

2009

A YEAR IN REVIEW



community

industry

education

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www.chemed.org

CHEMICAL
EDUCATIONAL
FOUNDATION

EXECUTIVE DIRECTOR'S REPORT

The Chemical Educational Foundation (CEF) has had a very active year. From our *You Be The Chemist* (YBTC) Activity Guides being used with students in Houston and Chicago science clubs, rural Louisiana middle schools, and the Pennsylvania Cub Scouts, to the continued growth of the YBTC Challenge and the development of a new professional development workshop – our programs have been implemented nationwide and are helping industry members and educators alike encourage students' interest in science, specifically chemistry.

This year the CEF staff has created a Year in Review report to highlight the CEF programs that the students mentioned above, and thousands others like them, participated in during 2009. It demonstrates the efforts of chemical industry members to expand science education in communities nationwide and abroad and outlines the organizational and programmatic growth that is on course for CEF in 2010. Most importantly, it shows encouragement for the future by illustrating the potential impact that one experiment, one academic chemistry competition, or one after-school science club may have on a young mind, their decision-making, and the future as a whole.

2009 highlights include:

New program development – CEF implemented the *You Be The Chemist* Professional Development: Making Chemistry Matter pilot program in three sites in 2009. This program models a hands-on approach to integrating chemistry lessons from CEF's *You Be The Chemist* Activity Guides: Lesson Plans for Making Chemistry Fun into grade K-8 classrooms.

Program expansion – CEF has also worked to grow current programs, such as the YBTC Challenge, successfully expanding State Challenges, producing a new detailed Guideline document, and implementing on-line registration procedures. Additionally, the fifth National YBTC Challenge took place in June at an exciting new venue, with greater participant prizes, and record attendance levels.

Broader communication efforts – CEF's Web site, www.chemed.org, underwent a complete redesign with additional sections nearing completion. CEF received greater media exposure with articles placed in industry trade magazines, media outlets throughout the country, and chemical company newsletters. Even more exciting was CEF's YBTC Challenge receiving recognition by a national award program for its potential to advance education in the United States!

While these developments are important, the staff at CEF knows that none would be possible without the vital support of our corporate and individual contributors. They, along with the countless volunteers who help implement our programs, are giving of their money and time as an investment into science education. These valuable contributions have helped CEF's YBTC programs reach tens of thousands of grade K-8 students and their educators in communities nationwide and abroad.

The successes of this year have been far-reaching; however, we realize there is more to do. The quest to bring greater attention to chemistry education is far from over and CEF vows to advance our mission with even greater strength in 2010.

The first step in advancing our mission is by helping you implement *You Be The Chemist* activities in your community. Let us know how we can help you! CEF can provide you with program information, activity suggestions, or recommend other ways in which you can become involved with the Foundation. Together we can more effectively work to nurture the *chemistry in your community*.

I look forward to working with you in 2010.

Sincerely,



John Rice
Executive Director

CE F P H I L O S O P H Y

Dear Foundation Supporters:

The Chemical Educational Foundation (CEF) has made great strides over the past few years in carrying out its mission to enhance science education for our nation's youth by emphasizing the central role of chemistry in everyday life. In accordance with our mission, CEF offers several important programs that encourage collaboration among industry, educators, and all community members to foster a greater understanding of the science of chemistry, the benefits of chemicals, and the importance of chemical safety awareness.

The Foundation's flagship *You Be The Chemist* (YBTC) programs have experienced tremendous growth and gained national recognition. The YBTC programs are designed to inspire the next generation of scientists, engineers, and 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 of chemistry and the chemical industry. By utilizing the YBTC programs, individuals across the country have been equipped with the tools needed to enhance science education in the community with minimum expense and investment of time.

What makes the YBTC programs so valuable? The YBTC programs encourage communities to work together to address the gaps in science education and increase learning opportunities for K-8 students nationwide. Recent studies have shown that seventy-one percent of fourth and eighth graders scored below proficient when tested in science. According to United States Census data, this equals four million students who will be voting in less than 5 years, a good portion of them having only a basic understanding of the significance of science.

This lack of science knowledge and understanding has led, and will continue to lead, to a growing shortage of qualified chemists, engineers, and scientists in the United States. CEF seeks to change this dilemma by working with grades K-8, both educators and students, to effect long-term change in their developing perceptions and teaching habits. CEF believes that increased exposure to science education in grades K-8 will produce individuals with a more thorough understanding and appreciation of chemistry, a task much more effective than attempting to alter opinions and beliefs later in life.

I strongly encourage you to take a moment to review the information included in this report and let the CEF staff know how they can help you – whether you're an industry member, educator, student, or active community member – with your community outreach endeavors. Science education is vital to the future and there is no better place to start the education process than in your own backyard.

Sincerely,



Stephen R. Clark
CEO, Brenntag Holding GmbH
CEF President

PROGRAMS AND OUTREACH

You Be The Chemist Programs | *You Be The Chemist* Activity Guides

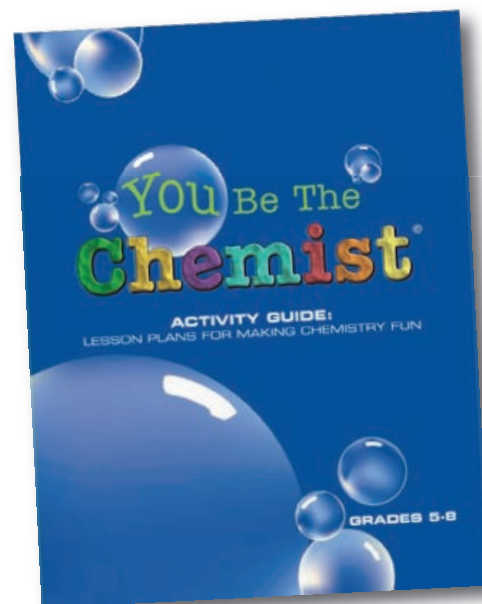
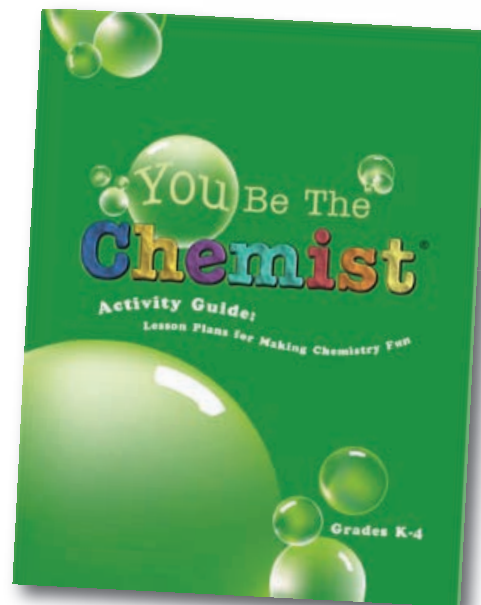
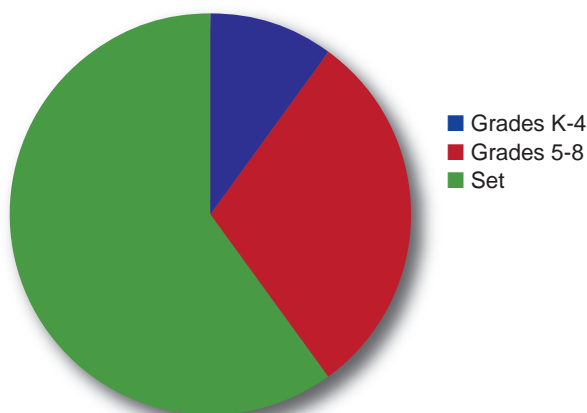


OVERVIEW

CEF's *You Be The Chemist* (YBTC) Activity Guides: Lesson Plans for Making Chemistry Fun offer a variety of exciting science lesson plans, enabling educators to bring hands-on learning to students, inside and outside of the classroom. The Activity Guides are divided according to grade level, one for grades K-4 and the other for grades 5-8. Each Activity Guide booklet contains approximately 30 educator-reviewed lesson plans, activity sheets, and a resource guide filled with safety information, tips for non-chemistry teachers, and much more.

DISTRIBUTION

In 2009, CEF distributed approximately 100 K-4 Activity Guides, 300 5-8 Activity Guides, and 600 sets across the nation.



MARKETING

• Marketing Promotions

CEF introduced several marketing promotions for the Activity Guides in 2009. These included a Back-to-School Activity Guide sale and a Industry Meeting Promotion sale. These promotions offered pricing incentives based on the number of Activity Guides purchased.

• Industry and Educator Magazines

Leading industry associations and educator magazines promoted the CEF Activity Guides in 2009. They include:

- Learning Magazine* (Back-to-School issue)
- Independent Lubricant Manufacturers Association (ILMA)'s *Compounding* magazine
- Canadian Association of Chemical Distributors' (CACD's) *Chemunicator* magazine
- National Association of Chemical Distributors' (NACD's) *Chemical Distributor* magazine

• Additional Activity Guide Marketing Efforts

The CEF staff continually markets the Activity Guides through everyday activities. In addition to specific marketing initiatives, other promotional activities include industry and educator e-blasts, presenting at industry meetings and educator conferences, submitting information to education- and science-related Web sites, and direct contact with school systems.

PROGRAMS AND OUTREACH

You Be The Chemist Programs | You Be The Chemist Activity Guides, Continued

IMPLEMENTATION

Throughout the year, CEF's valuable industry and educator volunteers have worked to introduce students nationwide to the importance and benefits of chemistry. Foundation volunteers have accomplished this feat by performing the hands-on experiments found in the Activity Guides with their local students. Highlights include:

• Pennsylvania Regional Boy Scout Jamboree

CEF staff attended and helped run experiments from the YBTC Activity Guides at the 2009 Cradle of Liberty Jamboree. Hundreds



CEF Program and Outreach Manager, Cori Pafford, traveled to Green Lane, PA, to conduct experiments from the YBTC Activity Guides with Cradle of Liberty Cub and Boy Scouts.

of Cub Scouts and Boy Scouts filed through the tent during the daylong event and participated in hands-on science demonstrations. Barrett C. Fisher, III, Executive Vice President of Van Horn, Metz & Co., Inc. organized CEF's participation in the event.

• Chicago, Illinois After-School Science Clubs

Thirty-four after-school science clubs were held at middle schools throughout the city of Chicago over a fifteen-week period. Students participated in hands-on activities from the YBTC Activity Guides and prepped for participation in the YBTC Challenge. Michael Hutto, Purchasing Director of PVS-Nolwood Chemicals, Inc., helped orchestrate Chicago Public Schools participation in the YBTC programs.

• Ontario Emergency Preparedness Week

Sodrox Chemicals of Guelph, Ontario, Canada, sponsored a booth display in support of Ontario's Emergency Preparedness Week that featured experiment demonstrations and hands-on activities from the YBTC Activity Guides. More than 1,200 students, from over 25 schools in Ontario, Canada, attended the all-day event.

• Michigan State Fair Science Tent

PVS-Nolwood Chemicals, Inc. of Detroit, MI, sponsored a YBTC booth at the 2009 Michigan State Fair. The booth, a part of the science tent, provided hands-on experiments for students passing through, as well as mock YBTC Challenges.

• Houston, Texas

Summer Science Club

Glen Telge, Outbound Logistics Principal for Sasol Chemicals North America, LLC, utilized CEF's YBTC Activity Guides 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 a Local Challenge competition in the fall of 2009.



Glen Telge, Outbound Logistics Principal for Sasol Chemicals North America, LLC, used experiments from the YBTC Activity Guides at a summer camp held in Houston, TX.

SPECIAL PARTNERSHIPS

Canadian Association of Chemical Distributors

In 2009, the CEF staff worked with the Canadian Association of Chemical Distributors (CACD) to distribute the Activity Guides throughout Canada. Additionally, CACD is working to translate the 5-8 Activity Guide booklet into French to benefit all Canadian students.

Boy Scouts of America

CEF is in the beginning stages of a partnership with the Boy Scouts of America to participate in their 2010 National Jamboree. The event will celebrate the 100th Anniversary of the Boy Scouts and CEF will be involved in an activity tent in the Technology Quest section. At the time of publication, the CEF staff is working to finalize partnership details.

GOING FORWARD

In 2009, CEF began the process of formulating and researching potential ideas for the next generation of educational tools. After various educator focus groups, extended discussions with the CEF Program Committee and Board of Trustees, and much research, the CEF staff concluded that the next Activity Guide redesign will incorporate the development of a chemistry basics resource guide.

The new guide will house information from all of CEF's YBTC programs – the Activity Guides, Challenge, and Professional Development. The development of this resource will take place during 2010.

PROGRAMS AND OUTREACH

You Be The Chemist Programs | You Be The Chemist Challenge

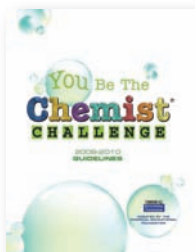
OVERVIEW

The *You Be The Chemist* (YBTC) Challenge is a fun and innovative academic competition that engages 5-8 grade students in learning about important chemistry concepts, discoveries, and chemical safety. Challenge question-and-answer competitions are exciting events that take place across the country, encouraging the collaboration of community organizations, schools, and the chemical industry, as *together*, they educate students about the value and benefits of chemistry.



IMPORTANT FEATURES

During the 2008-2009 Challenge cycle, CEF gathered information from individual Local Challenge sites to devise a plan for the future development of the program. Over the summer of 2009, CEF worked with industry members and educators to improve Challenge organization and study materials.



- **Guidelines** – To help industry members and educators launch a Challenge, CEF created the YBTC Challenge Guidelines. This important document offers an overview of the program, details the three levels of the competition, and provides the Challenge rules and suggested Local Challenge structures. The Guidelines are available online at www.chemed.org.

- **Content Development** – A vital part of the Challenge is the information included in the Challenge Study Guide. Coordinated by CEF staff, an expert team of chemists, curriculum coordinators, and professors, worked to create, edit, and review the study guide material and corresponding questions. The Study Guide is an expansive overview of important chemistry concepts, historical discoveries, and chemical safety awareness information.

- **Online Capabilities** – In 2009, CEF updated its online capabilities. Most notably for the Challenge was the development of online registration forms for organizers registering Local Challenge sites. This feature helps CEF better track all participating industry members and schools. Additionally, as the entire Web site was updated in early 2009, the Challenge pages underwent an expansive overhaul that increased resources and materials made available to viewers.

IMPLEMENTATION

The YBTC Challenge has three levels of competition:

Local YBTC Challenges

- Number of States: 15 (Connecticut, Illinois, Kentucky, Louisiana, Michigan, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, Utah, Virginia, and Washington, DC)
- Number of Sites: 29
- Participants: approximately 12,000 students



Leesburg, VA students participated in a Challenge sponsored by the National Association of Chemical Distributors.



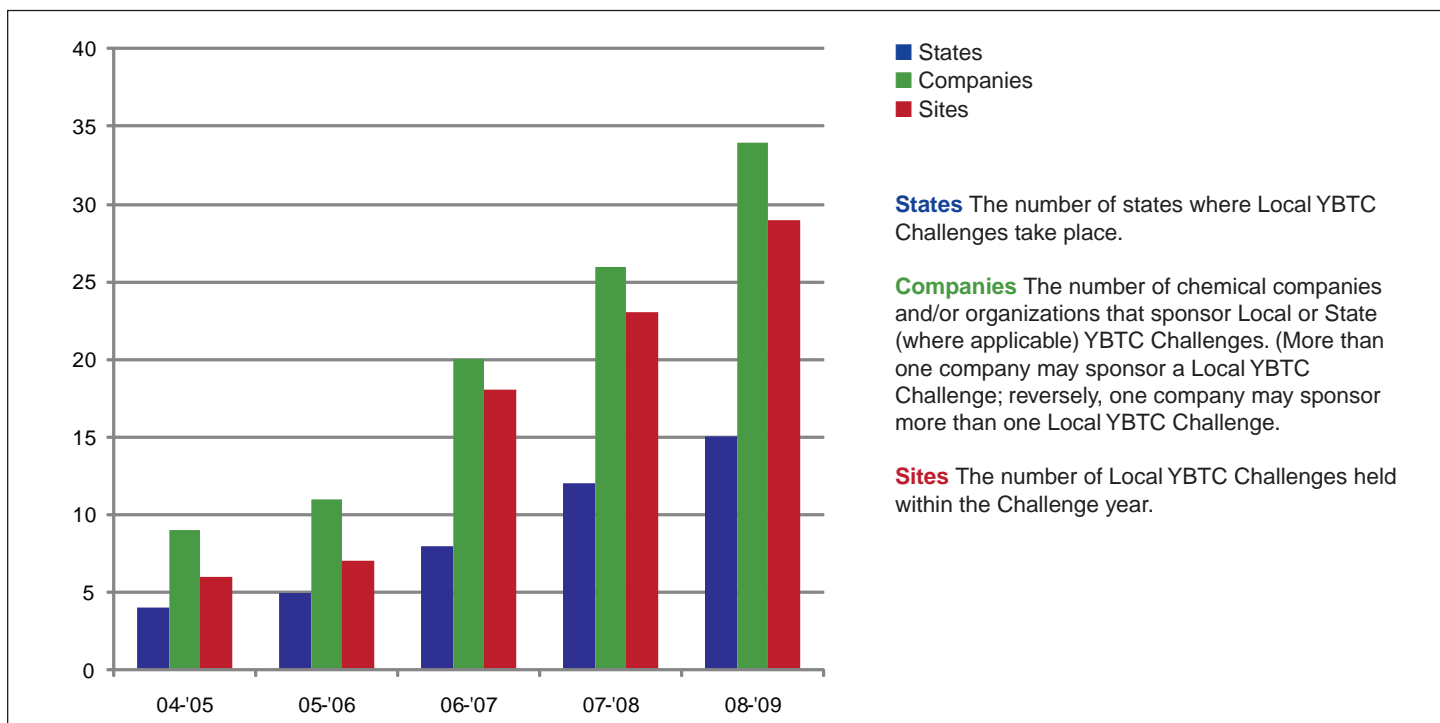
Detroit students take a few minutes to cram in some last minute studying before their PVS-Nolwood, Inc. sponsored Challenge started.

Local Challenge Sponsors:

- | | |
|---------------------------------------|---|
| Accron, LP | Exelon-Dresden Station |
| Air Products & Chemicals, Inc | Expo Chemical Company, Inc. |
| Akzo Nobel Surface Chemistry, LLC | Exxon Mobil Corporation |
| Amchem, Inc. | Flint Hills Resources, L.P. |
| Arch Chemicals, Inc. | Halliburton Energy Services |
| Aux SableLiquids | Houston Chemical Society |
| Brainerd Chemical Company, Inc. | Hubbard-Hall Inc. |
| Brenntag North America, Inc. | Illinois Business Roundtable |
| Brenntag Southwest, Inc. | LaSalle Bank |
| Brenntag Specialties, Inc. | Louisiana State University |
| BASF Corporation | LyondellBasell Industries |
| BHS Marketing LLC | National Association of Chemical Distributors |
| Carus Corporation | PQ Corporation |
| Charkit Chemical Corporation | PVS Chemicals, Inc. |
| Chemical Industry Council of Illinois | PVS-Nolwood Chemicals, Inc. |
| Chem One Ltd. | Shell Chemical Company |
| The Dow Chemical Company | Stepan Company |
| The Dow Chemical Company | UOP, LLC |
| – Wilmington | Young Chemical Company |

PROGRAMS AND OUTREACH

You Be The Chemist Programs | *You Be The Chemist Challenge, Continued*



States The number of states where Local YBTC Challenges take place.

Companies The number of chemical companies and/or organizations that sponsor Local or State (where applicable) YBTC Challenges. (More than one company may sponsor a Local YBTC Challenge; reversely, one company may sponsor more than one Local YBTC Challenge.

Sites The number of Local YBTC Challenges held within the Challenge year.

State YBTC Challenges

In 2009, the greatest number of states yet participated in State Challenges. CEF worked closely with Local Challenge Organizers this year to create sustainable State Challenge structures. These efforts resulted in State Challenges being held in Connecticut, Illinois, Michigan, Oklahoma, Pennsylvania, and Texas. Competition venues included NASA Space Center in Houston, TX; Pennsylvania State University, Harrisburg, PA campus; and Science Museum Oklahoma, Oklahoma City, OK.

National YBTC Challenge

The historical grandeur of Philadelphia's National Constitution Center provided the backdrop for the 2009 National YBTC Challenge. Held for the first year in this venue, the competition brought together approximately one hundred chemical industry representatives, family members, and educators in a celebration of chemistry. Fifteen extremely bright and talented students battled through seven rounds of tough competition. The winners:

First-Place Winner:
Daniel Hulgan, Baton Rouge, LA

Second-Place Winner:
Nabil Shaikh, Reading, PA

Third-Place Winner:
Siddhant Shah, Naugatuck, CT



The 2009 National YBTC Challenge took place at an exciting new venue – the National Constitution Center in Philadelphia, PA.



YBTC Challenge winners: Danei Hulgán, center, Nabil Shaikh, left, and Siddhant Shah, right.

PROGRAMS AND OUTREACH

You Be The Chemist Programs | *You Be The Chemist Challenge, Continued*

YBTC Participants:

Yury Aglyamov <i>Austin, Texas</i>	Audrey Gomez <i>Wilmette, Illinois</i>
Luke Ahlemann <i>Salt Lake City, Utah</i>	Willem Hilber <i>Washington, DC</i>
Apostolos Apostolou <i>Detroit, Michigan</i>	Lexi Kloeppel <i>Franklin, North Carolina</i>
Wil Carpenter <i>Lake Wylie, South Carolina</i>	Kelly Rudman <i>Leesburg, Virginia</i>
Cody Crow <i>Comanche, Oklahoma</i>	Camille Sturdivant <i>Toledo, Ohio</i>
Jarrod Foushee <i>Vine Grove, Kentucky</i>	Ryan Teehan <i>Franklin Lakes, New Jersey</i>

All of the National YBTC Challenge participants received exciting prizes including Thames & Kosmos CHEMC3000 chemistry sets, gift certificates to the Discovery Channel Store, and YBTC Challenge T-shirts, bags, and other giveaways. The first-, second-, and third-place winners received educational savings bonds as well.

While in Philadelphia, participants, chaperones, and industry members were able to explore the city, enjoy local restaurants, and relax as they investigated the wonders of science at the Franklin Institute.

GOING FORWARD

The YBTC Challenge is CEF's fastest growing program with additional states, industry members, educators, and students becoming involved each year. With the continued success of the program, CEF has implemented a plan to ensure controlled and sustainable growth of the program. In accordance with the plan, CEF expects to have three additional states participating in the program in 2010.



Industry members that attended the 2009 National YBTC Challenge stand with participants.



SPONSORS

The National YBTC Challenge wouldn't be possible without the generous support of our sponsors:

GOLD LEVEL SPONSORS

Arch Chemicals, Inc.
Brenntag North America, Inc.
The Dow Chemical Company Foundation
Ironshore Environmental
ICL Performance Products LP
PVS-Nolwood Chemicals, Inc.
Shell Chemicals
Univar

SILVER LEVEL SPONSORS

National Association of Chemical Distributors
Society of Chemical Manufacturers & Affiliates
Thames & Kosmos

BRONZE LEVEL SPONSORS

Expo Chemical Company, Inc.
Texas Instruments Inc.
Turning Technologies, LLC

PROGRAMS AND OUTREACH

You Be The Chemist Programs | *You Be The Chemist Professional Development*

OVERVIEW

In the spring of 2009, CEF began development of a pilot program titled, *You Be The Chemist* (YBTC) Professional Development: Making Chemistry Matter. While the feedback given by educators on CEF's YBTC programs has been overwhelmingly positive, a significant number of these educators 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 in science education, it became evident that CEF should provide a mechanism through which teachers can gain the skills to put the YBTC programs to use in their classrooms. Based on educator feedback, CEF decided that mechanism should be in the form of a professional development program.

DEVELOPMENT

The CEF staff developed a workshop plan with the feedback of educator focus groups and guidance of seasoned educators. The detailed, half-day YBTC Professional Development program:

- Instructs educators on how to utilize and integrate all CEF YBTC programs in the classroom
- Illustrates how to implement science lessons and activities in the classroom in accordance with required science content standards
- Accommodates educators with varying degrees of science education by reviewing the basics of simple scientific concepts as necessary
- Addresses differentiation in classrooms to assist educators with adjusting lessons and activities to their students' learning levels

IMPLEMENTATION

CEF's Board of Trustees set the target goal of pilot sites at three for the 2009-2010 school year. In early fall, CEF hosted a pilot workshop at an educational conference in Gettysburg, Pennsylvania, attended by educators from Maryland, Virginia, Pennsylvania, and West Virginia. In October, Arch Chemicals, Inc. sponsored a successful workshop at their Brandenburg, Kentucky facility. Arch also has another workshop scheduled with educators near their Rochester, New York site in January.

GOING FORWARD

Once all pilot workshops are completed and educator feedback is gathered, a full evaluation of the program will take place under the guidance of the CEF Program Committee. The CEF staff will announce the next steps of the program in spring of 2010.



Educators from Brandenburg, KY, participated in the second pilot YBTC Professional Development program.



Arch Chemicals, Inc. sponsored the Brandenburg, KY, professional development workshop.

PROGRAMS AND OUTREACH

Industry Award Programs

VANGUARD AWARD

In April, another leading community outreach advocate in the chemical industry joined the growing list of CEF's Vanguard Award recipients. CEF named Arthur McFerrin, Jr., President of KMCO Group of Houston, TX, as the 2009 winner. The Vanguard Award honors 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.



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

McFerrin received the award 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, which bears his name, at his alma mater, Texas A&M University.

The ceremony honoring McFerrin kicked off NACD's Annual Washington Fly-In activities. Held at the Hotel Palomar in Arlington, VA, the reception and dinner featured several special guests, including guest speaker, Dr. Steve Robinson, Special Advisor to the Department of Education, and guest presenter, Dr. Robert Gates, Secretary of Defense. In addition to honoring the valuable work of McFerrin, the event also provided an excellent opportunity for members of the chemical industry to interact with one another and share ideas for increasing community outreach and enhancing science education.

CEF/SOCMA EDUCATIONAL OUTREACH AWARD

CEF and the Society of Chemical Manufacturers & Affiliates (SOCMA) created the Educational Outreach Award as an avenue by which both organizations can expand the community outreach efforts of SOCMA's members. The award recognizes SOCMA members as a part of their annual Performance Improvement Awards program and is entering its third year.

The 2009 award recipient is KMCO, LP of Crosby, TX. KMCO also won the award in 2008. KMCO is being awarded again for their continued efforts to promote science awareness within local schools. Activities included: company employees serving on the Education Committee for the local chamber of commerce, sponsoring a local college day and a luncheon for new area educators, and involvement in the Texas Scholars Program and the Special Olympics.

KMCO, LP will be honored at SOCMA's Annual Dinner held on December 7, in New York City and a cash award will be donated to the educational organization or school district of their choice. KMCO has selected the Huffman (Texas) Independent School District as this year's recipient.



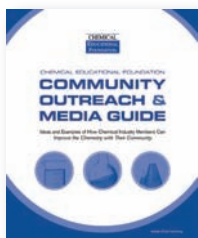
Vanguard Award winner Arthur McFerrin, Jr.'s company KMCO, LP, also won the CEF/SOCMA Educational Outreach Award

COMMUNICATIONS AND PUBLIC RELATIONS

PUBLICATIONS

Community Outreach & Media Guide

In early 2009 CEF released the Community Outreach & Media Guide in support of CEF programs and communication efforts. The guide serves as a quick and easy reference for chemical industry members interested in starting a community outreach activity or expanding current activities. The guide includes:



- Background information on CEF
- Information about CEF programs
- Advice on outreach plan development
- Initiatives to implement in the community
- Examples of outreach successes implemented by chemical industry members
- Suggestions on how to promote and publicize an activity

The guide is available in hard copy and posted on the CEF Web site, www.chemed.org, free of charge.

Elements

CEF's newsletter, *Elements*, was produced twice in 2009. Each issue appeared in the National Association of Chemical Distributors' (NACD's) *Chemical Distributor* magazine. A downloadable version of each is available on the CEF Web site, www.chemed.org. The newsletter highlights CEF activities, program implementation, fundraising activities, and communication successes.



Solutions and Product Stewardship Bulletins

CEF currently has six *Solutions and Product Stewardship Bulletin* titles available. These Bulletins serve as a tool for industry members to reach local constituents, customers, and employees to promote the importance of chemical education within their community. Titles include:



- *Chemicals In Your Home*
- *It's Elementary . . . and Beyond*
- *LEPCs, SERCs, CAPs, and TransCAER*
- *The Safe Handling & Disposal of Paint*
- *Responsible Packaging Management*
- *Earth Day*

While the Bulletins continue to be an informative and inexpensive avenue by which to educate consumers, their popularity has decreased slightly in the past year. CEF will continue to distribute the Bulletins and entertain partnership suggestions for new topics; however, the majority of efforts will focus on our K-8 educational programming.

WEB SITE

As with most companies and organizations, our Web site, www.chemed.org, has quickly become a main tool in our communication efforts. In 2009, CEF's Web site has averaged almost 2,000 hits per month! As the YBTC programs continue to grow, we anticipate that number to continue increase as well. In late 2008, CEF began the process of redesigning our Web site. The final redesign was completed and the new Web site launched in February of 2009. The entire site received a makeover in hopes of making it more user-friendly and appealing to industry members, educators, and students alike. Highlights of the redesign include:



- A crisp and colorful new image
- A separate *You Be The Chemist* section that highlights CEF's popular K-8 programs
- A media section
- An online store for the purchase of CEF's educational materials
- More information about CEF, its history, volunteers, leadership, and how to support our programs
- Video capability

SOCIAL MEDIA

As a low-cost promotional method, CEF has begun investigating social media as a means to get our message out, develop new relationships, better brand the organization, and to promote our mission and programs. CEF is currently on LinkedIn and Twitter with a YBTC Challenge Facebook page coming in 2010.

COMMUNICATIONS AND PUBLIC RELATIONS

TALKING ABOUT CEF

CEF continues to appear in the news, trade press, allied organizations newsletters, and regional media, throughout the country (and Canada) in areas where our programs are implemented. Media outlets that have referenced CEF or our programs include:

<i>ICIS Chemical Business</i>	<i>Chemical & Engineering News</i>
<i>Chicago Sun Times</i>	<i>Learning Magazine</i>
<i>Science News for Kids</i>	<i>Leesburg Today</i>
<i>Daily Herald</i>	<i>Inquirer Herald</i>
<i>The Meade County Messenger</i>	<i>The Duncan Banner</i>
<i>Deseret News</i>	<i>Detroit Public Schools News</i>
<i>Chemical Distributor</i>	<i>Chemical Bond Express</i>
<i>Chemunicator</i>	<i>Compoundings Magazine</i>
<i>Council for Chemical Research Newsletter</i>	

CEF also partnered with *ICIS Chemical Business* in their 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.

PSA DEVELOPMENT

The CEF staff is working with the Art Institute of Washington to produce several PSA's in support of the Foundation, and specifically the YBTC Challenge. CEF has also worked with industry members to collect images and video of CEF activities to be included in the document. The final products will be completed in April of 2010.

AWARD RECOGNITION

CEF's *You Be The Chemist* (YBTC) Challenge program was 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. 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 Challenge 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.

GOING FORWARD

More people are talking about CEF than ever before; however, there is lot more to be said! The CEF staff plans to continue the forward momentum of 2009 communications efforts with even greater strength in 2010, including: taking advantage additional online information sources such as creating a Wikipedia page, developing a branding guide to help better position the organization and program images, creating a document that provides talking points about the organization for industry members to use in their communities, as well as developing stronger relationships with the trade press and national media.

CEF AND THE FUTURE

PROGRAM GROWTH

2010 promises to be an exciting year for CEF programs. As mentioned under the Programs and Outreach section of this document, continued growth is in store for each of CEF's programs.

You Be The Chemist Activity Guides

In 2010, CEF will begin the redesign of the YBTC Activity Guides in the form of a chemistry basics resource guide. The new guide will house information from all of CEF's YBTC programs – the Activity Guides, Challenge, and Professional Development. Researching, creating, and editing the details of this book will be a significant part of next year's endeavors.

You Be The Chemist Challenge

The YBTC Challenge is CEF's fastest growing program with additional states, industry members, educators, and students becoming involved each year. With the continued success of the program, CEF has implemented a plan to ensure controlled and sustainable growth of the program. In accordance with the plan, CEF expects to have three additional states participating in the program in 2010.

You Be The Chemist Professional Development

This program is still in its infancy. As we enter 2010, CEF will establish additional pilot sites to test the curriculum. Once all pilot workshops are completed and educator feedback is gathered, a full evaluation of the program will take place by the CEF staff and our Program Committee. CEF will announce the next steps of the program in the spring of 2010.

INTERNATIONAL YEAR OF CHEMISTRY

The United Nations has named 2011 as the International Year of Chemistry (IYC2011). The IYC2011 is set to be 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
- Generate enthusiasm for the creative future of chemistry

These goals parallel the goals of CEF and our *You Be The Chemist* programs. While the IYC2011 is still in the early stages of planning, there are a number of different educational activities in the works for an audience of all ages. The goal for these activities is to reach across the globe, providing opportunities for public participation at the local, regional, and national level.

CEF fully plans to participate in the IYC2011 and hopes to involve as many chemical industry members and communities as possible. Details of specific CEF activities will become available in the coming year. We hope that your company and community will join us in celebrating chemistry with people across the globe.

2010 EVENT SCHEDULE

You Be The Chemist (YBTC) Challenge

Local Challenge competition deadline	February 26, 2010	Nationwide
State Challenge competition deadline	May 1, 2010	Nationwide
National YBTC Challenge	June 18, 2010	Philadelphia, PA

SOCMA's Educational Outreach Award (Sponsored by CEF)

Award Ceremony	December 2010	New York, NY
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Vanguard Award

Submission deadline	January 15, 2010	
Announcement of winner	February 19, 2010	
Vanguard Award Ceremony	April 27, 2010	Washington, DC

CEF Board of Trustees

Meeting	April 27, 2010	Washington, DC
Conference Call	TBD	
Meeting	December 2, 2010	La Quinta, CA

Special Events

Boy Scout Jamboree	July 26 – August 4, 2010	Fort A.P. Hill, VA
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CONTRIBUTORS

INDIVIDUAL FOUNDATION CONTRIBUTORS

The CEF staff would like to thank all of the individual supporters of the Foundation who have given of their time, efforts, and money in support of CEF and our programs. Your contributions are invaluable to our success and we recognize and greatly appreciate all of your efforts in support of our organization. Thank you!

CORPORATE FOUNDATION CONTRIBUTORS

None of CEF's programs and activities would be possible without the generous support of our industry contributors. Through your contributions, CEF has been able to pursue its mission of fostering a greater understanding of the science and value of chemistry and chemicals. Thank you for your support!

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CEF Trustee Rosemary Podwin of Shell Chemical Company, stands with participants of the 2009 National YBTC Challenge. In 2009, Shell sponsored the National competition as well as the Texas State Challenge.



CEF Vice President, Laura Dornbusch of Expo Chemical Co., Inc., sponsors Local and State YBTC Challenges throughout Texas, as well as the National YBTC Challenge since the competition started. The 2009 Texas State Challenge was held at NASA headquarters in Houston, TX

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CEF Trustee Dick Peacock of PVS-Nolwood Chemicals, Inc., is instrumental in the implementation of the YBTC Activity Guides and Challenge throughout the state of Michigan and in Chicago, IL. Here he poses with Detroit students who participated in a science fair prior to the 2009 Detroit Local YBTC Challenge.



CEF Trustee Barry Fisher of Van Horn, Metz & Co., Inc., introduces Pennsylvania Scouts to the YBTC Activity Guides and Challenge.

HOW CAN CEF HELP YOU?

The Foundation relies on various groups – chemical industry members, educators, students, and active community members – to implement CEF’s mission nationwide. Each of these groups can participate on many different levels using CEF materials. This may include conducting an experiment in a classroom, distributing lesson plans to the children of company employees, or championing a regional academic competition. No matter which group you may belong to or what level of outreach involvement you desire – CEF is here to help you in your science-related community outreach endeavors!

CHEMICAL INDUSTRY MEMBERS

Use of CEF materials provides an avenue for constructive dialogue between industry and the community. CEF provides the programs and you introduce the programs to your community. These actions in turn, create a great community outreach opportunity for your company, position you as an engaged community member, and assures that students in your community are provided with an extra boost when it comes to science education.

Contact the CEF staff for suggested outreach activities, program information, or for a copy of our Community Outreach & Media Guide for ideas and examples of how chemical industry members can improve the chemistry with their community.

EDUCATORS

CEF programs enhance K-8 science education by introducing the science of chemistry as it relates to everyday life. The YBTC programs accommodate educators with varying degrees of science backgrounds, provide educators with innovative means by which to introduce chemistry concepts to K-8 students, offer a mechanism for information sharing with fellow educators, and address differentiation in classrooms to assist educators with adjusting lessons and activities to their students’ learning levels.

Contact the CEF staff for YBTC program information or for more information on how to use them in your classroom.

STUDENTS

The YBTC programs introduce students to the exciting world of chemistry and show that chemicals and chemistry are vital to your everyday life. Have your parent or educator contact CEF to find out how you can participate in hands-on experiments and exciting competitions. Also, visit the CEF Web site in early 2010 for our redesigned student section. This section will contain more science resources for you as you explore the science of chemistry!

COMMUNITY MEMBERS

Whether you are involved in a religious organization, an after-school program, or the Girl and/or Boy Scouts, CEF programs provide fun, hands-on activities for community members to implement in their organization. The YBTC programs are a great tool to supplement what students are learning in the classroom, while providing educational concepts in an exciting manner that engages K-8 students in the science of chemistry.

Contact the CEF staff to find out how you can implement these programs in your organization.

Contact the CEF staff by phone at **703/527-6223**,
by e-mail at **comments@chemed.org**, or visit our Web site at **www.chemed.org**
for the most up-to-date program information.

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