President's Report for SciX 2014

September 5th, 2014

Dear SAS EC Members and GB Members,

Back in 2012, I wrote as part of my "campaign manifesto" when running as SAS President that we needed to review everything (see attached material – its unique (in recent years) since it wasn't ever published in Applied Spectroscopy so there is no permanent record so I have provided a copy). We, the EC, the Office staff, and the Society's committees, have been doing just that. Let's take a look.

Bylaws – Updates

The GB voted electronically to adopt the revised By-Laws discussed at the last SciX meeting. The new By-Laws were adopted immediately following confirmation of the voting by the Tellers committee and review by the Parliamentarian.

The most immediate impact you are aware of is that the GB at-large delegates have had their terms extended to the end of 2014 for those elected in 2012, and the end of 2015 for those elected in 2013.

SciX 2013 Minutes

Last year we asked Rob Lascola as the then SAS secretary from the last-SciX meeting to produce an integrated set of minutes. These minutes serve as a complete record of the background (the Why and maybe How) to the decisions which have historically been recorded in the minutes. The integrated record can be provided to new GB members and officers to serve as orientation material when they start their terms.

Moving forward the SAS secretary will be creating integrated minutes including all the reports.

Additional EC Meetings

The EC has been meeting approximately monthly in order to address Society issues and coordinate actions. Meetings have focused on different areas and not all committees or appointed members of the EC have attended. These meetings have allowed us to follow-up and advance a number of initiatives.

Investment Account

One of our first EC actions in 2014 was to authorize a new investment plan for SAS. As noted at Pittcon, and with details provided in Bruce's report, we have moved $300,000 into a mutual-fund-based investment vehicle. Returns have been positive so far. This investment vehicle replaces low-interest savings which have returned very little in recent years and what they have returned is less than the impact of inflation on the principal.

Regional, Technical, and Student Sections

An action from one of our first EC meetings in January was to start working with Rob to reach out to the current Regional and Technical sections. The majority of our sections are technically inactive without a minimum of two officers. So far Chemometrics and Atomic have been brought to active status. Rob and I co-authored an open letter to the Society and it is generating a lively debate on Linked-In and contact from volunteers from some sections asking how to re-activate.

The original charter of the Society alludes to the Society being a social construct.

(2) More specifically, the Corporation is formed for the purpose of advancing and disseminating the knowledge and information concerning the art and science of spectroscopy, and other allied sciences, the advancing of the professional standing and growth of the Society and its members, coordinating cooperative endeavors of its individual members and sections and promoting and maintaining a close bond among its members. The Corporation may, from time to time, conduct any and all activities as shall be found to be appropriate in connection with the foregoing and as are lawful for a charitable, educational, non-profit corporation.

In order to help re-energize the Society it is necessary to generate grass-roots interest in the Society's mission. Some examples of local activities which are energizing new members include, school programs, annual symposia, meeting programs, and combined meetings between SAS and other Science and Engineering local organizations.

The Linked-In discussion revolves around what does the current Society provide apart from the Journal. Further details of the Regional, Technical, and Student Sections committee and requested actions are in Rob's report. As I stated in 2012, promoting the Society locally is critical and failure to do so amid a focus on National-only issues will, in my opinion, precipitously erode the volunteer base of the Society and endanger the Society's ability to meets its mission.

Journal

A key consideration for the Board is the changing landscape of publishing and how should we invest in the journal to continue its missions. Mike Blades's Editor-in-Chief report will have detailed information on *Applied Spectroscopy* but the report is likely to be updated prior to the GB meeting.

New Journal

In April the EC authorized the expenditure of a limited amount of funds to copyright and TM the name and web names of a potential new journal.

I have participated in three strategic planning sessions for the Society. The bottom line is that to support what we as a Society, do, we need more revenue or less expense. Short-term - ideally both.

The possibility of starting a new journal in a vibrant research area with some level of collaboration between SAS and another Society has started.

A new journal will require a start-up investment but currently the research area of interest is not served by a dedicated journal. History says that new techniques spawn new journals and the premier authors in the field publish in that journal. The EC has decided to investigate this because it has the best opportunity to generate a significant return on the Society's investment.

New Booth

At Pittcon, Bruce and I met with Stephanie and Bonnie regarding a replacement booth. The current booth is old, failing, and heavy (which translates to poor Society branding and extra cost for shipping to each tradeshow). The EC approved a $5000 budget to replace the booth and I asked Stephanie to head up the team to do this. Team included the Publicity chair (Linda Kidder), Applied Spectroscopy Managing Editor (Kristen MacDonald), and Bill Cunningham (TMP). Look for the debut of the new booth at SciX designed by Jonell Clardy.

Improved Marketing of the Society

I have asked Bill Cunningham (TMP) to put together a marketing plan for the Society. The Society has, in my opinion, suffered from the lack of a strategic plan including a Marketing component. The Society has had a budget for member retention but not for new member acquisition (Society promotion) or Journal promotion. Journal promotion has the potential to bring in new authors, subscribers, sponsors, and advertizers. Society promotion has the potential to attract new members, Technical affiliates, sponsors, and advertizers.

Strengthening / Incentive to join our Sponsorship Program

As more and more companies choose to deliver marketing and sales collateral in electronic format, we have seen a decline in reprint revenue from companies. In order to replace that revenue and enhance our Corporate Sponsorship program the EC passed the following proposal to allow corporate sponsors to distribute pdf's of articles of their choice from *Applied Spectroscopy*.

- Platinum sponsorship receives 25 free/included articles per year
- Gold sponsorship receives 15 free/included articles per year
- Silver sponsorship receives 10 free/included articles per year
- Bronze sponsorship receives 5 free/included articles per year
- If a company is not a sponsor, then there is a flat rate of $500 per article

Articles would be

a. Provided in pdf format.

b. Articles are only available by request to the SAS International office (not via Ingenta).

c. Articles may be freely distributed by the sponsor.

d. An unlimited number of each article may be distributed by the sponsor.

e. PDF of the Articles that are provided will start with a cover page highlighting SAS and its mission.

The new plan came into effect in early July.

Member Survey

The EC have identified the need to solicit more general member input. Karla McCain and her committee have put together a new member survey which the EC have reviewed and several EC committees have provided additional questions pertinent to their committees. Our plan is to run a member survey prior to the end of this year.

Website

The current website continues to be an issue for the Society. In November, Katherine, Diane, Bruce and I met with Mary Anne Olhoff (our book-keeper) and Bonnie at the SAS office. Mary Anne gave us a multi-hour presentation on the background to the site. Currently much of the office work has been integrated into a database behind the website. At that meeting we reiterated that the EC wanted to focus on more member-facing web activities. However we were also committed to provide direct member credit card payment. Our monthly developer retainer (and required maintenance) has taken up the whole of the monthly web budget. Currently the credit card payment system is being worked on but is not yet completed. Thus we have very little to show members for the web budget spend this year.

On the positive side, Diane recruited Anna Donnell and EC have appointed her as temporary web-editor through the end of 2014. Anna's husband is a professional web-developer and is providing her support in reviewing the site. Anna has been able to update several sections of the site to remove old content. Anna is starting to work with the various Society committees to help them update and take ownership of the content that relates to their committees.

Spectroscopy Market Place

In 2014, the EC approved an investment in an on-line Buyers guide which would be developed by Bill Cunningham's group at TMP. This product when released was termed the SAS Spectroscopy Marketplace. The results of the Society's investment in the SAS Spectroscopy Marketplace demonstrate the value of well-timed targeted investment. Specifics can be seen in Bruce's Treasurer's report (page 29, Income 4420 and page 30, Expenses 6454/6456).

Newsletter

Since the last GB meeting, and in the final Newsletter of David Butcher's term as Newsletter editor, the new Newsletter format that was approved at SciX 2013 debuted. Production of the newsletter is handled by Bill Cunningham's team at TMP. Before leaving the Newsletter topic, I also want to take this opportunity (despite the fact he has been doing the job for 9 months) to officially welcomed Fred Haibach as our new Spectrum Newsletter Editor. Fred's report has a number of ideas of how to enhance the content of the Newsletter.

Certification Program

The idea of a certification program has been mentioned at several strategic meetings but the big question has been Society liability. Bonnie has investigated a potential program that the Society could adopt and canvassed opinion from several senior Society members. I authorized a legal review / opinion so that the Society can either move forward with a program or move on. The initial response indicates that we can limit the Society's liability and thus I will be forming a committee in fall 2014 to further investigate this area and report in 2015.

National Meeting / Technical Programs

SAS has not in recent years had a coordinated programming position at our National Meeting or for that matter any meeting we participate in. Currently we operate in a reactive mode and support technical sections if they ask. A coordinated position will allow us to highlight what we do as a Society and what we want to promote. My plan is to appoint a volunteer (suggestions?) to this role starting later in 2014.

SAS Handbook

EC members have received a copy of the Society Handbook originally authored by Karmie Galle. Bonnie and the office were able to update the version provided by Paul Bourassa and get it out last fall. The concept of a committee's section being a living document and the responsibility of the committee to update has been communicated to the 2014 committees. Certain committees and individuals have already provided feedback. My hope is to capture significantly more information in the Handbook this year and make each section a living document under the relevant committee. This should help future officers, committee members and volunteers while freeing up the office from answering many of the "what am I supposed to do", "how am I supposed to do it…", "how did the last chair do this…." "what are my deadline" etc, etc, etc which the office has been forced to answer by individual phone calls and emails.

Elections

If you skipped ahead to my 2012 elections comments then you will have gained an insight into my thoughts on the historical election questions. As voting members of the Society, you will have seen that different questions were asked of our candidates in 2014 to allow our members a greater insight into the people running, their motives, and proposed strategies. The results are in, and contained in the Tellers committee report. Candidates will be notified of the results pending acceptance of the Tellers report by the GB.

Dues

The EC anticipate proposing a membership dues increase to the GB for consideration at SciX.

RFP Office Proposal Process

A quick update on the RFP process. The RFP process for management of the Society's office was opened in July with a Question/Answer and proposal submission timeline defined. The process was run by an *ad hoc* 3-person committee chaired by Mary Kate Donais. The Society received 15 proposals which are currently being evaluated by the EC. As committed at the last GB meeting at SciX 2013, there will be a special one-item meeting of the GB on this subject. This meeting is scheduled for 1.5 hours and will be held on Tuesday PM at SciX in the timeslot traditional allocated to the GB meeting. Members of the GB are requested to attend.

Strategic Plan and Society Roadmap

My final statement / section of this report regards the Future Direction of the Society.

The Society has been and is need of a Strategic Road-map. A Road-map that outlines to the Society, what we are doing, what we are investing in, what constitutes success or not, and a timetable. Like any roadmap and set of directions, the map can be handed to the next set of officers, committee members, and delegates and metric-ed. As scientist, we are used to designing experiments, making measuring and testing hypotheses. Without goals, metrics, and accountability to those metrics we are rudderless.

The Road-map for the Society is fairly simple

a. Grow income to allow the Society to meet its mission
b. Re-evaluate expense
c. Fund successful programs, to maintain success
d. Cut programs not working
e. Invest for the Society's future (programs and people)
f. Support the Society's local sections to encourage a strong bond between members
g. Collaborate with National and International organizations to further the mission of the Society as a Spectroscopic Partner. Providing our members access to additional resources, and provide our members with opportunities to share their spectroscopic know-how with others
h. Educate our officers, members, and non-members in the practice of and value of spectroscopy
i. Develop excellent spectroscopy educational tools to compliment our journal and collaborations
j. Aggressively develop an early career fund to support new scientists (grants and travel grants) entering the field.

This roadmap reflects the vision and mission of the Society and provides direction for the leadership and members to work together to maintain and grow SAS.

While this is my last official report the GB, it is only September, don't be surprised if I send you an additional update before the end of my term. I anticipate the final quarter of the year being very busy for all of us in leadership roles in the Society.

I hope to see all of you at our National Meeting (SciX) later this month.

Thank you for your time.

Ian

Ian R. Lewis

SAS Material as provided for the Presidential Election in 2012.

Background

Ian R. Lewis obtained his degree in Chemistry and Chemical Technology at the University of Bradford in 1989 and his Ph.D. in 1992 in the field of infrared and Raman spectroscopic characterization of polydienes in the Interdisciplinary Research Center (IRC) in Polymer Science and Technology under the IRC associate director Professor Anthony Johnson and Professor Howell Edwards. Following his appointment as an Honorary Visiting Researcher to the IRC in 1992 he went to the University of Idaho in 1993 as a postdoc in the laboratories of Professor Peter Griffiths. During this time he also acted as a consultant on the application of Raman spectroscopy to several industrial companies. In 1996 he joined Kaiser Optical Systems as a Laser Spectroscopy Specialist, Senior Scientist, Research Products Manager, and is currently global Marketing Manager.

He has been a member of SAS since 1992 when he joined as an international member and is currently a Fellow of SAS (2011). He served as president of the Detroit SAS section in 2011. He is currently the Governing Board Chair (2012–2013) of the Federation of Analytical Chemistry and Spectroscopy Societies (FACSS). Ian has participated in SAS Executive Committee meetings as a liaison between FACSS and the SAS since 2009 and recently was invited to and participated in the Society's Strategic Planning meeting at Pittcon 2012. He has been an active participant in past FACSS conferences (the National Meeting of SAS) as the Raman section chair in 2000 and 2002–2011, and is the SciX conference Raman chair for 2012–2013. He participated in founding the Charles Mann Award in Analytical Raman Spectroscopy and is the 2012 Mann Award committee chairperson. He served as the program chair for the FACSS meeting in 2007 in Memphis where he increased the number of SAS-organized sections through enhanced SAS technical section organization involvement.

He has organized scientific sessions at additional conferences including the Eastern Analytical Symposium (EAS) (2006 to present) and Pittcon and has participated as a program committee member for a number of international vibrational spectroscopy meetings, most recently ICORS (2010) and ICAVS (2011). He serves as the Chair of ASTM subcommittee E13.08 on Raman Spectroscopy (2002 to present), served as the secretary of E13.10 on Molecular Optic Imaging (2001–2003), and has served as the co-liaison from E13 (Spectroscopy) to E55 (Pharmaceutical Manufacturing).

From 2004 through 2008 he served on the Board of Managers of the Coblentz Society, and from March 2009 to March 2011 he served as the President of the Coblentz Society, a technical affiliate of SAS. During his time serving the Coblentz Society, he worked to improve relationships between the Coblentz Society and other organizations, solidify and expand the

Coblentz Society's involvement in conferences to meet the Coblentz Society's mission of "promoting the understanding and application of vibration spectroscopy," helped form both the Craver and Fateley awards, authorized the development of (and participated in editing) the Coblentz Society's new website, managed development of funding sources (including the guaranteed-funded ACD agreement) in order to produce a balanced budget, promoted the process of using social media and partnerships to publicize the Societies activities and awards, wrote the Coblentz Society's first President's Guide (what to do, when to do it, and how to do it – to facilitate transition between Presidents, officers, and committees), restarted the Coblentz Society's "Honorary Membership" award program, revised the Coblentz Society's by-laws to make the Secretary and Treasurer officer positions elected by the membership at large, led a revision of the by-laws, and finally started the process, which continues under the current president, Micky Myrick, of challenging the Board of Managers to revisit what the Coblentz Society does and should do for its membership.

During his career he has published approximately 73 peer reviewed scientific publications, has co-authored seven book chapters, and is co-editor of "Handbook of Raman Spectroscopy: From Research Laboratory to the Process Line" (published in 2001). He currently serves on the editorial advisory board of *Spectroscopy Magazine*, and *American Pharmaceutical Review*. He is an active reviewer for a number of international journals including *Applied Spectroscopy* and a member of several scientific societies. In 2008, he was presented with the Charles Mann Award for Analytical Raman Spectroscopy awarded by the FACSS organization, in 2011 was made a Fellow of SAS, and holds the titles of Chartered Chemist (CChem) and Member of the Royal Society Chemistry (MRSC) since 1994 (from the Royal Society of Chemistry).

(1) <u>What should be the goals of SAS?</u>

The Mission Statement of the Society broadly outlines what the Society is. See the letter below for more discussion on this. The goals of the Society remain relevant. Every SAS Presidential candidate back to Becky Dittmar talks about the Society's mission statement and highlights different areas when answering this question.

(2) <u>What are the challenges facing SAS and how do we meet these challenges?</u>

Membership, revenue (as it relates to how we can fulfill the Society's mission), and remaining relevant in the world of today.

Please see the letter below for more on this.

(3) <u>What are your suggestions concerning how these challenges should be met?</u>

Please see the letter below for thoughts on this.

The Open Letter

If you are reading this letter you are a member of SAS or have access to a hard copy of *Applied Spectroscopy* – great start. This is your Society or a Society that you support by reading the Society's journal – thank you for this. Would you like to get more involved? I am going to start my letter by giving you a research project (and I will make it easy for you, too): grab copies of *Applied Spectroscopy* July issues over the last few years (August issue for 2011) and turn to the election section at the back, grab the President's Reflection (December issue) from Curt Marcott (Vol 65, Dec 2011), Fred LaPlant (Vol 64, Dec 2010), Bob Michel (Vol 58, Dec 2004), and Larry Nafie (Vol 57, Dec 2003). Sitting comfortably? Then let's begin.

Almost every candidate for President since Becky Dittmar has brought up the same broad categories:

1. Membership decline
2. Communications – using social media and our website
3. The Journal
4. The Society's involvement at meetings including the National meeting – "SciX presented by FACSS"
5. Local (Regional) sections (currently supported by the William J. Poehlmann award)
6. International sections (formation summarized in Vol 57, Dec 2003 – current number of international sections = 1)
7. Evolving or perhaps returning to being a more inclusive Society for Experts and non-Experts alike
8. Right-sizing. A simple strategy of applying the right effort at the right time to get the task accomplished. Fred LaPlant talked about this concept using a Wine bottle / Beer keg analogy for events in his presidential candidate material.

That's a decade or so of basically talking about doing the same things. Why do we continue to talk about the above list? You might say (here you can consult those hard copies of past July issues of *Applied Spectroscopy*) "well all those candidates got asked the same questions." My response to that is "Correct – that's part of it". A second part, in my opinion, is it's not because those ideas are bad but because as a Society we haven't followed through on them. A clear vision for the Society hasn't been laid out, hasn't been communicated to the membership, and hasn't been executed (about now maybe you want to execute me! But please read on).

Make no mistake, I recognize that the Society is doing well in the following areas and has resources:

(i) Many great volunteers
(ii) An excellent journal with a rich history

(iii) A pool of new, younger scientists who want to participate in the future of the Society
(iv) Excellent social events
(v) High-quality scientific sessions at conferences
(vi) Money to invest in Society programs (summing up the last 5 years the Society's accounts show a positive balance sheet)

Thus, I am suggesting we focus on improving several things, which I will discuss below, while continuing to invest our time and effort on the things that are working well. In that way we will, short term, become a stronger society and ultimately ensure the long-term future of our Society.

The first thing the Society must do is to hold a review at the National level of everything it does, how those activities or programs support our mission, whether we should be doing those things the way we have in the past, and identifying programs to enhance, embark upon, or cut. I raise the point of cutting because we have a finite budget and we may have to stop doing some things to provide more value to our members by doing others. In terms of reevaluating how we have done things in the past, as technology and communications evolve, the ideas may remain sound but the mechanism may need to change. The strategic meeting held at Pittcon 2012 touched on some of the new ideas that are out there. The Society must look at itself critically and ask "Is this serving our Members' best interest?" "Is this serving the Mission of the Society?"

Individual membership in the Society is ultimately driven by value, community, and sense of purpose. As President of the Coblentz Society, I, like others before me, started (and the current Coblentz Society team continues) asking the questions "What benefits do we provide our members?" and "Are those benefits enough?" Membership Retention and Marketing the Society to new members has to be driven by understanding those answers.

As many of the Society's members know, it is an election year in the US and we have already been bombarded with electioneering material (high in quantity and short in substance / data). So now let's get to some SAS data and some concrete actions I am recommending.

Over the last five years SAS membership has fluctuated by around 140 members (membership in 2007 was almost the same as in 2011 - 1657 vs. 1694). That indicates sustained membership levels, but only at slightly more than 50% of the level (over 3200 members) from 1996. International membership, however, has fluctuated between 12.6% and 14.4% (2007 to 2010), with a jump to 24% in 2011 (driven by a decline in US membership and an increase in European membership). It has been 9 years since Larry Nafie reported in his Presidential reflections that the framework was now in place for international SAS sections. In that time only one international section has been formed, the UK section. More effort should be placed on internationalization.

Library subscriptions are currently down by approximately 3.7% from 2007. In that same time, a majority of the library subscriptions have shifted from SAS directly to come via the Optical Society of America. Few members know that we are also affiliated with the American Institute of Physics, and we form a federation with the other nine member societies of FACSS. We should leverage these current partnerships and consider additional partnerships to promote the Journal and our Society. On behalf of

SAS, Curt Marcott and Peter Griffiths concluded an agreement with the Spectroscopical Society of Japan (SpSJ) to promote key articles from their premier journal in *Applied Spectroscopy* with a reciprocal arrangement for *Applied Spectroscopy* papers. SAS should form a committee under the Journal's Editor in Chief to identify additional appropriate scientific publishing partnerships. Such partnerships must benefit our Society, and if a mutually beneficial agreement cannot be formed, they should be discontinued.

Here is a list of actions that I advocate the Society could take to enhance itself by addressing the challenges it currently faces:

a. Marketing the Society – the Society needs to better communicate what it does and the value of joining or remaining a member, as well as marketing membership and the Journal to emerging markets in the larger international community
b. Promoting the Society Locally - Better support for local sections. Provide more resources and better communication about the tools currently available to the section through the Society's new website. Increase the William J. Poehlman (regional section) award to a meaningful level – from $250 to $2500. $2500 would allow the regional section to fund additional out-reach activities.
c. Promoting the Society - Support more SAS local meetings or local SAS participation (SAS branded) to promote the Society and its mission at a local and regional level. It's a fact that travel funds are more restricted than in the past, and building dynamic local sections is a great way to allow membership interaction and meet the Society's mission.
d. Internationalization - Operating a regional section is difficult to do, and starting and more importantly sustaining new sections (international or not) is likely to be even more challenging.
    1. The Society needs to partner with similar minded groups around the world. The Society has a long-standing and effective Technical Affiliate program that can be employed when appropriate.
    2. The Society needs to enhance our support including financial support to start and sustain new regional sections where partnering isn't appropriate.
    3. The Society needs to make better use of its current (and future) on-line tools to allow better exchange between members (especially those who are geographically distant from the majority of Society activities).
e. Communications - Record our SAS tour speaker program via webinars, provide short "tasters" as podcasts or YouTube videos, and provide full recordings via our Website for members only. – This series is very good, a credit to the tour speaker committee, but it's a shame that each regional area only gets one speaker per year. Each member is an individual, with individual interests, and it would be great if they could listen to all the tour talks that they find of interest. Currently the local sections select 1 of 10 or 12 and do their best to bring in a presenter of interest, but it's likely that all members will find benefits from access to one or more of the tour talks.

    A second benefit of recording talks of interest is that we will have something valuable to help engage more international members and a mechanism by which to bring in more international

speakers to the program (without ever having those speakers travelling). By hosting the full content on the members-only section of our website, we add value to personal membership in the Society. By putting out "tasters" we better market the Society while also supporting the educational Mission of the Society.

f. Communications: Develop a volunteer-based Scientific Reporting team who would be prepared to start discussions using our existing and future electronic communications tools on new techniques, papers, and potential impact. If we look at LinkedIn and Facebook, the Society has made lots of progress over the last few years but there remain relatively few scientific discussions, and relatively few members actively participate in the discussions that do get posted.
g. Communications: Transition the SAS Newsletter and News column into SAS social / professional web-based media. This promotes dialogue between members, allows for real-time news vs old news based on multi-month deadlines, and saves money by allowing the posters to lay out their material vs the current mechanism.
h. Communications: Use our Journal and social media tools to outline and promote opportunities to participate in the tasks and management of the Society by identifying available volunteer and elected positions within the Society. This activity will help feed the nomination committees and is likely to lead to newer candidates identifying themselves as being willing to serve.
i. Journal Promotion: Translate our *Applied Spectroscopy* abstracts into multiple languages and have these available on the public part of our website to increase traffic to our website, to better promote membership in the society, to highlight the quality of our journal, to raise international awareness of the journal, and to encourage submissions to the journal.
j. Journal - Actively partner with businesses and institutional libraries to better understand and meet their needs in a rapidly changing publishing landscape in order to retain current subscribers and gain new subscribers.
k. Next generation - Student sections are a good start but I also feel we need an early career category to transition from the student rate to the full member rate. I believe a five year transition period with reduced membership rate should be considered (this helped me maintain membership in another society when I was transitioning from a student first to a postdoc and then into industry).
l. Next generation – Look into establishing additional travel awards to allow greater student and especially early career professional participation in the SAS National meeting or participation in SAS sessions at other meetings. Supporting travel to other meetings also provides a great opportunity to market Society membership.
m. Next generation – Look into providing free Society membership to undergraduate researchers (would require a letter of endorsement from their professor who would need to a Society member).
n. Next generation - Coupling the early career category rate with a National office-facilitated introduction and mentorship program for new members to existing Society regional area sections to help transition our young relocated members into their chosen career, into their new geographical area, and get them/keep them involved with the local Society regional section.

o. Extend the National office-facilitated introduction to all relocating members as a member benefit.
p. Extend the Society's appeal - I believe that we need to do more as a Society to include and welcome both experts and spectroscopy practitioners. More and more scientists, in both academia and industry, are application-based (problem solving) rather than technique-based. These professionals often do not identify themselves as "Spectroscopists" despite using spectroscopy on a regular basis.

    a. The regular meetings of regional (local) sections provide a great way to bring experts and practitioners together to allow practitioners to best understand how to solve problems with the instrumentation they have at their disposal and to outline problems to experts who may have access to enhanced capability who could partner with these practitioners to develop an appropriate solution.
    b. Another important way of encouraging practitioner membership is providing training opportunities. These could include webinars, content hosted and managed on our new website, and instructor-led classes and workshops at the conferences we participate in.
    c. A third way is via our electronic networking tools.

    The above will allow us to better market and promote the Society and the Society's aim to current and new members.
q. Presidential Communications – You would hear from me. The single presidential reflection at the end of their term should be supplemented by more frequent communications, via email, through editorials in the Journal, or as blog posts on the Society's website. The Society's Executive Committee (EC) meets at Pittcon and SciX (FACSS), and while the president's report to the EC is traditionally published in the newsletter soon after those meetings, broader communications to members about new objectives, the status of Society projects, and calls to action as volunteers would help create a stronger sense of belonging and ownership among Society members and foster growth into the future.

In ending, I hope that this piece leads you to one of three outcomes (any one of these will benefit SAS):

a. you decide to volunteer your time to SAS to help me and support some of the projects I noted above

b. you decide you don't like what I had to say and you volunteer your time to SAS to help Pavel Matousek (the other nominee) to accomplish some of the things that Pavel has identified

c) you decide to volunteer your time to SAS immediately to help Mary Kate Donais and Katherine Bakeev in 2012 and 2013 to strengthen and grow the Society as soon as possible (why wait for either Pavel or me in 2014?).

Thank you for your time.

Ian

Ian R. Lewis