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**BOARD OF DIRECTORS MEETING ♦ MINUTES ♦ Saturday, October 11, 2014**  
Westin Convention Center Hotel, Pittsburgh, Pennsylvania

**Board Members Present:**

David Green, President  
Richard Brow, Past President  
Kathleen Richardson, President-elect  
Ted Day, Treasurer  
Keith Bowman, Director  
Elizabeth Dickey, Director  
John Halloran, Director  
Vijay Jain, Director  
Edgar Lara-Curzio, Director  
Tatsuki Ohji, Director  
Ivar Reimanis, Director  
Lora Cooper Rothen, Director  
Mrityunjay Singh, Director

**Non-Voting Board Members Present:**

David Johnson, Parliamentarian  
Charlie Spahr, Executive Director

**Others Present:**

Daniel Lease, Incoming Treasurer  
Michael Alexander, Incoming Director  
Geoff Brennecka, Incoming Director  
Hua-Tay (HT) Lin, Incoming Director  
Timothy J. Haugan Chair-elect, Electronics Division

**Staff Present:**

Teresa Black  
Eileen De Guire  
Marcus Fish  
Sherman Hall  
Sue LaBute  
Mark Mecklenborg

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**1.0 Green**

**CALL TO ORDER AND OPENING STATEMENTS**

President Green called the meeting to order at 9:20 a.m. The agenda was approved without additions.

**2.0 Green**

**APPROVAL OF CONSENT AGENDA**

**2.1 Approval of Previous Board Meeting Minutes**

- July 14-15, 2014 Board Meeting
- August 2014 Evote

**2.2 Acceptance of Committee Reports**

**2.3 Acceptance of Division Annual Reports**

**2.4 Authorization of the Brazil MOU**

**2.5 Approval of Student Material Advantage Chapters**

- Universidad Autonoma de Nuevo Leon, San Nicolás. Nuevo León, Mexico
- Universidad Nacional De Colombia, Medellín, Antioquia, Colombia

On motion by Richard Brow, seconded by John Halloran, the Board voted **unanimously** to approve the consent agenda of October 11, 2014 (excluding the Graduate Researcher Network proposal included in the Member Services Committee report, which is scheduled for discussion separately as Item 7.0 of the agenda).

## 3.0 Green

### PRESIDENT'S REPORT

#### 3.1 Welcome 2014-2015 Board Members

Green acknowledged and welcomed the incoming officers and board members:

President:	Kathleen Richardson
President-elect:	Mrityunjay (Jay) Singh
Treasurer:	Daniel Lease
Directors:	Michael Alexander, Geoff Brennecka, Hua-Tay (HT) Lin

#### Recognize Retiring Board Members

Green acknowledged the retiring officers and board members, thanking them for their many contributions and leadership:

Past President:	Richard Brow
Treasurer:	Thomas (Ted) Day
Directors:	Ivar Reimanis, Lora Cooper Rothen

#### 3.2 Annual Conflict of Interest Declaration

Green requested that the board members turn in a signed Conflict of Interest Declaration.

#### 3.3 Presidential Committees Reports

##### Fellows Committee

Green updated that the Panel of Fellows is implementing the recommendations of the Fellows Review Committee and results should be available when the next class of Fellows is provided.

##### Society Lectures Attendance

Green provided an update on the suggestions that were proposed at the July Board of Directors meeting to address attendance at the society lectures that take place during the MS&T conference. Spahr will speak to the MS&T partner organizations executive directors later this week about the concept of moving the Orton lecture to the MS&T plenary session. Green spoke to NICE about moving the Friedberg lecture from ACerS annual meeting to the ICACC meeting; however, the officers were adverse to this action. Videotaping the Rustum Roy lecture was suggested, however, that will not always be possible as was the case this year due to the lecturer declining to be recorded.

##### Diversity in ACerS

Green provided an update on the progress of the Diversity's Committee interim recommendations, including adding a diversity statement on ceramics.org, and adding demographic information to the membership application. He also reported that the final report from the committee will be distributed to the Board of Directors and that a conference call will be scheduled by the end of October for the committee and Board to discuss the recommendations.

##### Pan Am Ceramic Societies

Green reported that the terms of MOU with Brazil (Ceramic Association of Brazil) have been approved (as part of the consent agenda). He recommends that an MOU/partnership be explored with the Argentina Ceramic Society next as well as with other Pan Am societies such as Mexico.

##### ICC5 Report

Green reported that he and Executive Director Spahr attended the 5<sup>th</sup> International Congress on Ceramics in Beijing in August. While there, they met with representatives of the Chinese Ceramic Society and Prof. Peng Shou, President, International Commission on Glass. CCerS is interested in a joint award symposium, which the Executive Committee will explore further.

##### ECerS Collaborations – Summer School, Student Exchange Program

Green provided an update on the summer school and student exchange programs being

discussed with the European Ceramic Society. The plan is to organize summer schools alternatively in the US and Europe, with the first one planned to be held in Madrid in 2015 in conjunction with the ECerS annual meeting, followed by one in the US in 2016, possibly in conjunction with ICACC and/or EMA. Regarding the graduate student exchange program, ECerS is proposing a reciprocal arrangement with ACerS. Spahr updated that ACerS needs to find a funding source and identify organizers. A funding proposal is being prepared by ACerS staff for submittal to NSF.

#### **Awards – Lack of Nominations**

Green discussed his concern about awards that are not presented at times due to lack of nominations or viable nominations. He would like the award committees to alert the Board in time for action to be taken. Twice in the last couple of years two awards weren't given – Corporate Technical Achievement Award and Ross Coffin Purdy Award – which reflects poorly on the society and it is his hope that this can be avoided in the future.

#### **Strategic Planning for Emerging Opportunities Update (Richardson)**

Richardson reported that a TIG on sustainability is being discussed, though a champion hasn't been identified yet. The other three TIGs all have champions and are progressing.

#### **Future Plans (Richardson)**

President-elect Richardson outlined her focus areas for the upcoming year as president:

1. ACerS *global diversity* initiative - broadening the scope of activities and involvement
  - Formalize and broaden international integration to Society goals and objectives – to strengthen *existing* and cultivate *new* membership
  - Student, young professional and senior members: development and integration – *within, across and beyond borders*
  - Exploit and extend the best practices and successes of our Divisions and Sections
2. Next steps in the launch of the '*Ceramic and Glass Industrial Foundation*' (CGIF)
  - Continuing Presidential committees

#### **Future Plans (Singh)**

Incoming President-elect Singh outlined his focus areas for the upcoming year as president-elect:

- **Appeal/Challenge to Board Members** to recruit members each year and report at each Board meeting what they have done to promote ACerS. A presentation will be provided for use by the Board members to talk about the Society.
- **Presidential Ambassadorship Program** – ACerS Past Presidents are highly under-utilized and Singh would like to see them represent the society, provide mentoring to young professionals, develop new business contacts/opportunities.

**Action Item:** Singh would like a three person committee to come up with detailed description, expectations, travel and report forms for successful implementation by November 30, 2014; finalized by December 31, 2014, with program to start in January 2015. Vijay Jain will chair the committee with Ivar Reimanis and Geoff Brennecka as committee members.

- **Medal for Advancement of Research and Technology** – To recognize industrial members and corporate executives. Singh would like to start an award for corporate executives – one from North American and one from overseas, to be given at the ACerS Banquet, the award could be a medal plus certificate.

**Action Item:** A three person Board committee to come up with detailed description, nomination form, selection criteria, etc. for discussion/vote at the January Board meeting in Daytona Beach. This group will work with David Johnson regarding rules and other requirements (draft by December 15<sup>th</sup>, 2014, formalize by DB 2015 meeting). Singh asked Edgar Lara-Curzio, Tatsuki Ohji and John Halloran to

work on this.

- **Bilateral Symposia for Young Professionals** – There is strong interest from Japan, Brazil, Germany etc. to start a bilateral “Frontiers of Ceramics” symposium. These events could be held in conjunction with some large meeting either in US or in those countries. No action needed at this time as details will be provided in the coming months.
- **ACerS Global Ambassadors Program** is to recognize volunteers who keep giving back to the Society.

**Action Item:** Society staff to develop certificate and nomination process by December 2014 for implementation in January 2015.

### 3.4 BOD Liaisons to Divisions/Classes (select for 2014-2015)

The following assignments were made for 2014-2015:

Division/Class	Board Liaison
Art, Archaeology, Conservation Science	David Green
Basic Science	Elizabeth Dickey
Cements	Mrityunjay Singh
Electronics	Edgar Lara-Curzio
Engineering Ceramics	Vijay Jain
Glass & Optical Materials	HT Lin and Kathleen Richardson
Nuclear & Environmental Technology	Vijay Jain and Tatsuki Ohji
Refractories Ceramic	Michael Alexander
Structural Clay Products	John Halloran
Whitewares & Materials	Mrityunjay Singh
Ceramic Educational Council	Keith Bowman
National Institute of Ceramic Engineering	Geoff Brennecka

## 4.0 Day/Black FINANCIAL UPDATE

### 4.1 2014 Year-to-Date Through August Results

Treasurer Day reported that the organization is doing well financially. There is a revenue shortfall, which is primarily due to misses in the meetings area. Year-to-date surplus remains strong at \$340k; ACerS is \$122k and CPC is \$218k.

### 4.2 2014 Balance of Year Forecast

Spahr reported that the \$138k positive variance to the original budget could come down about \$40k by the end of the year.

### 4.3 2015 Budget Schedule

Day reviewed the 2015 budget planning schedule with final approval to take place at the January 2015 Board meeting in Daytona Beach.

### 4.4 Investment Portfolio Update and Major Fund Balances

Day reported that there are \$8 million in cash and equivalents, and the year-to-date return is 5%. This represents a \$300k increase over 2013.

### 4.5 Status of Designated Award Funds

Regarding the **Geijsbeek** fund, Singh updated that he discussed the Geijsbeek fund with Sylvia Johnson as this was a former Pacific Coast Regional Meeting award of the Pacific Coast Section. They agreed that the monies could be used to fund awards to be presented at the PACRIM conferences. Singh will prepare a formal proposal.

Regarding the **Rustum Roy** award fund, President Green updated that he reached out to a few members to gauge their interest in additional fundraising and received no feedback. This year,

in an effort to reduce expenses, the pre-lecture reception was eliminated and the number of guests invited to the post lecture dinner was reduced. The consensus was that while it may look bad to sunset awards, there has to be enough interest and funds to sustain them.

Green suggested that the **Evertt Thomas** funds be allocated to CGIF since their missions seem to align.

As for the Marquis fund, further discussion with the Board of Directors is needed with possible communication with the appropriate heirs about reallocating the funds to modify the way the awards are given, such as for travel grants.

**Action Item:** Staff Director of Finance, Teresa Black, will contact the auditors and the local grant maker association to explore possible options for reallocating funds.

## 5.0 Schultz

### PRESIDENT'S COUNCIL OF STUDENT ADVISORS REPORT

Chair, Brad Schultz, provided an update of the activities of the PCSA. PCSA accepted 34 delegates from 25 universities, including seven international delegates. Of the 34 delegates, 31 are attending MS&T. The main goal of their Outreach committee is the promoting and selling of the demo kits – since April, 72 kits have been sold and 2300 lesson plans have been downloaded; working on developing new lesson plans. PCSA contributed content for the Bulletin, including eight articles for the student edition; conducted an education survey; raised over \$15k in fundraising; participated in the USA Science and Engineering Festival in Washington DC;

Board members made some suggestions for the PCSA:

- Track the PCSA members after they rotate off, where are they now, are they joining ACerS and the YPN
- Write a book targeted at elementary school age children – “how ceramics impact life”
- Link PCSA and Material Advantage
- Have YPNs conduct talks and to recruit when they return for homecoming for example, about where they are working, etc., to help the pipeline
- Ensure that all MA faculty have the information about the demo kits, encourage faculty to develop curriculum

## 6.0 Spahr

### EXECUTIVE DIRECTOR'S REPORT

#### 6.1 Operations and New Activity Update

Executive Director Spahr reported the following highlights:

- BrightKey customer service contract will be extended for two years; will work toward a team-based approach to provide a seamless experience for members and customers
- Network and desktop support now being outsourced (EasyIT); working on a number of projects to stabilize and strengthen infrastructure
- Individual membership is slightly down, however, Corporate members are up - 129 in 2014 compared to 112 in 2013
- Impact Factors for the ACerS Journals were recently released - JACerS ranked number 1 with an impact factor of 2.428; International Journal of Applied Glass Science (IJAGS) is ranked number 5 with an impact factor of 1.710; and International Journal of Applied Ceramic Technology (ACT) is ranked number 8 with an impact factor of 1.215
- In addition to 17 proceedings, three ACerS-Wiley Series Books will be released in the coming months
- Phase Diagrams 4.0 was released in May with browser based software – Total of 70 single and multiple licenses and upgrades to Phase 4.0 sold in 2014 YTD
- ACerS-Florida Institute of Technology DVDs on Bioceramics by Larry Hench was recently released; “Why Ceramics Fail and Designing for Safety” DVD by Steve Freiman will be

released in December 2014

- Over \$100k in booth sales for Ceramics Expo so far and likely will exceed the original goal
- The MCARE meeting being held in Korea in February 2015 already has over 200 abstracts
- *Bulletin* is now available on app version for Android devices and tablets, as an Emag for desktop or mobile and as a PDF version
- Digitized backfiles of the *Bulletin* will be available by the end of the year
- “Luminaries of ACerS” video interviews are in process; to date: David Pye, Delbert Day and Larry Hench have been completed
- CPC launched a new subscription website with 450 subscribers in the first month
- Art magazine ad sales are better than budget by about \$20k
- Twelve videos will be released in 2014
- Potters Council membership renewals are up 8% and are on track to meet budget for the year

### 6.2 *Ceramics Expo Trade Show Update*

Spahr updated that the partnership with Smarter Shows is progressing very well, ACerS will derive additional benefits from this relationship - for example, strengthening the *Bulletin's* circulation by including all attendees of the Ceramics Expo. The Ceramics Expo should serve as a key ‘pillar’ for ACerS future industry-related initiatives.

### 6.3 *Member Recruitment*

Staff Director of Membership, Meetings and Technical Publications, Mark Mecklenborg, presented membership statistics, reporting that membership has decreased 25% from 1996 through 2014. The Emeritus membership category is growing, so we have a higher percentage of free, older members, need to focus on younger members, to reverse the percentage of decline.

The Board asked these questions:

How many of the MA are ceramics-focused

How many associate comp members go on to become regular members

How much revenue comes from membership versus meetings

Give all first time non-member meeting attendees a free year of membership

Why are companies like Boeing and GE not corporate members...they are members of USACA

How does ACerS member retention compare to other societies

What are the plans to involve corporate members in the society activities

Find out how MRS and TMS attract so many attendees to their meetings

**Action Item:** Staff Director Mecklenborg will develop a plan that addresses these questions and ways to increase corporate membership to present to the Board at the next meeting in January.

## 7.0 Membership Committee **NEW MEMBERSHIP PROPOSAL**

### **Graduate Researcher Network**

Mecklenborg presented a proposal for a new membership category that directly targets and engages graduate level students around the world interested in ceramics and glass. The Global Researcher Network will provide ACerS benefits plus targeted networking activities, career and leadership training, recognition programs, and volunteer opportunities.

On motion by Mrityunjay Singh, seconded by Richard Brow, the Board voted to approve the development of the “Global Graduate Researcher Network” program and membership category targeting graduate students as presented in the proposal submitted by the Member Services Committee. The motion carried with 11 for and two abstentions.

**Action Item:** Mecklenborg will work with David Johnson to develop the rules and to conduct a Board vote. This proposal is to be considered the 30-day notice of the change required for By-law revisions

and will include examples of how this membership type is different than MA, YPN Associate, etc.

**8.0 Johnson**

**PARLIAMENTARIAN REPORT**

On motion by Edgar Lara-Curzio, seconded by Keith Bowman, the Board voted **unanimously** to approve changes proposed by NICE to the Procedure Manual as described in the Parliamentarian report and modified in Appendix A.

**9.0 Hall**

**CERAMIC PUBLICATIONS COMPANY PRESENTATION**

CPC Managing Director, Sherman Hall, presented a history and current structure of the arts organization of ACerS.

**10.0 Fish/All**

**CERAMIC and GLASS INDUSTRY FOUNDATION**

Marcus Fish, Development Director, discussed progress to date and plans for the Foundation. He provided a highlight of activities that he's been involved in the past couple of months:

- netForum has been identified as the fundraising database that will be utilized by the Foundation
- Exploring options for a donor research tool
- The marketing process will begin in March, will direct-mail to all members, as well as follow ups via email
- Working on the marketing message and personalized case for support
- Many coordinated messages will be published in the *Bulletin* and CTT
- ACerS Board members will be utilized for introductions to potential donors
- Participation goal is set at 10% of members, which does not include gifts already received
- Ted and Kim Day made a personal donation of \$100,000 to the Foundation!
- CGIF is the gatekeeper of all fundraising of the society

Charlie Spahr discussed the Board of Trustees identification and recruitment process. He updated that Founding Chair, Joel Moskowitz, will not be available to chair the BOT in the near future. In the Executive Committee meeting that took place yesterday, Ted Day was nominated to serve as the acting chair of the Foundation. He accepted pending the necessary approval. It was agreed to wait to approve the chair and BOT members all at one time in the coming weeks.

**11.0 Green**

**EXECUTIVE SESSION**

On motion by Ted Day, Seconded by Keith Bowman, the Board voted to move into executive session.

**12.0 Green**

**GOMD PROPOSAL**

**Carryover of Division Funds**

On motion by Kathleen Richardson, seconded by John Halloran, the Board voted **unanimously** to approve the suspension of the GOMD funds roll-over limit currently required by the ACerS constitution for 2014 to allow all unspent division funds to be used to support the 2015 GOMD/DGG meeting in Miami, Florida.

**13.0 Green**

**SOCIETY AWARDS**

**2015 Varshneya Lecture Awards**

On motion by Vijay Jain, seconded by Mrityunjay Singh, the Board voted unanimously to approve Dr. Sabyasachi Sen as the 2015 Darshana and Arun Varshneya Frontiers of Glass Science Lecturer.

**14.0 Green**

**DISCONTINUE EXECUTIVE SESSION AND ADJOURNMENT**

On motion by Keith Bowman, seconded by Elizabeth Dickey, the Board voted to end the executive session and adjourn the meeting.

## **BOARD OF DIRECTORS FUTURE MEETING SCHEDULE**

### **2015**

- Daytona Beach, FL            Sunday, January 25, 2015            10:00 a.m. – 5:00 p.m. (ICACC)
- Miami, FL                        Sunday, May 17, 2015                10:00 a.m. – 5:00 p.m. (GOMD)
- Columbus, OH                 Saturday, October 3, 2015            10:00 a.m. – 5:00 p.m. (MS&T)

### **2016**

- Orlando, FL                    Saturday, January 23, 2016            10:00 a.m. – 5:00 p.m. (EMA)
- TBD                                Spring/Summer TBD, 2016            10:00 a.m. – 5:00 p.m.
- Salt Lake City, UT             Saturday, October 22, 2016            10:00 a.m. – 5:00 p.m. (MS&T)

## **SUMMARY OF ACTION ITEMS**

### **Presidential Ambassadorship Program**

Singh would like a three person committee to come up with detailed description, expectations, travel and report forms for successful implementation by November 30, 2014; finalized by December 31, 2014, with program to start in January 2015. Vijay Jain will chair the committee with Ivar Reimanis and Geoff Brennecka as committee members.

### **Medal for Advancement of Research and Technology**

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### **ACerS Global Ambassadors Program**

Society staff to develop certificate and nomination process by December 2014 for implementation in January 2015.

### **Designated Award Funds**

Staff Director of Finance, Teresa Black, will contact the auditors and the local grant maker association to explore possible options for reallocating funds.

### **Member Recruitment**

Staff Director Mecklenborg will develop a plan that addresses these questions and ways to increase corporate membership to present to the Board at the next meeting in January.

### **Graduate Global Researcher Network**

Mecklenborg will work with David Johnson to develop the rules and to conduct a Board vote. This proposal is to be considered the 30-day notice of the change required for By-law revisions and will include examples of how this membership type is different than MA, YPN Associate, etc.