

# 110

The American Ceramic Society:  
110 Years of Service, Innovation & Excellence



2007-2008  
Annual Report

## The American Ceramic Society 2007-2008 Board of Directors

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**Vision** - Through the global leadership of The American Ceramic Society, ceramic materials are widely recognized as indispensable for advancements in science, engineering, and commerce.

**Core Purpose** - To advance the study, understanding, and use of ceramic and related materials, for the benefit of our members and society.

L. David Pye



Dear ACerS Members & Stakeholders:

As The American Ceramic Society celebrates its 110th Anniversary, we are pleased to report that 2007-08 has been a very good year for the Society. From a new strategic direction to a wide variety of new offerings and initiatives to healthy financial and operational performance, ACerS has made significant advances on several fronts.

Scott Steen



Most notably, the Society ratified a new strategic plan that articulates a bold course for our future. As part of a year-long process that involved nearly 1,400 members, we affirmed a new vision for ACerS, clarified our core purpose, and set a course that holds promise to bring us to a higher level of excellence.

As part of this process, we identified six primary goals that reinforce the importance of ceramic materials and technologies for their contributions to the quality of life of people throughout the world and support the position of ceramics as a leading branch of materials science and engineering. These goals include an enhanced commitment to:

- ceramics and glass knowledge leadership;
- attracting and growing the next generation of talent;
- building and nurturing a sense of community;
- increasing awareness of ceramic materials and technologies;
- serving the corporate sector and international members;
- financial and operational accountability and excellence.

In the pages that follow, you will read about notable achievements and initiatives undertaken in support of our new strategy during the last 12 months. These advances include: new meetings, more responsive member service, enhanced communications, improved publications, a new headquarters, stronger relationships with our partners around the world, expanded member participation in decision-making, and overall financial health.

But we still have more to do. In 2008-09, the Society will unveil major plans to attract and engage next generation talent, and build substantial new knowledge resources on ceramic materials and technologies. We will launch new online communities, blogs, and other tools to help you connect. And, in the year we host the 8th Pacific Rim Conference on Ceramic and Glass Technology, we will explore new ways to engage and serve our international members and the global ceramics and glass community. Stay tuned!

Sincerely,

A handwritten signature in black ink, appearing to read "L. David Pye".

L. David Pye, Ph.D.  
2007-08 President

A handwritten signature in black ink, appearing to read "Scott Steen".

Scott Steen  
Executive Director



## 2007-2008 Year in Review

*The American Ceramic Society continued efforts to significantly enhance the value of membership and our service to the ceramic materials community. Following are some of the many accomplishments for the 2007-08 program year.*

### Advancing Ceramic Knowledge & Understanding

The first goal in the 2008-2011 Strategic Plan is to “Strengthen ACerS position as the global knowledge leader and principal source of information about ceramic technologies, applications, and emerging opportunities.” In the 2007-08 program year, this goal was advanced by launching new meetings and short courses, improving publications, and expanding electronic tools and resources.

**Publications.** A number of editorial changes resulted in the *Journal of the American Ceramic Society* again attaining the number one impact factor worldwide in the “material science, ceramics” category in a field of 25 publications. The *International Journal of Applied Ceramic Technology* moved to the number three position. Perhaps an even more telling sign of the importance

of these journals is that in the last year, 675,000 manuscripts were downloaded from the two journal archives online, a number that continues to grow each year.



*The Bulletin* has also undergone a transformation in 2008, with a new editor and an expanded focus on analysis and business-related content. Additions include “Street Scope,” a column focusing on financial trends within the ceramics marketplace, company profiles including cover stories on industry leaders Corning and CoorsTek, and an

increased focus on the people and technologies that are at the leading edge of the ceramics discipline.

ACerS **book publishing efforts also continue to expand**, as evidenced by the 30 new book projects currently in the works. Together with its publishing partner, John Wiley & Sons, the Society also released an online edition of *Ceramic Engineering and Science Proceedings*. This searchable, electronic book series has the complete text from volumes 1-27 with new volumes added annually.

**Meetings & Seminars.** The Society introduced several new educational offerings this year, designed to provide more focused, applications-oriented information to the ceramic materials and technologies community. In February, ACerS took the lead on a new conference, **Materials Innovations in an Emerging Hydrogen Economy**, presented in partnership with ASM International

and the National Hydrogen Association. This unique interdisciplinary conference attracted 170 attendees from around the world. In addition to presentations and poster sessions, the conference included a “ride and drive” program that gave attendees the opportunity to drive new hydrogen-powered vehicles.

In August, ACerS announced a new series of **Material Matters Short Courses**, as well as a web-based seminar series. The first three short courses will be offered in October and December 2008. Topics include glass science and technology, sintering of ceramics, solids flow in storage and process systems, and dynamic behavior of structural and armor ceramics. The first of the Society’s **webinars**, Measurement Solutions for Nano EHS, was held in September 2008, followed by Microwave Processing of Ceramics in November. In June, ACerS held a face-to-face Environmental, Health, & Safety in Nanomaterials Workshop.

ACerS improved and grew several existing offerings, as well. **MS&T’07 and the ACerS 109th Annual Meeting** attracted 3,644 total attendees, including 718 students and more than 800 ACerS members. Nearly 140 companies participated in the expo, including more than 100

involved with the ceramic materials community. This was the Society’s second partnership with ASM International, the Association for Iron & Steel Technology, and The Minerals, Metals & Materials Society to produce this convocation of the materials community.

**The 15th International Conference on Textures of Materials (ICOTOM 15)**, held in partnership with TMS, brought together nearly 400 scientists and engineers who share an interest in expanding our understanding of texture of materials, its experimental characterization, influence on materials properties, and description by models.

Division meetings also saw strong attendance and programming. The 32nd **International Conference on Advanced Ceramics and Composites** held in January in Daytona Beach, FL, sponsored by our Engineering Ceramics Division, attracted 1,247 attendees from the United States and around the world. In May, the **Glass and Optical Materials Division Meeting** brought together nearly 200 attendees to discuss fundamental glass science, manufacturing technology and the applications of glass and optical materials to photonics. Three other ACerS divisions also held very successful spring meetings.

The **Electronics Division** and IEEE held a joint meeting in February. The **ACerS St. Louis Section and the Refractory Ceramics Division** held the 44th Annual Symposium on Refractories with the theme “CSI Refractories,” which focused on failure analysis. The **Structural Clay Products Division** annual meeting was held in Terre Haute, IN and included several brick plants tours.

**Electronic Resources.** In January, ACerS released an online version of the more than 20,000 evaluated diagrams and commentaries published since the inception of the ACerS-NIST Phase Equilibria Diagrams program. New content is being added to **Phase Equilibria Diagrams Online** on a quarterly basis. In November, ACerS-NIST will release Phase Equilibria Diagrams CD-ROM Database Version 3.2, that will include more than 1,200 new diagrams. Beginning with this version, ACerS-NIST will publish new content online and in CD format only.

The new **Ceramic Tech Weekly E-Newsletter and blog**, launched in July, features a video of the week, along with posts about ceramic materials and technologies used for a host of applications.

A packed audience at Daytona Beach



Hydrogen Car Drive & Ride Event



Mug drop judging at MS&T





## Nurturing the Next Generation of Ceramic Talent

Attracting and serving a new generation of materials professionals is a major strategic objective for the Society, and ACerS took a number of steps this year to engage students and younger professionals in the ceramic materials and technologies community in new ways.

In June, the Society launched the ACerS **Mentoring Program**. The program matches experienced engineers, scientists, educators, and business professionals with young professionals and graduate students in the ceramic materials field. In just the first two months, more than a dozen matches were made. ACerS also reintroduced its **associate member program**, which invites young professionals and graduate students to join at no cost their first year and a discounted rate their second year. The program has grown by 98 percent since January.

An even bigger initiative began with the **President's Council of Student Advisors**. The PCSA was launched by a group of 19 students and advisors at a planning meeting in January. PCSA's mission is to engage students as active and long-term leaders in the ceramics community and to increase participation in ACerS at the local and national levels. PCSA programming

is being introduced at MS&T'08 and includes a hands-on exhibit on "Safe and Educational Lab Demos" and a student tour to McDanel Advanced Ceramic Technologies, a ceramics company in the Pittsburgh area. Moving forward, PCSA will also coordinate student-focused ceramic programming at a variety of technical meetings; develop and implement outreach activities; facilitate industry-student relations; and promote ceramic science and engineering in higher education.

Other student activities included continued participation in the **Material Advantage** program, which links together student activities from four partner societies: ACerS, AIST, ASM International, and TMS.

## Supporting the Ceramic Materials Community

Helping members connect to one another is at the heart of the ACerS mission. In building the ceramic and glass materials community, we facilitate the exchange of ideas, open up the possibility of new col-



laborations, enable peer-to-peer learning, and build leadership skills. Another important objective in this area is to give more members and volunteer leaders a voice in setting the direction of the organization. Community is built in countless places – at receptions, in committee meetings and retreats, and around the globe with our partner societies.

During the late '90s and early '00s, as revenues declined, the Society cut back on many of the initiatives aimed explicitly at building the ACerS community. Today, social connection is one of the benefits members say they value most and greater effort is being taken to facilitate these connections in a more deliberate way.

**Membership.** During the past three years, ACerS membership has stabilized after several years of decline, with an overall increase expected in 2008. **Corporate membership** is up nine percent in 2008 and

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# Ceramic Publications Company

Charlie Spahr



While most ACerS members are involved with advanced applications of ceramics and related materials, there is also a significant part of the ACerS family that is dedicated to the more artistic aspects of ceramics and pottery.

Two years ago, ACerS established a wholly owned subsidiary, the Ceramic Publications Company, to focus on the growth of our many products that serve the worldwide market of potters and ceramic artists.

In these last two years much growth has been accomplished, and the groundwork continues to be laid for even greater service to this market in the future. Perhaps the most important new development has been the company's new website, Ceramic Arts Daily ([ceramicartsdaily.org](http://ceramicartsdaily.org)).

In 2008 this web destination has grown to become the clear worldwide leader in providing information and inspiration to potters and artists, with more than 25,000 registered users (you can sign up too – it's quick, easy and a great resource for anyone interested in ceramic arts). We're adding new content on a daily basis, including videos of tips and techniques, gallery openings and artist interviews. Online communication is the future for our business, and we are in the forefront with Ceramic Arts Daily.

Our traditional print publications, *Ceramics Monthly* and *Pottery Making Illustrated*, continue to perform very well, despite tough economic conditions. These magazines occupy the #1 and #2 positions among our competitors, in both subscribers (we have the highest number of subscribers), and in advertising (we generate more ad revenue than any of our competitors). This is no doubt the result of having a highly experienced and dedicated staff of editors, marketing and salespeople, most of whom are potters and artists themselves.

In addition to our magazine offerings, CPC provides an ever-expanding title list of both print and electronic (downloadable) books. Our rollout of new titles accelerated in 2008 and will accelerate further in 2009, during which we will add a new "Expert Series" of books designed for the accomplished artist who wants to learn additional advanced skills. We are also beginning to outline a ceramic arts educational curriculum that will have application at both the college/university level as well as for secondary schools.

Last but not least, our Potters Council group, with more than 2,000 members, has also had a very active year. Membership is up almost ten percent compared to last year, and we continue to add benefits to both attract and retain members. In addition to substantial discounts on books and subscriptions, and price breaks on delivery services that many members use regularly, we have recently introduced a group medical plan for Potters Council. This had been a much sought after benefit that we expect will appeal to current and prospective members of PC.

If you would like to learn more about the Ceramic Publications Company, please contact Charlie Spahr, CEO/President, directly at 614-794-5876.





corporate membership retention stands at 95 percent, the highest in the last six years. As stated above, the associate member program has been reinvigorated and the PCSA is beginning to actively engage students in ACerS. The ACerS membership application and renewal process is now easier and allows for multi-year and for automatic renewals. In addition, the Society introduced a new **every-member-get-a-member program** to enlist the entire membership in the recruitment effort. ACerS also introduced a new senior-member dues rate, to aid retired members who may find it difficult to pay the full rate.

**Volunteer leadership and member engagement.** Member and volunteer engagement have also been a priority in 2007-08. The Society engaged individuals and groups across the membership in the strategic planning process, calling on divisions, classes, committees, and others to provide feedback. More than 40 volunteer and ceramics community leaders attended the first ever **ACerS National Leadership Summit** in Washington, DC, which featured talks by such notables as Arden Bement, head of the National Science Foundation,

and Patricia Dehmer, Deputy Director, Office of Science, at the Department of Energy. In July, representatives from industry, government, and universities, along with veteran members, young professionals, and students participated in a leadership retreat in Westerville to discuss the future of MS&T and ACerS Annual Meeting.

Most importantly in this area, we created a **comprehensive volunteer leadership plan** that outlines how the Society will build on this area for the future. The plan covers volunteer engagement, orientation and training, communications, recognition, and other critical elements of the volunteer experience. It also outlines plans to create new volunteer opportunities that are more focused and require shorter time commitments. The plan will be finalized at the October Board of Directors Meeting.

ACerS continues to ensure that all members have an opportunity to make their voices heard on issues of importance to the Society. In the past several months, ACerS members have participated in surveys on a variety of key issues, including future directions for the Annual

Meeting and MS&T, benefits to corporate sector members, and possible book and short course topics. Members were asked to weigh in on the new strategic plan, which was posted on our homepage, and can now view important documents, like board minutes, on [ceramics.org](http://ceramics.org).

In addition, ACerS officers continue to engage members where they are. Members participated in a number of **town hall meetings** in 2007-08 and officers have conducted **site visits** to several member companies, universities, and government laboratories.

**Social Networking.** There is an old maxim in association management that most learning at a conference takes place during the coffee breaks. ACerS members benefit enormously from the connections they make as part of a rich, diverse, and prestigious community of engineers, scientists, and business professionals. In 2007-08, the Society actively built a welcoming, diverse, and collegial community.

At MS&T'07, more than 650 members stopped by the **ACerS member lounge** to check e-mail, network, pick up a meeting guide, and relax. More than a hundred also spent time in the brand new **Section Q Pub**, named for secret meetings that were held during the Society's Annual Meeting in the first part of the 20th century at beer halls and "uncatalogued" rooms. Section Q featured pool tournaments and free Annual Meeting ceramic mugs, cards and, of course, plenty of libations. MS&T'07 also featured the inaugural **women in ceramics reception**, with nearly 50 participants that included industry leaders, young professionals, and students.



Add to these activities memorable events like the ICOTOM meeting **dinner cruise** and the “**ride & drive**” **event** at the Emerging Hydrogen Economy conference, as well as a successful awards banquet that honored more than 50 members of the ceramic materials community.

Of course, community is built online as well as in real time and ACerS has made progress in this area as well. The Society now has both **Facebook** and **LinkedIn** groups, is in the process of developing **new blogs and online forums**, and launched an **online career center** in October 2007.

#### **International Efforts.**

With nearly 30 percent of ACerS members coming from outside the U.S., the Society is also in the process of reaching out more aggressively and developing an explicit strategy to serve this community more effectively.

ACerS is engaged in ongoing efforts with the **Chinese Ceramic Society** to bring more Chinese members into our community. In November, an ACerS delegation attended the **7th Pacific Rim Conference on Ceramic and Glass Technology** in Shanghai, China. During this meeting, the societies held senior level discussions on how they might collaborate more closely. These talks have already resulted in a number of joint efforts. ACerS also sent a high-level delegation to the **2nd International Congress on Ceramics** in Verona, Italy, which included President L. David Pye, President-Elect John Kaniuk, and Treasurer Lora Saiber.

International members continue to play an integral role in the ACerS community. The 2008 International Conference & Exposition on Advanced Ceramics and Composites, held in Daytona Beach, attracted **participants from 40 countries** and MS&T '07 drew **people from 43 countries**, with a significant percentage from ACerS membership. Even smaller meetings, like the

Emerging Hydrogen Economy conference, drew a sizeable audience from outside the U.S., with 14 countries represented. ACerS is exploring ways to expand benefits and service to international members and will release a comprehensive plan in early 2009.

### **Achieving Organizational Excellence**

Along with new programs and initiatives, ACerS did much to strengthen the foundations of the organization.

**Operations.** On the operations front, the Society moved staff to a **new headquarters** in December. Simultaneously, we upgraded phone systems, servers, and other infrastructure, as well as changing

telecommunication service providers. These steps achieved substantial savings for the organization. The move also allowed ACerS to collect on a \$1.1 million note receivable due to the Society from the sale of its previous headquarters building.

In October, we launched a **new and improved ceramics.org** website. Improvements and upgrades to the site are ongoing. To date, changes have included an enhanced search engine powered by Google technology, better navigation, enhanced web content, and the addition of a video archive. Many more changes are planned for the new year. Member communications were also strengthened by the monthly **ACerS InFocus e-newsletter**.

**Finances.** In spite of a worsening financial climate, 2007 marked the fourth consecutive year of generating an increase in net assets. The organization achieved a **\$400,000 increase to net assets**, ending 2007 with \$4.1 million in net assets, the highest balance since 2001. ACerS current asset ratio of 2.7, the highest since 1990, and the organization's end of year cash and equivalents were \$5.8 million, generating a cash-to-expense ratio of 11 months – the highest since 1995. The Society's audited 2007 financials are included in this report.



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# The American Ceramic Society, Inc.

## 2007 Audited Balance Sheet

<b>Assets</b>	<u>December 31, 2007</u>	<u>December 31, 2006</u>
<b>Current Assets</b>		
Cash and cash equivalents	\$ 1,527,804	\$ 786,330
Investments	4,233,055	4,470,496
Accounts receivable – Net of allowance for uncollectibles of \$91,000 and \$144,000 as of December 31, 2007 and 2006, respectively	491,680	532,842
Inventory – Net of allowance for obsolescence of \$68,000 and \$83,000 as of December 31, 2007 and 2006, respectively	115,996	116,941
Prepaid expenses and other current assets	185,601	107,312
Total current assets	<u>6,554,136</u>	<u>6,013,921</u>
<b>Property and Equipment – Net</b>	914,426	2,195,323
Total assets	<u>\$ 7,468,562</u>	<u>\$ 8,209,244</u>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 509,264	\$ 443,254
Accrued liabilities and other	52,568	229,000
Deferred revenue	100,000	100,000
Current portion of notes payable	12,063	12,060
Advance payments from members, subscribers, and others	1,781,121	1,850,649
Total current liabilities	<u>2,455,016</u>	<u>2,634,963</u>
<b>Other Liabilities</b>		
Deferred revenue	600,000	700,000
Accrued rent and lease incentive	310,106	- 0 -
Building deposit	- 0 -	1,172,391
Notes payable – Net of current portion	30,052	22,117
Total liabilities	<u>3,395,174</u>	<u>4,529,471</u>
<b>Net Assets</b>		
Unrestricted:		
Undesignated	(98,460)	(313,884)
Board-designated	3,523,672	3,261,530
Temporarily restricted	648,176	732,127
Total net assets	<u>4,073,388</u>	<u>3,679,773</u>
Total liabilities and net assets	<u>\$ 7,468,562</u>	<u>\$ 8,209,244</u>

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# The American Ceramic Society, Inc.

## 2007 Audited Statement of Activities & Changes in Net Assets

	Year Ended	
	<u>December 31, 2007</u>	<u>December 31, 2006</u>
<b>Revenues, Gains, and Other Support</b>		
Membership dues	\$ 565,925	\$ 576,395
Publications	1,425,317	1,544,594
Book Sales	490,150	569,406
Advertising	1,469,969	1,393,054
Meetings	859,341	1,210,167
Exposition Sales	107,902	102,127
Copyright	618,865	585,371
Contributions	23,647	8,230
Investment Income	322,461	516,976
Gain (loss) on disposal of property and equipment	410,434	(79,584)
Miscellaneous income	<u>228,370</u>	<u>239,986</u>
Total revenue, gains, and other support	6,522,381	6,666,722
<b>Expenses</b>		
Program services:		
Membership dues	742,704	699,740
Publications	1,583,096	1,487,747
Book Sales	278,158	369,802
Advertising	1,089,527	1,105,675
Meetings	804,407	1,048,804
Phase Expense	222,369	243,891
Depreciation	223,665	263,586
Obsolescence	-0-	16,563
Management and general	<u>1,184,840</u>	<u>1,002,232</u>
Total expenses	6,128,766	6,238,040
Increase (Decrease) in Net Assets	393,615	428,682
Net Assets – Beginning of year	<u>3,679,773</u>	<u>3,251,091</u>
Net Assets – End of year	<u>\$ 4,073,388</u>	<u>\$ 3,679,773</u>

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