WHO WE ARE

The Chemical Educational Foundation® (CEF) is a national organization committed to enhancing science education! CEF’s popular You Be The Chemist® (YBTC) programs are geared towards educators and students in grades K-8. By focusing on these grade levels and emphasizing the central role of chemistry in all the sciences and in our everyday lives, CEF strives to inspire our future leaders to pursue science-related careers and to improve the overall understanding and appreciation of chemistry and chemicals.

CEF recognizes that the educational needs of each community, school, and classroom vary, and as such, encourages volunteers to work together to incorporate CEF programs as they work best for their community. CEF is primarily funded by companies and individuals in industries that rely on the science of chemistry. For a full list of our contributors, please see pages 22-24.

OUR STORY

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

OUR STAFF

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In 2014, CEF celebrated two milestone anniversaries—25 years as an organization and 10 years of the You Be The Chemist Challenge®. Here is our 2014 ‘yearbook.’ It’s filled with pictures and stories from the past twelve months: students discovering the thrill of a new chemistry experiment, Challenge participants celebrating their hard-earned trophies, educators learning ways to bring new hands-on learning techniques into their classrooms.

Yearbooks don’t just mark the passage of time—they also invite you to look ahead to the future, to the not-so-far-off successes, career paths, and creative ventures of today’s teenagers. 75% of Nobel Prize winners in science say their passion for science stemmed from an extracurricular program—we envision a future Nobel winner citing the YBTC programs as the moment when they fell in love with chemistry. We can’t wait to see our future scientists tackle 21st-century challenges and drive new technological innovation.

CEF’s programs have already motivated thousands of students to study chemistry, explore the world through science class or after-school science clubs, and learn about career paths in the sciences that are both challenging and exciting. What you’re holding is a single year of photographs and stories, but it represents decades of scientific discoveries and triumphs to come.

Flip through the pages and you’ll find narratives highlighting CEF’s growth and expansion nationwide—like new Challenge states Arkansas, Iowa, and Oregon sending state champions and nominated educators to Philadelphia for the first time. Arkansas representative Michaela Matocha told us she wants to be the first woman to set foot on Mars, and that the Challenge has inspired her to study chemistry in her free time! With the debut of NASA’s Orion deep space exploration program, we can’t help but imagine Michaela—or any of our Challenge participants—being among the first astronauts and scientists to travel to Mars. When you spark a love of science in elementary- and middle-school students, there’s no limit to how far their exploration can take them!

So this year, we’re inviting you to crack open our yearbook and explore all of the successes, stories, and smiling faces that have marked CEF’s 2014—and then imagine where all of this is going to lead. And don’t miss our sneak peek of what we’re planning as we move into the new year—we’re already working to make 2015 our biggest and best year yet!

CEF was just voted “most likely to inspire students to love science,” and with your support, there’s no limit to how far we can go!

Best wishes,

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East Coast Sales Director
ICL Performance Products LP
VICE PRESIDENT
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President/CEO
BHS Marketing LLC
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President & Executive Director
The Dow Chemical Company Foundation
Mr. Bart Whitaker III
President/CEO
Whitaker Oil Company

FUNDING & INVESTMENT
An experienced team of high-level industry executives who guide the Foundation in its fundraising and investment activities and explore new funding opportunities.

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Mr. Thomas Corcoran
Sr. Vice President
Brenntag North America, Inc.
Mr. Stephen J. Cornwall
East Coast Sales Director
ICL Performance Products LP
Mr. William A. Fidler
Member of the Management Board
Brenntag AG
Ms. Rosemary Podwin
Commercial Manager—Ethylene Oxide & Glycols
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President/CEO
BHS Marketing LLC

YOU BE THE CHEMIST CHALLENGE® ORGANIZER
A group of education and industry professionals who represent over 100 other Challenge Organizers in guiding You Be The Chemist Challenge® activities and development.

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John Glenn Middle School
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Senior Development Specialist
UOP LLC/A Honeywell Company
Mr. Bryan Page
Key Account Executive
Brenntag North America, Inc.
Mr. Greg Roop
Regulatory Compliance Manager
Hons
Ms. Molly Rossig
Science Education Specialist
BASF Corporation

PROGRAM
A group of individuals with a broad range of experience in education, industry, community outreach, and the sciences who oversee the growth and development of CEF’s You Be The Chemist® programs.

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Brenntag North America, Inc.
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Professor of Materials Science & Engineering and Chemistry
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Museum Programs Department
The Franklin Institute

CONTENT DEVELOPMENT TEAM
This team of volunteers with experience in the sciences, academia, and industry maintains the scientific integrity of CEF’s You Be The Chemist® programs by helping develop and review program content.

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Dr. David Norwood
Associate Professor
School of Education
Georgia Institute of Technology
Dr. Mike Sims
Chemist
Monument Chemical Kentucky LLC

"The information [my daughter] gained from the You Be The Chemist competition is going to be with her forever. It sparked an interest in the science field that she wants to learn more about." - Parent of a 2014 National Challenge Participant
The award-winning You Be The Chemist® (YBTC) Activity Guides are a fun, inexpensive way for educators to bring hands-on science to K-8 students. These user-friendly teaching aids are jam-packed with over 50 lesson plans, with separate lesson sets geared towards grades K-4 and 5-8. Download the Activity Guides for FREE or purchase a flash drive at www.chemed.org!

Make a Milk Rainbow

Want to try an Activity Guide experiment? Create swirls of color in milk and explore a property of liquids known as surface tension through the “Milk Rainbow” lesson! You’ll need:

- Whole milk
- Waterproof plate or shallow bowl
- Food coloring
- Liquid dish soap
- Cotton swabs

Visit http://chemed.org/ybtc/guides/ to download the full lesson—and many more!

7,375
DOWNLOADS

163,610
STUDENTS REACHED

The number of Activity Guide downloads reached 7,375 this year! In 2014 CEF started asking those downloading the guides to indicate how many students they expected to reach with the Activity Guide content. So far, that number is 163,610 students!

Beyond a number of marketing efforts and collaborations, CEF held a Back to School promotion to encourage downloads. As part of the fall special, individuals who purchased Activity Guide flash drives received a goodie bag full of YBTC treats!

2016
F I F T H  E D I T I O N

Plans are already underway for the Fifth Edition of the Activity Guides, which will be released in 2016. CEF staff is busy working with curriculum experts and chemistry professionals on new components to make these award-winning resources better than ever!
Essential Elements workshops are in high demand and the program has grown rapidly over the past three years! One new program “element” is the selection and training of Certified Essential Elements Instructors, who are located all over the country and can assist CEF in leading workshops in their local areas. CEF’s goal is to build a network of these instructors nationwide who can provide high-quality, hands-on education that YBTC is known for. Ultimately, this will allow us to hold even more Essential Elements workshops in the years to come.

Beginning in August 2014 with a training conference at our offices in Arlington, VA, the program is off to a great start. Nine Certified Instructors completed the training and are coordinating two workshops each in their local communities, and we have already received excellent feedback on the workshops conducted thus far. We are excited about the possibilities that instructor certification creates for future Essential Elements program growth. Watch out, world—CEF is bringing professional development to a school district near you!

“Your workshop reminded me of the joy of investigating and originating questions from the students.”
—Grade K-4 educator and Essential Elements workshop attendee, Philadelphia

“Chemistry doesn’t have to be difficult! I can do this. I WILL do this!”
—Grade K-4 educator and Essential Elements workshop attendee, Philadelphia

 “[The workshop] encouraged me to use more real world connections.”
—Grade 5 educator and Essential Elements workshop attendee, Marietta, GA

“My kids will love these experiments! Thanks for all the cool ideas.”
—Grade 2 educator and Essential Elements workshop attendee, Marietta, GA

“I loved seeing how hands-on doesn’t have to be complicated.”
—Grade 3 educator and Essential Elements workshop attendee, Marietta, GA

Middle school science teachers test out their hypotheses at an Essential Elements workshop in Norristown, PA in October. Each teacher received continuing education credits as part of the workshop. CEF thanks The Dow Chemical Company Foundation for sponsoring the workshop.
The You Be The Chemist (YBTC) Challenge® is an exciting academic contest that uses the drama of competition to encourage grade 5-8 students to explore important chemistry concepts and their real-world applications. The program partners science industry companies and organizations with local schools and students, fostering valuable community connections.

THE CHALLENGE IN 2013–2014
CEF celebrated the 10th anniversary of the Challenge during the 2013-2014 cycle, which was the largest ever! This year, we added THREE NEW STATES for a total of 30 and had NEARLY 25,000 STUDENTS participate nationwide. Each student who participated in the Challenge—whether they won or not—had the opportunity to deepen their understanding and appreciation of science, while engaging with industry members in their community.

This year, CEF also worked with national senate and congressional offices to secure official congratulatory letters for 23 STUDENTS who earned top place at a Local or State Challenge competition. Four national representatives from Illinois, Michigan, and New Jersey even attended their State Challenge event to show their support for science education!

See pages 12-14 for a list of Local and State Challenge sponsors!

ORGANIZER CONFERENCE
CEF welcomed over 40 dedicated volunteers to Alexandria, VA in September for the annual Challenge Organizer Conference. The theme was “Meeting the Challenge!” and staff and Organizers identified and discussed ways to work together to meet our collective goals for program growth. Beyond the formal meetings, Organizers got a chance to mingle and chat about how they’re bringing the Challenge to their communities at a reception and dinner held at a local restaurant.

“Competing in [the] You Be the Chemist [Challenge] lays the foundation for a brighter future for us all.”
—U.S. Representative Tammy Duckworth (IL-8), in a congratulatory letter to the Illinois Challenge Champion, Audrey Gallier

“[The Challenge] showed me how chemistry impacts everything in life.”
—2014 National Challenge participant

“After participating in the Challenge, I have now been thinking of becoming a chemist and starting my own company.”
—2014 National Challenge participant
SITES AND SPONSORS
2014 Local You Be the Chemist Challenge®

ALABAMA
Madison County
Sponsored by: Alabama A&M University; BASF Corporation; Industrial Chemicals, Inc.; Research Solutions Group Inc.; Sign-a-rama.

ARIZONA
Maricopa County
Sponsored by: Arizona State University; ByYa Global, Inc.; Chemical Strategies, Inc.

ARKANSAS
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Sponsored by: Clean Harbors; El Dorado Chemical Company; El Dorado Education Foundation; Great Lakes-Chemtures; Tetra Technologies, Inc.

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Sponsored by: Ross Organic Specialty Sales, Inc.

Los Angeles County (San Gabriel)
Sponsored by: Brenntag Pacific, Inc.

North San Diego (Rancho Santa Fe)
Sponsored by: Transchem Inc.

Orange County (Brea)
Sponsored by: Hrn.

Orange County (Dana Point)
Sponsored by: Coast Southwest, Inc.

Orange County (Placentia)
Sponsored by: Coast Southwest, Inc.

Orange County (San Clemente)
Sponsored by: California You Be The Chemist! Committee

San Diego (Horizon)
Sponsored by: Transchem Inc.

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Sponsored by: Hubbard-Hall Inc.

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Sponsored by: Hubbard-Hall Inc.

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Sponsored by: Hubbard-Hall Inc.

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Sponsored by: Society of Chemical Manufacturers and Affiliates; University of the District of Columbia

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Fulton County
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Gwinnett County
Sponsored by: Deeks & Company, Inc.; KITES Inc.

Oconee County
Sponsored by: Deeks & Company, Inc.; KITES Inc.

Richmond County
Sponsored by: Deeks & Company, Inc.; KITES Inc.

ILLINOIS
Chicago Public Schools
Sponsored by: Chicago Public Schools; City Colleges of Chicago; Norman R. Bobins and Kathy Thompson; The PrivateBank; Ward’s Science

Cook County (Des Plaines)
Sponsored by: UOP LLC/A Honeywell Company

Cook County (North Suburban)
Sponsored by: UOP LLC/A Honeywell Company

Cook County (Schaumburg)
Sponsored by: UOP LLC/A Honeywell Company

Dupage County
Sponsored by: UOP LLC/A Honeywell Company

Grundy County
Sponsored by: Air Products and Chemicals, AkzoNobel Surface Chemistry, LLC, Aux Sable Liquid; Canus Corporation; Exelon-Dundridge Station; Flint Hills Resources; Lyondellbasell; PQ Corporation; SABIC

Kane County
Sponsored by: PCCor USA, Inc.

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South Cook County
Sponsored by: Chicago Drug & Chemical Association; Palos-Orland Area AAUW

INDIANA
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Sponsored by: Dow AgroSciences LLC; Criterion Water Labs, LLC

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Henderson County
Sponsored by: Brenntag Mid-South, Inc.

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Sponsored by: Monumental Chemical

LOUISIANA
East Baton Rouge Parish
Sponsored by: ExxonMobil Chemical Company; The Louisiana State University (LSU) Cain Center for STEM Literacy; The LSU Student Aﬃliates of the American Chemical Society; The LSU Regional Collaborative for Excellence in Science and Mathematics Teaching; Southeastern Louisiana University

Iberville Parish & West Baton Rouge Parish
Sponsored by: The Dow Chemical Company

Lincoln Parish
Sponsored by: Bricks 4 Kids; Louisiana Tech University Department of Chemistry

St. Charles Parish
Sponsored by: The Dow Chemical Company

Tangipahoa Parish
Sponsored by: Baton Rouge; Southeastern Louisiana University

MARYLAND
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Detroit Public Schools
Sponsored by: PVS-Nolwood Chemicals, Inc.

Genesee County
Sponsored by: PVS-Nolwood Chemicals, Inc.

Great Lakes Bay Region
Sponsored by: The Dow Chemical Company

Kent County
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Lapeer County
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Macomb County
Sponsored by: PVS-Nolwood Chemicals, Inc.

Mason County
Sponsored by: The Dow Chemical Company

Oakland County (Auburn Hills)
Sponsored by: The Dow Chemical Company; PVS-Nolwood Chemicals, Inc.

Wayne County
Sponsored by: BASF Corporation; PVS-Nolwood Chemicals, Inc.

New Jersey
Bergen County
Sponsored by: Brenntag Specialties, Inc.

Morris County
Sponsored by: BASF Corporation

Union County
Sponsored by: Brenntag Specialties, Inc.

New York
Westchester County
Sponsored by: BASF Corporation

North Carolina
Mecklenburg County
Sponsored by: BASF Corporation

Ohio
Cuyahoga County (Cleveland)
Sponsored by: Palmer Holland, Inc.

Lucas County
Sponsored by: PVS-Nolwood Chemicals, Inc.; Northeast Ohio Center for Excellence in STEM Education

Oklahoma
Stephens County
Sponsored by: Halliburton Energy Services

Oregon
Multnomah/Washington Counties
Sponsored by: Terra, LLC

Pennsylvania
Allegheny County
Sponsored by: BASF Corporation

Bucks County
Sponsored by: The Dow Chemical Company

Lehigh County
Sponsored by: Brenntag North America, Inc.

Montgomery County
Sponsored by: The Dow Chemical Company

South Carolina
Charleston County
Sponsored by: Momentum Specialty Chemicals

York County
Sponsored by: BASF Corporation

Texas
Brazoria County
Sponsored by: The Dow Chemical Company

Dallas
Sponsored by: Anchem, Inc.; Coast Southwest, Inc.; KMCO, Inc.

Utah
Iron County
Sponsored by: Brenntag Pacific, Inc.; The Bruce and Tammy Schechinger Trust; Southern Utah University

Virginia
Fairfax County
Sponsored by: Chemical Society of Washington; Marymount University; National Association of Chemical Distributors (NACD)

Hampstead
Sponsored by: BASF Corporation; NACD Loudoun County

Washington
King County
Sponsored by: Chief Kanin Middle School; Science Infinity Club; TITINternational, Inc.; Univar

Wisconsin
Dane/Waukesha Counties
Sponsored by: Brenntag Great Lakes, LLC

Celebrating Our Challenge Organizers!
At CEE, we see countless photos of Challenge participants, grinning from ear-to-toear with their trophies and newfound confidence in their science skills. Our Challenge Organizers don’t always appear in these photos, but we know they stand firmly behind each group of smiling students, making the program possible. These amazing volunteers recruit schools, network with sponsors, choose competition questions, pick prizes, arrange venues, confer with judges—and more! Why do they do all this? Because they believe in the importance of science education and providing STEM opportunities for our youth. Our Challenge Organizers have made the past 10 years of the Challenge possible, and we can’t wait to help them continue championing science education in their communities!
Congratulations Audrey!

CEF congratulates 12-year-old Audrey Gallier of Brookfield, IL, who earned the title of 2014 National Challenge Champion on June 23. Audrey was the second-youngest student at the National Challenge, but that didn’t stop her from beating out nearly 25,000 students nationwide to earn top place. “To win is fun and I didn’t expect it,” Audrey told a reporter from the Chicago Tribune. She said radioactivity didn’t faze her: “isotopes, pH values, and radioactivity didn’t faze me. I didn’t expect it,” Audrey said.

Go Audrey!

CEF supports from The Dow Chemical Company don party hats in honor of the National Challenge’s 10th anniversary during the Celebration Dinner & Award Ceremony.

In 2014 CEF celebrated the 10th anniversary of the You Be The Chemist Challenge® with our largest National Challenge event ever! Over 300 chemical industry representatives, family members, government officials, and educators came together to cheer on the 30 students who represented their states at the national competition. CEF added special elements to the 2014 National Challenge to mark this big anniversary, including honoring two past National Challenge Champions at the event, who shared how the Challenge inspired them to pursue a career in chemistry!

See page 26 for a look at the Challenge over the past 10 years!

National Challenge participant Justin Chan poses for a photo with his proud parents following the competition.

Third Runner-Up Varun Mosur enjoys lunch with his family the day of the competition. Several of Varun’s relatives traveled from India to cheer him on!
2014 NATIONAL CHALLENGE SPONSORS

DIAMOND

DOW

PLATINUM

BRENNTAG

GOLD

Monument Chemical
Science Buddies
Thames & Kosmos
Univar

SILVER

Horn
National Association of Chemical Distributors

SILVER

PVS Chemicals, Inc.

BRONZE

Access Chemicals & Services, LLC
Coast Southwest, Inc.
PQ Corporation
Turning Technologies, LLC

2014 NATIONAL CHALLENGE PARTICIPANTS

MICHAEL ALLEN, Ohio  Second Runner-up
VIVIANA ARAGON, Alabama
PARVATHY BALAMURUGAN, Louisiana
JAMES BOONE, South Carolina
DAX BROUGH, Utah
JUSTIN CHAN, Delaware
GRANT CHEN, Oregon
DERMOT CURTIN, New Jersey
LOGAN FARRINGTON, Arizona
JASPER FERNCROMBIE, District of Columbia
AUDREY GALLIER, Illinois
ERIC GAO, Connecticut
BRENDAN GIBSON, California
HUNTER KANE, Maryland
JUSTIN KAY, Indiana
RISHIKESH MADABHUSHI, New York
ELAINA MALTAIS, Iowa
MICHAELA MATOCHA, Arkansas
AVERY MERRITT, Georgia
NICHOLAS MIKAULCIC, North Carolina
VARUN MOSUR, Virginia  Third Runner-up
AMAR MOTURU, Texas  First Runner-up
MAX PARR, Michigan
EMMANUEL SAINT-AMAND, Florida
FELICITY SHIRKEY, Kentucky
ELEJAH SKALSKY, Wisconsin
GARRETT THORNTON, Oklahoma
AMU UPADHYAY, Washington
GUS WIEDEY, Massachusetts

WHERE ARE THEY NOW?

Find out what four of our past National You Be The Chemist Challenge® Champions have been up to since they won!

2007

BROOKE BI
READING, PA
2007 National You Be The Chemist Challenge® Champion
Biochemistry major at Temple University in the Honors Program.
“My experience with YBTC was simply unforgettable. Participating in the Challenge is what sparked a love for chemistry within me. It has more than impacted many life decisions. I was eager to learn more about the subject through higher education.”

2009

DANIEL HULGAN
BATON ROUGE, LA
2009 National You Be The Chemist Challenge® Champion
Chemical Engineering major with a concentration in Biomolecular Engineering and a minor in Chemistry at Louisiana State University.
“Participating in the Challenge has had and continues to have an unimaginable impact on my life.”

2011

ANDREW LINGENFELTER
EVANS CITY, PA
2011 National You Be The Chemist Challenge® Champion
Wants to attend a top science university to study physics. Plans to do university research and possibly become a professor.
“I have been dead set on a career in science since I was about six years old! I keep myself busy by tinkering with electronics and building rockets with my best friend.”

2005

MAGGIE LEAKE
VERONA, IL
2005 National You Be The Chemist Challenge® Champion
Chemistry and mathematics double major at the Mississippi University for Women.
“I spent a lot of time undecided on my major, but always came back to chemistry because it was the one area where I already knew I could excel.”

2014 YEAR IN REVIEW • 17

Thank you to all of the volunteers, sponsors, students, and educators who made the 2014 National Challenge a success!
In honor of the 10th anniversary of the Challenge, CEF invited Maggie Leake and Andrew Lingenfelter—the first and seventh National Challenge Champions, respectively—to attend the event and share their story. Maggie and Andrew participated in a special Q&A session for attendees at the Welcome Dinner, where they answered questions about their career plans and National Challenge experience.

At the Celebration Dinner & Award Ceremony, these past Champions wowed the audience with speeches about the impact the Challenge made on their lives and goals. Andrew discussed his plans to study physics at a top university, and highlighted his experience doing a job shadow with BASF Corporation as a result of the Challenge. Maggie shared how the Challenge gave her the confidence to pursue a double-major in chemistry and mathematics, while working with a professor to do computerized chemistry research on Alzheimer’s prevention.

Beyond Maggie and Andrew, CEF reached out to the other past Challenge Champions. We were thrilled to learn that each one of them is pursuing or plans to pursue a STEM-related career!
In 2014, CEF extended the reach of its communications, marketing, and public relations efforts in communities nationwide and through our industry sponsors.

MEDIA COVERAGE
We weren’t the only ones who got excited about the 2014 National Challenge—the Philadelphia Inquirer and the Chicago Tribune both published full-length stories about winner Audrey Gallier! You can read both articles by heading to the “CEF In The News Page” of our website!

PERIODIC TABLE POSTER
In response to educator demand, we’re developing a poster of the periodic table of the elements—with a twist! Our periodic table will feature profiles of professionals in chemistry-related careers, as well as information about the You Be The Chemist® programs.

SCIENCE FRIDAY
In August, CEF partnered with the National Public Radio (NPR) show, Science Friday, to post an experiment from the Activity Guides on the Science Friday blog. The Science Friday staff even tried out the activity (building balloon rockets) and posted a video clip of their success on their website! Science Friday’s Facebook post about the activity received OVER 40,000 VIEWS, and the blog received nearly 1,500 page views, with viewers spending an average of 4.5 minutes on the site—much longer than usual. Twitter posts about the activity were popular too, with 13,000-16,000 views each!

EVENTS AND CONFERENCES
CEF staff and partners attended a variety of events and conferences nationwide in order to promote the You Be The Chemist® programs! These include:

- ZOZUDE ACADEMIC COMPETITIONS CONFERENCE, March 10-11, San Francisco, CA
- NATIONAL SCIENCE TEACHERS ASSOCIATION ANNUAL CONFERENCE, April 3-6, Boston, MA
- PHILADELPHIA SCIENCE FICTION CARNIVAL, May 3, Philadelphia, PA
- KIWANIS STEM EDUCATIONAL CARNIVAL, May 19, Columbus Heights, Washington D.C.
- NACD’S CHEMEDGE, August 19-22, Nashville, TN
- INTERNATIONAL STEM EDUCATIONAL ASSOCIATION CONFERENCE, October 12-14, Branson, MO
- AMERICAN CHEMICAL SOCIETY (ACS) NORTH JERSEY SECTION CHEMEXPO, October 18, Jersey City, NJ
- SCIENTIFIC RESEARCH AND EDUCATION NETWORK (SCIREN) NETWORKING EVENT, November 13, Raleigh, NC
- NORTHERN ILLINOIS SCIENCE EDUCATORS CONFERENCE, November 17, Naperville, IL
- NACD’S ANNUAL MEETING, November 17-21 Scottsdale, AZ
- SOCMC ANNUAL DINNER, December 8, New York, NY
- SOCIETY OF COSMETIC CHEMISTS ANNUAL MEETING, December 11-12, New York, NY

NEW MARKETING MATERIALS!
These postcards about the Activity Guides and the Essential Elements program were designed for handing out at conferences and schools! Contact CEF if you’d like copies.

NEW WEBSITE!
Keep your eyes peeled for a brand new, fully redesigned CEF website in March, 2015! The new site will feature an updated design and navigation. Stay tuned!

SOCIAL MEDIA
CEF’s following on both Twitter and Facebook has grown enormously over the last year! CEF celebrated National Chemistry Week with a special candy-themed social media campaign, including an interview with a candy chemist at The Hershey Company! Check out the back cover for ways to follow us on social media!

Sarah Houle, a Staff Scientist in Sweets & Refreshments Product Development with The Hershey Company, answered our questions about what it’s like to work in food chemistry and why students should consider following in her footsteps!
2014 FINANCIALS
Funding Success and Sustainable Growth

CEF is a not-for-profit 501(c)(3) charitable entity. Our financial position remained strong in 2014, thanks to the overwhelming commitment to CEF’s mission from the chemical industry. Our programs continue to grow and expand, which would not be possible without the support of our valuable contributors.

In FY2014, 94% of CEF’s total operating expenses were used for the development, implementation, and marketing of the You Be The Chemist® programs to enhance science education opportunities for grade K-8 students and educators.

FINANCIAL DATA

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<thead>
<tr>
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<th>FY 2014</th>
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<tbody>
<tr>
<td>Total Revenue</td>
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<td>907,808</td>
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<tr>
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USE OF FUNDS

Funding Success and Sustainable Growth

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2014 CORPORATE CONTRIBUTORS

As of 1/1/2015 • Visit the CEF website for the most current list of corporate contributors.

A.G. Layne, Inc.
Accron, LP
Addalect
Alaco Chemical Corporation
Allied Universal Corporation
ALTIVIA Chemicals, LLC
Anchem, Inc.
American International Chemical, Inc.
AmeriChem Sales Corporation
Andes Chemical Corporation
ASHITA Chemicals Inc.
Barium & Chemicals, Inc.
Barton Solvents, Inc.
Basstech International LLC
Bedford Specialty Sales, Inc.
BHS Marketing LLC
BKMR Resources, Inc. - Global Chemicals
Boothe Chemicals, Inc.
Borden & Remington Corp.
Bosco Industries, Inc.
Braideen Chemical Company, Inc.
Brekenridge Technologies, LLC
Brenntag Great Lakes, LLC
Brenntag North America, Inc.
Carus Corporation
Chariki Chemical Corp.
Chem One Ltd.
Chem/Serv, Inc.
CheMarCo, Inc.
Chemical Distribution Excellence
Chemical Formulators Inc.
Chemicals, Inc., USA, a Chemgrou Corp
Chemsphere Corporation
ChemSolv, Inc.
Church & Dwight Co., Inc.
CNX Distribution
Coast Southwest, Inc.
Conchemo, Ltd.
Cone Solvents, Inc.
D & F Distributing, Inc.
D.B. Becker Company, Inc.
Datacor, Inc.
Dow Corning Corporation
Dunleary, Inc.
EMCO Chemical Distributors, Inc.
Essential Ingredients, Inc.
ExxonMobil Chemical Company
FBC Chemical Corp.
Fitz Chem Corporation
Florida Chemical Supply, Inc.
FMC Corporation
George S. Coney Chemical Co., Inc.
Gilbert & Jones Company Inc.
GMZ, a division of KODA Distribution Group
Greenchem Industries LLC
Gulf Coast Chemical, LLC
Hall Technologies, Inc.
Hanwark Standard Distribution Corp.
Haviland Products Co.
Hawk Chemical Company LLC
Hawkins, Inc.
Horn
Houghton Chemical Corporation
Hydrite Chemical Co.
ICL Performance Products LP
Ideal Chemical & Supply Co.
Independent Chemical Corporation
Industrial Chemicals Corp.
Industrial Chemicals, Inc. (Birmingham, AL)
Industrial Chemicals, Inc. (Richmond, VA)
Intercoastal Trading Inc.
Interstate Chemical Co., Inc.
J.H. Calo Company, Inc.
J. Tech Sales, LLC
JR Hess Company
KJ Technical Directions
KODA Distribution Group
Kohl Marketing, Inc.
Kost USA
Kraft Chemical Company
Lidochem, Inc.
Low Chemical Co.
LyondellBasell Industries
Maryland Chemical Company, Inc.
Matteson-Ridolfi, Inc.
McCullough & Associates
Miami Solvents, Inc.
New York Society of Cosmetic Chemists
Niact Corporation
Occidental Chemical Corp.
Ohio Chemical Services, Inc.
Olin Chlor Alkali Products
P.T. Hutchins Company, a division of KODA Distribution Group
Parchem - fine & specialty chemicals
PhibroChem
Pilot Chemical Company
PPG Industries Foundation
Pride Solvents & Chemical Co., Inc.
Primary Chemicals
Producers Chemical Company
PVS-Nolwed Chemicals, KODA Distribution
Radchem Products, Inc.
Ribelin Sales, a division of KODA Distribution Group
Rierden Chemical & Trading Company
Robert & Swan Chemicals
Robertson Chemical Co., Inc.
Royal Chemical Company
Royale Pigments and Chemicals, Inc.
S. P. Morell & Company, Inc.
Sal Chemical
Sea-Land Chemical Co.
Seeler Industries, Inc.
Shell Chemical LP
Shell Oil Company
Shepard Bros. Inc.
Silver Fern Chemical Inc.
Society of Chemical Manufacturers and Affiliates
SolvChem, Inc.
Superior Solvents and Chemicals
Surpass Chemical Co., Inc.
T.H. Hilson Company
Tanner Industries, Inc.
Tari, LLC
TCB Industries
Technichem, Inc.
The Cary Company
The Dow Chemical Company
The Halstar Company
The M.F. Cachat Company
The Meadows Group, LLC
The Plaza Group
The Willbur-Ellis Company
Tilley Chemical Co., Inc.
TLC Ingredients, Inc.
Transchem Inc.
Tri-Iso, Inc.
TIInternational, Inc.
Univar
Vivion, Inc.
Walsh & Associates, Inc.
Webb Chemical Service Corp.
Whitaker Oil Company
William B. Tabler Co., Inc.
Wilson Industrial Sales Co., Inc.
WHAT: In 2014, CEF launched the very first Earth Day Challenge, a video contest for grade K-8 classes! The contest encouraged students to explore their world using chemistry, and to celebrate the American Chemical Society’s Earth Day theme, “Wonders of Water” by making a video inspired by water-themed activities in the YBTC Activity Guides.

WHEN: We announced the winner on Earth Day 2014!

WHO: The winning video was submitted by Amber Baaso and her 7th grade science class at Glenn H. Wolfe Middle School in Center Line, MI! Titled “Wonders of Water,” it showed Baaso’s students conducting an experiment called “Antigravity Water” and sharing posters of what they learned.

PRIZES: $1000 for the class (they took a field trip to the Michigan Science Center!) $200 gift card to the Discovery Channel Store (for Ms. Baaso) Commemorative Plaque (for the school!)

THE CEF PRESIDENT’S CLUB

In 2014, CEF introduced the CEF President’s Club, a special level of recognition for chemical distributors that contribute at a level meeting the CEF Board of Trustees’ suggested contribution amount of $50 per million in sales. As of January 1, 2015, 52 companies have joined the President’s Club, with many increasing their contribution amount in order to meet the requirements.

The following companies are the inaugural members of the CEF President’s Club. We would like to thank all of these companies for distinguishing themselves as specially committed to building the next generation of science professionals and leaders!

As of 1/1/2015 • Visit the CEF website for the most current list of members of the President’s Club.

2014 SOCMA EDUCATIONAL OUTREACH AWARD

CEF partners with the Society of Chemical Manufacturers & Affiliates (SOCMA) to present a SOCMA member company or companies with the Educational Outreach Award, honoring companies that are dedicated to enhancing science education opportunities in their communities. CEF presents winners of the award with a $2500 donation to the charity of their choice.

2014 WINNER

COMPANY: Monument Chemical, Brandenburg, KY

WHY THEY WON: Their commitment to STEM education in Kentucky. Monument provided local teachers with free hands-on STEM activities and lab equipment kits. They sponsored the Meade County, KY Local You Be The Chemist Challenge®, the Kentucky State Challenge, and the National Challenge (Gold Sponsor), treating Local Challenge participants to a facility tour and pizza lunch. Monument employees also volunteered at the MacDonald Intermediate School “STEMposium” in Ft. Knox.

DONATION RECIPIENT: Meade County School System

I N D E X

2014 EARTH DAY CHALLENGE

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CEF celebrated 25 years as an organization in 2014! We’ve come a long way, and the future is bright—take a look at how CEF got its start, and where we’re headed!

Founded in 1989 by the National Association of Chemical Distributors (NACD) as the “National Association of Chemical Distributors Educational Foundation,” CEF’s original mission was to create and disseminate educational materials about safe chemical handling and transport, including brochures, bulletins, and videos.

Less than a decade later, the NACDEF (actual acronym!) became a separate entity from NACD, and in December 1997, we officially changed our name to the Chemical Educational Foundation®. With three staff members, we began developing the foundations for an educational kit for younger students, which promoted the exploration of chemistry in daily life. We called it “You Be The Chemist!”

In 2003, CEF held the inaugural Fairfax County, VA Chemistry Spelling Bee, in which middle school students competed to spell words related to chemistry and chemicals. The event garnered positive feedback from teachers and students: CEF was on to something! We moved forward to pilot a regional version in Illinois. But instead of a spelling bee, we wondered: could we run a quiz-bowl style competition in which we asked young students questions about chemistry?

The answer, as it turned out, was a resounding “yes!” The You Be The Chemist Challenge®, which began in 2004, made learning about chemistry, lab safety, and chemical theories fun and competitive. From 2004 to the present, the Challenge has grown from a one-state pilot to a program conducted in 30 states (and counting!) involving nearly 25,000 students in grades 5–8.

With three successful You Be The Chemist® programs now underway, CEF is on track for major growth in the future. In fact, we are aiming to reach 500,000 students in all 50 U.S. states, the District of Columbia, and Puerto Rico by 2024!