

Elements

Promoting the Importance of the Industry/Community Equation

CHEMICAL
EDUCATIONAL
FOUNDATION

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Challenge 'Em with Chemistry!

On Friday, June 19 fifteen students from across the country showcased their knowledge of chemistry concepts, important discoveries, and safety awareness as they battled to become champion of CEF's National *You Be The Chemist* (YBTC) Challenge.

After seven rounds, Daniel Hulgan, an eighth grader at Westdale Middle School in Baton Rouge, LA, emerged as the winner, gaining the title of 2009 National YBTC Challenge champion! Nabil Shaikh, an eighth grader at Exeter Junior High School in Reading, PA, and Siddhant Shah, an eighth grader at City Hill Middle School in Naugatuck, CT, placed second and third, respectively.



National Challenge champions (from left):
Shaikh, Hulgan, and Shah

Held at a new location this year, the National Constitution Center in Philadelphia, PA, the competition brought together almost one hundred chemical industry representatives, family members, and educators in a celebration of chemistry. "The bright young minds showcased in this year's National Challenge, are a testament to the fact that students are gaining greater exposure to chemistry through this program," stated CEF Executive Director John Rice. "The program continues to grow each year as more and more chemical companies are partnering with the educators and schools in their community - leading to a greater number of students being engaged in science education and the development of stronger community relationships," he added.



The National Constitution Center in Philadelphia, PA

(continued on page 7)

In This Issue...

Cover

- CEF Board of Trustees
- Challenge 'Em with Chemistry

Page 2

- 2009-2010 CEF Meetings
- Visit www.chemed.org

Page 3

- *You Be The Chemist* in Canada
- Preparing Educators to “Be The Chemist”

Page 4

- CEF Program Schedule
- *You Be The Chemist* Challenge Receives National Award
- Blogging About the Future of the Industry

Page 5

- 2009 Vanguard Award Winner
- Are You Up for the Challenge?

Page 6

- You Be the Chemist Activity Guides: Back-to-School Sale

Page 7

- National *You Be The Chemist* Challenge (continued)

Page 8

- *You Be The Chemist* in the Community
- Use Your Knowledge to Power CEF Programs

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2009-2010 CEF Meetings

- September 15, 2009 CEF Board Meeting (via conference call)
- September 16-18, 2009 NACD's OPSEM Cleveland, OH
- November 29 - December 3, 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



Visit CEF's Web site, www.chemed.org, for the latest on the Foundation's activities, program development, contributors, and much much more!

"Some of our country's most significant advancements in medicine, technology, and our standard of living have been made possible by chemicals and chemists. Univar is a strong supporter of CEF because their programs reinforce this message and encourage students – our future leaders – to seek a greater understanding of the sciences and pursue science-related careers."

Terry Hill
Senior VP & COO
Univar

You Be The Chemist in Canada

The Canadian Association of Chemical Distributors (CACD) used CEF's *You Be The Chemist* (YBTC) Activity Guides: Lesson Plans for Making Chemistry Fun to introduce more than 1,200 students, from over 25 schools in Ontario, Canada, to the exciting world of chemistry. In support of Ontario's Emergency Preparedness Week, CACD, headquartered in Oakville, ON, and member company Sodrox Chemicals of Guelph, ON, organized a booth display at an all-day event that featured experiment demonstrations and hands-on activities organized by members of the chemical industry.

The Activity Guides, developed by CEF, are instructional aides designed to engage students in the science of chemistry and to make teaching the subject easier for educators. The guides use fun, educational concepts to emphasize the importance of chemicals in our everyday lives. The events of the day were coordinated and instructed by Dave Ballantyne, Vice President and Principal of Sodrox Chemicals. Ballantyne organized the activities with the goal of making chemistry fun for students while promoting a positive image of the chemical industry and hopefully getting youth interested in the chemical industry as a future career option. Ballantyne stated: "This is a fun, interactive way to illustrate to children that chemistry is the fundamental science of life."

CACD and their member companies have long been advocates of CEF's YBTC programs. In addition to donating YBTC materials to member companies, CACD also plans to translate the YBTC Activity Guides into French for distribution throughout the country and for posting on-line.



Preparing Educators to "Be The Chemist"

According to a study entitled "The Problem of Underqualified Teachers in American Secondary Schools," 32% of middle school science teachers do not have the equivalent of a minor in any of the sciences. This statistic is significant, because without adequate content knowledge, it is unlikely that these teachers are able to provide quality instruction. Teachers without direct training in science teaching methods often lack essential skills like writing a science lesson plan, modeling and completing hands-on activities, challenging students to think "scientifically" and assessing student achievement effectively. To fill this void, CEF has created the *You Be the Chemist* (YBTC) programs.

While the feedback given by educators on CEF's YBTC programs has been overwhelmingly positive, a significant number of these educators have expressed a desire to have more direct instruction on how to implement these teaching aids and resources in their classrooms. With the United States' renewed focus on competitiveness and science education, it is more important than ever for CEF to provide a mechanism through which teachers can gain the skills to put our programs to use in their classrooms. Based on educator feedback, CEF has created a new YBTC Professional Development (PD) program.

CEF plans to include a variety of education professionals in a pilot YBTC PD program in order to assess all aspects of the program. The curriculum for the YBTC PD program will consist of instructions for utilizing and integrating all CEF YBTC programs in the classroom and will be designed to accommodate teachers with varying degrees of science education. The YBTC PD will focus on illustrating to teachers how to implement science lessons and activities in the classroom to support the required science content standards.



Like all other YBTC materials, the YBTC PD curriculum will support the National Science Education Standards. CEF will report the progress of the pilot YBTC PD programs on our Web site, www.chemed.org, in the coming months.

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 or visit our Web site at www.chemed.org. We can help you take steps to improve the "chemistry with your community"!

YBTC Challenge Receives Associations Advance America Award

CEF's *You Be The Chemist* (YBTC) Challenge program has been named to the 2009 Associations Advance America (AAA) Honor Roll, a national awards competition sponsored by the American Society of Association Executives (ASAE) & The Center for Association Leadership headquartered in Washington, DC.

Now in its 19th year, the prestigious AAA Awards program recognizes associations that propel America forward – with innovative projects in education, skills training, standards setting, business and social innovation, knowledge creation, citizenship, and community service.

"The *You Be The Chemist* Challenge truly embodies the spirit of the Associations Advance America campaign. It is an honor and an inspiration to showcase this program as an example of the many contributions associations are making to advance American society," remarked Associations Advance America Committee Chair Janet C. Gibbs, chief financial officer of Feeding America.

The Challenge, an academic question and answer competition that aims to engage grade 5-8 students in chemistry through a dynamic event that partners members of the chemical industry with schools and organizations in the communities in which they operate, joins a list of winning programs from organizations that include the American Association of State Colleges and Universities, International Economic Development, National Fire Protection Association, and the National Endowment for Financial Education.

For more information on the Challenge program, visit the Challenge section of CEF's Web site at www.chemed.org/ybtc/challenge/ or contact us at challenge@chemed.org.

Chemical Industry Blogs About The Future of the Industry

ICIS *Chemical Business* recently launched a campaign to educate readers about industry recruitment issues. The ICIS *Chemical Business* recruitment blog demonstrates the recruitment crisis that is about to hit the chemical industry and provides a forum for discussion, highlights the chemical industry's efforts to address this (such as through support of CEF's YBTC Challenge), offers suggested improvements, evaluates, strategies, etc. Visit <http://www.icis.com/blogs/recruitment-campaign> to find out what industry members are saying!

Texas Chemical Manufacturer Receives CEF's Vanguard Award

CEF presented Arthur McFerrin, Jr., President of KMCO Group of Houston, TX, with the 2009 Vanguard Award in a ceremony held on Tuesday, April 28 in Washington, DC. For over a decade CEF has presented the Vanguard Award to an individual whose leadership, commitment, and outreach efforts have helped advance the Foundation's mission of fostering a greater understanding of chemistry, the benefits of chemicals, and the importance of chemical safety awareness.

CEF honored McFerrin for his long-time involvement in the promotion of the science of chemistry in various educational settings across the state of Texas. He has also been instrumental in promoting chemistry education through his contributions to the Chemical Engineering Department that bears his name at his alma mater, Texas A&M University.

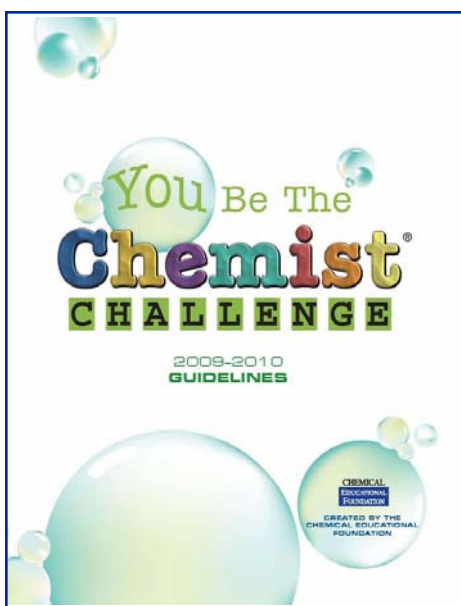
In 2008, McFerrin's company, KMCO, LP of Crosby, TX, received the Society of Chemical Manufacturers & Associates' (SOCMA's) Educational Outreach Award. This award, created through a partnership between CEF and SOCMA, honors companies that work to enhance science education through outreach activities within their community. Under McFerrin's guidance, KMCO's educational outreach activities include company sponsorship of a local college day and a luncheon for new educators, and company involvement in the Texas Scholars Program and the Special Olympics.

The Vanguard Award presentation, held at the Hotel Palomar in Arlington, VA, began with a 6 p.m. reception and was followed by dinner and the award ceremony. In addition to honoring the valuable work of McFerrin, the event provided an excellent opportunity for members of the chemical industry to interact with one another. The event also coincided with the start of the National Association of Chemical Distributors' (NACD) annual Washington Fly-In.

Visit www.chemed.org for more information about the award or a list of past recipients.



From left: Steve Clark, CEF President, CEO Brenntag Holding GmbH; Secretary Robert Gates, U.S. Secretary of Defense; Arthur McFerrin, Jr., 2009 Vanguard Award Winner; and Steve Robinson, U.S. Department of Education, Special Advisor



Are YOU Up for the Challenge? ... Of Course!!

With the 2009-2010 school year here, now is the time to get your community involved in the *You Be The Chemist* Challenge! It's easy, educational, a great community outreach tool ... and fun!

To help you get a Challenge started, CEF has created the YBTC Challenge Guidelines. This document outlines how to get a Challenge started in your area, details the three levels of competition, and provides the suggested Challenge rules. To view the document, go to our Web site at http://www.chemed.org/documents/YBTC_Challenge/ChallengeGuidelines.pdf.

Join schools, chemical companies, and community organizations around the country and start a competition in your area! For more information e-mail us at challenge@chemed.org or contact the CEF staff at 703/527-6223.

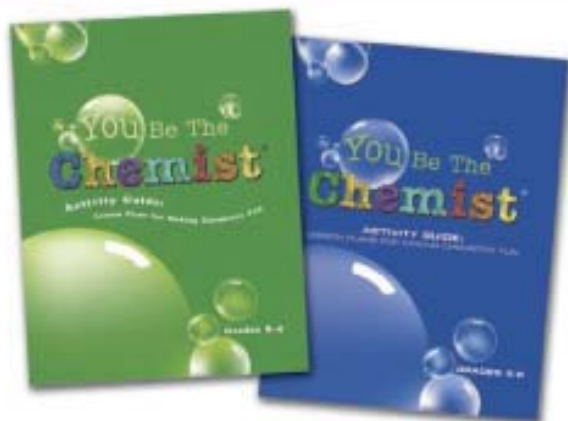


"You Be The Chemist is the factor that connected my students from the unseen and unknown of chemistry to the real world around them."

Kenny Hinds
Middle School Teacher
Oklahoma

Don't let today's economy affect tomorrow's leaders.
Use CEF programs to invest in the next generation of chemists, doctors, and engineers!

To help you enhance science education in your community,
CEF is reducing the prices of our **You Be The Chemist Activity Guides***



K-4: ~~\$12~~ \$8
5-8: ~~\$15~~ \$10
Set: ~~\$20~~ \$15

**With purchase of 20 or more.
Purchase 100 sets or more and
receive each set for only \$12.*

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Challenge *(continued from front page)*

Throughout the school year, thousands of students participated in Regional and/or State YBTC Challenges nationwide. The top fifteen students, one from each participating state, advanced to the national competition. The other participants were: Yury Aglyamov, Austin, Texas; Luke Ahlemann, Salt Lake City, Utah; Apostolos Apostolou, Detroit, Michigan; Wil Carpenter, Lake Wylie, SC; Cody Crow, Comanche, OK; Jarrod Foushee, Vine Grove, KY; Audrey Gomez, Wilmette, IL; Willem Hilbers, Washington, DC; Lexi Kloeppel, Franklin, NC, Kelly Rudman, Leesburg, VA; Camille Sturdivant, Toledo, OH; and Ryan Teehan, Franklin Lakes, NJ.



2009 National Challenge participants



While in Philadelphia, all of the National YBTC Challenge participants received exciting prizes including Thames & Kosmos CHEMC3000 chemistry kits, gift certificates to the Discovery Channel Store, and YBTC Challenge T-shirts, bags, and other giveaways. The first-, second-, and third-place winners also received educational savings bonds. In addition to the academics of the competition, participants, chaperones, and industry members were able to explore the city, enjoy local restaurants, and relax as they explored the wonders of science at the Franklin Institute.

CEF would like to thank our judges and score keeper for volunteering their time and expertise in support of the Challenge.

Judges

Kurt Kasper, Faculty Fellow, Department of Bioengineering, Rice University, Houston, TX

Paul Russo, Professor of Chemistry, Louisiana State University, Baton Rouge, LA

Barry Stewart, Senior Associate, Production Engineer, Arch Chemicals, Inc., Brandenburg, KY

Official Score Keeper

Kurt McMillan, VP, Business Management, National Association of Chemical Distributors, Arlington, VA

CEF would also like to extend our gratitude to the 2009 National Challenge Sponsors and all those who helped organize Local and State Challenge across the country. The program's success depends on YOU, and we look forward to your continued support!!

If you are not currently involved in the Challenge, join the excitement! **Make a contribution to CEF in support of our programs or ask how you can host a Local YBTC Challenge in your community for the 2009-2010 cycle.** Visit the CEF Web site, www.chemed.org, for more information.



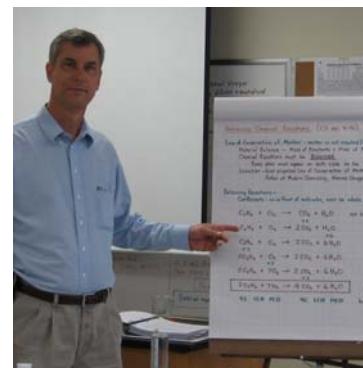
2009 National Challenge participants and industry members

CEF would thanks the Local, State, and National *You Be The Chemist* Challenge sponsors. For a full list, visit the CEF Web site at www.chemed.org, or check out the December issue of the *Chemical Distributor* for the special sponsor edition of *Elements*.

YBTC in the Community: Chemistry Camp in Houston Texas

Glen Telge, Outbound Logistics Principal for Sasol Chemicals North America, LLC, utilized CEF's *You Be The Chemist* (YBTC) Activity Guides: Lesson Plans for Making Chemistry Fun to introduce the concepts of basic chemistry to middle school students at Grace School in Houston, TX. Telge taught a five-day class to prepare students to compete in the Local, State, and National YBTC Challenge program.

Through the Activity Guides, Telge taught students the relevance of chemistry to their daily lives through lecture, videos and over 30 hands-on experiments that they performed in class. By the end of the week all of the students had the first ten elements memorized and were balancing simple chemical equations!



"In a general sense, I believe that teaching is all about sparking a student's curiosity and imagination. My hope will be to inspire these middle school kids to become more curious about their world and become the next generation of scientists and engineers, who will be able to compete with a world-class educational foundation," stated Telge.

For more information about the YBTC Activity Guides, visit the CEF Web site at www.chemed.org.

Use Your Knowledge to Power Our Programs

CEF is seeking volunteers to assist with the development of our study guide and question materials for the *You Be The Chemist* Challenge program. The Challenge is a fun and innovative academic competition that engages 5th-8th grade students in learning about important chemistry concepts, discoveries, and chemical safety. The Challenge encourages the collaboration of community organizations, area schools, and the chemical industry, to strengthen community relations, as together, they educate students on the benefits and value of chemistry.

CEF develops a curriculum for the Challenge with the assistance of the Content Development Team (CDT), a group of volunteers including chemists, chemistry majors, chemistry professors, and curriculum specialists. The goal is to continue to develop and improve the YBTC Challenge study materials and questions.

Volunteers individually review portions of the Challenge study guide and question material. If you would like to participate or if you think any of your employees or coworkers may be interested in participating, please contact Corianne Pafford at cpafford@chemed.org or at 703/527-6223.

For more information about CEF, please feel free to browse our Web site at www.chemed.org. The *You Be The Chemist* section will provide more detailed information about the Challenge and all of our YBTC programs. Sample study material (from last year's academic cycle) can also be viewed on our Web site at www.chemed.org/ybtc/study.aspx.

Link Your Community to CEF!

Further improve your community relations by linking CEF's Web site
- www.chemed.org -
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.

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