

President's Report for SciX 2015

Sept 22, 2015`

Dear SAS EC Members and Elected GB Members,

I hope September finds you preparing for SciX and enjoying your work! While we still have a full quarter left in this year, I am very proud of our achievements so far. Before winter sets in, we still have a few more things to address, but I think you will agree after you read this that we have enhanced member benefits and significantly improve our financial position.

In my PittCon letter to all of you, there were four key aspects of SAS work that I talked about as focus areas for this year. This letter reviews our progress:

1. **Delivering an exciting year of Member benefits.** We are delivering:

STRONG, VISIBLE SAS CONFERENCE CONTRIBUTIONS:

- a. Since UNESCO declared 2015 “The International Year of Light,” SAS has been an official sponsor to take full advantage of events that are closely linked to our interests. Bernhard Lendl organized and chaired an extra “International Year of Light” or “IYoL” session at PittCon for SAS. Applied Spectroscopy has carried IYoL’s logo all year. As promised, SAS members also organized and chaired three other session at PittCon: “Women in Spectroscopy,” “Atomic Spectroscopy: Going Strong in the 21st Century,” and “A 60 Year Celebration of the Coblentz Society.” All of these great sessions were expertly delivered.
- b. Thanks to an initiative by Ellen Miseo, SAS was also visible at the Boston ACS meeting in August, with many members in attendance and an SAS booth staffed by terrific volunteers Georgia Arbuckle-Keil, Stephen Cramer, Fred Haibach, Rob Lascola, Ellen Miseo and Bill Cunningham! With the ACS meeting, President-Elect Ellen Miseo started a great initiative to re-expand our presence and visibility at SAS-relevant meetings.
- c. At our SAS Annual Meeting at SciX, we have a great conference planned to enable SAS members to disseminate science and to network (see details in Attachment

1).

STRONG, ENERGIZED REGIONAL, TECHNICAL and STUDENT SECTIONS: Robert Lascola and the Regional, Technical, and Student Section Committee graciously volunteered to stay on for a second year, and they have effectively used this year to reinvigorate or outright create from scratch new Section opportunities for SAS members, while solidifying the progress they made last year. This second year has been the inaugural year for many of these new or renewed Sections, especially a number of highly energetic student sections, and I invite each of you to build on their success with your support. If you have overseas connections with Spectroscopists who might be interested in forming international sections, please contact Robert.

AN ACTIVE ON-LINE PRESENCE: We have improved SAS's on-line presence in two very significant ways:

- We've moved to a modern website platform (details below) and are now providing a format that makes it possible for each Regional, Technical or Student Section to have their own page, which can be updated efficiently. We also have connections to our Facebook, Twitter, Linked In accounts and have added a brand new LabTube.tv social network. The website move has been a major accomplishment!
- We've re-energized our Publicity Committee. I asked this year's Publicity Committee Chair, Moussa Barhoum, to help SAS increase its profile in social media and to leverage available communications to get the word out about member benefits. They have made great progress toward these goals.

CREATING AN SPECTROSCOPIST CERTIFICATION PROGRAM: This is still a work in progress, and is being worked by Executive Director Bonnie Saylor, who still plans for news to go out on this, once we get past SciX!

Resolved: Our Website Issues! Fixing our Website concerns has been a major initiative for 2015. We made two very significant changes this year, finally bringing our on-line capabilities up-to-date, while also reducing our costs!

- First, with Governing Board approval, we created our brand new Web Committee, consisting of Chair Anna Donnell, Content Programmer extraordinaire Lynn Zhang, Visionary Dave Tuschel, SAS Executive Director Bonnie Saylor, and Student advocate and Office Contact Stephanie Iocco.
- Second, in May, our Web Committee made a major change, moving us out of our costly, private, Django-based system, and onto a totally new website platform. After PittCon, SAS Executive Director Bonnie Saylor identified an opportunity for us to move to MemberMax, a platform with great features and shared development costs across multiple societies. The EC approved Bonnie's post-PittCon MemberMax proposal, replacing our PittCon plans to control costs in Django by moving from Caktus to Bixley. Following some very hard work in a well-coordinated transition effort, our entire system (member front and back office) is now on a "MemberMax" website. One of the best leaps forward for SAS members from the Member Max change is that we can now pay our dues on-line – a feature that members have long wanted but we had not been able to afford in Django. SAS has also needed updated networking links, as well as a way for Regional, Technical and Student Sections to post their own news, without waiting for expert help; we have what we need now. Many thanks to the Web Committee (which includes the SAS Office), and also to Caktus, MemberMax, Ingenta and our Regional Sections for their collaboration. The website move was an amazing scramble, with everyone trying to keep up with their day jobs, while moving massive amounts of information. The result of this hard work is that we can finally manage our website the way we have envisioned for years. Our MemberMax website is truly a case of getting more for less. We now have an updated, forward-evolving system, while saving SAS **\$70,000** over the next five years.

2. **Under Control: This Year's Spending Projections.** At the start of my planning for 2015, there were budget projections that we would be **\$95,070** overspent for this year, relying on our savings. Briefly, that picture was even made worse, with a deficit of up to **\$100,070** projected. As someone involved in business, I promised you at the 2014 SciX and again at PittCon this year that we would take some sharp steps to turn this budget around in 2015. The Society cannot continue deficit spending. Happily, we have made aggressive changes, while continuing to develop member benefits, and these changes are working. While this year isn't over yet and we still face some real challenges, the current projection is that

we'll end the year with a **\$9,628** Surplus. This projection currently exceeds my PittCon projection that we could finish **~\$12,000** overspent this year.

You can review all of the details in Bruce Chase's Treasurer's report, but here are a few key examples of changes that have been enacted and are working, as I proposed to you in my last update, to fix our budget outages:

- Bonnie and Stephanie ended SAS's lease on storefront office space in December, and are currently operating from Bonnie's home. Bonnie and Stephanie managed the move themselves, and the change has been invisible to members, except for a small address change. The **>\$30,000** Bonnie and Stephanie saved SAS is making a real difference. Thank you!
- Dues were adjusted to make up for the deficit between the cost for the printed journal and the on-line journal, and allowances for the Regional and Technical Sections were made, to build income **\$15K**. Thank you!
- With the Constitution and Bylaws changes voted by the GB in this year, we saved **\$15K** by not doing an audit this year. We've been doing a financial audit every year, but have not been required to do so by law. Thank you!

Our budget projections still include the new-this-year \$15K investment in Marketing, which was part of the original \$95,070 deficit. One of the areas that we still need to come in as expected is our Marketing return.

In preparation for 2016:

- We have been working hard with the Applied Spectroscopy team this year to right-size Journal expenses. The income from the Journal has been shrinking, due primarily to changes in the publication world (this isn't just us), at the same time that costs have been increasing. We need to adjust our spending accordingly. Over the years, we had gradually built a fairly complex Journal system, with a growing number of both interfaces and employees to manage. Mike Blades has done a terrific job of making suggestions for simplifying the Journal system, including a consolidation of our Print (Allen Press) and on-line (Ingenta) development, under a single host (Sage), along with graphics simplifications (can we go back to a standard cover, versus paying for new designs every month?). Unfortunately, because of the nature of the publications

business in managing submitted papers, moving publishers is not something that can happen overnight, so we are working through a transition that should happen in 2016. There are some cash flow and one-time expense questions that we need to answer but, overall, simplification of our Journal operations is needed for the continued health of the Journal and of SAS.

- We have agreed to talk about additional dues corrections and a major change for the Journal (which should also help) after some start-up payment timings are worked out.
- We will start achieving the benefits of the MemberMax move next year.

Going forward, I encourage SAS leaders to push for balanced spending plans. My year as President started out looking pretty grim. It is essential that we continue to make smart choices.

3. **Progress on our SAS 2020 Strategy.** The need for a single, clear strategy for the Society was highlighted by many of our RFP respondents last year and I thank you for your participation and contributions in figuring out where you would like to see us take SAS in the future. The process of looking forward has revealed some very good news so far. Most members seem satisfied with their membership at this time, which makes sense given that most dues are paid voluntarily by individuals, not employers. While we can always envision more opportunities, it will be important not to lose key aspects of the Society that people value the most, like our beloved Journal and the family-style feeling of belonging to a network with shared interests.

Prior to PittCon, I asked four questions, the answers to which could change how we operate going forward. We received a range of responses from around the world and the group that met at PittCon summarized these as follows:

- 1) How big should SAS become? (maximum SAS size, historically, is about 4000 members. OSA currently has 18,500)

Answer: Today's membership, at around 2000 world-wide members, feels like a true family. Future growth with new members at all career stages is healthy, with a goal of maintaining the Society as a close-knit home for those who practice Spectroscopy. #mySASfamily, SASfor2020@gmail.com

2) What should the scientific scope of SAS include? (There have been a few new developments since SAS was formed in 1954!)

Answer: The Society for Applied Spectroscopy welcomes everyone who is a Spectroscopist, uses Spectroscopy, or would like to know more about Spectroscopy. A Spectroscopist is anyone who seeks to understand or control the properties of matter at the atomic or molecular level by means of its interaction with, or emission of, light of different wavelengths.

3) Where should SAS be? (We have a UK Section, and quite a few very active non-US members today).

Answer: SAS embraces global membership and collaboration. We want all members, no matter where they live, to enjoy as many of the SAS member benefits as possible.

- **A key component of our SAS 2020 global strategy is to enhance the member experience of everyone, through the formal creation of new SAS Regional, Technical, and Student Sections.**
- **Another dimension of this strategy is to foster affiliations with new or existing, like-minded organizations.**

4) SAS is the Society for Applied Spectroscopy. What should we seek to accomplish? Are the original objectives sufficient for 2020, too?

Answer: (The recommendation was to add the single word, “global.”)

The Society for Applied Spectroscopy is a nonprofit, global organization formed to advance and disseminate knowledge and information concerning the art and science of spectroscopy, and other allied sciences, to advance the professional standing and growth of the Society and its members, to coordinate cooperative endeavors of its individual members and sections, and to promote and maintain a close bond among its members.

So the primary compelling changes that should influence SAS’s strategies going forward to 2020 are maintaining the family feel and staying the course on our primary science focus, while adding a greater drive toward global interactions (e.g. creating additional Regional, Technical and Student Sections outside the US?) and exploring affiliations with more like-minded organizations (e.g. NASLIBS?) The revised SAS Equity document, based on these

inputs, is captured in the colorful attachment that follows this letter. Additional work is now needed to revisit and develop our strategies, against these basic member interests, which I propose that the LRP continue next year.

In summary, I hope you will agree that moving to a new website, revising our Journal system, balancing an annual budget that started seriously in the red, and understanding where SAS members want us to take the society in 2020, while still delivering on all of the member benefits that SAS has always provided (Awards, Regional, Technical and Student Sections, Tour Speakers, Technical Meeting Participation, etc.), are all solid contributions for the first three quarters of the year. I have to thank all of our many SAS committees and volunteers and Ian Lewis, Ellen Miseo, Bruce Chase, Gloria Story, Ben Manard for the many extra meetings and the extra record keeping involved, and especially I need to thank Bonnie Saylor and Stephanie Iocco from our National Office for the extreme load they've undertaken this year.

Finally, on a personal note, I found out at the end of June that I have invasive cancer, and I started chemotherapy at the beginning of July. Since then, I've been in and out of communication, and everyone on the EC, but especially Bonnie and Stephanie, have carried a significant extra load on my behalf, on top of all of the extra initiatives I have been asking from them this year. Bonnie and Stephanie have rearranged their personal time so that we could conduct SAS business when I am physically able and have stepped in to make the necessary progress when I am not. I have heard our member's appreciation for the family nature of SAS, long before I knew about my health issues, but I can really testify that it is true. Thank you, all! I will not be able to attend SciX this year, except for the EC and GB meetings by remote presence, but I know that SAS will be in great hands.

Wishing you all the best!

Diane

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Society for Applied Spectroscopy (SAS) President, 2015

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ATTACHMENT 1

Join us for the many SAS Sponsored Events at our National Meeting SciX in Providence Rhode Island

(Visit the [SciX](#) and [SAS](#) websites for more details on events)

Sunday, Sep 27 th	SAS Annual Member Event at Union Station Brewery (R.S.V.P. to sasadmin@s-a-s.org)	11:00 a.m.
	SAS/FACSS Student Poster Competition Ballroom A in the Convention Center	7:15 pm
Monday, Sep 28 th	SAS/Coblentz Speed Mentoring Event Rm TBA	1:30 p.m.
	SAS Student Member Event at Gpub	8:00 p.m.
Tuesday, Sep 29 th	SAS Governing Board Meeting Rm 557 in the Convention Center	4:00 p.m.
	SAS Wine and Cheese Awards Reception Ballroom A in the Convention Center	7:30 p.m.

SAS Sponsored Sessions

Monday, Sep 28 th	CHEMO01: Beyond PCA and PLS: New Frontiers in Chemometrics, Rm 551	9:15 a.m.
	Speed Mentoring Event at SciX 2015! SAS and Coblentz are co-hosting a mentoring event at SciX 2015, which includes a box lunch. Register here: http://members.coblentz.org/event-2020679	12:00 PM - 1:30 PM
	Advocating for Women in Science organized by Ingeborg Iping Petterson and Anna Donnell, Ballroom E	1:20–3:00 p.m.
	Networking coffee break organized by Ingeborg Iping Petterson and Anna Donnell, Ballroom E	3:00–3:50 p.m.
	Careers and Diversity in Analytical Science - Discussion Panel organized by Ingeborg Iping Petterson and Anna Donnell, Rm 552A	3:50–5:30 p.m.

Tuesday, Sep 29 th	World Poverty "Analytical Chemists Easing World Poverty," Rm 551B	3:50–5:30 p.m.
	Kowalski Symposium "Kowalski Award Honoring Thomas Bocklitz: Chemometrics for Spectroscopy/SpectrometricData" Rm 554A/B	3:50–5:30 p.m.
Wednesday, Sep 30 th	Strock Symposium "Lester Strock Award Symposium Honoring R. Kenneth Marcus," Rm 554A/B	9:15–10:55 a.m.
	Meggers Symposium "Meggers Award Symposium Honoring Dr. Eric Brauns," Rm 554A/B	1:20–3:00 p.m.

SAS Annual Member Event — SciX 2015
Sunday, September 27, 2015
12:00–4:00 pm
Providence, RI

Come join us for lunch at the Union Station Brewery and a scenic boat tour along the Providence River!

Free for SAS Members

Contact the SAS Office at [301-694-8122](tel:301-694-8122) or sasadmin@s-a-s.org to save your spot!

September 2015 SAS Equity

Reason to Be The essence of SAS	Focus What will we work to accomplish	Benefits How will we achieve our goals?	Reasons to Believe How we will know we have been successful?
The mission	The Objectives	Strategies to deliver the benefits.	The Measures
<p><i>The Society for Applied Spectroscopy is a nonprofit, global organization formed to advance and disseminate knowledge and information concerning the art and science of spectroscopy, and other allied sciences, to advance the professional standing and growth of the Society and its members, to coordinate cooperative endeavors of its individual members and sections, and to promote and maintain a close bond among its members.</i></p>	<ul style="list-style-type: none"> • <i>To advance knowledge concerning the art and science of spectroscopy and other allied sciences.</i> • <i>To disseminate knowledge and information concerning the art and science of spectroscopy and other allied sciences.</i> • <i>To advance the professional standing and growth of the Society and its members.</i> • <i>To coordinate cooperative endeavors of its individual members and sections, and</i> • <i>To promote and maintain a close bond among its members.</i> 	<ul style="list-style-type: none"> • <i>To accomplish the objectives, the Society shall publish a journal known as Applied Spectroscopy.</i> • <i>The Society will publish a regular Newsletter.</i> 	<ul style="list-style-type: none"> • <i>Monthly issues of both Applied Spectroscopy and the Newsletter continue to be published.</i> • <i>Discounts for members for other publications, like JAAS.</i> • <i>Free color pages in Appl. Spec. for Members.</i> • <i>Free web access-Appl. Spec Journal to 1948.</i>
		<ul style="list-style-type: none"> • <i>The Society Members may join or form Regional, Technical or Student sections, according to their availability and interests.</i> 	<p>SAS offers Members:</p> <ul style="list-style-type: none"> • 21 Regional Sections, • 13 Technical and • 10 Student Sections
		<ul style="list-style-type: none"> • <i>The Society and/or Regional and Technical Sections may conduct conferences or symposia on scientific subjects.</i> 	<ul style="list-style-type: none"> • <i>SAS members regularly organize at least two sessions at PittCon, plus a student event and booth.</i> • <i>At the SciX Conference, SAS's Annual Conference, networking events, sessions and other benefits:</i> <ul style="list-style-type: none"> • <i>Discounted Conference Registration.</i> • <i>SAS Member Event</i> • <i>Member-welcoming Booth presence.</i> • <i>SAS Poster Session</i> • <i>SAS Wine and Cheese</i> • <i>SAS student event</i> • <i>Three+ SAS-sponsored Technical Sessions.</i> • <i>Free Student Memberships on Student night.</i> • <i>Open GB meeting, for Member input.</i> • <i>In addition to the organized sessions and events, SAS is active in FACSS.</i>
		<ul style="list-style-type: none"> • <i>The Society and/or Regional and Technical Sections may publish or give financial support for the publication of other scientifically useful information pertaining to spectroscopy.</i> 	<p>Regional, Technical and Student Sections continue to support a range of publications and financial contributions.</p>
		<ul style="list-style-type: none"> • <i>The Society will encourage the development of science through awards of recognition.</i> 	<p>SAS Members sponsor:</p> <ul style="list-style-type: none"> • <i>Meggers Award</i> • <i>Lippincott Award (w/Coblentz/OSA)</i> • <i>Lester Strock Award (w/NE Section)</i> • <i>Kowalski Award</i> • <i>Fateley Award (w/ Coblentz)</i> • <i>Fellows Awards</i> • <i>SAS Honorary Awards</i> • <i>SAS Distinguished Service Awards.</i> • <i>SAS Emeritus Awards.</i> • <i>SAS Graduate Student Award</i> • <i>SAS Undergraduate Student Award..</i>
		<ul style="list-style-type: none"> • <i>The Charter, Constitution and Bylaws, as well as the work of the Society, will be shared on a web-site.</i> 	<p>The Society Communicates its work at: https://www.s-a-s.org</p> <p>The website provides:</p> <ul style="list-style-type: none"> • <i>A searchable Membership Directory to help Members connect.</i> • <i>A Job search connection</i> • <i>Journal and Newsletter access</i> • <i>Sponsorship opportunities.</i> • <i>SAS also has presence at LinkedIn, Facebook, and Twitter.</i>
<ul style="list-style-type: none"> • <i>In addition to the benefits listed above, additional Member benefits are maintained and managed by the National Office.</i> 	<p>Other Member services, like:</p> <ul style="list-style-type: none"> • <i>Discount memberships to other organizations, like OSA.</i> • <i>Tour Speaker</i> • <i>Student Ambassador Program</i> • <i>Undergraduate Student Grant Program</i> • <i>Job Search Connections (via website).</i> • <i>Spectroscopist Certification (new).</i> • <i>Sponsor/Donor Opportunities</i> • <i>Professional Certification Opportunities</i> 		