

Elements

Promoting the Importance of the Industry/ Community Equation

A Publication of the Chemical Educational Foundation

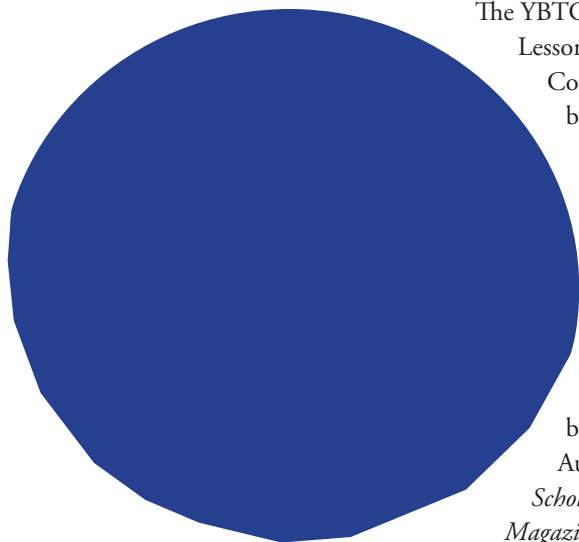
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CEF In the News

Check out CEF's ad in the November issue of *Purchasing Magazine*! The ad featuring Newton and Kelvin, *You Be The Chemist* (YBTC) kit characters, promotes the kits to use in your communities!



Newton (left) and Kelvin of CEF's *You Be The Chemist* animated DVD

The YBTC kit and Lesson Plan Competition have both received national publicity in educator circuits nationwide. Write ups for these programs can be found in the August issue of *Scholastic's Instructor Magazine*, the October issue of *Learning magazine*, on the Web site of the National Science

Teacher's Association (NSTA) and in NSTA's November newsletter under their "Spend a Little, Gain a Lot" section.

UNIVAR had an interesting approach to help reinforce CEF's message with their employees. They dedicated a section of their company newsletter to promoting CEF and the YBTC kit. This newsletter is distributed throughout the company and can potentially educate thousands of employees and community members on how CEF's programs can benefit them. If you have a company newsletter, we hope you will consider such an effort.

Welcome

As Managing Director of the Chemical Educational Foundation® (CEF), I want to thank you for your support of CEF. For over a decade, CEF has been committed to working on behalf of the chemical industry to provide educational programs and publications to reach a broad range of constituents with the message of the benefits of chemicals, chemistry, and chemical safety awareness. Without the support of the CEF Board of Trustees, committees, contributors, and the National Association of Chemical Distributors' (NACD) Board of Directors and members, CEF would not exist.

In an effort to keep you, the backbone of CEF success, regularly updated on the Foundation's programs, publications, and activities, we have created this quarterly newsletter. *Elements* is designed to show you how your support is being utilized by CEF, and aid in the community outreach of industry members nationwide.

In the inaugural edition of *Elements*, we would like to not only introduce you to our newsletter, but also get your input on future inclusions. A big part of the past few months has been spent completing and implementing new programs and publications that have been over a year in the making, including our flagship *You Be The Chemist* program. Please let us know what you think!

As the implementation of existing programs and development of new programs continue we intend to develop our newsletter to reflect this growth. In future editions we plan to include success stories of how our programs have been utilized by members of the chemical industry, and showcase how easily our programs can be implemented and show examples of the positive changes they can create in communities such as yours with a minimum of expense and investment of time.

So, let us know how CEF programs have been implemented in your area. As always, we are eager to find new and better ways to help you utilize CEF programs and improve the *chemistry* with your community.

Best wishes,
John Rice
Managing Director

Help us broaden our network!

Update and/or introduce your company and community to CEF activities by forwarding *Elements*. Encourage others to find out more. If you would like to add your co-workers or friends to our distribution list, please let us know!

Program Update

CEF Launches New Kid's Page on Web Site

The student section of CEF's Web site has been redesigned to provide students with fun and exciting ways to learn about the importance and benefits of chemicals and chemistry education. The colorful and fun new page, titled "Newton and Kelvin's Laboratory," features the two animated characters from the *You Be The Chemist* kit. Kids can easily navigate the site to conduct experiments, play fun chemistry-related games, and find informational resources such as the periodic table, common conversions, and interesting facts. Visit www.chemed.org/kids/.

You Be The Chemist Challenge Kicks Off in Illinois

Industry members, educators, and students in the Illinois Valley area kicked off CEF's pilot *You Be The Chemist* Challenge program in late September. The on-going program involves seven chemical companies that sponsor area schools as students in grades 5-8 participate in the question and answer academic competition. Winners from each school will be named by late October; and they will all proceed to the Illinois Valley regional Championship, scheduled for November. For more information on the Challenge or how to sponsor one in your area, visit www.chemed.org/industry_programs.php?inc=ybtcChallenge.

Coming Soon!

CEF's latest Product Stewardship Bulletin, *Drums: Responsible Packaging Management*, is on its way. *Drums* discusses the proper cleaning, reuse, and disposal of the most popular type of chemical containers used today. The *Bulletin* will be available in mid-November.

After a brief hiatus, CEF brought the *Bulletins* program back in 2003 due to popular demand. Recent publications include *It's Elementary...and Beyond*, *Chemicals in Your Home*, and *LEPC's, SERC's, CAP's and TRANSCAER® Help Protect Your Community's Health, Environment, and Safety*.

For more information or to order Bulletins visit www.chemed.org.

CEF Celebrates National Chemistry Week

In honor of National Chemistry Week, (October 17-23) the *You Be The Chemist* (YBTC) kit will be on display at the Science Museum of Virginia on October 22. CEF staff members, Laurel Brent and Jennifer Boyd, will travel to Richmond to show the kit and lead several hundred students through table top activities that include creating slime, playing with chromatography, and building film canister rockets!

National Chemistry Week is a perfect time for CEF staff to get out into your community and promote chemistry. Next year we'd like to work in your community! Activities can be as simple as distributing the kit to schools, employees, and community organizations, or volunteering to conduct experiments from the kit in your child's classroom. Or you can step up your participation by distributing bulletins to customers and employees, or working with local science museums to demonstrate and circulate the kits and bulletins to the public. If you have a special event coming up, we can help plan it! Let us know, we can help your community celebrate chemistry!

10th Annual Community Awards Presented in Orlando, FL

The award winning activities of eight outstanding Local Emergency Planning Committees (LEPCs) were honored in a presentation given by CEF President **Patrick J. Marantette** at the Community Awards for Chemical Safety ceremony on September 23 in Orlando, FL.

Competing in three community population-based categories— 50,000 and below— 50,001 to 250,000— and 250,001 and above, Deer Park LEPC of Deer Park, TX not only won its category of 50,001 and below, but of all entrants was also named Best Overall LEPC.

Awards are given by CEF annually to LEPCs that best display a commitment to public safety and chemical product stewardship. "I am so proud and pleased for the Deer Park LEPC and all of the good work it does. All of our members are so deserving of this recognition," said Deer Park LEPC Chairman Jimmy Burke. "We do have an extraordinarily devoted group of people who make up our LEPC. Our Industrial District, the City of Deer Park, our Mayor, and Council provide the backbone to success for this LEPC."

Winners in the other two categories are Tuscaloosa LEPC in Tuscaloosa, AL — 50,001 to 250,000; and Ingham County LEPC in Lansing, MI — 250,001 and above. Runner-up for the 50,000 and under category is the Lewis/Upshur LEPC in Buchannon, WV. Other Runner-ups are: Greene County LEPC in Springfield, MO, and Sauk County LEPC in Baraboo, WI — 50,001 to 250,000 ; and, Tampa Bay LEPC in Tampa, FL, and North Central Florida LEPC in Gainesville FL — 250,001 and above.

Judges for the awards were **Paul Little of Rohm and Haas Co.**, Philadelphia; **Steve Mason from the U.S. Environmental Protection Agency (EPA)**, Dallas; **Janet Wilmouth from Fire Chief Magazine**, Chicago; **Janet Moylan from the AIG Environmental Division of AIG Insurance**, Columbia, MD; and last year's top award winner, **J.J. Adame from the Nueces County LEPC from Corpus Christi, TX**.



CEF President Pat Marantette (front row, center left) with a few of the 2004 Community Award winners

Redesigned *You Be The Chemist* Kit and DVD – Have you ordered yours?

You've probably heard the buzz about the newly redesigned *You Be The Chemist* (YBTC) kit. The kit, for grades K-8, was created as a teacher's aid, and it helps make chemistry concepts fun and easy for students and educators alike. The kit also serves as a great tool for members of the chemical industry to use in outreach and product stewardship efforts within their communities. Some outreach examples of industry members thus far include distributing new kits to local school systems, donating them to teacher workshops, having kits on display at a company Open House, and giving kits to children of employees to take back to school.

The result of over a year of research and development by staff and collaborating organizations, the revised YBTC kit features a complete redesign in look and content that includes thirty lesson plans; a teacher's manual with fun activities, homework assignments, and project extensions; and a resource guide for industry members detailing how to publicize community events in their area.

Also included in the kit is the addition of two animated characters, Newton and Kelvin, who are featured on an animated DVD that accompanies the kit. CEF, in collaboration with the Art Institute of Washington, has worked to develop and produce six modules in which these characters walk students through chemistry concepts, important discoveries and safety and recycling.

The kit is available for \$15 dollars (includes shipping and handling). To order contact CEF staff or visit www.chemed.org.

You Be The Chemist Kit DVD Showcased at International Graphics Conference

The animated DVD created in collaboration between CEF and the Art Institute of Washington (AiW) was displayed at the Special Interest Group on Graphics' (SIGGRAPH's) annual conference in Los Angeles, California.

The 31st Annual SIGGRAPH conference on computer graphics and interactive techniques brought close to 30,000 professionals from nearly 90 countries to Los Angeles from August 8-12. High level executives, engineers, game developers, animators, artists and others attend the conference to view and demonstrate products to the graphics community.

Attending the conference were a number of the animation students from AiW who worked for over nine months to complete the project. AiW faculty were also in attendance as the students exhibited their work.

"This project was a unique opportunity to give animation students at AiW a chance to produce high-quality work in a real client scenario," stated Christopher Reese, lead faculty member. He added: "This experience is an invaluable step in their education and they should be proud that their work is being displayed at this conference."

The 30 minute DVD, which took nearly a year from initial concept to final production, is included in CEF's newly redesigned *You Be The Chemist* kit. The DVD features two animated characters, Newton and Kelvin, who walk grades K-8 students through important chemistry discoveries, concepts, and safety tips.

Thanks For Your Help!

Kits in the Community

Since its August release, the *You Be The Chemist* (YBTC) kit has been displayed at several contributor sponsored events. A great example is Maryland Chemical Company of Baltimore. They showcased the kit at their annual "Summer Camp" Open House for their community members and customers. They displayed the kit at their local Emergency Responders' Equipment Rodeo for emergency response agencies, industries, and LEPCs located in the Baltimore area.

Kits in the Classroom

Maryland Chemical Company also offered YBTC kits to children of employees to take to school for use in their classrooms. Many other CEF contributors and NACD members have donated kits to schools in their community as well. These companies include:

- Arch Chemicals, Inc.
- Buckley Oil Company
- BHS Marketing LLC
- Boehle Chemicals, Inc.
- Carus Chemical Company
- E.T. Horn Company
- Expo Chemical Company
- Fitz Chem Corporation
- Lintech International
- Hubbard-Hall, Inc.
- McCullough & Associates
- Pacific Diazo Products
- Wilson Industrial Sales
- Carus Chemical provided kits for a teacher training course held at the Cincinnati State Community College training center for Science Education for Public Understanding (SEPUP). These training courses are facilitated by Arch Chemical, and provide educators with hands-on experiments and materials that they can take back to the classroom.
- The Texas Teachers Organization for Physical Science will display and then raffle off kits to over 6,000 attendees at their Conference of Associated Science Teachers the first week in November.

Let us know how kits are or can be utilized in your area. We'd love to write about it!

Please visit our Website at www.chemed.org.

