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## Honor An Industry Colleague with CEF's Vanguard Award

For over a decade, the Chemical Educational Foundation (CEF) has honored members of the chemical industry whose leadership and initiatives embody the Foundation's goals of fostering a greater understanding of the science of chemistry, the benefits of chemicals and the importance of chemical safety awareness. CEF is currently seeking nominees for the 2010 Vanguard Award, so let us know who you think should receive this prestigious award!

### Nominate Your Colleague for the Vanguard Award!

*Ceremony Date:* April 28, 2010

*Criteria:* The Vanguard Award winner is an industry leader who has actively been involved in the community to increase the awareness and knowledge of at least three of the following groups concerning the value of chemistry, benefits of chemicals, and importance of chemical safety awareness:



Vanguard Award winners (from left):  
Laura Dornbusch ('03), Arthur McFerrin ('09),  
and Richard Peacock ('07).

- **Educators/Students** (e.g., by providing chemistry education material for local schools, making presentations at local schools, sponsoring chemical scholarship activities, supporting teacher training in chemical/chemistry education)
- **Consumers** (e.g., by speaking at public gatherings, being actively involved in community affairs, writing for consumer-oriented publications)
- **Chemical industry employees** (e.g., by promoting workplace safety, adhering to the Responsible Care and Responsible Distribution Process codes, distributing informational pieces to company employees)
- **Government officials** (e.g., by regularly communicating with local, state, and federal legislators and regulators, engaging in lobbying efforts aimed at educating and informing)
- **Community first-responders** (e.g., by actively supporting local LEPCs, regularly communicating with local police, fire, and emergency personnel)

(See page 4 for a complete list of previous Vanguard Award winners.)

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### John Rice

*Executive Director*

### Laurel Brent

*Manager, Communications*

### Corianne Pafford

*Manager, Programs & Outreach*

### Suzette Bucher

*Programs & Outreach Assistant*

## 2009-2010 CEF Meetings

- November 29 - December 4, 2009 NACD's Annual Meeting  
Marco Island, FL
- December 2, 2009 CEF Program Committee Mtg.  
Marco Island, FL
- December 3, 2009 CEF Board Meeting  
Marco Island, FL
- April 27, 2010 CEF Board Meeting  
Washington, DC
- April 28-29, 2010 NACD's Washington Fly-In  
Washington, DC
- September 14, 2010 CEF Board Meeting  
(via conference call)

**CHEMICAL EDUCATIONAL FOUNDATION**  
Dedicated to a greater understanding of the science and value of chemistry

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**Upcoming Events**

- Annual Meeting**  
November 29, 2009 - December 04, 2009  
Marco Island, FL
- Program Committee Meeting**  
December 02, 2009  
Marco Island, FL
- Board of Trustees Meeting**  
December 03, 2009  
Marco Island, FL

**Back-to-School Special:**  
Purchase Your YBTC Activity Guides Today!  
CEF Academic Competition Wins National Award!

**CEF was created by the National Association of Chemical Distributors in 1989**

**NACD**  
NATIONAL ASSOCIATION OF CHEMICAL DISTRIBUTORS

**You Be The Chemist**  
Interested in the You Be The Chemist programs?  
Click HERE for more information.

## CEF and the Chemical Industry on the Web

For the latest information on the Foundation's activities, program development, contributors, and much more, visit CEF's Web site, [www.chemed.org](http://www.chemed.org).

**You can even link CEF's Web site to your Web site!** As a contributor to the Foundation, you can easily introduce customers and community members who visit your company's Web site to your involvement in educational outreach initiatives on behalf of the chemical industry. Information on the benefits of chemistry and chemicals is just a click away! Contact CEF for details at 703/527-6223.

## Now Available Online - The Complete YBTC Challenge Study Guide

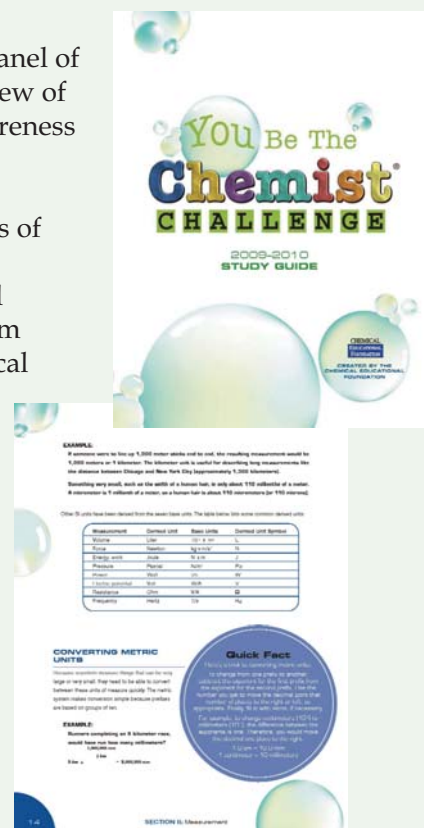
Study guide material for *You Be The Chemist* Challenge competitions is now available on the CEF Web site. The Study Guide, created and reviewed by a panel of chemists, curriculum coordinators, and professors, offers an expansive overview of important chemistry concepts, historical discoveries, and chemical safety awareness tips.

The YBTC Challenge is an academic competition that aims to engage members of the chemical industry with the students and educators in their community. Members of the chemical industry work with local educators to introduce and implement the YBTC Challenge in the community. Thousands of students from around the country study the material in the guide and then participate in Local YBTC Challenge competitions. These Challenges can take many forms including a verbal "quiz bowl" with an electronic response system or lettered numbers or a written test (for a detailed list of recommended competition structures, view the YBTC 2009-2010 Guidelines found on Local Challenge page of the CEF Web site at <http://www.chemed.org/ybtc/challenge/local.aspx>).

Winners of these Local YBTC Challenge competitions move on to participate in State competitions, and then possibly the National YBTC Challenge held each June in Philadelphia!

Visit the Study Materials page of the Students section of CEF Web site at <http://www.chemed.org/ybtc/students/study.aspx> to view the important chemistry concepts that students across the country are learning!

Are you interested in starting a Challenge in your community? It's not too late. For more information, contact the CEF staff at 703/527-6223 or e-mail us at [challenge@chemed.org](mailto:challenge@chemed.org).



## Hit the Links and Support Chemistry Education

Help CEF raise money for chemistry education by golfing! The CEF staff will be at NACD's Annual Meeting Golf Tournament on Tuesday, December 1 in Marco Island, Florida, holding fundraisers in support of our *You Be The Chemist* (YBTC) programs. CEF's programs and activities are completely funded by contributions from industry members like you! Show your support for chemistry education and support us on the golf course!

### 2009 Golf Tournament Fundraisers

- *Mulligans* - \$10 each or three for \$25
- *You Be The Hot Shot* - For a \$10 donation, you'll win a sleeve of Titleist golf balls if you hit the green on your first attempt
- *Distributor Squares* - For \$10, pick an element on the Distributor Squares board and you'll be entered into a raffle for the chance to win cash prizes



"The companies that sponsor this program [the *You Be The Chemist* Challenge] do so as a social investment. We know that the workforce we need for the future has to have chemists, engineers, and mathematicians. There are other programs that promote education, and there are some that are very specific to math and science, but the **You Be The Chemist Challenge** is a program that has invested significant resources, has a very detailed plan how they want to go about growing the program, and was the one we deemed an extremely effective way to expose students to chemistry."

Rosemary Podwin  
Business Manager  
Shell Chemical Company

## CEF Program Schedule

We encourage you to get members of your community involved in CEF programs, whether it's purchasing *You Be The Chemist* (YBTC) Activity Guides for local schools or participating in a Local YBTC Challenge, there are many ways to get involved. Below is an update of CEF's schedule of program events for the remainder of 2009 through June 2010.

### **You Be The Chemist (YBTC) Challenge**

Local Challenge registration deadline

December 4, 2009

Local Challenge competition deadline

February 26, 2010

State Challenge competition deadline

May 1, 2010

National YBTC Challenge

June 18, 2010

Philadelphia, PA

### **SOCMA's Educational Outreach Award**

\*Sponsored by CEF

Award Ceremony

December 7, 2009

New York, NY

### **Vanguard Award**

Submission deadline

January 15, 2010

Announcement of winner

February 19, 2010

Vanguard Award Ceremony

April 27, 2010

Washington, DC

For more information on any of our programs, please contact us at [comments@chemed.org](mailto:comments@chemed.org) or visit our Web site at [www.chemed.org](http://www.chemed.org). We can help you take steps to improve the "chemistry with your community"!

## Previous Vanguard Award Winners

- 2009 **Arthur McFerrin, Jr.**, President of KMCO, LLP
- 2008 **Patrick J. Marantette**, Director of E.T. Horn Company
- 2007 **Richard A. Peacock**, President of PVS-Nolwood Chemicals, Inc.
- 2006 **Stephanie Burns**, Chairman, President, and CEO of Dow Corning Corporation
- 2004 **Michael Campbell**, President, CEO and Chairman of Arch Chemicals, Inc.
- 2003 **Laura Dornbusch**, President of Expo Chemical Co., Inc.
- 2002 **M. Blouke Carus**, Chairman of Carus Corporation and **Audley C. Harlow**, retired Executive Director of the Canadian Association of Chemical Distributors
- 2001 **Mark Kramer**, Senior Vice President of Industrial Chemicals East of Vopak USA
- 2000 **J. Roger Hirl**, President & CEO of Occidental Chemical Corporation
- 1999 **A. Wayne Tamarelli**, Chairman & CEO of Dock Resins Corporation and **G. Stephen Robins**, President of G.S. Robins and Company
- 1998 **Earnest W. Davenport, Jr.**, Chairman & CEO of Eastman Chemical Company
- 1997 **Robert A. Roland**, Retired President of the Chemical Manufact. Association
- 1996 **Jean Belanger**, Retired President of the Canadian Chemical Producers

Take part in adding another worthy recipient to this list. E-mail CEF at [comments@chemed.org](mailto:comments@chemed.org) with your nomination for the 2010 Vanguard Award!

## CEF Introduces New Staff Member

CEF would like to introduce Suzette Bucher as Program & Outreach Assistant for the Foundation. Suzette is a recent graduate of James Madison University in Harrisonburg, VA, where she majored in Communications.

Suzette will assist CEF in various day-to-day activities including program development, marketing, and expansion, as well as communications efforts.



## Former National YBTC Challenge Runner-Up Wins National Essay Contest

Kyle Hanson of Morris, IL, the 2005 National *You Be The Chemist* Challenge runner-up, was awarded a gold-medal (Advanced level) for an essay he wrote for the National Russian Essay Contest. Kyle, then a high school senior at the Illinois Mathematics & Science Academy, wrote on the topic "November 2025 - Who Am I" in Russian. In his essay, Kyle mentions his participation in the Challenge.

Sponsored by the American Council of Teachers of Russian, the essay contest had 1,286 students participate nationwide. The gold medal essays at the Advanced level were forwarded to the Pushkin Institute in Moscow for further judging.

Kyle is now a first-year student at St. Olaf College in Northfield, Minnesota.



2005 National YBTC Challenge Champion Maggie Leake and runner-up Kyle Hanson

### CEF Helps Educators Teach Science

CEF Program & Outreach Manager, Corianne Pafford, recently traveled to Gettysburg, PA, and Brandenburg, KY, to assist in the implementation of pilot *You Be The Chemist* (YBTC) Professional Development: Making Chemistry Matter workshops.

CEF has worked with educators at a conference that involved schools from across Maryland, Virginia, and Pennsylvania; chemical industry company Arch Chemicals, Inc.; and the Chicago Public School system to implement the program thus far.

The workshops aim to introduce educators to CEF's YBTC programs and include instructions for utilizing the programs in the classroom with an overall focus on illustrating to teachers how to implement science lessons and activities in the classroom to support the required science content standards.

The program uses several activities from CEF's YBTC Activity Guides: Lesson Plans for Making Chemistry Fun as sample experiments and also introduces educators to the YBTC Challenge curriculum and how the two programs may be paired.

CEF will round out the pilot phase of the program in January with a workshop held in Chicago, IL. Once the pilot sites are completed and CEF receives participant feedback, a full evaluation of the program will take place and the next steps will be announced.

For more information check the CEF Web site, [www.chemed.org](http://www.chemed.org), in January.

### Coming Soon - Newton and Kelvin's Lab!

CEF will soon introduce a new section of our Web site, [www.chemed.org](http://www.chemed.org). In early 2010 CEF will launch Newton & Kelvin's Lab. The Lab will be included on the Student section of our Web site and contain experiments, fun facts, games, and interesting links for students interested in chemistry.

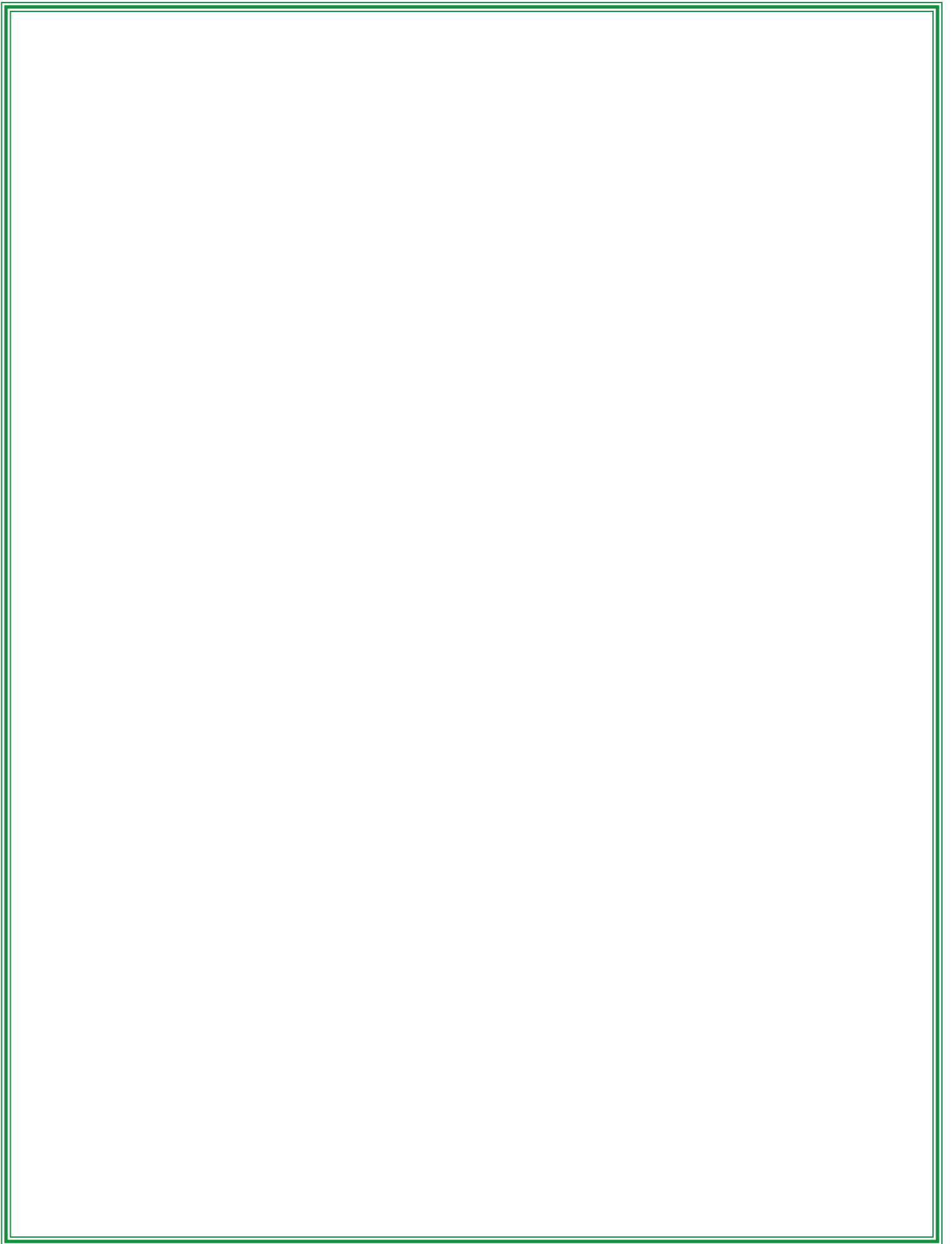
Newton and Kelvin are animated scientists who walk grade K-4 students through important chemistry concepts in that Activity Guides accompanying DVD.

CEF will announce the launch date in December of 2009.

### CEF/SOCMA Educational Outreach Award

CEF will soon announce the winner of the 2009 CEF/SOCMA Educational Outreach Award. The award, which CEF sponsors, honors SOCMA (Society of Chemical Manufacturers and Affiliates) member companies for their outstanding efforts in educating their community about the importance of science and the chemical industry. The winning company is awarded \$2500 to be given to a local educational organization or school system of their choice. Last year's winner was KMCO, LP of Crosby, TX, with the award money given to the Crosby Independent School District.

CEF and SOCMA will announce the winner in early November. Visit the CEF Web site at [http://www.chemed.org/industry\\_awards/socma.aspx](http://www.chemed.org/industry_awards/socma.aspx) for more information.



## 2011 - International Year of Chemistry - What is Your Community Doing to Celebrate?

Did you know that 2011 has been named the International Year of Chemistry (IYC2011) by the United Nations? The IYC2011 is a worldwide celebration of the achievements of chemistry and its contributions to the advancement of society. With the theme "Chemistry – our life, our future" the goals behind the IYC are to:

- Increase public appreciation of chemistry in meeting world needs,
- Encourage interest in chemistry among young people, and
- Generate enthusiasm for the creative future of chemistry.

These goals are in line with the goals of CEF and our *You Be The Chemist* programs. Some of these goals being to:

- Inspire the next generation of scientists, engineers, and chemical industry leaders,
- Enhance science education through innovative techniques, such as hands-on activities and chemistry competitions, and
- Effect long-term change in the general-public's understanding of, participation in, and appreciation towards chemistry and the chemical industry.

The IYC2011 is an initiative of the International Union of Pure and Applied Chemistry (IUPAC) and the United Nations Educational, Scientific, and Cultural Organization (UNESCO) with the hope of enhancing international cooperation and serving as a point of information resources for national chemistry societies and organizations, the chemical industry, educational institutions, government agencies and consumers as a whole.

While it's still in the early stages of planning, there are a number of different educational activities for all ages involved in the IYC2011. These activities are intended to reach across the globe, with opportunities for public participation at the local, regional, and national level.

CEF plans to create our own list of activities for the IYC2011 and aim to involve as many members of the chemical industry and their community members as possible. While specific activities are still in the planning stage, we hope that you'll join us in celebrating chemistry with the international community.

For a full description of IYC2011 and for a preliminary list of activities, visit the IYC Web site at [www.chemistry2011.org](http://www.chemistry2011.org).

*"Support of CEF's programs, specifically the **You Be The Chemist Challenge** program is an investment into the future of the chemical industry, and the world as a whole, as it encourages skills and knowledge that can easily spark an interest in young minds, leading to the next generation of doctors, scientists, and engineers."*

Stephen Cornwall  
East Coast Sales Director  
ICL Performance Products LP



Kentucky educators participate in CEF's *You Be The Chemist* Professional Development: Making Chemistry Matter workshop. The program was organized by CEF and Arch Chemicals, Inc. at their Brandenburg, KY site.

## Benefits of Sponsoring CEF Programs

The Chemical Educational Foundation thanks those companies that sponsored the 2009 National *You Be The Chemist* (YBTC) Challenge. The 2009 competition was a huge success with an extremely talented group of students participating.

Sponsorship of the YBTC Challenge enables the CEF staff and the Board of Trustees to provide a high caliber national event for the participants and their families, as well as the chemical industry members who attended. Sponsorships also allow the Foundation to advance its educational efforts and fulfill our mission – to create a greater understanding of the science and value of chemistry.

It's more important today than ever for CEF to promote the value of chemicals and chemistry in our lives and provide valuable educational tools to reinforce those messages. It is only through the generous support of companies, such as this year's sponsors, that programs like the YBTC Challenge are possible.

Additionally, investing in science education for the young is vital to the future of the chemical industry and its affiliated organizations. Sponsoring the National YBTC Challenge or becoming involved in any of CEF's programs encourage face-to-face interaction between your company and the community. This interaction allows your company to gain more positive recognition locally and helps to counteract negative perceptions that often target the chemical industry. It also demonstrates that chemicals are all around us, reinforces the chemical industry's practice of safe-handling procedures, and educates consumers on the importance of chemistry and chemicals, leading to a better-informed public.

Again, CEF, thanks the 2009 National YBTC Challenge sponsors, and encourages those who are interested in getting involved in this innovative academic competition or other CEF programs to contact the CEF staff by phone at 703/527-6223 or by e-mail at [comments@chemed.org](mailto:comments@chemed.org).



Rosemary Podwin of Shell Chemical Company stands with the 2009 National YBTC Challenge participants and their Shell goody bags.



Sherry Duff, Laura Tew, and Barry Stewart, all of Arch Chemicals, Inc. stand with the Kentucky National YBTC Challenge representative, his parents, and teacher.



Chet Murphy of Brenntag North America, Inc. stands with the Pennsylvania YBTC Challenge representative and National YBTC Challenge second-place winner