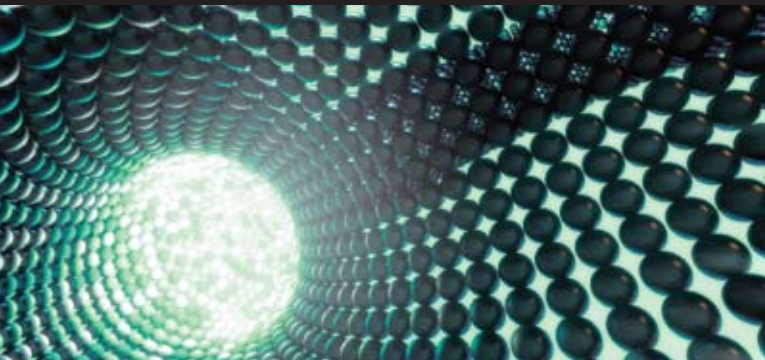
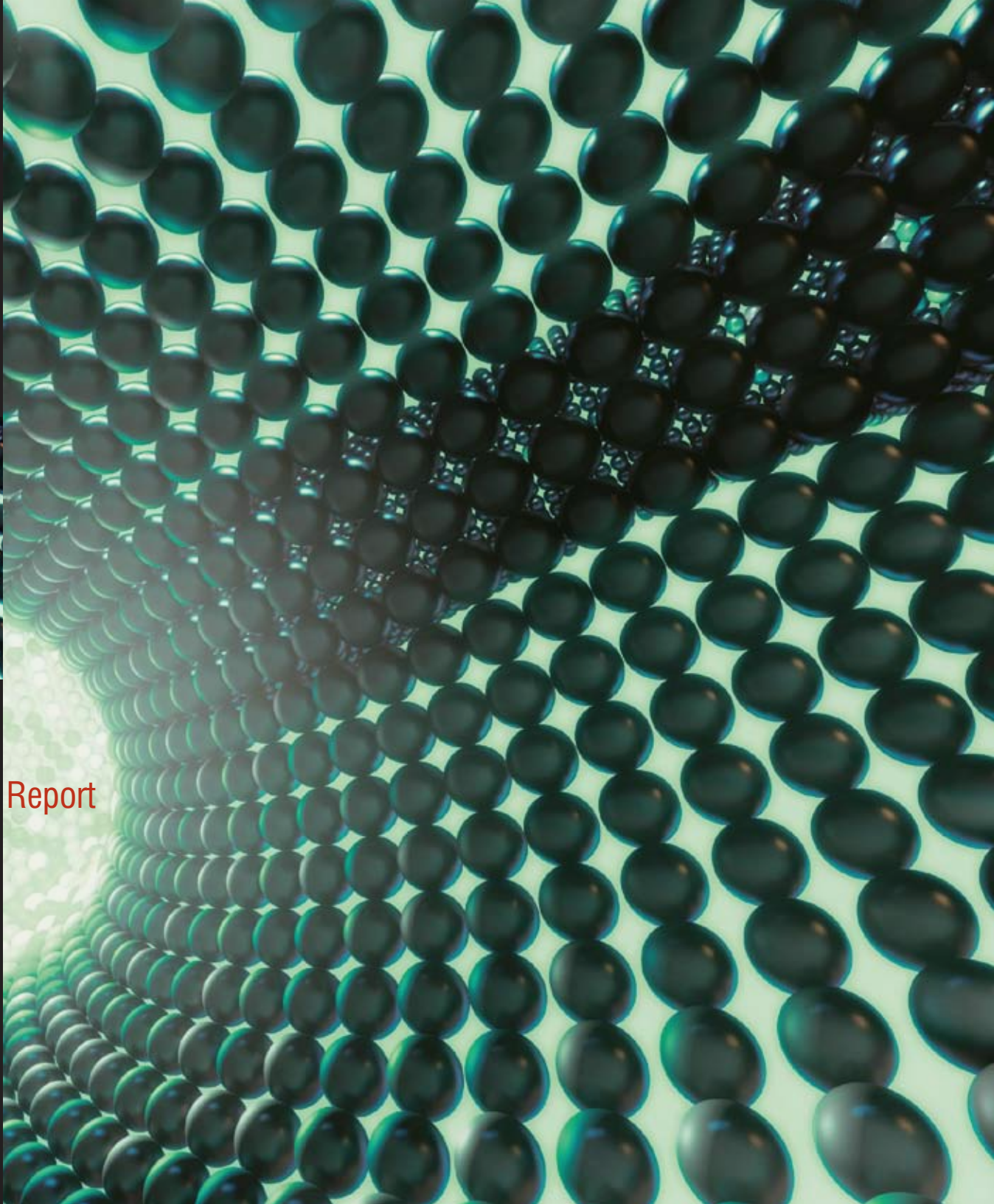


THE AMERICAN CERAMIC SOCIETY



2008–2009 Annual Report
for Oct. 2008–Dec. 2009



2008–2009 OFFICERS & BOARD OF DIRECTORS

OFFICERS



John Kaniuk
President



Edwin Fuller
President–elect



L. David Pye
Past President



Arun Varshneya
Treasurer



Scott Steen
Executive Director

BOARD OF DIRECTORS



Rajendra Bordia
2008–2010



Donald Bray
2006–2009



Richard Brow
2006–2009



Carol Handwerker
2007–2010



Michael Hoffmann
2008–2011



William Kelly
2008–2011



John Mecholsky
2006–2009



David Payne
2007–2010



Kathleen Richardson
2008–2011

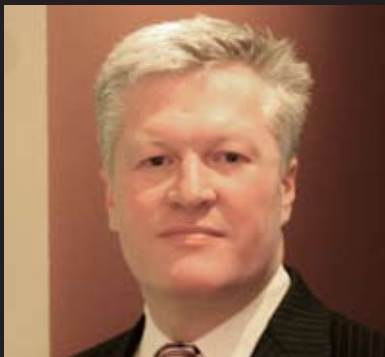


David Johnson
Parliamentarian





JOHN KANIUK



SCOTT STEEN

Dear ACerS Members & Stakeholders,

In spite of a difficult economic climate that affected much of the ceramic community, 2009 was, in many ways, a very good year for The American Ceramic Society.

Achievements included significantly strengthening our web presence, producing a highly successful PacRim conference, expanding outreach to young professionals and industry members, ending the year with an operating budget in the black and significantly better than budget, and retaining more than eight months of operating revenue in reserves. Perhaps most importantly, we were able to lay the groundwork for several important initiatives that will support future success.

In particular, great progress was made in the area of new ceramic content creation and dissemination, one of the Society's principal goals. In addition to the launch of a brand new website and online knowledge center, ACerS also launched Ceramic Tech Today, a new blog and e-newsletter about major technological advancements in the ceramics community. Within the first nine months, CTT had surpassed 8,000 subscribers, and that number continues to grow. The PacRim conference in Vancouver attracted nearly 870 attendees, a more than 25 percent increase over our 2005 meeting. ACerS also published 24 new books (most of which were proceedings), and developed an online video library – much of it original content – of over 60 videos.

All this is not to say that the economic crisis had no effect on the Society. Membership declined in 2009, and attendance at major meetings like the International Conference and Exposition on Advanced Ceramics and Composites (in Daytona Beach) and MS&T'09 also struggled. Advertising, expo sales and sponsorships were also down. The Society's positive year-end financial results were largely achieved by aggressively managing expenses.

Still, we have no doubt that the Society is now even better positioned for future success than it was at the beginning of the year. As the result of work done in 2009, we will be launching a new International Journal of Applied Glass Science, three new major meetings (the Electronic Materials & Applications conference, Materials Challenges in Alternative & Renewable Energy, and the Ceramic Materials Summit), and a comprehensive knowledge creation and dissemination plan, all in 2010.

While 2009 brought a host of challenges, it also presented many opportunities. The future is looking bright.

Best Regards,


John Kaniuk
2008–09 President


Scott Steen
Executive Director

2008–2009 IN REVIEW

MEETINGS AND EDUCATION



MS&T'08 & ACerS 110th Annual Meeting (Pittsburgh, Pa.)

Nearly 3,350 attendees traveled to Pittsburgh to attend MS&T'08. ACerS members continue to play one of the largest roles at this meeting. Of the four societies that participate, ACerS members alone make up nearly 40 percent of regular paid attendees. Overall 729 students attended while 135 companies exhibited in the two-day expo, and 1607 papers and posters were presented.

The American Ceramic Society also celebrated its 110th Anniversary as part of the meeting. Highlights included:

- 110th Anniversary Symposium
- Unveiling of the 11 best ceramic materials papers since 1898
- Special recognition at the ACerS annual Honors and Awards Banquet

Sintering 2008 (La Jolla, Calif.)

This international conference boasted attendees from more than 20 countries and featured approximately 200 papers and 40 poster sessions.

MS&T'09 & ACerS 111th Annual Meeting (Pittsburgh, Pa.)

Over 3,100 attendees visited Pittsburgh to attend the MS&T'09 conference and expo. ACerS members continue to play a key role in programming and attendance. ACerS made up more than 43 percent of attendees, which was a 5 percent increase over MS&T'08. Overall 839 students attended, over 100 companies exhibited during the two-day expo, and 1583 papers and posters were presented.

ICACC 2009 (Daytona Beach, Fla.)

The 33rd International Conference and Exposition on Advanced Ceramics and Composites featured 11 symposia and four focused topics, organized by the engineering ceramics division and co-organized by the electronics division and the nuclear and environmental technology division. This conference drew more than 1,000 people from 35 different countries who presented 669 papers and posters.

PACRIM8 (Vancouver, British Columbia, Canada)

PacRim attracted 862 attendees from 41 different countries, with 67 percent of participants from outside the U.S. More than 100 organizers put together a technical program of over 880 presentations and posters.



2008–2009 IN REVIEW

PUBLICATIONS

Member Publication

Bulletin

The American Ceramic Society's *Bulletin* in 2008–2009 has become a much more comprehensive source for cutting-edge technology while reporting on material society news and company/industry information in a more relevant way. Highlights of this year's improvements include:

- Increased number of stories on emerging opportunities and technologies.
- Greater emphasis on interviews with newsmakers within ceramics and materials science.
- Expanded international coverage in all topical areas, including an annual "International" issue.
- Expanded student and young professional stories and columns, and added an annual "Education" issue.
- Expanded coverage of issues pertaining to strategic and critical raw materials.



Journals

Journal of the American Ceramic Society (JACERS)

The *Journal of the American Ceramic Society* is the leading source for ceramic materials science research in the world, providing critically assessed, original research for nearly 100 years. According to the 2008 ISI Journal Citation Report Rankings released in June 2009:

- JACERS remains the #1 ranked journal in the materials science, ceramics category.
- JACERS increased its impact factor from 1.7 to 2.1.



International Journal of Applied Ceramic Technology (ACT)

The *International Journal of Applied Ceramic Technology* publishes cutting-edge applied research and development work focused on commercialization of engineered ceramics, products and processes. The 2008 ISI Journal Citation Report Rankings reported:

- ACT increased its impact factor from 1.3 to 1.4.
- ACT remains the #3 journal in the materials science, ceramics category.

Books

A total of 24 Books and CDs were published in 2009:

- Advanced Biomaterials: Fundamentals, Processing & Applications (Basu, Katti & Kumar).
- 23 Proceedings on topics ranging from hydrogen to coatings to energy materials.



2008–2009 IN REVIEW

WEBSITE

The American Ceramic Society launched a new and improved website – www.ceramics.org – in July 2009. The upgraded site boasts increased speed, improved navigation and new resources. Traffic to the site continues to rise dramatically, based on site content as well as through ACerS search optimization efforts:

- 34 percent increase in page views for the International Conference & Exposition on Advanced Ceramics and Composites meeting homepage.
- 23 percent increase in general page views.
- The Ceramic Resources page increased in rank to the 10th most popular page from a rank of more than 25th before the redesign.

Ceramic Tech Today

2008–09 saw tremendous growth for the ACerS *Ceramic Tech Today* blog and newsletter:

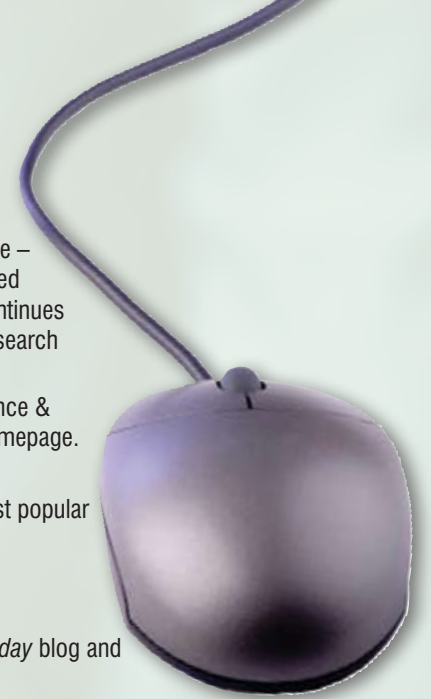
- Increased monthly user sessions by 275 percent (from 3,264 to 12,208) in less than 12 months.
- Increased monthly page views by 120 percent (6,151 to 13,574) in 12 months.
- Expanded content greatly with daily news from ceramics and materials science, several videos a week plus at least one post per month of a technical article from one of the ACerS journals.

Knowledge Center

The new ACerS Knowledge Center section of the website delivers access to video libraries, funding opportunities, databases and the Society newsletter, *In Focus*. News about ceramic materials innovations can be viewed among the extensive collection of videos, as well as special lectures and interviews with some of the top people in the field. The combination of technical videos, lectures and interviews of leaders in the profession offers a full view of ceramic science and industry.

Photo Galleries & Archives

Newly featured on the website are organized images from technical meetings, networking events, and informal gatherings.



2008–2009 IN REVIEW

MEMBERSHIP IN 2008–2009

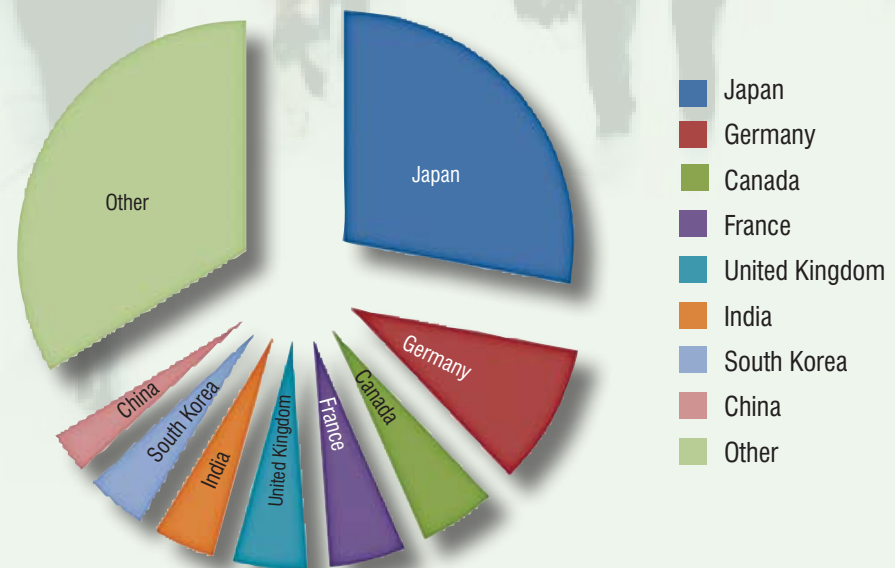
2008 was a strong year for ACerS membership, with increases of more than 3 percent, followed by declines in 2009, driven by the negative economic climate. From 2006–2008 professional membership hovered around the 6,000 level (with an additional 3,000+ students participating in the Material Advantage program). In 2009, this number declined to approximately 5,600 professional members. A significant portion of this decline was due to decreased meeting attendance by non-members (who receive membership when they register for a meeting). This number is expected to rebound as the economy continues to improve.

Membership outside the U.S. continues to be strong, with approximately 30 percent from outside North America. These relationships were further strengthened by ACerS participation in programs in South Korea and China, nurturing future joint society relationships and partnerships.

A new page on the website was created for international members, which features non-U.S. ceramic news, links to volunteer opportunities, networking events and meetings planned with the international audience in mind. 2009 also brought ACerS-sponsored PacRim to Vancouver, Canada. The majority of the participants at PacRim were from outside the U.S.



Breakdown of International Members



2008–2009 IN REVIEW

VOLUNTEER LEADERS PROGRAM

A new volunteer leaders program was introduced in 2009. New initiatives included: building a volunteer resources page on the new website with resources for current volunteers and information, and a sign up form for those who want to get more involved. A comprehensive volunteer management plan was also developed to enhance volunteer engagement, orientation and training, communications, recognition and other key elements of the volunteer experience.

PCSA

ACerS President's Council of Student Advisors (PCSA) 2009, comprised of 26 delegates (15 undergraduate, 11 graduate students) representing 17 universities, has been living up to its mission 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. The delegates have been busy attending Society meetings, raising money through sponsorships, creating student-focused technical sessions and programming at ACerS meetings as well as getting involved in K-12 outreach. The PCSA has also increased student-focused content on www.ceramics.org and in the *Bulletin*.

GRADUATING STUDENTS AND ASSOCIATE MEMBERSHIP

The ACerS Associate Membership program offers graduating students a free associate membership for the first year following graduation. This program grew from just a few members to nearly 200 members in 2008–2009. In addition to their involvement in PCSA and the Young Professionals Network, graduating students attend ACerS meetings and special events for students. A detailed plan is being created for 2010 to attract and keep these members interested and active in the society.

YOUNG PROFESSIONALS

This year, ACerS launched the Young Professionals Network, a new initiative designed to attract and engage members with ten or fewer years of professional experience. More than 40 interested young professionals were recruited to serve on four outreach and service committees. Several teleconferences were held throughout the year and the first face-to-face meetings were held at MS&T'09 in Pittsburgh where young professionals participated in a round-table and advisory meeting. More than 25 attendees came to a happy hour Tuesday evening during the conference. A new Young Professional Resource page was created on the website that talks about volunteer opportunities, upcoming events and networking opportunities.



LOOKING FORWARD

The American Ceramic Society has four strategic goals for 2010. Each is designed to significantly advance the four principal goals laid out in the 2008–2011 ACerS Strategic Plan and position the organization for future success. They include:

GOAL 1: Implement ACerS knowledge/content strategy. Planned 2010 initiatives in this area include:

- Growing *Ceramic Tech Today* blog and e-newsletter by approximately 25 percent, expanding use of ceramics.org and adding an additional 100 resources to the online knowledge center.
- Launching the *International Journal of Applied Glass Science* in spring 2010.
- Launching the new *Electronic Materials & Applications Conference, Materials Challenges in Alternative & Renewable Energy Conference* and the *Ceramic Leadership Summit*.
- Launching a new online “Cerapedia,” an online Wikipedia-like resource on ceramic materials and technologies.
- Publishing 23 ceramic-related books.

GOAL 2: Expand outreach to industry, students, young professionals, and international members.

Planned 2010 initiatives in this area include:

- Conducting more than a dozen corporate member site visits and presentations, launching quarterly industry e-newsletter in Q2, expanding industry-related offerings and redesigning *ceramicSOURCE* and *ceramicSOURCE* online.
- Establishing a ceramics faculty database and recruiting at least 200 new ACerS Associate Members from the ranks of graduating students.
- Identifying, attracting and engaging 300+ young professionals to become involved in ACerS Young Professionals Network program activities.
- Assemble an advisory committee of international members and internationally prominent U.S. members to develop an international outreach plan.

GOAL 3: Enhance ACerS long-term financial viability to meet 3-year plan goal to achieve break-even budget for Society-only activities by 2012. Planned 2010 initiatives in this area include:

- Reduce the *Bulletin* deficit by approximately 40 percent (to the lowest level since 2003), principally through expense reductions related to moving to nine issues and staffing changes.
- Launch the *International Journal of Applied Glass Science*, which will generate a new revenue stream for the Society.
- Launch the *EMA Conference* and *Ceramic Leadership Summit* with the goal of producing additional Society revenue.
- Continue small individual member dues increases, increase corporate dues and begin rebuilding corporate membership.

GOAL 4: Develop and begin execution of an ACerS branding and communications strategy.

Planned 2010 initiatives in this area include:

- Strengthening ACerS image in the materials science and engineering community, and further positioning ACerS as an innovative, future-focused Society.
- Creating a plan to build awareness of the importance of ceramic materials and technologies within the broader scientific, engineering and educational communities.

CERAMIC PUBLICATIONS COMPANY

CPC Letter to ACerS Members



Charlie Spahr

I'm pleased to provide our ACerS members with an activity update for our wholly owned subsidiary, the Ceramic Publications Company (CPC). CPC serves the worldwide market of potters and ceramic artists with a wide range of informational and educational products including magazines, books and DVDs, the Potters Council and our flagship website, Ceramic Arts Daily (ceramicartsdaily.org).

It has been both a very challenging and very rewarding year for CPC. Our print publications, *Ceramics Monthly* and *Pottery Making Illustrated*, continue to rank #1 and #2 respectively in our marketplace. Simply put, this means we have more subscribers, and attract more advertising dollars, than any of our competitors. While overall advertising is down (as it is in most markets), our publications continue their tradition of excellence and innovation, and will also make a substantial contribution to ACerS financial well being in 2009.

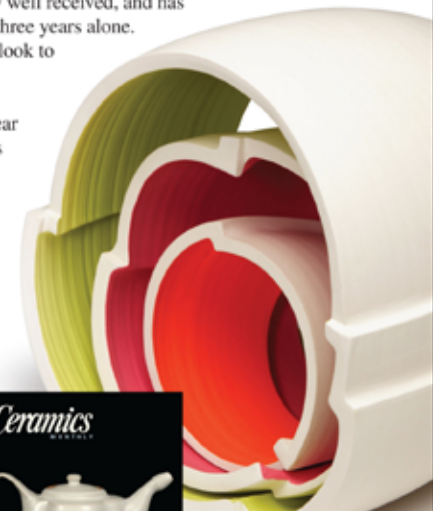
In 2009 CPC has grown its book and DVD business significantly, practically doubling the number of offerings from under 40 to more than 70, with the list of products growing monthly. These print and electronic products offer tips, techniques and inspiration to potters and artists who are looking for useful and practical information they can use in their studios. The video format of the DVDs has been especially well received, and has helped CPC to grow this part of its business three-fold in the past three years alone.

In 2010 we will once again expand these offerings, and we'll also look to 'stream' some educational products online as well.

Our member organization, the Potters Council, had a successful year with steady growth in membership, and four successful workshops attended by hundreds of potters and artists to improve their skills and learn new techniques (paper clay or tile decorating anyone?). The medical plan benefit we began offering to members in 2008 has been warmly received, and we've gotten many 'thanks' for enabling members to obtain coverage that was not readily available to them previously. In March 2010, Potters Council will also be holding its first juried show at the NCECA conference in Philadelphia, an exciting event that will showcase the work of PC members to a worldwide audience.

Last but not least our flagship website, Ceramic Arts Daily (ceramicartsdaily.org), continues to grow at a rapid pace. We have doubled the number of registered users in 2009 to more than 50,000, and now have over two million visits to the site annually. Ceramic Arts Daily has become the leading world-wide destination for potters and artists to find tips and techniques to improve their work, and to meet online with other like-minded enthusiasts and professionals. The content of the website grows daily (literally!), and we fully expect Ceramic Arts Daily to lead the way for the growth of the Ceramic Publications Company in the future.

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



THE AMERICAN CERAMIC SOCIETY, INC.
Audited Statement of Activities and Changes in Net Assets

Year Ended
December 31, 2008 December 31, 2007

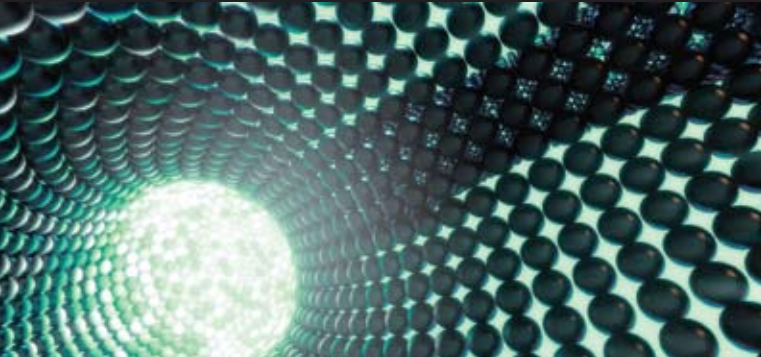
Revenue, Gains, and Other Support

Membership dues	\$537,776	\$557,936
Publications	1,495,997	1,425,317
Book sales	599,432	490,150
Advertising	1,416,068	1,469,969
Meetings	1,321,536	859,341
Exposition sales	115,183	107,902
Copyright	689,430	618,865
Contributions	39,823	23,647
Investment (loss) income	(1,006,980)	322,461
Gain on disposal of fixed assets	210	410,434
Miscellaneous income	<u>290,248</u>	<u>236,359</u>
Total revenue, gains, and other support	5,498,723	6,522,381

Expenses

Program services:		
Membership dues	876,697	740,419
Publications	1,687,952	1,583,096
Books sales	347,355	278,158
Advertising	1,100,671	1,089,527
Meetings	1,101,420	806,692
Phase expense	251,916	222,369
Depreciation	279,118	223,665
Management and general	1,165,609	1,184,840
Fundraising	<u>55,000</u>	<u>-</u>
Total expenses	<u>6,865,738</u>	<u>6,128,766</u>

(Decrease) Increase in Net Assets	(1,367,015)	393,615
NET ASSETS - beginning of year	<u>4,073,388</u>	<u>3,679,773</u>
NET ASSETS - end of year	<u>\$2,706,373</u>	<u>\$4,073,388</u>





The American Ceramic Society
600 N. Cleveland Ave., Suite 210
Westerville, Ohio 43082 USA