40th Middle Atlantic Regional Meeting
May 17-21, 2008
Queensborough Community College
Bayside, NY

Final Report

Submitted April 15, 2009
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I Introduction and General Statistics

Site: Queensborough Community College, Bayside, NY 11364
Host: New York Section ACS
Dates: Saturday May 17 (8:00am) – Wednesday May 21, 2008 (12:00pm)
Theme: Chemistry and Health

Executive Committee

General Co-Chairs: Dr. Paris Svoronos (QCC) and Dr. David Sarno (QCC)
Program Co-Chairs: Dr. Jack Norton (Columbia University) and Dr. John Sowa (Seton Hall University)
Treasurer: Frank Romano (Agilent)

Registered Attendees: 953
Papers: 587 abstracts submitted (216 as poster presentations)
Sessions: 56 (2 plenary lectures, 3 poster sessions)
Workshops, short courses, panels: 13
Co-located events/meetings: 3
General Sponsors: 8
Session Sponsors: 33 (including 5 Sponsoring ACS Divisions)
Exhibitors: 20

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<tr>
<th>Registration Type</th>
<th># of Attendees</th>
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<tr>
<td>Advance Member</td>
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<td>Onsite Non-Member</td>
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<td>Complimentary registrations</td>
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<td><strong>TOTAL ATTENDEES</strong></td>
<td><strong>953</strong></td>
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*This data is based upon credit card transactions processed by ACS and does not include exhibitors/sponsors that paid by check directly to MARM. It is also not an accurate reflection of the number of representatives present from each company (i.e. a company that sent 3 reps is counted as only 1 attendee on this table).

Meeting income: $149,806.35  
Minus loans and returned checks: $141,216.35.  
Net income*: $16,262.21  

(*Income was split between MARM Board and NY-ACS. After the checking account was closed, the monies disbursed to the MARM Board and NY-ACS were both reduced by $104.56 due to an oversight by the Treasurer.)

Report submitted by David Sarno, Paris Svoronos, John Sowa, Jack Norton, Frank Romano

**Meeting Overview from the General Co-Chairs**

The 40th Middle Atlantic Regional Meeting was sponsored by the New York Section of the ACS and held at Queensborough Community College of the City University of New York in Bayside (Queens), New York. The meeting began on Saturday morning, May 17, 2008 and finished at noon on Wednesday, May 21.

This diverse program was composed of 587 invited and contributed abstracts (216 posters) and the conference had approximately 950 registrants. Vital session sponsorships came from 5 ACS Divisions and 28 other companies and organizations. Eight general corporate sponsorships and a two-day expo that attracted vendors from 21

3
regional companies financed coffee breaks, a complimentary lunch, facilities charges, the program book, gifts, and other services.

The theme of the conference was *Chemistry and Health*, which was chosen because of the importance and impact of the health sciences in the New York metropolitan area. Several of the technical symposia were aligned with the theme, though by no means was the meeting restricted to this alone. All traditional fields of chemistry were represented and there were many novel sessions including

- Chemistry and the Arts
- Industrial Chemistry
- Forensic Chemistry
- Environmental Chemistry
- Biotherapeutics

In addition, several special topics were covered in very successful one and two-day symposia on

- Ionic Liquids
- Computational Chemistry for the Health of Humanity and the Planet
- Frontiers of Nanoscience and Nanotechnology
- Polymer Chemistry

There were also special symposia honoring the winners of the

- Cope Scholars Award in Organic Chemistry
- Delaware Valley Chromatography Forum Award for 2008
- ACS Regional Industrial Innovation Award.

Evening plenary lectures were given by Ronald Breslow and Roald Hoffmann and each was followed by a very well attended poster session and barbecue.

In addition to presenting a strong and diverse technical program, workshops were held for attendees from all backgrounds: students, academic and industrial chemists, high school teachers, entrepreneurs, job-seekers and future leaders. Programs for students and teachers were concentrated on Saturday and Sunday. Awards were presented to a variety of outstanding individuals and groups. Social events with invited speakers drew people together to help build lasting professional networks.

MARM 2008 had several unique or notable features not found at other meetings.
• A free shuttle bus service was offered to link the meeting, nearby hotels, and the local train station.
• A tour of laboratories at the Metropolitan Museum of Art was given in conjunction with the Chemistry and the Arts symposium. Round-trip transportation was provided free of charge by QCC. Partnerships with other groups allowed us to host
  • a free full-day POGIL workshop for chemical educators
  • the spring meeting of the US Section of the Royal Society of Chemistry
  • the NY-ACS annual Undergraduate Research Symposium
The primary incentive for working together was the increased attendance exposure expected for both MARM and the outside groups.

Finally, people were encouraged to explore Queens and the rest of the boroughs of New York City as part of the MARM 2008 experience!

I (a) Executive Summary

The 40th MARM, both by design and through the collaborative nature of scientific meetings, fulfilled many aspects of the ACS Strategic Plan. The conference theme, Chemistry and Health, was well matched to the society’s vision of improving people’s lives through the transforming power of chemistry. This was obviously reflected in sessions such as Medicinal, Clinical, and Environmental Chemistry, HIV/AIDS, Biotherapeutics, Antimicrobials, and Polymers in Medicine. While it is no longer surprising for biological applications to be found in the chemist’s lexicon, at MARM 2008 several traditionally “non-health” symposia highlighted innovative ways that modern chemistry can interface with biology. The true interdisciplinary nature of chemistry was especially notable in Nanoscience and Nanotechnology, Green Chemistry, Ionic Liquids, and Computational Chemistry.

The diverse technical program provided state-of-the-art chemical information over 4.5 days with 587 abstracts accepted in 56 sessions that included top national and international speakers. Two days were capped with innovative and engaging keynote lectures by highly respected chemists.

Year after year, MARM is a dynamic meeting. Successful events are carried forward and new activities are introduced and tested. MARM 2008 was no exception. The technical program, plus the vendor expo, awards, social events, and numerous workshops on career building, entrepreneurship, leadership skills, and professional development have
resulted in MARM becoming a premier professional meeting for chemists of diverse backgrounds. Innovative offerings included:
- two ACS Leadership Development Workshops
- a full day of workshops for small chemical businesses
- sessions on laboratory probeware exercises

Activities especially for students included:
- resume reviews and job search strategies
- a panel discussion on traditional and non-traditional careers
- a short course on Analytical Chemists in Industry
- two workshops by and for ACS Student Affiliates

Public appreciation of the chemical sciences was enhanced in several ways. High school students participated in the regional Chemagination competition. Not only does this encourage young people to explore scientific and technological issues, but many of them were accompanied by their parents who were then exposed to new ideas and concepts. A special lunchtime lecture was presented by Anne O’Brien (Director, District I) which clearly presented the incredible challenge before scientists in the U.S. Though it was not always a pleasant perspective, it was certainly timely and not without some optimistic moments. Finally, it is hoped that the process of obtaining welcome letters from numerous local elected officials will encourage them to recognize the vital role of science and scientists in the region.

Inclusiveness was promoted from a regional and a local perspective. In 2007, students and professionals presented their posters together, rather than holding a separate undergraduate session, as at the national meetings. The 2008 committee agreed to do the same. Students were exposed to research from a variety of people and settings, and professionals could recruit new group members or employees. Additionally, all invited sessions were required to accept at least two contributed papers. Events such as the post-plenary barbecues and the Women Chemists Committee Luncheon brought diverse groups together to socialize in informal settings. Further, by coupling the barbecues with poster sessions, technical and non-technical aspects of the meeting were successfully integrated. Finally, by encouraging the Chemistry Departments of schools in the New York section to participate in MARM, it is hoped that they will become more engaged in local and regional ACS activities.
I (b) Site Selection

Queensborough Community College was first considered as the site for MARM 2008 because it had successfully hosted the 54th NY-ACS Undergraduate Research Symposium in 2004. During this one-day event, there was a keynote presentation; simultaneous student presentations in more than 10 rooms; a vendor expo; and a large breakfast and lunch. Approximately 90 students, plus mentors, exhibitors, and guests were in attendance. To host a larger meeting over several days with ~1000 people, many factors were considered.

Pros:
- Small campus with all seminar rooms nearby - all on one floor of two adjacent buildings - and sufficient A/V
- QCC is part of the City University of New York and the possibility of attendance from many of the other sister colleges (17) was almost certain
- Many private institutions in the area, (St. John’s University, Columbia University, Hofstra University, Adelphi University, Long Island University, New York University, Pace University, etc.), so traveling/lodging expenses would be minimal for most participants
- The Bayside station of the Port Washington line of Long Island Rail Road (LIRR) is only about 1 mile from QCC (20 minutes to Penn Station from Bayside stop). JFK and LaGuardia airports are about 20-25 minutes from QCC by car. Taxi service is also readily available. There are at least two hotels within less than one mile from the college. Good quality, yet affordable restaurants are available outside the college, and the college cafeteria will be open.
- Quiet, suburban area with easy access to Manhattan

Cons:
- “NYC-phobia”: transportation, city traffic, and parking for out-of-towners
- Scheduling during finals week (Special arrangements made with QCC registrar); students still on campus
- No on-campus housing or nearby high-end hotels

Approximately one year before the meeting, we were encouraged to move MARM to a hotel or conference center. This was well after the site visit at which it was determined the QCC campus would be suitable. While there are obvious advantages to a conference center (staff are dedicated to running events; lodging is in the same location
as the meeting), we resisted this change. First, there is the tremendous expense of running an event like this in a major metropolitan area. The Hershey Lodge was quite affordable, but that is a function of its location. Queensborough Community College was willing to give us the space and the staff we needed at a fraction of the cost a New York City hotel would have charged. We suspect the same would be true in any large city. Second, moving to a conference center that could accommodate a meeting as large as MARM would have put us further away from Manhattan, which we feel would have reduced our attendance. We have suggested to the ACS Regional Meeting Planners that they hold earlier or additional site visits to allow greater exploration of the available options before too many arrangements are finalized. Essentially, it must be understood that the same setting will not work for every meeting.

I (c) Meeting Organizing Committee Selection

The primary members of the organizing committee are listed below. There were also almost 100 volunteers and other contributors, consisting of session chairs, workshop leaders, awards judges, people from QCC marketing & design, buildings & grounds, catering, and academic computing, plus a large pool of QCC students.

MARM 2008 Organizing Committee

<table>
<thead>
<tr>
<th>General Co-Chairs</th>
<th>Paris Svoronos (<a href="mailto:psvoronos@qcc.cuny.edu">psvoronos@qcc.cuny.edu</a>)</th>
<th>David Sarno (<a href="mailto:dsarno@qcc.cuny.edu">dsarno@qcc.cuny.edu</a>)</th>
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<tbody>
<tr>
<td>Program Co-Chairs</td>
<td>Jack Norton (<a href="mailto:jrn11@columbia.edu">jrn11@columbia.edu</a>)</td>
<td>John Sowa (<a href="mailto:sowajohn@shu.edu">sowajohn@shu.edu</a>)</td>
</tr>
<tr>
<td>Secretary</td>
<td>David Sarno (<a href="mailto:dsarno@qcc.cuny.edu">dsarno@qcc.cuny.edu</a>)</td>
<td></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Frank Romano (<a href="mailto:frank.romano@agilent.com">frank.romano@agilent.com</a>)</td>
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<tr>
<td>Advertising Manager</td>
<td>Vince Gale (<a href="mailto:vincegale@mboservices.net">vincegale@mboservices.net</a>)</td>
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<tr>
<td>Exhibits Chair</td>
<td>Luis Avila (<a href="mailto:laa4@columbia.edu">laa4@columbia.edu</a>)</td>
<td></td>
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<tr>
<td>Facilities and Arrangements Co-Chairs</td>
<td>Pedro Irigoyen (<a href="mailto:pirigoyen@qcc.cuny.edu">pirigoyen@qcc.cuny.edu</a>)</td>
<td>Sasan Karimi (<a href="mailto:skarimi@qcc.cuny.edu">skarimi@qcc.cuny.edu</a>)</td>
</tr>
<tr>
<td>Fundraising Co-Chairs</td>
<td>Ken Lewis (<a href="mailto:Kenrick.Lewis@momentive.com">Kenrick.Lewis@momentive.com</a>)</td>
<td>Frank Romano (<a href="mailto:frank.romano@agilent.com">frank.romano@agilent.com</a>)</td>
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<td>Awards Chair</td>
<td>Jane Pepper (<a href="mailto:jane.pepper@novartis.com">jane.pepper@novartis.com</a>)</td>
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<tr>
<td>Careers Chair</td>
<td>Ron D’Amelia (<a href="mailto:chmrpd@hofstra.edu">chmrpd@hofstra.edu</a>)</td>
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### MARM 2008 Organizing Committee:

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<tr>
<td>Poster Sessions Co-Chairs</td>
<td>Irina Rutenburg (<a href="mailto:irutenburg@qcc.cuny.edu">irutenburg@qcc.cuny.edu</a>)</td>
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<td></td>
<td>Marie Thomas (<a href="mailto:mfthomas_2002@yahoo.com">mfthomas_2002@yahoo.com</a>)</td>
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<tr>
<td>Publications Chair</td>
<td>Gloria Proni (<a href="mailto:gproni@jjay.cuny.edu">gproni@jjay.cuny.edu</a>)</td>
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<td>Student Affiliate Chair</td>
<td>Neil Jespersen (<a href="mailto:jespersn@stjohns.edu">jespersn@stjohns.edu</a>)</td>
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<tr>
<td>Volunteers Chair</td>
<td>Soraya Svoronos (<a href="mailto:ssvoronos@gmail.com">ssvoronos@gmail.com</a>)</td>
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<td>MARM Executive Board Liaison</td>
<td>Bill Suits (<a href="mailto:billsuits@earthlink.net">billsuits@earthlink.net</a>)</td>
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<td>New York Section, Chair 2008</td>
<td>Marc Walters (<a href="mailto:marc.walters@nyu.edu">marc.walters@nyu.edu</a>)</td>
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<td>National ACS Office of Regional Meetings Contact</td>
<td>Peggy Smith (<a href="mailto:p_smith@acs.org">p_smith@acs.org</a>)</td>
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<td>Webmaster</td>
<td>Raj Vaswani (<a href="mailto:rvaswani@qcc.cuny.edu">rvaswani@qcc.cuny.edu</a>)</td>
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<tr>
<td>Web Consultant</td>
<td>Paul Tukey (<a href="mailto:tukey@verizon.net">tukey@verizon.net</a>)</td>
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The MARM 2008 Organizing Committee evolved over two and a half years of planning. The first two people involved were the General Chair, Paris Svoronos, and the original Program Chair, Yorke Rhodes. At the first major organization meeting in June 2006, a list of the likely committees was created with the help of Bill Suits (2005 General Co-Chair), and the people in attendance proposed candidates for chairs. Because MARM 2008 would be hosted at Queensborough Community College, QCC faculty and staff accepted positions such as Secretary and Arrangements Chairs. People who were already active in the NY section became Treasurer and Chairs of Careers and Student Affiliates programming. However, despite the size of the New York section, it was much more difficult to fill the remaining positions and many of the people nominated did not accept. Further, the list above does not include important positions that were dropped from the roster, such as Educational Programming, Special Events, Workshops, and Publicity. These were eventually handled by committee or absorbed into other positions. Notably, the Educational Program never received the attention it required. Though volunteers organized their own events (e.g. Chemagination, probeware workshops) with assistance from David Sarno (General Co-Chair), there was no experienced person to provide direction overall and the program suffered as a result.

In Early 2007, the Program Chair resigned for personal reasons and it was a tremendous struggle to fill the position. In June 2007, through longstanding relationships between specific faculty at QCC (Jun Shin) and Columbia University (Luis Avila), Jack Norton accepted the
position of Program Chair. He quickly brought in John Sowa as Program Co-Chair and Luis Avila as Exhibits Chair. Around this time, Gloria Proni, who had previously worked at Columbia, agreed to serve as Publications Chair. Later, Bill Suits was able to recruit Jane Pepper as Awards Chair. The position of Publicity Chair was briefly filled, but the person was unable to fulfill the role and eventually agreed to step down. The position of Webmaster also proved difficult for some time and Paul Tukey was eventually replaced by Raj Vaswani of QCC in late 2007. Paul Tukey did, however, remain as Web Consultant. (See Section VI for more about the website.) The final change to the roster occurred in March 2008 when David Sarno, MARM Secretary, was named General Co-Chair after his duties had expanded considerably.

Additional Comments/Lessons Learned
In retrospect, it seems obvious that personal relationships were more important than professional affiliations in creating the organizing committee. It was initially hoped that the New York Section would more directly draw upon its membership to fill vacant positions, but obviously, one cannot be forced to serve. While the NY-ACS Chair-Elect was involved for some time and worked to assist and advise the Committee, his other responsibilities prevented him from taking a more active role. Despite the various institutions represented on the Committee, MARM 2008 may have been perceived as a “QCC event,” rather than a NY Section event and it was probably not as successful a promotional tool for the section as it should have been.

The MARM By-laws state that only the General Chair must be confirmed by the MARM Board and that all other members are appointed by this chair. While this gives the Organizing Committee independence, we would recommend to the MARM Board and to any subsequent committee that more firm commitments should be obtained for key positions before the bid to host the meeting is accepted. MARM 2008 was accepted with only two committed chairs and even after consolidating several positions, the roster was not settled until approximately 6 months before the meeting, causing undue stress and wasted time.

The Organizing Committee was composed almost entirely of college academics with only four members from non-academic backgrounds. Participation from a more diverse group would have resulted in a more diverse program and hence a more diverse audience. Unfortunately, there is little involvement from industry in the local section and the high school teachers, though an important and active component of the section, were not effectively represented on the Committee. Some
attempts were made to work with the NY and NJ High School Topical Groups, but there was little meaningful interaction. Previous meetings clearly benefited from a more diverse Committee.

I (d) Meeting Organizing Committee Operations

The organizing committee met on dates shown in the table below. Most meetings took place at QCC, which allowed the members to become familiar with the campus and its facilities. The meetings initially took place on Friday afternoons, but were quickly changed to Saturday afternoons. They generally ran about 3 hours. Minutes for these meetings can be found in Appendix 1.

Meetings of the MARM Organizing Committee

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<th>Date</th>
<th>location</th>
<th>Attendance</th>
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<td>April 26, 2008*</td>
<td>QCC (MARM board meeting)</td>
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<td>March 10, 2008*</td>
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<td>February 18, 2008*</td>
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<td>January 7, 2008</td>
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<td>October 28, 2007*</td>
<td>phone conference</td>
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<td>September 8, 2007</td>
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<td>43 (program meeting)</td>
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<td>July 28, 2007</td>
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<td>June 2, 2007</td>
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<td>May 18, 2007*</td>
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* No minutes available for these meetings

An effort was made to let the committee members work independently and have them make reports at the meetings. Certain items were specifically put to the entire committee, such as who to invite as keynote speakers, who to nominate for unfilled positions, how much session seed money to offer, and how to handle the uncommunicative webmaster. The Secretary/General Co-Chair provided an effective and highly visible link between all members, typically via email and by
posting the minutes of the meetings on a website hosted by QCC. In this way, the entire group was kept well informed, and between meetings discussions could take place and decisions could be made.

As with any large group, not all members were team players and information on progress was not always easily obtained. Once the new Program Chairs had stepped in, the General Chairs were extremely careful not to make programming decisions. The Arrangements chairs, however, assisted with room and A/V assignments. (See Section II for more about the Program operations.) The unfilled positions were largely taken on by the General Co-Chairs to oversee much of the non-technical program (workshops, short courses, and other special events), as well as organize all of the catering. This resulted in a lot of work being concentrated in the hands of two members. However, this was by necessity rather than by design. David Sarno also assisted other committee members whenever necessary, as with the Program Book, the WCC Luncheon, and the high school programming, and was generally available as the “go-to guy” for the conference.

Some of the meetings were not very productive or ran too long for a few reasons. First, it had not been initially and explicitly agreed upon who had the authority to make decisions and there was no consistent way in which they were made. (Some were by committee, some were unilateral.) Second, until the un-chaired positions were filled or consolidated, these areas were addressed during the meetings by lengthy discussions involving a large number of people which sometimes created unnecessary and frustrating cross-talk. (We had many “regulars” at our meetings who were not committee members but whose contributions were welcome.) As a result, tensions ran high at some meetings, especially during the time when there was no Program Chair and there were second thoughts about holding MARM. In January 2008, to streamline the process, the Program Co-Chairs proposed that an Executive Committee be named and that some of the upcoming meetings be held as phone conferences. However, This Executive Committee consisted of the General Chair, Program Co-Chairs, Treasurer, and Secretary. Two very focused and productive phone conferences were held. In retrospect, Bill Suits, as the Advisor from the MARM Board, should have been included in these phone discussions. (His advice was still sought and he remained an integral part of email discussions.) The formation of an Executive Committee improved the efficiency of our operations, but may not be necessary for all Organizing Committees. The expense of the phone conference was covered by one committee member. However, for committees that
do not have ready access to phone conferencing, the MARM Board might consider allocating a small budget for this expense.

Another tactic to improve operations is to hold smaller topical meetings to manage the group more effectively. The attendance at our September 8, 2007 meeting was so large because it was actually a separate General group, Program group, and Educational Activities group, all of which made a great deal of progress that day.

**I (e) Budget Development**

Cost decisions for Registration fees were based on a projected attendance target of 1000 with demographic mix (students, members, non-members, etc) that has been used in prior MARM meetings. It was further suggested that because several recent MARMs had been financially successful that we could reduce the fees for students, parents, and high school teachers to remove financial deterrents. We also considered how many complimentary registrations we would be expected to offer – primarily to undergraduates who presented at the NY-ACS Undergraduate Research Symposium, but also students, teachers and parents attending Chemagination (who were not expected to attend other parts of MARM); exhibitors; and sponsors who had donated above certain levels.

The Sponsorship levels and cost of exhibitor booths ($1200 with power, $900 without) were based upon models from previous MARMs and were also determined in consultation with prior Committee members. The revenue expected from sponsors and exhibitors was approximately $40,000. Due to space constraints, we initially limited the number of exhibitors to approximately 15. When demanded exceeded this number, space was reorganized to allow 20 tables.

Other major expenses considered were the cost of the QCC facilities (including A/V and staff; catering; the program book; shuttle bus; poster board rental; and seed funding for the technical sessions ($675/half day or 5 invited registrations at $135 each). Session chairs were encouraged to raise additional funds to support their symposia and approximately 32 donations were obtained from corporations, government agencies and ACS technical divisions. In addition, both Jack Norton (Program Chair) and Luis Avila (Expo Chair) hired their secretaries to work on MARM, each at a flat fee of $2000. Maintenance of the website and coordination of email blasts cost $4,000. It is worth noting that QCC offered its facilities at a significant discount from the initial estimate of ~$115,000, which did not even include expenses for
the Saturday program. Below are the initial estimates of income and expenses that we used to plan for MARM 2008. The actual income and expenses are found in Section III, Meeting Finances.

**Income:**
- 1,000 estimated attendees @ $100 (average) = $ 100,000
- Fundraising/ Sponsorship = $ 40,000
  
  Total = $ 140,000

**Expenses:**
- QCC rental = $ 35,000
- Individual sessions $675 x 60 = $ 40,500
- Program (based on the 2007 meeting) = $ 10,000
- Food/ coffee breaks, etc. = $ 10,000
- Shuttle bus = $ 5,000
- “Non-volunteers” (secretaries, website) = $ 8,000
- Poster board rental = $ 2,600
- Miscellaneous = $ 5,000

  Total = $ 116,100

I (f) Other Comments/Lessons Learned

Overall, we judge the meeting to have been a real success. We received far more compliments than complaints, and we experienced many more victories than failures. As in any effort as large as this, we encountered several problems. Most notable was lack of knowledge of the available funds. We were handed an “empty bucket” and asked to assemble the entire meeting without knowledge of the substantial financial reserves available. This resulted in an unnecessarily conservative approach to organizing the technical part of the meeting. We would have liked to have increased the seed funding for technical sessions, which would have reduced the stress we experienced during the fund raising process.

We understand that MARM did not always have a large reserve and that the by-laws do not provide a means to access them or rules to regulate their use. We hope that this may be remedied for the benefit of future meetings. Even as a loan at the outset of planning, an increase in general seed money could go a long way. We hope the MARM Board will consider the following suggestions and propose others as well.

- **We could have hired a meeting planner.** The planning of many nontechnical details was haphazard and not something
that we, trained as scientists and educators, were really equipped to do. A detailed budget should have been drawn up when planning began. At the very least, additional training or guidance for members the Organizing Committee might be considered.

- **Funds might have also been directed towards more professional publicity.** Our feeling is that MARM attracts similar people each year and that email blasts to the regional ACS membership and ads in local section newsletters do not significantly improve attendance – it is like “preaching to the converted”. (Attendance has been fairly stable for the past several meetings.) Developing promotional materials has not been a problem. Assistance with identifying and reaching out to untapped individuals and organizations in a meaningful way could bring in new people and further grow the conference.

- **Reports and other information might be organized and consolidated into an online database.** Though these documents are available as printed reports or on CDs distributed to each Organizing Committee, a system that can be easily searched and accessed might prompt more people to take advantage of all the information.

- **Certain “traditional” MARM events could have been directly funded.** For example, the regional Chemagination competition is very costly. Expenses include lunch and refreshments; awards to the students; and complimentary registrations for the students and their parents and teachers. This event is no longer supported by national ACS and there is an expectation, especially from the teachers, that they should be given complimentary registration. Changing this is likely to reduce participation. At least $1500 should be allocated by the MARM Board if this event is to continue at future MARMs.

Other significant problems were encountered with registration:

- The online registration system was not available until Mid-March, several weeks after its scheduled opening. (The root cause of this turned out to be a bureaucratic problem within the National ACS related to improving the online system.) Even when it was up, it did not function consistently. Many presenters were frustrated because they could not submit their abstract and register at the same time; in our opinion this caused a lag in
abstract submissions. Quite a number of presenters claimed that they never received an electronic receipt when they registered. Others did not understand that a user account was necessary to register and some thought that the system was asking for their ACS membership information. Once accounts were made, many people encountered problems with logging in to the system; and for several weeks the downloadable form was simply unavailable. This was annoying and time consuming to handle. The ACS Regional Meetings Planners have been informed of all of these issues and we have made some specific suggestions. Hopefully this system will be improved for future meetings!

- For reasons unknown, a combination of about 30 presenters and session chairs complained about having to register for the meeting. This was time consuming to address and seems very inappropriate.

- Complimentary registrations could not always be tightly controlled. It was supposed to be offered to the plenary speakers, undergraduates who presented at the NY-ACS Undergraduate Research Symposium, students, teachers and parents attending Chemagination; exhibitors; and sponsors who had donated above certain levels. However, upon viewing the registration list, there were a few names that did not fit into any of these categories. It might help if complimentary registrations could be distinguished by category, based on the needs of the meeting (i.e. Chemagination, URS presenter, exhibitor, etc.).

The cooperation of past committee members was invaluable, and often more useful than searching through reports (such as this one) for the answer to a simple question. Any time we were in need of specific advice, there were several people that were always willing to help. In addition to Bill Suits who was our primary MARM advisor, Don Mencer (MARM 06), Sharon Haynie and Tony Addison (MARM 07) have our gratitude. In addition to the scientific achievements of the meeting, it was also extremely successful in terms of the networking and personal relationships that developed.

Hosting MARM 2008 at Queensborough Community College was a monumental task. A meeting of this size and duration required the cooperation and flexibility of several campus offices, including the President; Buildings and Grounds; Academic Computing; Registrar; Catering; and Security. This level of support and assistance would have been impossible without the longstanding personal relationships
between the QCC Chemistry Department and the administrative offices. In other words, no matter how well organized the committee, or adequately equipped the facility, the success of a large undertaking is ultimately based on the ability of individuals to work together and reach compromises. This may be obvious, but cannot be understated. Further, the College (and the University of which it is a part) recognized the great opportunity before it and was willing to put the resources into making a great event. Certainly, the associated publicity was an important part of their decision to work with MARM. An outside group would not have had the same positive interaction with the campus, nor would they have been able to negotiate the discounted facilities fees. With MARM 2008, we were able to match the needs of the host institution to the needs of the conference in a very unique and beneficial way.

II Meeting Program
Program Co-Chairs: Jack Norton (Columbia University) and John Sowa (Seton Hall University), assisted by Anel Cortez (Columbia University) Report submitted by John Sowa, Jack Norton, David Sarno, Paris Svoronos. (Portions of this report were taken from a report written by the Program Co-Chairs. That report is found in its entirety in Appendix 2.)

II (a) Data

The technical sessions for MARM 2008 were held from Sunday morning May 18 to Wednesday morning, May 21, 2008. According to the “Half-Day Session Attendance Report Form” collected from each chair, a total of 54 technical sessions (not including the two plenary lectures) were held and 510 oral papers and posters were presented at this meeting. We recorded 46 (9.0 %) withdrawn or “no show” presentations of which 38 were posters. The highest attended sessions (where attendance is the presenter plus estimated attendees) were the poster sessions on Sunday (237), Monday (249) and Tuesday (162) evenings. The plenary lectures were estimated to have 155 attendees for each lecture.

Of the 54 technical sessions, only nine sessions were classified as general sessions in which all of the papers were contributed papers. Three of these were poster sessions and the remaining were general sessions from analytical (2), inorganic (1), materials (1) and organic chemistry (2). The rest of the sessions were classified as invited sessions and contained a mixture of invited presentations and
contributed presentations. We do not have an exact distribution of invited vs. contributed papers in these sessions. However, we encouraged each session chair to have a no more than five invited papers and to allow for at least two contributed papers. It is worth noting that we originally had 63 technical sessions; however, nine sessions did not materialize and were removed from the program. The reasons they did not materialize were: a) no contributed abstracts and not enough invited speakers, or b) the session chair decided to pull out.

Seed funding was provided to each “invited” session. The amount, $675, corresponded to the cost of five registrations at $135 each. The total funds provided were $29,465. Technical sessions that were cancelled did not receive funding and funds were not redistributed. All invited presenters were requested to register for and submit their receipt for reimbursement. The plenary lecturers were provided complimentary registration. Session chairs were encouraged to raise additional funds to support their symposia and approximately 32 donations were obtained from corporations, government agencies and ACS technical divisions.

Session information including organizers’ names and emails, attendance based on the half-day session reports, etc., is found in the attached spreadsheet.

The complete program book can be viewed online at [www.marmacs.org](http://www.marmacs.org).

### II (b) Plenary/Keynote Speakers

MARM 2008 had two plenary speakers. **Professor Ronald Breslow** of Columbia University presented “SAHA (Vorinostat), An FDA Approved Anticancer Compound with a Novel Mechanism of Action” on Sunday, May 18 and **Professor Roald Hoffmann** of Cornell University presented “The Chemical Imagination at Work in Very Tight Places” on Monday, May 19. Each session took place in the largest lecture hall (capacity ~200 people) and had roughly 155 attendees. These sessions followed the technical program on Sunday and Monday. Each speaker was introduced by a sequence of three people. Dr. Breslow
was first introduced by Marc Walters (NYU), Chair of the NY-ACS, followed by Manfred Philipp, a CUNY Trustee (and chemist), and then Jack Norton. Dr. Hoffmann was introduced by Eduardo Martí, QCC President, followed by Matthew Goldstein, CUNY Chancellor, and then John Sowa. Each session was followed by a poster session and simultaneous barbecue. Professors Breslow and Hoffmann were outstanding lecturers, wonderful meeting participants and were key attractions. We are grateful for their time and effort! They were kind enough to stay for the poster session and speak with many presenters.

Plenary speakers were given complimentary registration, VIP parking, and were each allocated a budget of $1500. Prof. Breslow, who resides locally, did not request any reimbursement and Prof. Hoffmann, requested only $300. The lectures were photographed and videotaped and will probably be available as podcasts via CUNY. Full bios with photos and abstracts were printed in the program book.

The Organizing Committee generated a list of prominent scientists based on the conference theme of Chemistry and Health, as well as some personal relationships. Professor Bob Langer of MIT and Dr. Harold Varmus of Memorial Sloan-Kettering Cancer Center both declined the invitation. Prof. Roald Hoffmann accepted the invitation, but did not wish to be the opening speaker because his research was not related to the conference theme.

We attempted to bring members of the ACS Board of Directors to MARM 2008. President Bruce Bursten was unable to attend due to commitments at his University. President-Elect Thomas Lane and Executive Director & CEO Madeleine Jacobs both indicated that they would attend, but then cancelled. District Director Anne O’Brien, always a firm supporter of the NY section, participated in several activities.

II (c) Workshops and other activities
Contact information and attendance numbers are found in the spreadsheet in Section II (a) above (MARM 2008 session info.xls).

- Regional Chemagination Competition – partially sponsored by ACS Division of Chemical Education
  Submitted by Vijaya L. Korlipara

The 2008 ACS Mid-Atlantic Regional Chemagination contest was held on Saturday, May 17, 2008 at Queensborough Community College, Bayside, NY. Chemagination is a contest in which high
school students are asked to imagine that they are living 25 years in the future and have been invited to write an article for *ChemMatters*, a magazine for high school students that focuses on the role of chemistry in everyday life. The subject of the article is: “Describe a recent breakthrough or innovation in chemistry and/or its applications that has improved the quality of people’s lives today.” The article is written to fit in one of four categories (Alternative Energy, Environment, Medicine/Health, or New Materials.)

Eleven teams from New York, Princeton and Chemical Society of Washington local ACS sections competed. They represented seven different high schools. Teams from North Jersey local section could not participate at the last minute due to unforeseen problems. The teams were judged on the quality of their article, their poster display and their knowledge of the subject. Drs. Dennis Conklin, Gina Florio and Enju Wang, all from St. John’s University, generously gave their time to serve as judges. They had the difficult task of selecting the winning entry in each category among a strong field of contenders!

First place winners received a $25 gift card to Barnes and Noble. They also received the Certificates of Participation and the “Percy Julian: Forgotten Genius” DVD. All other participants received Certificates of Participation and a copy of the Percy Julian DVD. Information regarding the winners from Suffolk and Nassau county high schools was sought by a reporter from Newsday which was promptly provided.

**First place winners:**

- **Medicine/Health** - “Apollites”, Saad Syed, Owen Jappen; *Division Avenue High School*
- **Alternate Energy** - “Third Generation Solar Materials”, Heidi Baumgartner, Pearson Miller, Esther Jang; *Hunter College High School*
- **Environment** - “Kelp Help”, David Hao, Piyush Poddar, Alp Yurter; *West Windsor-Plainsboro H.S. South*
- **New Materials** – There was a tie between “Smart Clothes”, Domenick DeMatteo, Kareem Ibrahem, Matthew Klein; *Half Hollow Hills High School West* and “Oh, What Tangled Prosthetic Limbs We Weave”, Samantha Lee, Urjita Sudula, Brynja Winnan; *West Windsor-Plainsboro H.S. South*
Additional Comments

- Number of attendees – approximately 60 (includes teachers, students, parents, coordinators, judges, committee members). Peggy Smith from ACS will be able to give you the actual list of those who utilized complimentary registration forms.
- Recommendation – The event ran smoothly. It required a lot of effort just to organize the event. **The fact that I did not have to worry about fund raising made it possible for me to even consider running this event. This practice must be continued if MARM hopes to be able to recruit other coordinators in the future for this task.**
- The four teams that did not attend include – three from North Brunswick Township H.S. (school bus did not arrive and the students and their teacher were stranded) and one from Oakcrest School (conflict).
- Chemagination Committee members – Dr. Ralph Stephani and Dr. Stephen Goldberg
- Catering Expenses: $942.00
- Expenses related to prizes:
  - 12 B&N gift cards (intended for first place winners in each category) - $300
  - 2 additional B&N gift cards due to a tie for first place - $50
  - 48 DVDs (intended for 45 students and three judges) - $480
  - Shipping and Handling for DVD’s - $21
- Total expenses for prizes: $851.00
- **Total expense of event: $1793.00**

Notes: there were fourteen first place winners (five winning teams – four teams had three students each, one team had two students). Of the forty eight DVDs, the left over are from the four teams that intended to come, but could not come.

Submitted by,
Vijaya L. Korlipara
Chemagination Coordinator, MARM 2008

- **Project SEED Poster session (cancelled)**
  This session was envisioned as a forum to complement the Chemagination event. Nadia Makar was going to bring as many students as we needed to fill any poster space that was unused by Chemagination. Unfortunately, she was unable to attend because of a science club trip and then the person who was to take over was
also unable to participate due to an illness. As a result, the event was cancelled on May 7, 2008.

- **Careers Programming**  
  *Submitted by Ronald P. D’Amelia, Chair of Careers Programming*

- May 18\(^{th}\) – Sunday Morning, we held an ACS Leadership Development workshop on “Involving Volunteers”. The workshop was conducted by Dale Gaddy from national ACS headquarters. The overall logistics including the room, computer, food, etc was excellent. Attendance was 8 people. Feedback from all attendees was excellent.

- May 18\(^{th}\) – Sunday Afternoon, we held an ACS Leadership Development workshop on “Leading Change”. The workshop was conducted by Dale Gaddy from national ACS. The logistics including room, computer and food was excellent. Attendance was 11 people. Feedback was excellent.

  Both of these workshops were supported by a $2,200 ACS Local Section Innovative Project Grant from National ACS.

- MARM Career Management and Development Services offered a full day workshop on Monday May 19\(^{th}\) that included resume preparation, interview preparation and one-on-one review sessions with experts. These career workshops were conducted by Valerie Kuck, Warren Bush and William Suits. Overall there were approximately 15 participants. No direct costs were incurred. Workshops leaders’ expenses were picked up by ACS Career Services department at National ACS.

- Monday May 19\(^{th}\) – an afternoon short course entitled “Professional Analytical Chemists in Industry: What Does an Analytical Chemist Do?” was presented by Dr. Alan Ullman from Procter & Gamble. The course was a problem solving exercise for undergraduates. Although 40 people signed up via the registration form, there were only 12 attendees. Two or three were undergraduates (the targeted audience) and the rest were faculty and industry people. A summary of the on site evaluations range from like to very like the course. Dr. Ullman provided all course materials and covered his own expenses. No costs were incurred to the conference except complimentary registration for Dr. Ullman. He indicated that if student
attendance could be improved, he would be willing to bring the course to the next MARM.

- **Tuesday May 20th** – a panel discussion on “Traditional and Non-traditional Careers in Chemistry” was held which presented real case histories on the many different career options available in Chemistry. There were five speakers and 8 attendees.

- A poster board was set up near the registration area as an employment bulletin board. It was used to post job openings and leave resumes and CVs. It gradually accumulated postings throughout the meeting.

- Some **lessons learned** from this experience were: one, a better process is required to insure that those who request to attend workshops and short courses do show up. We had 30+ people sign up to attend the Leadership workshops and only 30-40% actually attended. Maybe we should charge a small fee as a small incentive to show up. Another important lesson is to insure that all Career Services activities are listed on the MARM registration form. (According to the regional meeting planner, it would not be necessary to do this and there was not enough room on the form.) The Careers page on the MARM website was an excellent idea (www.marmacs.org/2008/careers.html). The sign-up process on this page automatically generates a confirmation and a list of registrants, which is a great way to get a tally of possible attendees.

Overall the Careers program was a total success along with the entire MARM meeting. I’d personally like to thank David and Paris for all their efforts and hard work. The success of the 2008 MARM is entirely due to the efforts of all those individuals at QCC. Great Job!

Respectfully submitted,
Ronald P. D’Amelia, Ph.D.
Chairman of the Career Program Committee

- **Student Affiliates Programming**
  Two events were organized by the Student Affiliates Chapter of St. John’s University under the leadership of students Aatif Termizi, Jennifer Chabra, and Weici Fang. These activities were sponsored by the ACS Undergraduate Programs Office (see Section III (c) for details) and were overseen by St. John’s faculty members Neil Jespersen and Alison Hyslop. They were held on Saturday and
Sunday so as not to interfere with students’ school schedules with the Saturday workshop following the NY-ACS Undergraduate Research Symposium (see Section II (g) for more information). **Making the most of being a Student Affiliate** was held on Saturday afternoon. The attendance was not recorded. **Tapping into the excitement: Strategies for building – or rebuilding – a Student Affiliates chapter** was held on Sunday morning with 9 in attendance. Dr. Jodi Wesemann, ACS Assistant Director for Higher Education, participated in both workshops and assisted the students who were organizing the events.

The report prepared by the students is in the file below.

- **POGIL Workshop**  
  See Section II (g) for information.

- **NY Section Nichols Teacher Forum**  
  Organized by Lew Malchick, May 18  
  11 attendees

For many years, the New York Section has selected a teacher to receive the Nichols High School Chemistry Teacher of the Year Award. Each has an extensive resume and much experience. A number of recent awardees spoke about their experience and their views of the future of chemistry education. This was followed by an open forum with questions and discussion from the floor.

Some of the forum speakers included:
- Mr. Richard Goodman, 2004 and ACS Conant award 2007, Horace Greeley High School, Chappaqua
- Ms. Najla Hallak, 2000, Channel View School for Research, Rockaway Park
- Mr. Harry Kranepool, 1996, Bishop Loughlin Memorial High School, Brooklyn
- Mr. Stephen Radice, 2007, E. R. Morrow High School, Brooklyn
- Ms. Kris Wynne-Jones, 1999, Poly Prep Country Day School, Brooklyn
• **Probeware Workshop and Chemical Demonstrations for pre-college educators**
  Organized by Lew Malchick and Pedro Irigoyen, May 18
  7 attendees

• **Probeware Workshop for undergraduate educators**
  Organized by Lew Malchick and Pedro Irigoyen, May 19
  4 attendees

• **Small Chemical Businesses Workshops – sponsored by the ACS Division of Small Chemical Businesses**
  Organized by David J. Deutsch and Ronald J. Versico
  - **Tools for Entrepreneurs - from the Kauffman Foundation**
    Monday AM, 8 Attendees
    Representatives of the Kauffman Foundation, the largest
    foundation dedicated to advancing entrepreneurship in America,
    facilitated a variety of exercises with relevant, practical “just-in-
    time” information, tools, and resources designed to assist
    aspiring and existing entrepreneurs in building companies that
    innovate and create jobs and wealth.
  - **Best Practices for the Chemical Entrepreneur**
    Monday PM, 8 Attendees
    A wide spectrum of experienced panelists facilitated a discussion
    as to best steps for the chemical entrepreneur. Topics included
    intellectual property as strategic business assets; alternative
    forms of financing; and factors relating to enterprise success.

**II (d) Award Presentations**
MARM 2008 Awards Committee - Jane Pepper, Mihaela Bojin, Bill Suits
*Report submitted by Jane Pepper*

**Summary:**
MARM 2008 presented 6 awards:
- The Stanley C. Israel Regional Award for Advancing Diversity in
  the Chemical Sciences awarded to the Chemistry Department of
  Queensborough Community College
- Regional Industry Innovation Award awarded to Dr. Thomas P.
  Selby, Ms. Charlene G. Sternberg, Dr. James F. Bereznak, Mr.
  Reed A. Coats, and Mr. Eric A. Marshall, the Proquinazid Team of
  DuPont Crop Protection
- The E. Ann Nalley Regional Award for Volunteer Service to the
  American Chemical Society awarded to Dr. N. Bhushan Mandava,
  Mandava Associates, LLC
• The E. Emmet Reid Award in Chemistry Teaching at Small Colleges in the ACS Mid-Atlantic Region awarded to Dr. Claude Yoder, Franklin & Marshall College
• The ACS Division of Chemical Education Middle Atlantic Region Award for Excellence in High School Teaching awarded to Ms. Claire Miller, Madison High School
• The Chromatography Forum of Delaware Valley - 2008 Student Award Symposium presented to Michael J. Bozym (West Chester University), Casey M. Mulcahy (West Chester University), James D. Vasta (Lafayette College), Christopher J. Morrison (Widener University), Alyson M. Cobb (Bucknell University), Sarah A. Schubert (Bucknell University), Ranasinghe K. Sampath (Bucknell University)

The only awardee to make a presentation was the Proquinazid Team of DuPont Crop Protection at the Regional Industry Innovation Award Symposium (followed by an ACS Corporate Associates-sponsored reception).

Details for the award nomination guidelines and winners’ info can be found at http://www.marmacs.org/2008/awards.html or the program book for MARM08. The judges and volunteers for the MARM08 awards are listed in the attached file (Please consider the audience before further distribution of the list). A program for the Award Banquet is also attached.

Recommendations:
Based on the experience of preparing for and presenting the awards, the following recommendations are being made by the MARM08 Awards Committee:

1. **Two new awards are proposed:**
   • An award for **excellence in teaching at two-year colleges**
   
   **Justification:** We currently have awards for high school teaching and the Reid award for 4-year colleges. An award for excellence in teaching at two-year colleges will bridge the gap. A draft proposal for the award is attached.
- Action item for MARM Board: finalize the name and criteria of the award.

- **Undergraduate Innovation Award**
  
  **Justification:** We would like to encourage more industry involvement with ACS activities and undergraduate student research. We would also like students to gain more skills/knowledge essential to “real-world” situations by getting industry experience before they graduate. The core requirement is that the student needs to complete the research work in an industry setting (e.g. an internship at a corporation). Added advantages to this are more corporate sponsorships to future meetings and expanded resources for small colleges.

2. **Simplify the nomination processes and forms:**
   We should simplify the processes and forms for the awards. An example is the Reid Award nomination process. The current process requires:

   "Nominations for the Award are made by the local sections of the Mid-Atlantic Region and a section may only nominate one candidate each year. The Chairman or Secretary of the Section must sign and transmit the nomination to the MARM Award Committee Chairman"

   We believe that everyone should be able to make a nomination, for a colleague or for himself/herself. Also, multiple nominations from a particular section should be allowed.

   Another example is the Regional Industry Innovation Award. This year’s winning team from DuPont had five members. They all shared the same address but they have to fill out five separate forms, one for each member.

   We have heard people saying that they did not have time to put the nomination packages together. If the process is simplified, we expect that there will be more nominations.

3. **Stipend or certificates for the Awards:**
   Out of the six awards, some come with a cash stipend and some do not. We recommend that for the ones that do not have a cash stipend, a certificate of some sort (e.g. a $50 certificate to Barnes and Noble, a
$100 certificate to a nice dinner at a restaurant, etc.) would be appropriate. The place where MARM gets the certificate could change from year to year. We can also ask for corporate sponsorship to an award.

4. **Better channels for communication and publicity:**
We propose to have official communication and publicity channels established for future events. So every time we need to reach out to people and get publicity, there is a list of people and web site contacts that we can use to reach out to as many people as possible. Many databases (e.g. member database, vendor database) are already available. We propose to make these more accessible and user friendly.

The communication between the National office and regional meetings should also be improved. An example is the Regional Industry Innovation Award. The guidelines set a deadline of submitting nominations by Feb 1. However, the national office did not forward the nomination materials to the MARM08 Awards Committee until two months later, which made it very difficult to meet the timelines for publishing the program book, etc.

5. **Developing templates for future events:**
There are many activities that are very similar from meeting to meeting. However, we seem to be reinventing the wheel every time. We propose to establish procedure templates for certain tasks (i.e. how to communicate to a maximum number of people regarding events, how to communicate the tax ID to sponsors, how to start a budget etc). This will make the preparation of future meetings more efficient.

**II (e) A/V Arrangements**

All presentations were made electronically using laptops and LCD projection. Several rooms were equipped with permanent A/V podiums. In other rooms, the equipment was wheeled in on carts. Most presentations used PCs. There were some specific complaints about the A/V:

- Dual slide changers/laser pointer devices were provided, but most chairs did not understand how to use them. (Perhaps we should have given a brief demonstration to each symposium chair when he/she checked in at the operations center?) The most common complaint was the lack of a laser pointer. Some
small rooms had pull-down screens, which resulted in poorer quality projections (because the screen puckered and tilted).

- A few Mac users had technical issues when connecting to the projectors. In one case, this was solved by converting the file to a pdf and then transferring it to the PC. One Mac user was unable to download his presentation; unfortunately, this was a keynote lecturer for a technical session. It was eventually transferred to the PC, though not all aspects of the presentation displayed properly. In some cases it was not possible to connect a speaker's laptop to the projection system; that problem was, however, easily avoided if the speaker had emailed or brought a "flash drive" copy of the talk, as we had requested.

In general, the A/V facilities and support were excellent. All equipment and staff was provided by QCC as part of the facilities rental fee. See the QCC Contract in Section III (a) for details.

II (f) Electronic Abstract Service

In general, the CONFEX program was great. The program made it easy to communicate with the presenters and session chairs and easy to organize the program. Training and technical support were excellent. Most session chairs were able to use the system to set up their symposia. In a few cases, the Program Chairs had to walk the session chairs through the process. At one point the poster session chairs were unable to access their session to make final changes. There were some difficulties with CONFEX.

- Lost papers: Two submitted abstracts were lost in the CONFEX system. These were submitted to a session that was primarily invited; they appear to have been deleted from the session because they were “contributed”. We had instructed session chairs not to delete papers without consulting the executive committee, but not all of them followed instructions!
- Abstract acceptances: These were sent via the CONFEX system; however, about 20 presenters claimed they never received this email (perhaps it was tagged as spam).

The “Program by Day” and “At a Glance” views were very useful for both the organizers and attendees. In an effort to promote the program to attendees in specific disciplines, we created a new “Program by Area” view. This was a list of disciplines such as Organic Chemistry or Materials Chemistry, which were each linked to a
list of related technical sessions that could be clicked to open the program details. This was manually created by John Sowa, David Sarno, and Paul Tukey (Web Consultant). It was advertised on the MARM website, but it is unclear how widely it was used. Unfortunately, it could not be automatically updated as the program evolved (in contrast to the rest of the information in CONFEX). This program view might be more useful for future meetings if there was a way to create a list of disciplines in CONFEX and then have the Program or Session chairs link the sessions to the list.

Other electronic services used include the MARM website and email blasts to the regional mailing list (both described in detail in Section VI), as well as a Microsoft SharePoint website. The latter was used to track and update fundraising data on a spreadsheet that could be accessed by all members of the MARM Executive Committee.

II (g) Co-sponsorships and Affiliated Meetings

- **Process Oriented Guided Inquiry Learning (POGIL)**
  A free, full-day, NSF-sponsored POGIL workshop was hosted by David M. Hanson, Troy A. Wolfskill, and Madhu Mahalingam on Saturday May 17. David Hanson made the initial contact with the MARM organizers and offered to run the workshop. All costs (i.e. food and printed materials) were covered by a grant from the NSF. The POGIL website ([www.pogil.org](http://www.pogil.org)) advertised MARM 2008 and vice versa. POGIL attendees could only register through the POGIL website. It was not required that they register for MARM, though they were encouraged to do so.

  The Chemical Education Symposium held the following day had a focus on POGIL. As noted at other regional meetings, co-locating the workshop and symposia improved the attendance for both. There were approximately 30 attendees at the workshop, with about half coming from high schools and half from colleges. There was similar attendance for both sessions of the symposium.

  The organizers noted two problems. The projector was not set up in the room when they arrived. However, they had come with their own as a backup and used it. (Though this was not investigated fully, it was likely that the A/V staff simply had not yet brought the equipment to the room.) Also there was some dissatisfaction with the refreshments as water was not provided with the other beverages. This was determined to be a misunderstanding between the organizer and the caterer. In general, the workshop ran very
smoothly and the organizers were pleased with the attendance and the outcomes.

- **56th Annual Undergraduate Research Symposium of the NY-ACS**
  This is an annual event at which students from colleges in the NY-ACS area make oral presentations of their research. It is typically held before the end of the spring semester. This year it was moved to the first day of MARM; approximately two weeks later than usual. This was done because both URS and MARM require significant financial support and both meetings would be trying to attract the same vendors and sponsors. By folding URS into MARM, it was expected that it would be easier to entice URS Sponsors to remain for MARM. A discount was offered to vendors who would participate in both meetings, but no companies took advantage of this. Ultimately, six URS sponsors also participated in MARM. Furthermore, the same event had been successfully held at QCC in 2004, so it was already known that the venue would be appropriate.

Some members of the NY-ACS initially opposed moving URS to a later date, fearing that the turnout would be lowered if the semester had already ended. The MARM and URS organizers, however, saw moving the date as the best solution for handling the competition from MARM. In order to address the attendance issue, students who presented at URS would be offered complimentary registration at MARM (even if they did not present at MARM). Though this would result in the loss of ~$3500 to MARM (based on projected attendance of 100 students), this decision was accepted as a way to assist the URS. URS was also opened to students from outside of the NY section. Ultimately, approximately 120 students presented at URS. There were 259 registrants total (students, mentors, exhibitors, and guests), and sufficient funds were raised to support this event. Overall, it was a very beneficial collaboration.

**Lessons learned:**
There were some difficulties with registration. URS abstract submission and registration were independent from MARM abstract submission and registration. When the URS website was first set up, it was not clear that free MARM registration was available. This was quickly addressed and the information was made more obvious, though never to the satisfaction of the MARM committee. On the MARM website, URS was advertised in a number of locations. However, it was not absolutely clear at all of those locations that separate registration was required for URS or that registering for
MARM did not entitle one to attend the URS meeting for free. When the MARM Registration page first went live, the URS information was located beneath the button that linked to the Registration page at the National website. After being contacted by a URS student who paid for MARM and was seeking a refund, it was realized that people might not read the entire page. It was subsequently re-designed to minimize this problem.

Complimentary MARM registration worked as follows:
1. The MARM registration page instructed students to go to the URS website to download and print the complimentary MARM registration form (pdf).
2. Completed forms were faxed to QCC and held until URS registration had closed.
3. The MARM General Chairs and one of the URS Chairs compared their registrant lists to be sure that no ineligible people would be given complimentary registration.
4. The forms were forwarded to the ACS Regional Meeting planner for processing.
This system was tedious and was only possible because the MARM Chairs and one of the URS Chairs work at the same institution.

The only other significant challenge was maintaining the autonomy of URS, while effectively promoting it as a part of MARM and keeping the finances of both meetings separate. It should be noted that the contract between MARM and QCC included all expenses for Saturday. In other words, URS did not have to pay for facilities, A/V and staff, and security. QCC also provided the URS program book. URS did however, have to pay catering and photography expenses.

**Recommendations:**
- Give the students more credit. The later date had no negative effect on the final attendance and URS was very successful.
- The registration method needs improvement. One suggestion (which would apply to any meeting co-located with MARM) would be to provide a link (with instructions) at the end of the online URS registration form that leads directly to the special MARM form. This way no eligible URS student will miss the opportunity. Another possibility, though technically more complex, would be to have their URS registration information directly imported into a MARM registration form. Another option could be to provide a special registration password or code to URS presenters after
their papers are accepted that would allow them complimentary MARM registration.

- **Spring Meeting of the US Section of the Royal Society of Chemistry**
  This meeting was held on Saturday May 17 from 6pm to 10pm. The event consisted of a reception, followed by a presentation and a banquet. A local member of the RSC first contacted Yorke Rhodes in late 2006 about hosting the meeting at MARM 2008. (It had last been held at MARM in 2005.) David Sarno subsequently pursued the event and Les McQuire eventually became the primary contact. Registration for the meeting was done either through the RSC or as a ticketed event on the MARM registration form. Approximately 35 people registered total (14 via MARM registration) and the response was very positive.

- **Polymer Chemistry Symposium**
  This was part of the MARM technical program, but it was supported and organized by the Center for Engineered Polymeric Materials (CePM) at the College of Staten Island (CUNY), as well as an ACS-PRF grant. It consisted of 4 half-day sessions that were very well-attended. In addition to the symposium, they had breakfast and refreshments in their presentation room and they made arrangements with the campus caterer to obtain meal vouchers for the cafeterias. They also hosted meals at one of the hotels. The sponsorship from CePM came long after the technical session was initially proposed. In addition to offering a strong program and noticeably increasing the conference attendance, they also handled all of their own expenses and reimbursements, which simplified the job of our Treasurer.

**II (h) Additional Comments/ Lessons Learned**

- We needed to do a better job of matching session attendance with room size. Lecture rooms at QCC varied from 25 to 200 seats. The technical program chairs made an initial guess and then requested feedback from the session chairs. Of the 54 sessions, 16 were placed in rooms that were too large, and seven were placed in rooms that were too small. The median attendance was 23 and, excluding the plenary and poster sessions, the largest attendance was 51 and the smallest was 8. It seems that a room size of 50 would have worked for almost all sessions.
The tight sequence of deadlines for abstracts/program book/article to Chemical and Engineering News was a problem. It was stressful to complete the abstract deadline, structure the program, write the program book and submit an article to CEN about the meeting. Problems were caused by abstracts that were not submitted correctly and needed repair, by abstracts from invited speakers that missed the deadline, and by programs entered by session chairs that were not structured correctly (e.g., no breaks or too long). Many changes had to be made while the program book was being assembled. We should have allowed 2 – 3 weeks, not just a single week, to complete the electronic program after the deadline for abstract submission. The printer of the program book wanted the material farther in advance than was really needed. Writing the final article for C&EN was difficult because we did not receive instructions for what was expected with enough advance notice.

It was difficult to track donations: We had four separate lists (technical program chair list, MARM list, symposium chair individual list, MARM treasurer list). The MARM list required a password and was difficult to follow. In many cases session chairs did not communicate donations until the last minute. In addition, checks went to three places: the treasurer, one of the technical program chairs, or a session chair. This resulting confusion made it difficult to ensure the donors were acknowledged in the program book. In the end, we successfully accounted for everyone. However, this could have been done more efficiently. In the future the treasurer should be in charge of this effort.

Last minute time conflicts: one oral presenter needed to be moved from Sunday to Wednesday (this change made it into the program book). Several (4) poster presenters needed to change their evening at last minute; this was allowed.

Accepted papers from presenters requiring a visa. One presenter required a visa and then — later— asked for financial support; his request was denied. Dealing with this situation was time consuming and the speaker eventually didn't show.

In general the technical program was a big success. Specialized, focused, multi-event technical sessions did better than general one-day sessions. Multi-event programs such as Ionic Liquids, Polymers,
Nanoscience and Nanotechnology, Inorganic, Computational Chemistry and Photochemistry did very well.

Other successes:

- Hiring Professor Norton’s secretary (Anel Cortez) was an excellent decision and very helpful in dealing with communications and organizing the program.

- Professor Gloria Proni did a wonderful job on the program book and was an asset to the technical program plan.

- An operations room was established where session chairs picked up information packets which contained instructions for the chairs, half-day session report sheets, a spreadsheet with information about seed money, and a “MARM” flash drive (1GB). (The flash drive was a last-minute gift idea. Had they been obtained earlier, the flash drive would have been pre-loaded with an introductory PowerPoint slide for each session. Instead, chairs were asked to prepare their own slides - from a template - to properly acknowledge their sponsors.) Session chairs were asked to return the half-day reports to this room, which was always staffed by some student volunteers. Many chairs did not realize that they were supposed to report to the room (though they were notified via email). The packets were then dropped off in their presentation rooms.

- The QCC faculty and students were visible, ready to respond to emergencies and friendly and courteous. The student staff in the registration area and the operations room was helpful and followed instructions perfectly. The student volunteers were given bright red t-shirts with the MARM “starburst” logo – they could not be missed! This tactic is highly recommended for future meetings.

- Email blasts: This was the best way to advertise for abstract submissions, deadlines and extensions. Paul Tukey (Web Consultant) coordinated these mass emails, which took approximately one full day to send using software that he had written. (The method minimized the chances of announcements being mistaken for spam email.) An initial list was provided by Peggy Smith at ACS. Emails from submitted abstracts and other sources were subsequently added. They were sent on the dates shown on the table below.
### Dates of mass email blasts

<table>
<thead>
<tr>
<th>Date</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>2</td>
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<tr>
<td>3</td>
<td>2/29</td>
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<tr>
<td>2</td>
<td>2nd call for papers</td>
</tr>
<tr>
<td>3</td>
<td>3/13</td>
</tr>
<tr>
<td>4</td>
<td>Final call for papers/registration opens</td>
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<td>4</td>
<td>3/16</td>
</tr>
<tr>
<td>5</td>
<td>Call for papers extended</td>
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<td>3/20</td>
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<tr>
<td>6</td>
<td>Final day for abstracts</td>
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<td>6</td>
<td>4/20</td>
</tr>
<tr>
<td>7</td>
<td>Final week for early registration</td>
</tr>
<tr>
<td>7</td>
<td>4/26</td>
</tr>
<tr>
<td>8</td>
<td>Early registration deadline</td>
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<tr>
<td>8</td>
<td>4/30</td>
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<tr>
<td>9</td>
<td>Registration deadline</td>
</tr>
<tr>
<td>9</td>
<td>5/13</td>
</tr>
<tr>
<td>9</td>
<td>New developments</td>
</tr>
</tbody>
</table>

- **Abstract deadline extension:** We decided to provide a one week abstract deadline extension which resulted in approximately 100 extra submissions.

- **The venue was an outstanding choice for the meeting.** Although seminar rooms were located in two buildings, there was no problem since they were within 30 yards of each other. The venue for the poster sessions was slightly farther away, but its location and layout were ideal and the timing of the plenary lectures, barbeques and poster sessions worked perfectly.

Three plots of the data are provided below as follows:

Chart 1 is a plot of technical session attendance. The data are presented in chronological fashion so one can see how session attendance varied throughout the meeting.

Chart 2 is a plot of abstract submissions by date.

Chart 3 is a plot of attendance for the plenary and poster sessions.
Conclusion:
This meeting was very successful as we attracted nearly 600 presentations and had reasonable attendance at most sessions. We recommend that the organizers know more about the proposed budget and the available money; MARM's cash reserves could have been used to build better technical programs, to lighten the work load of the technical program chairs, and to encourage better, less stressful, more confident planning. We recommend a better timeline to accommodate more smoothly the abstract deadline, the time required to structure the program, the time required to assemble the program book, and the time required to write the C&EN article. We also recommend that all accounting for funds raised, and fundraising efforts, be directed by the treasurer. We hope that the on-line registration software will work better in the future. The email blast program was extremely successful in communicating abstract deadlines.

Comment from David Sarno, General Co-Chair:
The choice of the conference theme “Chemistry and Health” was ambitious and appropriate for our local area, which is known for cutting-edge research in the health sciences. Although several technical sessions were aligned with this theme, it was not as successful as had been hoped at the earliest planning stages. However, a reasonable balance was achieved, as we did not wish to limit participation from members of other chemical disciplines. It was especially difficult to attract prominent scientists in this field to serve as
keynote speakers. In retrospect, the Organizing Committee simply may not have had the necessary connections to research hospitals and other institutions that could have better related to the theme. The themes of previous MARMs were more general and less technical and probably resulted in less stress for the organizers. Unless commitments can be obtained from session chairs and keynote speakers very early in the planning process, a highly technical theme is not recommended for subsequent MARMs.

**Comments from the Publication Chair, Gloria Proni:**

- Deadlines for working with other Committees have to be held more strictly. This was especially apparent for the Awards. Though the nomination deadlines were all reasonably early, some of the recipients were actually chosen very late. In fact, an incomplete awards section was initially submitted for the program book. Fortunately, the rest of the awards were soon decided and a new section was submitted, but this added to the cost of the publication.

- There were problems with graphics in many abstracts. The publisher cannot print a good image if the original is of poor quality. In the abstract submission procedure, the requirements for including graphics must be extremely clear. It may help to make the use of a specific set of guidelines mandatory, such as the “ACS setting” in ChemDraw software.

- The fonts generated by CONFEX for the Technical program and the Abstract were not the same. The system should be configured to create all content in the same format.

- CONFEX could not recognize when affiliations that appear slightly different are actually the same. For example, person A registers as John Jay College, person B registers as John Jay College of Criminal Justice and person C registers as John Jay and CONFEX gives three different affiliations. This had to be changed manually and was very time consuming. There must be a way of avoiding the problem.

- There should be a way of allowing multiple affiliations for authors in CONFEX. In some cases it might also be useful to designate multiple presenters.
III Meeting Finances
Treasurer: Frank Romano (Agilent)
Report submitted by Frank Romano and David Sarno

Summary: The meeting income was $149,806.35. Minus loans and returned checks, the actual income was $141,216.35. The meeting expenses were $124,954.14. The net income of $16,262.21 was split between the MARM Board and the New York section of the ACS. After the checking account was closed, the monies disbursed to the MARM Board and NY-ACS were both reduced by $104.56 to correct an oversight by the Treasurer in which a reimbursement had not been paid.

III (a) Budget

The attached file is a preliminary budget that we used to get started. It includes anticipated income and expenses. We never completed a final budget, so please see the attached file in III (b) for financial details.

The contract between NYACS/MARM 2008 and Queensborough Community College is found in the file below. It is worth noting that the amount actually paid was significantly less than the projected amount based on usual charges for rental of facilities, access to college staff and resources, etc. The cost for facilities rental and associated services depends on many factors including geographic location (MARM 2006 in Hershey, PA had a relatively low facilities cost) and the nature of the institution (for MARM 2007 at Ursinus College, all of the facilities and many of the services were provided gratis by the college). Holding a regional meeting at an urban college, especially in New York City would likely have been prohibitively expensive. In fact, the projected cost to hold MARM at QCC was $151,270. However, the amount paid was only $34,135. MARM 2008 could not have taken place at QCC were it not for the efforts of General Co-Chair Paris Svoronos who negotiated this significant discount with the college.
III (b) Financial Accounts Used by Meeting

One checking account was opened at Commerce Bank on 8/6/06. Commerce Bank changed to TD Bank and the account was closed on or about 1/31/09. Primary account responsibility was with the Treasurer, Frank Romano. A backup signor, co-Chair David Sarno, was added to the account in the event the Treasurer became unavailable.

The attached checking spreadsheet includes all transactions in the checking account. The spreadsheet includes columns for each session. Every effort was made to apply all revenue and expenses to the appropriate column. In some circumstances, such as credit payments paid directly to ACS by some sponsors and exhibitors, the transfer to the MARM account is simply entered as a deposit to the general fund. This is because the payments received from National ACS did not provide a breakdown of the amounts paid by individual sponsors or exhibitors.

MARM2008 Checking Spreadsheet.xls

The following file is a list of all payees.

MARM2008 Payees List.xls

III (c) Grant Funding for Meeting

We received an ACS Petroleum Research Fund Grant of $2400 for Engineered Polymeric Materials. The final statement is attached below.

ACS-PRF Grant Report.pdf

We also received a grant from National ACS for $2,725 in support of Student Affiliates activities. The details of this programming are found in Section II (c). This grant helped fund two sessions for student affiliates, conference registration for sixty undergraduate students, and the ice cream social at the Undergraduate Research Symposium. It also subsidized the cost of the
MARM barbeques to allow students a reduced ticket price. The financial report is in the file below.

![Student Affiliates financials.doc](image)

We also received a grant for $2,200 from the ACS Local Section Activities Committee which supported two Leadership Development Workshops as part of the Careers Programming described in Section II (c). The application is found below.

![MARM2008 LSAC Grant.pdf](image)

### III (d) Additional Comments/ Lessons Learned

Reimbursement for eligible expenses was completed as quickly as possible following the meeting. The relevant forms are below. In some cases, the requests did not include the required documentation (i.e. receipts) and the process was slowed. In addition, some people did not deposit their reimbursement checks for several months and the monies were returned to the MARM 2008 checking account. This required various MARM Board members to contact those individuals prior to issuing a second check.

Reimbursement guidelines and request form for invited speakers.

![MARM 2008 Reimbursement Guide](image)

Reimbursement form for general expenses.

![MARM 2008 Expense Form.doc](image)
IV Fundraising
Fundraising Co-Chairs: Frank Romano (Agilent) and Kenrick Lewis (Momentive), with assistance from Paris Svoronos, David Sarno, and John Sowa
Report submitted by Frank Romano and David Sarno

IV (a) Data

The attached file includes 5 worksheets: the original Mailing List used to solicit sponsors and exhibitors, the General Sponsors, the Symposium Sponsors, the Exhibitors, and the Advertisers (ad space in the program book). Each worksheet includes the amounts donated to MARM for sponsorship, expo booths, or ad space. There were eight general sponsors for MARM 2008 that made donations of $11,500. Teledyne Isco is included as an additional sponsor of $1,500 for a complimentary lunch (see Section V, below), bringing the general sponsorship total to $13,000. The total pledged for symposium sponsorship was $29,125. However, some of this support did not go into the MARM treasury: the ACS Division of Organic Chemistry sent reimbursements directly to invited symposium speakers. Additional support obtained through the vendor exposition is detailed in Section V.

Sponsorships were sought for general conference needs such as refreshments, facilities fees, posters boards, etc. Session chairs were also encouraged to solicit support to augment the seed money they had been provided so that they could expand their programs. Potential sponsors were identified from lists of regional companies provided by ACS, as well as from the Eastern Analytical Symposium, and from previous MARMs. Individuals involved in MARM made additional suggestions based on professional relationships, recent purchases, etc. Many of the same companies were also contacted about the MARM expo. Contact was made via email and/or regular mail. There were differing opinions on the effectiveness of each method. In some cases, only the email or regular mail address was available. Sponsors were also solicited directly on the MARM website, both on the home page and on the Sponsors page.

A general letter was written to explain the needs of the meeting and to request financial support. The Vendor Expo was also mentioned in the same letter as another option. A separate attachment described the benefits of various sponsorship levels, which was based on models from previous
MARMs. These included free advertising in the program book, complimentary registrations, and prominent signage.

The fundraising effort began in earnest in January 2008. We felt this was a late start compared to previous MARMs. Unfortunately, personal circumstances prevented Ken Lewis’ active and consistent involvement, and it was difficult for Frank Romano to serve as both Treasurer and the only Fund Raising Chair. The General Co-Chairs assisted by handling all of the printing and mailing tasks. John Sowa assisted by keeping track of funds raised in support of individual sessions.

Approximately 310 companies and ACS Divisions were contacted. About 220 of these companies were also sent a separate invitation to participate in the Expo. We determined fairly quickly that there were too many people collecting information to keep an accurate and updated list of contacts and activities. Further, despite instructions to send all information to Frank Romano, companies contacted several different people within our organization. This was even more complicated when session chairs recruited their own sponsors because extra layers of people became involved. A Microsoft SharePoint website was created in an effort to streamline the coordination of these efforts. Unfortunately, the server was extremely slow, so it did not fully serve the intended purpose.

**IV (b) Exhibits**

The Fundraising letter and accompanying Sponsorship insert are in the files below. Also included is an example of a template letter used to solicit individual session sponsorship.

![MARM 2008 Fundraising Letter FI](MARM 2008 Fundraising Letter FI)
![MARM 2008 Sponsorship Insert FI](MARM 2008 Sponsorship Insert FI)
![MARM 2008 Symposium Fundraising Letter](MARM 2008 Symposium Fundraising Letter)

The general sponsors were acknowledged with posters displaying their logos and their sponsorship levels. Several 3’ × 4’ posters were printed and displayed in the registration and coffee break areas. Several 8.5” × 11” flyers were also printed and displayed on the break tables. An example is below.

![general sponsors-small](general sponsors-small)
All sponsors were acknowledged on the MARM website at http://www.marmacs.org/2008/spnsrs.html as quickly as possible. The company logos were displayed, along with the associated sponsorship level or technical sessions. The logos were hyperlinked to the corporate websites. They were similarly acknowledged in a separate section in the beginning of the program book. Finally, all session chairs were instructed to show a PowerPoint slide acknowledging their sponsors. A sample was emailed to all of the chairs.

IV (c) Additional Comments/ Lessons Learned

- ACS Divisions should have been solicited more aggressively. Only five Divisions supported MARM 2008, whereas 2007 and 2006 were supported by 12 and 13 Divisions, respectively. The session chairs did not seem to actively seek out this form of support.

- Though it was helpful to have several people assisting with fund raising, it turned out to be difficult to coordinate. The work flow needs to be made much more efficient.

- It is important to be sure that all sponsors are properly acknowledged. This was simple in the case of general sponsors because there only a few of them and they all made contact through one of the Executive Committee Chairs. However, it took a great deal of effort to do this with the session sponsors. The session chairs must be reminded frequently to input this information into their session in CONFEX so that it will appear on the website and in the program book. Manually checking over all of the sessions was successful, but extremely tedious and time-consuming.

- We received several last minute donations and they could not all be properly acknowledged. Although we would not want to turn away any potential sponsors, we may want to impose a deadline on accepting pledges that is in sync with the schedule for printing the program book, for instance.

- We could not offer the sponsors a real physical presence at the meeting, since the tables were being purchased for the vendor expo and space was limited. However, we did set aside one table in the registration area as a general sponsors table. This table was unstaffed and was used to display for promotional materials from the general sponsors. In addition to company literature, Novartis provided pads and Agilent provided pens, which were very useful to the conference attendees.
Queensborough Community College was acknowledged as a general sponsor due to the significant discount that they offered for use of facilities, resources, and personnel (see Section III (a)).

V Exposition

Exposition Chair: Luis Avila (Columbia University), Exposition Secretary: Kim Lee Granger (Columbia University). Assisted by Bill Suits (ACS Consultant), David Sarno and Paris Svoronos (Queensborough Community College)

Report submitted by Luis Avila, Kim Lee-Granger, and David Sarno

Exposition Configuration

There were 19 Table sponsors distributed along the first and second floors of the Medical Arts and Science Building. Fourteen sponsors requested powered tables. There were five sponsors whose space was located at the coffee center. A twentieth sponsor had a display that was briefly set up in the Student Union building at a complimentary lunch.

Narrative

Twenty companies replied to the Exposition online request. This process was delayed due to the advertising situation with the website at the beginning of MARM. Hoffman & Baron, LLP did not attend the conference due to a last minute change of schedule. Due to the short notice, we did not reimburse the company as stated in the contract. The Exposition revenue was $21,090. We created laminated signs with the company Logo to organize the tables. The vendors appreciated this and took their signs to their companies. Several days before the start of the conference, Teledyne ISCO contacted us but there was no more table space. Instead of turning them away, they sponsored a complimentary lunch ($1500) at a nearby location (Student Union). The company set up their table for 1.5 hours as the only exhibitor present. This donation was accounted for as a sponsorship, rather than a vendor (see Section IV, Fundraising).

V (a) Data

The following Table summarizes the participating vendors along with the names of the representatives.
## MARM 2008 List of Vendors

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<td>1725 Discovery Drive</td>
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<tr>
<td>Charlottesville, VA 22911</td>
<td></td>
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<td>Thomas Moran</td>
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<td><strong>Shimadzu Scientific Instruments</strong></td>
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<td>Joan Denton</td>
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<td><strong>CEM</strong></td>
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<td>3100 Smith Farm road, POB 200</td>
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<td>Dr. John Amend</td>
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<td>Bozeman, MT 59771-7358</td>
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<td>Michael Dufraine</td>
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<td>East Granby, CT 06071</td>
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<td>Jeffrey Marcus</td>
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<td>New Castle, DE 19720</td>
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<td>Kristin Bigott</td>
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<td>Round Rock, TX 78682</td>
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<td>Booth Assignment</td>
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<td>------------------------------------</td>
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<td>Ken Tseng</td>
<td>Shodex</td>
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<td>Amy Frame</td>
<td>Vernier Software &amp; Technology</td>
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<td>Mark A Stratton</td>
<td>Analiza, Inc</td>
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<td>Terry Suzuki</td>
<td>HiScope System Company</td>
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<tr>
<td>Dr. GeeCee Pat</td>
<td>American Institute of Pharmaceutical Technology (AIPT)</td>
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<td>Dr. Jerry DeMenna</td>
<td>MeasureNet/EDU-CHEM</td>
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<tr>
<td>Ad Boyer</td>
<td>Thermo Fisher Scientific</td>
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**TOTAL REVENUE FROM VENDORS** $21,090

Additional contact information as well as booth assignments are in the file below.

MARM2008 expo contracts_booths.xls

**V (b) Vendor Feedback**

With the exception of the representatives from CEM, MicroLab, ChemGlass, TA Instruments and Varian, most vendors were not satisfied with the number of contacts made. This negative outcome was due to a couple of facts:

1. The exposition opened on Sunday. There were no many talks scheduled on Sunday and the vendors just wasted their time
2. There was not a special time for the exposition due to its configuration. Most attendees were concerned with the technical program and just passed by the vendors.

3. Even though five tables were set in the coffee room, the attendees just grabbed their coffee and cookies and did not interact with the vendors.

**V (c) Approaches Used to Attract Vendors to Meeting**

The website situation affected adversely the communication with vendors. This motivated two extensions to the application deadline. Three email messages were sent. The first message was sent to a small group of vendors on November 1, 2007; the second message was sent on January 14th, 2008, and the third was sent on March 3rd, 2008.

The first list of potential vendors was generated by calling representatives of companies that made transactions with the department of chemistry at Columbia. After the second organizational meeting Bill Suits provided a bag containing business cards from attendees to EAS and MARM 2007. David Sarno and Paris Svoronos continuously provided names and finally Peggy Smith provided the entire list of attendees from the ACS national meeting. Kim Lee-Granger then compiled the list of vendors on a spreadsheet. From this list, those companies that did not have email addresses were not contacted.

**V (d) Exhibits**

Information for vendors included an invitation letter and an application/contract. These were available on the MARM website at [www.marmacs.org/2008/exhibits.html](http://www.marmacs.org/2008/exhibits.html). A separate invitation letter was sent to potential vendors who had already committed to support the Undergraduate Research Symposium. The prices were lowered to $1000 for a booth with power and $800 for one without power. The vendor list was provided by the URS Chairs. These materials are in the files below.

![Exhibits Invitation March.pdf](ExhibitsInvitation-March.pdf)  
![Exhibition Space Application and Contract](Exhibition Space Application and Contract)  
![Exhibits Invitation URS.pdf](Exhibits Invitation URS.pdf)

The Expo was held on Sunday May 18 and Monday May 19 from approximately 8:00AM to 5:30PM. They were followed by the plenary lectures each day, which were held in the adjoining space. Several of them were asked if they would like to stay for a third day (at no charge), but most
had other obligations or felt they could not justify the additional expense of lodging, etc.

V (e) Additional Comments/Lessons Learned

- The sign up deadline to receive the 10% discount was pushed back by a month, from early February to early March. Problems with the website had prevented vendors from obtaining the application/contract form and interest in the expo was just beginning to increase in February. Unfortunately, several vendors did not claim the discount, though there were no complaints. This could have been avoided by revising the application form to clearly include the discounted prices.

- Several vendors contacted us very late. While this is not a surprise given past reports, it was difficult to properly acknowledge several of them in the program book (online was not a problem). It might help to set a deadline so that vendors would know in advance that the same benefits would not be available for late applicants.

- One vendor claimed that he had sent an application, contract, and company logo to the Exhibits Chair months ahead of the meeting, though we had no record of this. He believed that it had gotten lost in the mail, though this seems very unlikely based on the available evidence. Ultimately, we were able to accommodate him. We recommend that future Committees make it extremely clear that vendors will be contacted upon receipt of their application materials and that they should follow up if there is no response. Since we had not done this, we could not point out to this person that they should have contacted us much earlier.

- The response to the vendor booths was extremely slow on Sunday. For a few of the exhibitors it improved on Monday, but not in all cases. Vendors were asked if there were interested in staying another day in their location but many vendors felt that the foot traffic was unlikely to improve and others already had commitments.

- Several suggestions for improvement were given by vendors based on their experiences at other conferences.
  - A vendor raffle drawing was suggested where each company contributes small items to make a large basket, or several small raffle items
  - Each person should get a card, which is stamped for each booth visited. A card with 8 stamps is then eligible for the raffle. The card may have contact information associated with it and the card number is recorded.
The talks should have been held on Mon and Tuesday since the polymer talks on Sunday kept the traffic slow.
- Food booths should be interspersed with vendor booths.
- A 4-hour time slot during which there are no talks could be assigned for the vendors. Conference attendees would be encouraged to attend by having wine and cheese offered

- Some vendors thought it was expensive for a tabletop shoe and indicated they usually paid $200-$400 for this type of set up.

VI Publicity/Web Site
Publicity was primarily handled by David Sarno, Paris Svoronos and John Sowa. There was no Publicity Chair.
Webmaster: Raj Vaswani (QCC); Web Consultant (CONFEX interface and email blasts): Paul Tukey
Report submitted by David Sarno

VI (a) Data
Publicity for MARM 2008 truly began in 2005 following the acceptance of the bid to host the meeting by simple word-of-mouth throughout the New York and North Jersey local sections. More formal publicity started in 2006. The MARM 2008 logo (see below) was used in all correspondence and became ubiquitous at local, regional, and national ACS meetings in the region. Business cards were widely distributed and people wore a card-sized pin to help promote the conference.

The MARM 2008 website at www.marmacs.org, and especially a series of email blasts to the regional membership, were used to reach the widest audience. For more on mass emails see Section II (h).

Additional publicity came from several sources, listed below.
- Chemical & Engineering News
  - Call for papers (January 14, 2008)
  - Full program article (April 21, 2008)
- QCC website (www.qcc.cuny.edu)
  - Banner ad
  - Press release
- NYC Department of Education
  - Principals Weekly email (March 26, 2008)
  - Science News email (April 2008)
- ACS Division of Chemical Education newsletter (Spring 2008)
• Two-Year College Chemistry Consortium (2YC3) newsletter (Spring 2008, volume 1, [www.2yc3.org](http://www.2yc3.org))
• Local section newsletters and websites
  • Preliminary announcement in the *Indicator* (New York/North Jersey, November, December 2007)
  • Call for papers (February 2008): New York/North Jersey (Feb and March), Chemical Society of Washington, Trenton, Maryland, Western Maryland, Susquehanna Valley, Lehigh Valley
  • Meeting overviews in the *Indicator* (April, May 2008; cover in May)
  • “Thank You” ad in the *Indicator* (June 2008)
• CUNY Events page (before MARM), CUNY Newswire (after MARM)
• General flyers, including program details and events (2007-2008)
• Topical flyers (2007-2008)
  • Chemical Education flyer
  • Student Affiliates flyer
  • Polymer Chemistry tri-fold brochure
  • Computational Chemistry flyer
• New York ACS website (and URS webpage) ([www.newyorkacs.org](http://www.newyorkacs.org))
• RSC-US website ([http://www.anasp.org/hosted/rsc](http://www.anasp.org/hosted/rsc))
• POGIL website ([www.pogil.org](http://www.pogil.org))
• CePM website ([www.chem.csi.cuny.edu/cepm](http://www.chem.csi.cuny.edu/cepm))
• Some vendor websites
• Letters to legislators requesting welcome letters for program book

MARM 2008 was promoted at other, primarily ACS, meetings and events. They are listed below with the methods used for marketing.
• ACS National meetings (Boston, August 2007; New Orleans, April 2008)
  • Business cards, flyers, pins, word-of-mouth, exposition
• NY-ACS Nichols Medal Symposium (March 2007, March 2008)
  • Business cards, flyers, pins, announcements/presentation slides, word-of-mouth
• NY-ACS High School Topical Group meetings (Spring 2008)
  • Announcements and flyers
• Long Island-ACS monthly seminars (Spring 2008)
  • Announcements and flyers
• CUNY College Now (January 2008)
  • Business cards and flyers
• Eastern Analytical Symposium (November 2007)
  • Business cards, pins, word-of-mouth
• MARM 2007, Ursinus College (May 15-19, 2007)
  • Business cards, flyers, pins, word-of-mouth, exposition
• NY-ACS Undergraduate Research Symposium, Manhattan College (May 2007)
• Business cards, flyers, pins, announcements, word-of-mouth
• MARM 2006, Hershey Lodge (June 4-7, 2006)
  • Business cards, flyers, pins, word-of-mouth, exposition
• NY-ACS Undergraduate Research Symposium, St. John’s University (April 2006)
  • Business cards, pins, word-of-mouth
• MARM 2005, Rutgers University (May 22-25, 2005)
  • Business cards, pins, word-of-mouth, exposition

The Call for Abstracts flyer was designed by John Sowa. Most other promotional materials were created by David Sarno. The MARM logo is described below in Section VI (d).

VI (b) Publicity Methods

Most communication for MARM 2008 was electronic. Nine mass email messages were sent to approximately 29,000 people. This service, provided by the Web Consultant, cost $1000. The services of our Webmaster cost $3000 and allowed us the nearly constant ability to make rapid and detailed updates of any size to the website from January 2008 to the present. Considering the speed of this communication and the number of people reached, we feel this was highly cost-effective.

More than 300 letters were sent by regular mail to solicit Exposition vendors and meeting sponsors. In addition to postage, “MARM envelopes” were prepared by a local printing company. Only a few of the sponsors and vendors who ultimately participated in MARM were actually on this mailing list. The estimated cost of this effort, including printing and postage was $500. As noted earlier, there are differing views on the effectiveness of standard mail and email. Some people will ignore or misplace email; others will do the same with a printed letter. One of the reasons we used standard mail was that we did not have email addresses for most of the companies on our list. Considering that over $60,000 was raised and a single average donation covered the entire cost of the standard mailings for MARM 2008, a limited amount of regular mail may still be worth the modest expense.

There are some markets that should have been used to better publicize the meeting. For example, the New York Academy of Sciences should have been contacted for greater publicity and mutual gain. Also, considering the theme of the meeting, we did not adequately reach out to the research hospitals in the New York metropolitan area. The public education system in New York City was also not as successfully engaged as we had hoped. We had hoped to entice high school teachers with the opportunity for professional
development credits, but obtaining accurate information in this regard was surprisingly difficult.

The QCC Office of Marketing and Communications was extremely helpful with the creation of publicity materials and obtaining welcome letters (see Sections VI (d), (e), and (g)). However, in retrospect we believe they could have better informed and engaged the rest of the CUNY system through various print and electronic media that are routinely used to advertise events at the different campuses.

VI (c) Web Page Design

The MARM website was designed to be a one-stop destination for all aspects of the meeting. We believe it is essential to use the same URL (www.marmacs.org) every year to provide consistency to our audience. Keeping the websites from previous years available also creates a comprehensive archive which is useful for meeting planners and the MARM Board.

We did not collect any data related to the effectiveness of the webpage in marketing the meeting. However, the Web Consultant did gather information related to the effectiveness of the mass emails. Unfortunately, this data was not available for the preparation of this report.

Outline of MARM 2008 website

The MARM 2008 website used the design of the 2007 website as a template. The main page included general meeting information, links to the ACS and NYACS homepages and MARM 2008 Committee Roster; pictures of the QCC campus; web links to participating local sections and ACS divisions; instructions for potential sponsors; a “What’s New” section; and large obvious buttons for items such as abstract submission, conference registration, and other important notes. Along the left side of the page were buttons that could be used to navigate to each page on the site. These buttons were always available from every webpage within the website. The buttons were as follows:

- General Meeting Information
- Technical Program (directly linked to CONFEX system)
- Program Book (link to pdf of the entire book)
- Workshops & Special Events
- Awards (announcements/criteria and awardees)
- Undergraduate Events
- Chemical Educators
- ACS Careers (including basic registration system described in Section II (c))
• Sponsors at MARM (general sponsors listed with donation level and symposium/event sponsors with associated section; all with logos linked to websites)
• Exhibits at MARM (all with logos linked to websites)
• Advertising in the Program Book (instructions for advertisers; the ads were not placed on the web)
• Submit an Abstract (link to ACS abstract submission system)
• Register for MARM (advance and onsite registration fees; link to ACS registration system; instructions for complimentary registration for participants in NYACS Undergraduate Research Symposium)
• Reserve your Hotel for MARM (list of area hotels with web links, including three with reduced rates for MARM attendees)
• Area Restaurants (including type of cuisine, address, and phone number)
• Directions and Parking (including several possible routes to QCC; links to online map websites, campus map, public transportation and shuttle bus pages; printable parking permit)
• Public Transport (including links to MTA subways and buses, Long Island Rail Road, Amtrak service; links to online map websites, campus map, and shuttle bus pages; phone numbers for local taxi services)
• FREE SHUTTLE BUS (description and schedule for complimentary bus loop between LIRR station, two hotels and QCC; printable bus schedule; map of shuttle route)
• Local Attractions (including web links to QCC facilities; attractions and activities in the Borough of Queens; and popular sites in New York City as well as general resources for visitors to New York City)
• Flyers (links to various printable MARM flyers)
• Instructions for Presenters and Session Chairs (including downloadable Guidelines for presenters and session chairs, MARM 2008 session tracking report form, Reimbursement guidelines for invited speakers and Sample PowerPoint symposium information slide for session chairs to customize for acknowledgment of support, etc.)

The goal was to be as comprehensive and up-to-date as possible. Therefore the content of each page was updated as new information became available and every page contained numerous links to other related pages on the website. Other comments pertaining to the MARM website are described in **Section VI (g)** below.

**The web might be used to greater effect for future regional meetings.** One simple example would be getting estimated headcounts for events. This was successfully done for the MARM 2008 Careers program ([www.marmacs.org/2008/careers.html](http://www.marmacs.org/2008/careers.html)). People were asked to indicate
which workshop session they would attend by selecting “AM” or “PM” and providing an email address. A confirmation message was automatically generated and sent to the person and registration message was sent to the chair of the program. This feature was advertised in the final mass email, just 5 days before the start of MARM. Over 30 people signed up for the workshops and approximately 15 attended. This same system could be applied to other events that would benefit from a head count.

Another possibility is to create a surveys page for easy evaluation of the meeting. It would be useful, for example, to learn how people find out about MARM (email, flyer, word of mouth, traditional attendance, etc.), why they participate, if they used the shuttle, etc. This might also help us determine which methods are most effective for successfully obtaining sponsors and vendors (see Section VI (b) above).

**VI (d) Meeting Logo**

The red and yellow “starburst” logo was extremely useful in promoting the meeting. The high contrast, eye-catching colors were easily recognized and it truly became the symbol of the conference. It was used widely, in all correspondence, letterhead, flyers, business cards, pins, email announcements, web links on other websites, banners, etc. The initial logo concept was proposed by Yorke Rhodes with the idea that “the sun rises and sets on New York City.” The final design was created by Carolyn Geida, formerly of the QCC Office of Marketing and Communications. It was subsequently modified by David Arroyo and Keith Darby, both formerly of the QCC Office of Marketing and Communications, for various purposes including t-shirts, flash drives, and large banners. All items included a QCC logo. These services were provided free of charge.
VI (e) News Media

The meeting received some media coverage within the City University of New York, via the QCC Office of Marketing and Communications, which placed MARM on the Events page of the CUNY website (www.cuny.edu) prior to the conference. However, we do not have any data indicating how many times the advertisement was viewed, etc. After the meeting, the QCC Marketing office issued a press release, which can be found at the “CUNY Newswire” (www1.cuny.edu/news/index.html) and also via the QCC website (www.qcc.cuny.edu). Both releases are copied in the file below.

MARM_CUNY-PR.doc

No other off-campus news media coverage has been reported, except Chemical & Engineering News, as noted above. These articles can be found online at http://pubs.acs.org/isubscribe/journals/cen/86/i02/html/8602meetings.html and http://pubs.acs.org/isubscribe/journals/cen/86/i16/html/8616meetings.html.

VI (f) Exhibits

In addition to business cards and pins, numerous flyers and posters were created for MARM 2008. The first flyer prepared was distributed at the 2007 Nichols award symposium. Additional flyers were used at URS and MARM 2007 and the August 2007 National ACS meeting. Later, a flyer was also prepared which highlighted the developing program as well as the campus (a 17” x 22” version was also created).


The Call for Papers ad and meeting overview flyer are below.

Call for Abstracts MARM 2008.pdf MARM-overview.pdf

A series of smaller ads appeared in the Indicator and other ads appeared in the ACS CHED and 2YCd newsletters.
Flyers promoting individual programs can be found online at www.marmacs.org/2008/flyers.html. Two examples are below.

Letterhead was created for MARM 2008.

VI (g) Additional Comments/ Lessons Learned

**MARM Website:** There were major difficulties updating the website because only one person had the necessary access rights. Shortly after the close of MARM 2007, Paul Tukey agreed to continue as webmaster for MARM 2008. He cloned the 2007 website, changed the dates, posted the 2008 logo and cleared the 2007 information. A few updates were made over the summer, but as more information became available in fall 2007, requests for updates went unanswered. We could have started a new web page, but “www.marmacs.org” was the URL that had been used for the last several MARMs and it had been advertised as the 2008 website for at least a full year. The New York section was also unable to reach him and their website could not be updated. There were numerous failed attempts by several people within the local section to contact him through December 2007. Finally, through personal connections, he was reached and agreed to turn the position over to someone else. (No explanation was made public.) In January, Raj Vaswani took over as MARM 2008 webmaster and Paul Tukey became the web consultant, responsible for mass emails and for ensuring a smooth interface between CONFEX and the marmacs.org. After this point, web operations generally ran smoothly. Raj and David Sarno worked closely on the webpage, quickly bringing it up to date. David created content or gathered it from various committees and other sources. Raj posted the content (typically within 24 hours) and ensured the proper function of the website. He created some new features not seen on previous MARM websites: the changing campus photos on the home page, and the sign up page for the Careers program.
It is recommended that access to the website not be restricted to a single person. Furthermore, our webmaster preferred to be given extremely detailed instructions with content provided “camera-ready” in order to minimize the amount of revisions following an update. Finally, to streamline the workflow, all update requests should go through one key person before being sent to the webmaster. We recommend using the same website layout for future meetings, since people are familiar with it and pages can be easily added/removed/modified.

Once we gained control of the URL, we found the layout of the website to be self-explanatory. All information could be easily found after some brief exploration. However, the organizers received many requests for information that was readily available on the web. Therefore, when designing/posting content, it is important to remember that many visitors are not familiar with the layout of the website or the operations of the meeting and they will not always read all the information presented to them. Therefore, it is useful to create some redundancy, especially with important instructions (e.g. registration and abstract submission) or links to new/revised content that might otherwise be missed.

Some pages were added for 2008 that did not appear in 2007. These were Careers, Program Book Advertising, Shuttle Bus, and Instructions for Presenters and Session Chairs. The last page allowed us to provide information of use to the people who are actively participating in the conference. It was created just before the start of the meeting, so it did not get as much attention as hoped. If made available early, it could be a very useful resource for future meetings.

**Welcome Letters:** The QCC Office of Marketing and Communications was instrumental in obtaining the letters of welcome for the program book from the CUNY Chancellor, and legislators including NYC Mayor Bloomberg and Congressman Gary Ackerman. We are fortunate to have the cooperation of this office, which was willing to help us promote the meeting outside of our regular channels. Clearly, the campus recognized and seized the opportunity to promote itself and the mission of CUNY, which could only serve to benefit MARM. We were determined to have MARM at QCC recognized as a part of “CUNY’s Decade of Science.” It is very notable that the CUNY Chancellor, Matthew Goldstein, attended and brought welcoming remark to a plenary session at MARM. This was the result of a coordinated effort between the General Co-Chairs, the QCC President, Eduardo Martí, and the QCC Marketing Office, led by Ruth Griggs-Fontana.

**T-shirts and Flash Drives:** The MARM t-shirts worn by student volunteers were very successful. They were highly visible, making the volunteers very
easy to spot. Several people asked if they could purchase a shirt, but there were no extras. Selling shirts onsite might be worth pursuing at future meetings. The company was contracted through a personal friend of David Sarno and they provided a quick turnaround and extremely competitive prices: 45 shirts @ $274.60 (EVR Promotions, PO Box 38201, Albany NY 12203 (518-458-6081)). Another promotional item was 1GB flash drives with the MARM logo on one side and the QCC logo on the other. They were obtained just before the start of the meeting. In order to get them on time, our options were more limited. The cost of 100 drives was $1450.00. Other vendors could have offered a better deal given sufficient time. These were given as gifts to the session chairs and other major volunteers.

VII Arrangements
Facilities and Arrangements Co-Chairs: Pedro Irigoyen (QCC), Sasan Karimi (QCC), Sharon Lall-Ramnarine (QCC), assisted by David Sarno and Paris Svoronos
*Report submitted by David Sarno*

VII (a) Data

Several special arrangements had to be made in order to hold the meeting at QCC.

**Scheduling:** The QCC campus is active nearly all year long. Therefore it was difficult to identify a period of time that would be least disruptive to the students and faculty. The dates chosen, May 17-21, were after the end of
spring semester classes, and before Memorial Day weekend and the start of summer classes. However, it was during final exams. Special arrangements were made with the QCC Registrar far in advance of the meeting to postpone some finals and also to keep the exams out of the areas used by MARM. Although there were some last-minute errors, they were quickly corrected and we were able to minimize disturbances to the QCC students and MARM attendees. This could not have been achieved without the strong relationship between the QCC Chemistry Department and the Administration.

**A/V Services:** QCC has modern A/V facilities and some rooms have permanent multimedia access. The QCC Academic Computing Center and other offices provided smart carts for the other rooms as well as staff to distribute them and provide assistance. The rooms were locked when not in use and the equipment was moved to a safe place at the end of the program each day. There were very few technical problems, but the staff responded extremely quickly when necessary. They also provided PA systems for certain rooms and videotaped the plenary lectures (with permission from the presenters). Expenses for all A/V services were included in the contract with QCC.

**Poster Boards:** QCC does not have its own supply of poster boards, therefore the facilities chairs contracted with a vendor that could meet our needs of approximately 50 two-sided boards per session. This company was Arenson Office Furnishings (212-991-4130, www.aof.com). Fifty boards and associated hardware, plus insurance, “energy surcharge”, delivery and pickup cost a total of $2585. The boards were delivered to the Student Union, but because other events were taking place before the poster session, they were not assembled until Sunday afternoon. A few days before the conference, a few extra boards were ordered with no major difficulty. These fabric-covered boards were 72” high by 60” wide and may actually have been cubicle dividers. They worked out very well and we’ve been informed that the price was very low, compared to “traditional” poster boards.

**Building and Grounds:** The QCC Building & Grounds crew was invaluable to MARM 2008. The Administration ensured that they were available to assist us throughout the conference.

- An enormous number of tables were quickly set up in and removed from multiple locations for the URS, registration, vendor expo, coffee breaks, barbecues, special meals and receptions, and certain workshops
- Numerous extension cords were prepared for the expo tables with power
- MARM banners were hung in multiple locations on campus
• New projection screens were mounted in several rooms with very short notice
• Moved poster boards out of storage
• All areas were kept clean

**Security and Parking:** The Campus Security office was engaged throughout the meeting. Officers were on site at all times to ensure the safety of our attendees. They were available to allow access to rooms and they ensured the security of equipment brought by expo vendors. The Security Office had legitimate concerns regarding parking. There is limited space and hang-tags are required to park in the lot. In order to simplify parking for our attendees and for campus security, we create and distributed (via the website) a printable parking permit to be displayed on the dashboard. When the main lot was full, people were directed to an overflow lot.

![MARM parking permit.pdf](MARM_parking_permit.pdf)

**Shuttle Bus:** Another way in which we tried to alleviate parking and transportation concerns was to provide a free shuttle bus to the campus that made stops at the two closest hotels, plus the local train station for the Long Island Rail Road (connects to Penn Station in Manhattan). This service was not fully organized until several weeks before the meeting, so we publicized it in the final email blast, emphasized it on the website, and provided copies of the schedule and route map in the registration area. The company was Dream Tour, Inc. (718-888-1000), a local agency owned by a personal friend of Jun Shin of QCC. Two 25-passenger buses provided constant service from Sunday through Wednesday. The schedule is in the file below.

![printable bus schedule.pdf](printable_bus_schedule.pdf)

There were some difficulties at first, as the bus could not be seen from the lobby of one of the hotels and it could not fit in the parking lot. This was corrected by contacting the hotels and asking them to post some information at the front desk. Also, some visitors could not find the bus at the train station. Unfortunately, we did not find out about this problem until nearly the close of the meeting. The number of passengers was not carefully tracked. However, we know that the earliest runs (7:30AM) generally had no passengers and the most seen arriving on a single bus was 10. We also do
not know how heavily it was used during lunch. (The train station stop is close to many of the restaurants advertised on the website, but lunch was also available onsite.) Informal comments from people travelling from Manhattan noted that the shuttle worked well; and for some, the shuttle was the only way they were able to reach the meeting. The total cost of this service was $5,400.

VII (b) Special Needs

Queensborough Community College is an accessible campus. No additional measures were taken to provide for any special needs and none were requested by our attendees. The caterer provided a small percentage of kosher meals at the complimentary Sunday lunch. The shuttle bus could not provide for attendees with disabilities. Fortunately, to the best of our knowledge, this did not affect anyone’s ability to reach the meeting.

VII (c) Additional Comments/Lessons Learned

As we’ve stated several times in this report, the cooperation of the QCC Administration and the offices of Buildings & Grounds, Academic Computing Center, and Security was exemplary and integral to the success of MARM 2008.

The free shuttle has never been offered at prior MARMs. It was an experiment, which should have been better monitored to determine if it should be offered in the future. The hotels served by the shuttle should have been informed in advance. Other meetings in more rural areas might not benefit as much since hotels are more spread out.
VIII Appendices

1. Meeting Minutes

Note that the minutes are not available for the MARM Board meetings held on May 18, 2007, October 28, 2007, and April 26, 2008. Minutes were not taken for the phone conferences of the Organizing Committee held on February 18, 2008 and March 10, 2008.

2. Report from John Sowa and Jack Norton, Program Co-Chairs