

SAS Publicity Committee Report

Date: 09/27/2010

Members: Mark Henson (chair), Chad Leverette, Greg Webster, Heather Gulley-Stahl, Drew Manica

Summary: The committee met in late spring 2010 in a teleconference hosted by SAS President Fred LaPlant to discuss several ways to publicize the SAS. Items discussed were potential give-away items, t-shirt design concepts, and re-design of the society logo. At the time, it was suggested that the logo design should be opened up to the entire society as a contest, which was subsequently done. Fred identified potential give-away items, and followed up by sending links to some potential items to the committee members, as well as some t-shirt ideas.

Additional suggestions for publicizing the society which were generated by this committee follow below:

- 1) Prior to starting new publicity efforts, a study should be made of past efforts in an attempt to identify efforts which had the greatest positive impact on membership, and to avoid efforts which previously did not show a benefit. Past reports did not indicate which suggestions were acted upon.
- 2) Perhaps design a higher-quality polo/golf shirt that could be sold to committee members rather than a lower-quality t-shirt that would be given away. This might encourage the shirt to be worn more frequently in professional settings or at other conferences. Obviously, this might limit the extent to which an “edgy” design (to use Fred’s terminology) could be used. Having members wear these shirts at Pittcon (perhaps organize a “wear your SAS shirt day”?) would give us visibility as a society.
- 3) An additional idea for a “freebie” to give away might be a simple USB flash drive, or one perhaps customized somehow to be appropriate for our society. (Mark comment: I attended a fertility conference last year where a company gave away USB drives shaped like sperm. The tail popped off of it to reveal the USB plug. Not sure what the equivalent would be for us. Would we get sued if we had one shaped like a lightsaber?)
- 4) How about a couple special issues in Applied Spectroscopy dedicated to targeted industries such as Pharma, Environmental... and market them to Pittcon and AAPS?
- 5) Why not run a SAS session at AAPS (for Pharma), AAPS (for Ag/food) and wherever is relevant to environmental like you do at Pittcon?