Report to SAS on FACSS committee meetings attended during Pittcon 2011 in Atlanta, March, 2011
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We attended the FACSS Long-Range Planning and FACSS Governing Board meetings.

Long-Range Planning Committee:

Among the items discussed at the FACSS Long-Range Planning Committee Meeting was the idea of sending a representative (Ian Lewis) to the June 2011 6th International Conference on Advanced Vibrational Spectroscopy (ICAVS-6) to make a bid on running ICAVS-8 in 2015 in conjunction with the FACSS meeting at a site yet to be determined. It was felt that FACSS would not get the bid for the 2015 meeting (which turned out to be true), but they would learn from the experience of preparing the proposal and might have a better chance to run the meeting in 2017, which would be the next natural time for ICAVS to be held in North America.

FACSS Governing Board Meeting:

Mark Hayes, Marketing Chair, invited the Ignite Design team to present a proposal entitled: "Marketing Effort for FACSS2010-2011: Branding and Marketing FACSS to support member societies and build the organization". Since the proposal was not in the hands of the voting FACSS delegates 30 days in advance of the meeting, by rule, we were unable to vote on it at the FACSS Governing Board Meeting in Atlanta. The funding for branding the FACSS meeting had been previously approved by the FACSS Governing Board through 2012. The branding and renaming proposal included details of logos, marketing plan, rollout process, and cost/return analysis. Even if the campaign is not as effective as projected , less than 210 new attendees are needed (4%/yr, relative to the Raleigh meeting) to fully recover the marketing investment. The branding and renaming proposal passed via an Email vote in April 2011. As a result of the positive vote, the naming and branding process will be broadly announced at FACSS 2011 in Reno and the new name will be used starting in 2012 in Kansas City. There will be transitional signs at the 2011 meeting and an aggressive informational campaign to let previous FACSS attendees know the new name has been established, but it is still the same high quality meeting. The name of the FACSS organization will not be affected.

Fred LaPlant and Mike George were elected General Chair and Program Chair, respectively, of the 2013 FACSS meeting to be held in Milwaukee. The 2013 FACSS meeting will be in Kansas City and 2014 FACSS meeting will be back in Reno (unless there are issues that come up in the 2011 meeting that cause a change of heart).

The next FACSS GB meeting will take place on Thursday October 6 at 5:30 PM in the McKinley Room at the Grand Sierra Resort in Reno during the FACSS meeting.

Curt Marcott, Mary Kate Donais, and Fred LaPlant September 2011