but their company as well.

ENHANCE COMMUNICATION ABOUT IAB AND TO THEIR TARGET AUDIANCE

Moore questioned whether there was a benefit in periodically communicating ideas, upcoming events of interest, latest advances etc. to target current and potential IAB participants. Both Moore and Garcia discussed a newsletter format, maybe even including a page to go with the POLY newsletter. If nothing else, this would offer current IAB free advertisement/representation of their company. Martin mentioned the possibility of making tutorials available online once a new website is up and running.

AREA FOR FUTURE PROGRAMMING AND EDUCATION

Moore questioned the group about how POLYed and future education could benefit IAB somehow.

Hunt mentioned Virginia Tech and the benefit of ongoing web tutorials to industry on latest advances. Haider agreed that even a topic of "how to teach employees to" could be of particular interest to companies.

Moore mentioned the role of Polymer Ambassadors and the benefit to their helping to educate at the high school level. There may be some interest in involving IAB depending on topics and areas of interest.

In looking at previous minutes, there was a suggestion by Dennis Smith to consider a course on the "workings of POLY". Moore and Hunt discussed how this might be broken down in categories such as board functions, workshop, actually business workings, etc. etc... Maybe a "6 Decades of the Polymer Division" and use this as an opportunity to represent industry now and the changing form of that representation. Moore reminded the group that this will be something that the Programming Committee might consider looking at. Fevola reminded the group that no one wants to know complete policies and procedures of any company or organization and that it will be important to form this in a way which will benefit the target audience somehow.

There was a brief discussion on Webcasting and online availability of ACS meetings, something that ACS is considering. This may be something that the IAB would want to keep tabs on. It will also be important to involve other organizations for future education and participation in IAB as an investment in time by others will equate in more long term commitment of employees and the companies that hire them.

The event adjourned at 9:00 AM

Respectfully submitted, Lesia Linkous and ___ *anyone else who took notes*