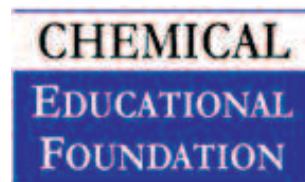


# Elements

Promoting the Importance of the Industry/Community Equation



A Publication of the Chemical Educational Foundation

Vol. 3, Issue 2 • Winter 2007-2008

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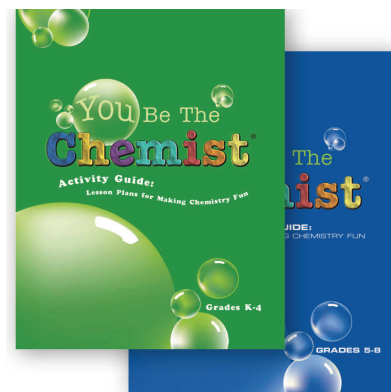
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## *You Be The Chemist* Kit – New Name, New Look, New Format

CEF's *You Be The Chemist* (YBTC) kit has a new look and format, a new name, and exciting new experiments! On November 1, the CEF staff unveiled the *You Be The Chemist* Activity Guides: Lesson Plans for Making Chemistry Fun.



The YBTC Activity Guides serve as excellent educational tools that reinforce chemistry concepts in a clear and engaging manner, and instill in educators and students an interest and understanding of chemistry. The Activity Guides also serve as innovative resources for industry members to use in community outreach and product stewardship efforts.

### Included in each booklet:

Approximately 30 educator-reviewed lesson plans	In-depth activity sheets	Redesigned Resource Guide
<ul style="list-style-type: none"><li>Expanded content</li><li>Project extensions</li><li>Vocabulary lists</li></ul>	<ul style="list-style-type: none"><li>Classroom assessments</li><li>Homework assignments</li></ul>	<ul style="list-style-type: none"><li>Important chemists</li><li>Tips for non-chemistry teachers</li><li>Safety information</li></ul>

Separately  
K-4: \$12  
5-8: \$15

Two booklets, one for grades K-4 and another for grades 5-8, available for purchase

Together  
K-4 & 5-8  
\$20

Animated chemists Newton and Kelvin are back again to help walk grade K-4 students through basic chemistry concepts. New review games are included in the 5-8 grade Activity Guide to provide educators with a fun and interactive review of chemistry concepts. The information included in both guides supports the National Science Education Standards.

For more information on the Activity Guides, visit the CEF Web site at [www.chemed.org](http://www.chemed.org) or contact the CEF staff by e-mail at [comments@chemed.org](mailto:comments@chemed.org) or by phone at 703/527-6223.

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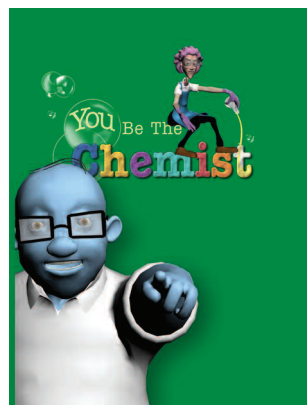
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## Old *You Be The Chemists* Kits Distributed to Underprivileged Schools

With the release of the new *You Be The Chemist* (YBTC) Activity Guides: Lesson Plans for Making Chemistry Fun, CEF would like to distribute the remainder of the old YBTC kits to underprivileged schools around the country. CEF will begin this process by distributing a few hundred kits to the Washington, DC, and Baton Rouge, LA, school systems. If your company is interested in distributing old YBTC kits to underprivileged schools in your area, please contact the CEF staff at 703/527-6223 for more information.



## You Be The Chemist (YBTC) Activity Guide Order Form

Introduce students and educators in your community to the new YBTC Activity Guides: Lesson Plans for Making Chemistry Fun! To order your copy today, fill out the information below and return it to CEF.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Item Description	Cost	Quantity	Total
K-4 <i>You Be The Chemist</i> Activity Guide	\$12.00	_____	\$ _____
5-8 <i>You Be The Chemist</i> Activity Guide	\$15.00	_____	\$ _____
Combination Pack (Includes both listed above)	\$20.00	_____	\$ _____

Balance Due \$ \_\_\_\_\_

Check (Attached): \$ \_\_\_\_\_ Credit card: \$ \_\_\_\_\_ AMEX \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_

Cardholder name: \_\_\_\_\_ Signature: \_\_\_\_\_

## CEF Partners with Arch Chemicals, Inc. to Create New Program

CEF is working with Laura Tew, Director of Stakeholder Relations for Arch Chemicals, Inc. of Norwalk, CT, to develop a Fellow Program. The CEF Fellow Program will allow chemical companies to identify an individual in their company or community who will help them to conduct community outreach activities, such as conducting *You Be The Chemist* experiments in the classroom or after school setting. Such individuals should have some background in chemistry or science education. Currently, CEF is working to develop a more thorough application and review process for this program. Tew will be implementing the program through Arch Chemicals and its volunteers as a test site.

## 2008 CEF Meetings

- April 7 CEF Board Meeting  
Washington, DC
- April 8-9 NACD's Washington Fly-In  
Washington, DC
- September 9 CEF Board Meeting, Orlando, FL
- September 10-12 NACD's OPSEM, Orlando, FL
- December 1-5 NACD's Annual Meeting  
Scottsdale, AZ
- December 3 CEF Program Committee Meeting  
Scottsdale, AZ
- December 4 CEF Board Meeting, Scottsdale, AZ

**"It is the supreme art of the teacher to awaken  
joy in creative expression and knowledge."  
Albert Einstein**

# LESSON PLAN COMPETITION



Submit a lesson plan in one of the following categories to the Chemical Educational Foundation's Lesson Plan Competition:

**Structure of Matter • Scientific Inquiry  
Human & Environmental Chemistry**

Each category will have a...

**Winner - \$1000**  
1st Runner-up - \$500  
2nd Runner-up - \$250

Your school can win, too! Each Winner's school will receive \$250 for science education materials. The first 50 entrants will also receive a free set of *You Be The Chemist* Activity Guides. CEF will show your class how much fun chemistry can be!

**CHEMICAL  
EDUCATIONAL  
FOUNDATION**

**Deadline: December 20\***

Visit [www.chemed.org](http://www.chemed.org) or call 703/527-6223 for details.

\*Based on a yearly cycle

# The Chemical Educational Foundation's

# Vanguard Award

◆ Honoring deserving chemical industry members for over a decade ◆

Help CEF honor an outstanding member of the chemical industry.  
**JOIN US FOR THE 2008 VANGUARD AWARD CEREMONY!**

Each year, the Vanguard Award is presented to a member of the chemical industry whose leadership and outreach initiatives help advance the Foundation's mission — to foster a greater understanding of the science and value of chemistry and chemicals.

For more details, please visit [www.chemed.org](http://www.chemed.org) or contact the CEF staff at 703/527-6223.



*April 7, 2008*  
*Washington, DC*

\*Reception begins at 6:00 pm, followed by dinner, guest speaker, and the award presentation at 7:00 pm.

REGISTRATION: Please print or type all information and return to CEF prior to March 21, 2008 to reserve your seat at this event.

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Are you bringing any guests (check one)? Yes \_\_\_ No \_\_\_ Number of Guests: \_\_\_\_\_

CHEMICAL  
EDUCATIONAL  
FOUNDATION

## You Be The Chemist Introduced to Connecticut Schools

CEF, Arch Chemicals, Inc. of Norwalk, CT, and the Norwalk Education Foundation (NEF) introduced the *You Be The Chemist* (YBTC) program to Norwalk's Jefferson and Silvermine Elementary Schools and to the elementary after-school YMCA, NEON, and ACHIEVE programs. A professional development workshop for elementary and after-school educators at those locations was held in February and sponsored by NEF. The workshop was lead by Laura Tew, Director of Stakeholder Relations for Arch Chemicals, and attended by CEF staff member Laurel Brent. Arch Chemicals also provided the materials necessary to conduct the experiments at each of these locations.

## CEF Fundraisers at NACD Golf Tournament!

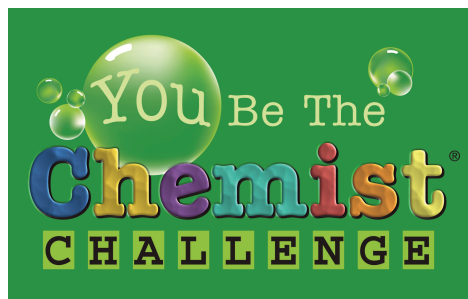
Look for CEF at this year's Golf Tournament at NACD's Annual Meeting! On Tuesday, November 27 at the El Conquistador golf course in Las Croabas, Puerto Rico, CEF staff will be on hand to raise money in support of our programs and community outreach efforts!

This year's fundraisers include:

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

**Hit the links and support chemistry education!**

## CEF Competition Continues to Challenge Students Nationwide!



The *You Be The Chemist* (YBTC) Challenge continues to be a successful means by which chemical companies can partner with schools and organizations in their community. CEF expects an exciting 2007-2008 YBTC Challenge cycle as the program continues to experience tremendous growth with 40 potential sites in approximately 20 states! Chemical companies nationwide are getting involved and **there is still time for your company and community to participate!** If you would like more information on how to introduce your community to this educational, innovative, and engaging program, please contact us at 703/527-6223 or by e-mail at [comments@chemed.org](mailto:comments@chemed.org). **The registration deadline for Local YBTC Challenge sites is December 1, 2007.**

**Mark Your Calendars - June 13**  
**2008 National YBTC Challenge**  
**Chemical Heritage Foundation**  
**Philadelphia, PA**

*"The National You Be The Chemist Challenge demonstrates the outstanding capability of our young people in the field of chemistry. The Chemical Educational Foundation programs have done a superb job of sparking an interest in chemistry for our younger generation. As a major global chemical company, Brenntag is acutely aware of the need to promote education in chemistry and the sciences. There is a shortage of interested students in higher education pursuing a career in chemistry, so uncovering this interest and desire at a young age will provide long term benefits to our industry, and our society at large."*

Chet Murphy, Vice President Market Development, Brenntag North America, Inc.

## Governor Conducts *You Be The Chemist* Experiments at the Michigan State Fair

Employees of PVS-Nolwood Chemicals, Inc., located in Detroit, MI, introduced hundreds of students to the fun of chemistry at the Michigan State Fair. Held August 22 - September 3 at the Michigan State Fairgrounds in Detroit, students were introduced to chemistry by participating in mini-*You Be The Chemist* (YBTC) Challenges. In addition, Michigan's Governor, Jennifer M. Granholm, stopped by one day and helped PVS-Nolwood employees conduct YBTC experiments with the students.



Michigan Governor, Jennifer M. Granholm, participates in a chemistry experiment at the Michigan State Fair. PVS-Nolwood Chemicals, Inc. of Detroit sponsored a *You Be The Chemist* booth during the two-week event.

## THANK YOU!

The CEF staff would like to thank all those who helped us in the production of the YBTC Activity Guides: Lesson Plans for Making Chemistry Fun. There are too many partners to name individually, but we would like to make note of the major participants: CEF contributors; the CEF Board of Trustees and committee members; the NACD Board of Directors and staff; CEF intern - Brad Rager; designers - Sondra Murphy and Kati Patrick; animator - Michael Mincey; curriculum developers - Michael Davis, Carol Jones, Paul Russo, Laura Tew, and Madhu Uppal; historical references - the Chemical Heritage Foundation.

CEF extends our gratitude to any and all who played a role, large or small, in the process.

## CEF Program Schedule

We encourage you to get members of your community involved in CEF programs, whether it's encouraging them to enter the Lesson Plan Competition 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 2007 and 2008. Call Corianne Bradley at 703/527-6223 ext. 116 for more details.

### SOCMA's 2007 Educational Outreach Award\*

\*Sponsored by CEF

December 10, 2007      Award Ceremony  
New York, NY

### *You Be The Chemist* Lesson Plan Competition

December 20, 2007      Deadline for Submissions  
February 1, 2008      Winners Announced

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

December 1, 2007      Local YBTC Challenge  
Site Registration Deadline  
February 29, 2008      Deadline for Local YBTC  
Challenge Competitions  
Nationwide  
April 21, 2008      Deadline for State YBTC  
Challenge Competitions  
Nationwide  
June 13, 2008      National YBTC Challenge  
Competition  
Philadelphia, PA

### Vanguard Award

January 15, 2008      Deadline for Submissions  
February 15, 2008      Winner Announced  
April 7, 2008      Award Ceremony  
Washington, DC

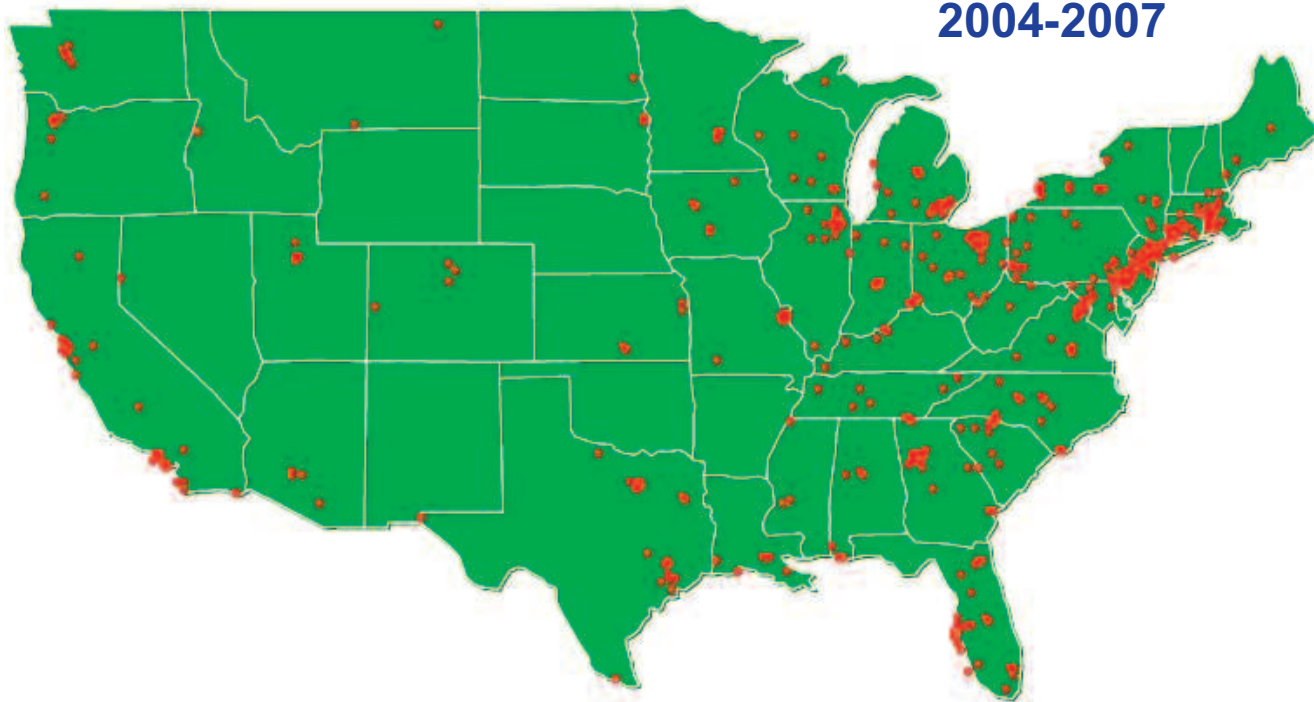
For more information on any of our programs, please contact us at [comments@chemed.org](mailto:comments@chemed.org) or visit our Web site at [ww.chemed.org](http://ww.chemed.org).

**"For my son, and I am assuming for most of these children, it was his first exposure to the corporate world that we, as parents, are constantly referencing. As you can remember, being intelligent in Middle School is not cool! Thank you for making chemistry appealing to a 14 year old!"**

**Michelle Barse, Michigan YBTC Challenge Parent**

## You Be The Chemist Across the Country

2004-2007



This map displays the *You Be The Chemist* kits' presence nationwide; each dot represents a locality where kits have been distributed. Kits were also distributed in Canada, Ireland, England, India, and China. The Foundation estimates that if these kits are used in an average-sized classroom, close to 150,000 students have been introduced to a greater understanding of the science of chemistry, safe handling tips, and the benefits and values of chemicals.

2008



Where is your community on the map?

CEF projects that the new *You Be The Chemist* Activity Guides: Lesson Plans for Making Chemistry Fun will have an even greater area of impact than the YBTC kit over the next few years. Where is your community on the map? Introduce students in your community to the Activity Guides and help CEF introduce more students to the science of chemistry!

## CEF Offers Industry Members A Resource for Community Outreach Ideas

In January, CEF will have a **Community Outreach and Media Guide** available for members of the chemical industry. This guide will feature ways to implement CEF programs, such as the new Activity Guides, in your community. In addition, ideas on how to communicate your educational efforts within the community are provided. Features of the guide will include:

### YBTC Activity Guide Implementation

- School distribution
- After-school programs
- Chemistry fair
- Chemistry clubs

### YBTC Challenge Implementation

- How to approach schools
- How to organize a competition

### Media Information

- Press release templates
- How to approach local media outlets

## CEF partners with Soap and Detergent Association

CEF will soon have an additional Bulletin in their *Solutions* series. CEF and the Soap and Detergent Association (SDA) have partnered to create the tentatively titled brochure, *The Soap and Detergent Association, the Chemical Educational Foundation and YOU: Working in Harmony to Improve Public Health*. The brochure outlines the role of cleaning products in consumers' lives to help protect public health. The bulletin offers information on properly using, storing, and disposing of cleaning products. and will be available in January.



## Contact Us!

Would you like to improve the chemistry with your community? We can help! Implementing CEF's programs in your community is easy and fun. Contact us for details.

**Mail:** 1560 Wilson Boulevard  
Suite 1250  
Arlington, VA 22209

**Phone:** 703/527-6223

**Fax:** 703/527-7747

**E-mail:** [comments@chemed.org](mailto:comments@chemed.org)

If you have comments or questions about CEF and its programs, please let us know. Your feedback is essential to the growth of our programs.



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

## Tell Us About It

CEF is interested in hearing from you! We'd like to hear the great ideas you have on how to educate your community on the benefits of chemicals, chemistry, and chemical safety. We're also here to help - let us know if you have an event that you would like us to help promote in your local area! We are always eager to find new ways to help you utilize CEF programs.

## Link Your Community to CEF!

Further improve your community relations by linking CEF's Web site - [www.chemed.org](http://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! Call Corianne Bradley, CEF Programs and Outreach Coordinator, at 703/527-6223 ext 116.



[www.chemed.org](http://www.chemed.org)