

YEAR *in* REVIEW

2013



CHEMICAL
EDUCATIONAL
FOUNDATION®

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

www.chemed.org



We've Moved!

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Chemical Educational Foundation
& You Be The Chemist



@chem_ed



CEFYBTC

"I have not seen my students this **focused** on studying information to prepare for a competition... They are **zoned in** on **chemistry!**"

Tracie Howe, Educator (Charleston, SC)



Louisiana students participate in CEF's *You Be The Chemist* Challenge.

www.chemed.org

A Message From the Executive Director



As any chemist knows, exciting transformations can happen in the blink of an eye. Baking soda combines with vinegar and a science fair volcano erupts. Diet cola meets Mentos and a soda bottle gushes bubbles. As the Executive Director of the Chemical Educational Foundation® (CEF), I can proudly say that our organization experienced some very exciting transformations in 2013 in what seems like the blink of an eye. For CEF, the year included five new staff members, strong program growth and development—and we even moved offices!

As we head into 2014, CEF will celebrate the 25th birthday of the organization and the 10th birthday of the *You Be The Chemist*® Challenge program. We'll walk down memory lane and mark these milestones in various ways throughout the year (see page 25), but will also focus our efforts on continuing the forward momentum of our exciting *You Be The Chemist*® programs.

In order to grow, we seek to connect dedicated volunteers with sponsors and busy K-8 educators with professional mentors and accessible educational resources. Whenever we forge a new bond, exciting reactions can happen!

Take this year's National Challenge Champion, a sixth grader from Washington State. Thanks to our dedicated network of volunteers and sponsors, CEF was able to build a new Challenge site in Washington in early 2013, making it one of five new states participating in the 2012-2013 *You Be The Chemist*® Challenge cycle. Only months after getting started, that budding local site produced the 2013 National Challenge Champion. New Challenge site meets bright student and—don't blink—a National Challenge Champion emerges!

In another 2013 success story, CEF contacted Lake Erie College about hosting a *You Be The Chemist*® Essential Elements workshop for local educators. The college had recently cancelled several science-focused workshops due to lack of teacher interest and was reluctant to attempt another given these past failures. However, the college agreed to give it another go using our program and, only 24 hours after workshop registration opened, all 30 slots were filled. A CEF program is championed by one college and—poof!—teachers learn new methods to bring chemistry into their classrooms.

As you flip through this 2013 snapshot of CEF, you will see a number of other memorable developments from this year, like *Learning*® Magazine honoring the *You Be The Chemist*® Activity Guides with a Teachers' Choice Award For the Classroom, and new partnerships with organizations like Science Buddies.

We're immensely proud of the strides CEF has made, but we're even more excited to see what the future holds as we embark on a new era of further growth and expansion of the organization and its *You Be The Chemist*® programs.

Button your lab coats and adjust your goggles, folks—CEF is going places and it should be quite a show!

Best wishes,

A handwritten signature in blue ink that reads "John Rice". The signature is stylized and fluid.

John Rice
Executive Director

Who We Are

CHEMICAL
EDUCATIONAL
FOUNDATION®



The *You Be The Chemist* Challenge® is CEF's fastest growing program. See page 14-15 for more information about the competition and 2013 Champion Eshan Kemp of Washington.



Educators participate in CEF's professional development workshop, Essential Elements at the 2013 National Science Teachers Association Annual Conference in San Antonio, TX.

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

Our Objective

The **Chemical Educational Foundation®** (CEF) is a national organization committed to enhancing science education! CEF's popular *You Be The Chemist®* 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 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.

Our Story

Headquartered outside of Washington, DC, CEF is funded by companies and individuals in industries that rely on the science of chemistry. This funding allows CEF to provide educators with dynamic, easy-to-use educational offerings through the *You Be The Chemist®* series.

CEF believes in a community approach to science education and relies on a vast network of volunteers to put the *You Be The Chemist®* programs into action nationwide! 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 communities.

Our Programs

CEF's *You Be The Chemist®* programs are excellent resources for everyone involved in science education! They provide opportunities for users to explore and teach chemistry through supplemental curriculum for the classroom or out-of-school activities. The content of each program:

- Is developed and reviewed by an expert panel of chemists, chemical engineers, curriculum coordinators, professors, and scientists.
- Aligns to the framework of the updated National Science Education Standards.
- Integrates so that the programs may be implemented collectively or individually within a given community.

Our Funders

CEF is 501(c)(3) charity funded by companies and individuals within industries that rely on the sciences. A full list of our contributors is found on pages 23-24 of this document.

Team CEF

CEF welcomed several new faces this year, adding five staff members to the group since July. These new staff will be working directly with communities nationwide to continue the growth and expansion of CEF's popular *You Be The Chemist*® programs. CEF is excited to continue building a talented and tight-knit team! For more information about each staff member, visit CEF's website, www.chemed.org.

CEF Staff Challenge

How well do you know the CEF team? Match each staff member to a fun fact and find out!

CEF Staff

- | | |
|-------------------|-------------------|
| 1. John Rice | 5. Kate Larson |
| 2. Laurel Brent | 6. Elena Lien |
| 3. Suzette Bucher | 7. Hope Schissler |
| 4. Lis Gallegos | 8. Molly Snyder |

Fun Fact

- A. My favorite teacher is my 10th grade chemistry teacher. (And no, I am not just saying this because I work for CEF!)
- B. My favorite memory from 2013 was my first day on the job—in Philadelphia at the National Challenge competition! I felt proud to represent such an impressive event, but hoped no one would ask me anything more complicated than “When’s lunch?”
- C. My favorite, most memorable teacher was my first art history professor who “welcomed me to the dark side” when I declared myself an art history major.
- D. My favorite element is Mendelevium, because where would we be without him?
- E. One of my favorite memories from middle school is taking care of a pet baby chicken for a week as part of a science class project.
- F. My favorite memory from 2013 was when I drove across the country with a friend and got stuck in a traffic jam in the Black Hills of South Dakota while waiting for a herd of bison to cross the road.
- G. I won first place in my 7th grade science fair with a moldy bread experiment.
- H. I once got a perfect score on an organic chemistry quiz. That was the only thing I ever got a 100% on in my school career.



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Board of Trustees

CEF's Board of Trustees play an important role in the success of the Foundation. Board members support CEF at various activities throughout the year.

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Ashland Distribution

James Hannon 2002-2003
Schnell Publishing

Patrick Marantette 2004-2005
Horn

Pam Butcher 2005-2007
The Dow Chemical Company

Steve Clark 2008-2009
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Laura Dornbusch 2010-2011
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Rosemary Podwin 2012-2013
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Director of Global Procurement
FMC Corporation



CEF's Executive Director and Board of Trustee members mingle before the start of the 2013 Vanguard Award.

CEF Committees as of 1/1/2014

CEF's Committees help guide the organization and its *You Be The Chemist®* programs and activities.

Funding & Investment Committee

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

Mr. Mathew A. Brainerd
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BHS Marketing LLC

Mr. Andrew Skipp
President/CEO
Hubbard-Hall Inc.

Mr. Bart Whitaker
President/CEO
Whitaker Oil Company

Program Committee

A group of individuals with a broad range of experience in education, industry, community outreach, and the sciences who oversee the direction and development of CEF's current programs and evaluate the potential for new programs and activities.

Ms. Laura Dornbusch
Consultant

Mr. Robert Mendenhall
Curriculum Director
Toledo Public Schools

Dr. Brenda C. Nixon
Co-Director, Gordon A. Cain Center for Scientific, Technological, Engineering, and Mathematical Literacy
Louisiana State University

Mr. Bryan Page
National Accounts Executive
Brenntag North America, Inc.

Mr. Joseph L. Talento
Museum Programs Department
The Franklin Institute

Dr. Paul Russo
Professor of Materials Science & Engineering
Georgia Institute of Technology

Content Development Team

Working with the Program Committee, 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.

Mr. Mike Davis
Associate Vice Chancellor for STEM
Wilbur Wright College, City Colleges of Chicago

Dr. Angel de Dios
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Georgetown University

Mr. Mike Hamoy
Engineer/Scientist R&D 1
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Chemistry Instructor
Southeastern Louisiana University

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Georgia Institute of Technology

Dr. Mike Sims
Chemist
Monument Chemical

Ms. Christina E. Smith
Graduate Student, Biochemistry
University of Colorado Boulder

Dr. Thomas Sommerfeld
Associate Professor
Southeastern Louisiana University

Dr. Quan Yuan
Study Abroad Consultant/Scientific Editor
Bridge Bright Future Consulting LLC

A Look Ahead

These are just some of the exciting events that CEF has on tap for 2014! Visit www.chemed.org for the most up-to-date lists of events and important dates.



Philadelphia students learn about chemistry at the CEF and Dow booth at the 2013 Philadelphia Science Carnival Festival.

June

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Join CEF for a **celebration of science** at the National *You Be The Chemist Challenge*[®] in Philadelphia, PA!

Visit www.chemed.org for more information.

2014 Important Dates

JANUARY 1, 2014

CEF turns 25 and the *You Be The Chemist Challenge*[®] turns 10!

JANUARY 1 – MARCH 23, 2014

Local *You Be The Chemist Challenge*[®] Competitions, Nationwide

FEBRUARY 13-14, 2014

The School Superintendents Association's National Conference on Education, Nashville, TN

MARCH 10-11, 2014

Educational Competitions Conference, Silicon Valley, CA

APRIL 3-6, 2014

National Science Teachers Association's Annual Conference, Boston, MA

APRIL 26, 2014

State *You Be The Chemist Challenge*[®] Competitions, Nationwide

APRIL 29, 2014

CEF Board of Trustees Meeting, Renaissance Capital View, Arlington, VA

MAY 3, 2014

Philadelphia Science Festival Carnival Philadelphia, PA

JUNE 23, 2014

National *You Be The Chemist Challenge*[®] Competition, The Kimmel Center, Philadelphia, PA

JUNE 23, 2014

National *You Be The Chemist Challenge*[®] Celebration Dinner, The National Constitution Center, Philadelphia, PA

NOVEMBER 17-21, 2014

NACD's Annual Meeting & CEF Board Meetings, The Westin Kierland Resort, Scottsdale, AZ

You Be The Chemist®

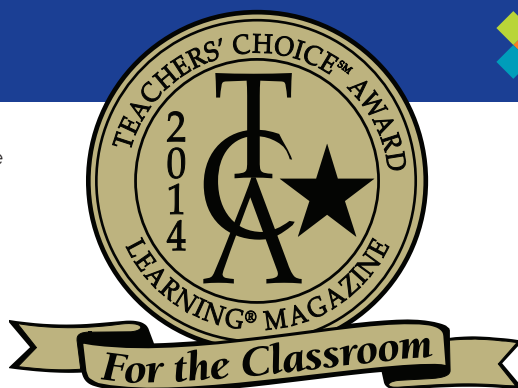
The *You Be The Chemist*® (YBTC) Activity Guides: Lesson Plans for Making Chemistry Fun offer a variety of exciting lessons, enabling educators to bring hands-on learning to students—inside and outside of the classroom.

Visit www.chemed.org for more information.

Awards

In late 2013, CEF announced that *Learning*® Magazine awarded the Activity Guides the prestigious Teachers' Choice Award! Specifically, the guides won the **2014 Award for the Classroom!**

In its twentieth year, the Teachers' Choice Awards program is one of the most recognized and prestigious awards in the educational market. **It is one of the only awards program that is exclusively judged by teachers in the classroom.** Winners are selected based on scores from hands-on evaluations conducted by a panel of teachers across the country. CEF won alongside educational giants such as Britannica Digital Learning, Discovery Education, and Leapfrog Enterprises, Inc.



Noted & Quoted

What do educators think about the *You Be The Chemist* Activity Guides? Here's just some of what the Teachers' Choice Award judges had to say!

“The activities are very thorough and put together nicely. It was great that the activities had differentiation suggestions, activity sheets and even answer keys!”

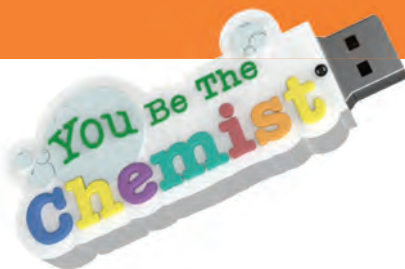
“Everything is located on one flash drive and you can print what's needed. It's easy to carry home with you because of the size. The electronic versions of the product are very eco-friendly!”

“It's sorted into K-4 and 5-8 sections so you can find the grade level without having to go through many age inappropriate lessons.”

“The program not only incorporates science subject matter in a high interest manner, the creators have thought through all of the decisions that a classroom teacher is faced with when designing a lesson. This product is ready to use!”

2013 Distribution






CEF's Activity Guide distribution rate has accelerated in recent months. Since August alone, the total number of purchased flash drives has nearly quadrupled, while **more than 1,400 total downloads** have been made online!



Ohio educators 'goof' around with experiments from the Activity Guides during an Essential Elements workshop. (It looks like the Goofy Putty experiment was a hit!)

YBTC Activity Guides

2013 Success Stories

-  Educators from each grade level taught at a school in Aloha, OR, attended an Essential Elements workshop, and the school plans to make the Activity Guides a key component of school curriculum!
-  CEF continued its partnership with The Franklin Institute (TFI) of Philadelphia, PA, by holding two Essential Elements workshops for K-8 educators in conjunction with The Dow Chemical Company Foundation. CEF and TFI will partner to hold 5 additional workshops in 2014.
-  Fifth grade teachers from Bucks County, PA, received continuing education credits and gained confidence presenting chemistry topics and hands-on science activities by attending an Essential Elements workshop in late fall.
-  Educators who attended an Essential Elements workshop at Lake Erie College in Painesville, OH raved about the constructivist learning approach CEF presented.
-  CEF held its largest Essential Elements workshop ever at the Virginia Association of Science Teachers (VAST) conference in Norfolk, VA. Almost 60 educators attended the workshop!

Bringing chemistry into the classroom can be an intimidating task for some educators, many of whom last studied science in high school. That's where Essential Elements comes in!

CEF's youngest program, Essential Elements is already taking off, with interest spreading across the country.

To keep this professional development program relevant to educators, CEF updated all workshop materials this year to link to the recently released Next Generation Science Standards.

"I am much more excited about bringing science into the classroom and less intimidated about it."

Cheryl Paz, First Grade Teacher,
 Essential Elements Workshop
 Participant, Aloha, OR

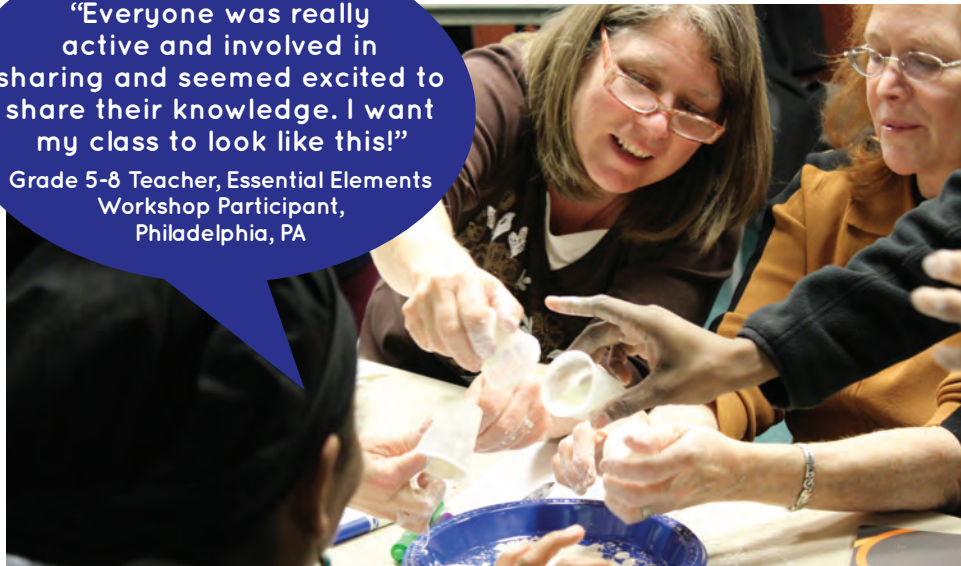


Virginia science teachers make goofy putty during an Essential Elements workshop CEF held for educators attending a VAST conference (Norfolk, VA) in November.

"You Be The Chemist: Essential Elements: hands-on chemistry activities proved to be one of the best Professional Development Workshops I have attended in my thirty plus years as an educator." —Jackie Seedhouse, Educator (Rocky River, OH)

"Everyone was really active and involved in sharing and seemed excited to share their knowledge. I want my class to look like this!"

Grade 5-8 Teacher, Essential Elements Workshop Participant, Philadelphia, PA



Grade K-4 educators practice hands-on science at an Essential Elements workshop held at The Franklin Institute (Philadelphia, PA) in February. Each teacher received continuing education credits as part of the workshop. CEF thanks The Dow Chemical Company Foundation for sponsoring the workshop.



Educators from Life Christian School (Aloha, OR) participated in an the Essential Elements workshop held there in August. Teachers from all grade levels at the school attended! CEF thanks Tarr, LLC for sponsoring the workshop.



Educators get a giggle out of goopy putty at an Essential Elements workshop held at Lake Erie College (Painesville, OH) in November. CEF thanks the generous sponsors (listed at right) who covered each attending educator's continuing education credit fee.

Essential Elements Meets a Need

When CEF first contacted Lake Erie College in Painesville, OH about holding an Essential Elements workshop, the college was worried. After cancelling several science-focused professional development courses due to lack of interest, Lake Erie feared no one would sign up for an Essential Elements workshop.

However, CEF and Lake Erie decided to forge ahead and all 30 registration slots filled in just the first 24 hours of registration!

Each attending educator's \$100 continuing education credit fee was fully covered by these generous sponsors: **The Lubrizol Corporation, ASHTA Chemicals Inc., Gabriel Performance Products, and the Northeastern Ohio American Chemical Society Local Section.**

CEF looks forward to holding workshops for more Ohio educators in the future!

YBTC Essential Elements



You Be The Chemist CHALLENGE®

The *You Be The Chemist Challenge*® (Challenge) is an academic contest that uses the drama of competition to encourage grade 5–8 students to explore important chemistry concepts, scientific discoveries, and laboratory safety. Think spelling bees or quiz bowls but with science questions! The program is also unique because it partners science industry companies and organizations with the schools in their communities!

YBTC Local & State Challenges

Participation in the 2012–2013 Challenge increased by leaps and bounds, making it the largest Challenge cycle ever!

This year, CEF added five new states and had over 20,000 students participate nationwide.

Starting in September, students across the country reviewed CEF's study materials prior to competing in the competition.

Every student who participated in the program—whether they won or not—had the opportunity to engage with local industry and learn new science concepts!



The top five Louisiana State Challenge participants proudly display their trophies on competition day.



Local Challenge participants from Berks County, PA pose for a group shot. Brenntag North America, Inc. sponsored and organized the Berks County Challenge.



Local Challenge participants in Suffolk, VA make friends on competition day. BASF Corporation sponsored and organized the Suffolk County Challenge.

Visit
www.chemed.org
for more
information
about the
Challenge!

New Outreach Tools



As the Challenge program grows, CEF continues to explore new ways to promote the program and facilitate local competition events. This year CEF created a State Challenge webpage tool for State Challenge Organizers. CEF also designed new State Challenge logos to publicize the program nationwide.



CEF is grateful to all of the dedicated Challenge volunteers who champion the program in their communities. It is because of them that the Challenge is quickly becoming a **must-do academic competition** in schools nationwide!



Our Committed Volunteers

Noted&Quoted

CEF's Local and State Challenge Organizers make the Challenge possible for students in their communities. **CEF is grateful to all of our Challenge Organizers and Sponsors for all of their efforts on behalf of the Challenge!**



New Jersey State Challenge Organizer, Michele Margherita of Brenntag Specialties, Inc., joins a volunteer from BASF Corporation in congratulating the top New Jersey participants.



Ohio and California State Challenge Organizers, Robert Mendenhall (Toledo Public Schools) and Greg Roop (Horn), listen as Virginia Organizer, Beverly Nedab (BASF Corporation), shares her ideas at the Challenge Organizer Conference

CEF hosted a Challenge Organizer Conference in Alexandria, VA in October in order to recognize and support these dedicated volunteers. The meeting also allowed Organizers to get together and share ideas, talk best practices, and get to know other volunteers! The meeting was so successful that CEF plans on doing it again next year!

“The night of the [Local] Challenge, I was very nervous [...but] I was revved up and ready to show what I had learned. I greatly enjoyed the speed, difficulty, and variety of the Challenge. [...] When I was selected as one of the winners, I was very happy and jumped right into preparing for the State Challenge.

The day of the State Challenge, [...] I went on the tours [at Northwestern University and...] was blown away by the chemistry lab [...]. Some of the concepts [...] were relevant to the concepts covered in the [Challenge] study guide, and I got more from the experience because of those connections. I am grateful for that, because the knowledge of chemistry has helped me in school.

I did not win the State Challenge, but made it far enough to where I was satisfied. [...] The Challenge is an amazing opportunity for young scientists to show what they know and compete in a healthy, friendly environment.”

—Max Troyke
Eastview Middle School
(Bartlett, IL)
2013 Local and State
Challenge Participant

Local & State Challenges

YBTC

Local Challenge Sites & Sponsors

ALABAMA

Madison County

Sponsored by: Alabama A&M University, BASF Corporation; Buffalo Rock Beverages & Food Services; Research Solutions Group Inc.; Industrial Chemicals, Inc.

ARIZONA

Maricopa County

Sponsored by: Arizona Conservatory for the Arts; BIYA Global, Inc.; Brenntag Pacific, Inc.; The Center for Educational Excellence

CALIFORNIA

Los Angeles County (Long Beach)

Sponsored by: Ross Organic Specialty Sales, Inc.

Los Angeles County (Monrovia)

Sponsored by: Brenntag Pacific, Inc.

Los Angeles County (Bethune)

Sponsored by: California YBTC Committee

North County San Diego

Sponsored by: TransChem, Inc.

Orange County (Brea)

Sponsored by: Horn Company

Orange County (Dana Point)

Sponsored by: Coast Southwest, Inc.

Orange County (Placentia)

Sponsored by: Coast Southwest, Inc.

Orange County (San Clemente)

Sponsored by: Coast Southwest, Inc.

CONNECTICUT

Fairfield/Litchfield County

Sponsored by: Hubbard-Hall Inc.

New Haven County

(Greater Waterbury/Region 15)
Sponsored by: Hubbard-Hall Inc.

DELAWARE

New Castle County

Sponsored by: The Dow Chemical Company

DISTRICT OF COLUMBIA

Northwest DC

Sponsored by: Society of Chemical Manufacturers & Affiliates; Occidental Chemical Corp.

Southwest DC

Sponsored by: Society of Chemical Manufacturers & Affiliates; Occidental Chemical Corp.

FLORIDA

Sarasota County

Sponsored by: Brenntag Mid-South, Inc.

GEORGIA

Columbia County

Sponsored by: Deeks & Company, Inc.; KITES, Inc.; Textile Rubber & Chemical Co. Inc.

Fayette County

Sponsored by: Deeks & Company, Inc.; KITES, Inc.; Textile Rubber & Chemical Co. Inc.

Fulton County

Sponsored by: Deeks & Company, Inc.; KITES, Inc.; Textile Rubber & Chemical Co. Inc.

Oconee County

Sponsored by: Deeks & Company, Inc.; KITES, Inc.; Textile Rubber & Chemical Co. Inc.

Richmond County

Sponsored by: Deeks & Company, Inc.; KITES, Inc.; Textile Rubber & Chemical Co. Inc.

ILLINOIS

Chicago

Sponsored by: Chicago Public Schools

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Sponsored by: UOP, LLC/A Honeywell Company

Cook County (Wilmette)

Sponsored by: UOP, LLC/A Honeywell Company

Cook County (Orland-Palos)

Sponsored by: Chicago Drug and Chemical Association

Cook County (Schaumburg)

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Grundy County

Sponsored by: Air Products & Chemicals, Inc.; AkzoNobel Surface Chemistry, LLC; Aux Sable Liquid Products; Carus Corporation; Exelon-Dresden Station; Flint Hills Resources, LP; LyondellBasell Industries; PQ Corporation

Kane County (Elgin)

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INDIANA

Kosciusko County

Sponsored by: Dow AgroSciences LLC; Superior Solvents and Chemicals

Marion County

Sponsored by: Dow AgroSciences LLC; Superior Solvents and Chemicals

KENTUCKY

Henderson County

Sponsored by: Brenntag Mid-South, Inc.

Meade County

Sponsored by: Monument Chemical Kentucky LLC

LOUISIANA

East Baton Rouge Parish

Sponsored by: ExxonMobil Chemical Company; LSU/SU Regional Collaborative for Excellence in Science and Math Teaching

Lincoln Parish

Sponsored by: Louisiana Tech University Department of Chemistry

Tangipahoa Parish

Sponsored by: Southeastern Louisiana University; Bercon, Inc.

MARYLAND

Dorchester County

Sponsored by: Intercoastal Trading Inc.

MASSACHUSETTS

Essex County

Sponsored by: Strem Chemicals, Inc.

Middlesex County

Sponsored by: American International Chemical, Inc.

MICHIGAN

Detroit (Arch Diocese)

Sponsored by: PVS-Nolwood Chemicals, Inc.

Detroit (Public Schools)

Sponsored by: PVS-Nolwood Chemicals, Inc.

Genesee County

Sponsored by: PVS-Nolwood Chemicals, Inc.

Kent County

Sponsored by: PVS-Nolwood Chemicals, Inc.; Webb Chemical Services Corporation

Lapeer County

Sponsored by: PVS-Nolwood Chemicals, Inc.

Macomb County

Sponsored by: PVS-Nolwood Chemicals, Inc.

Mason County

Sponsored by: The Dow Chemical Company

Midland/Bay/Saginaw County

Sponsored by: The Dow Chemical Company

Oakland County

Sponsored by: PVS-Nolwood Chemicals, Inc.

Wayne County

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

NEW JERSEY

Bergen County

Sponsored by: Brenntag North America, Inc.

Morris County

Sponsored by: BASF Corporation

NEW YORK

Westchester County

Sponsored by: BASF Corporation

NORTH CAROLINA

Mecklenburg County

Sponsored by: BASF Corporation

OHIO

Cuyahoga County

Sponsored by: Palmer Holland, Inc.

Lucas County

Sponsored by: PVS Chemicals, Inc.; Northwest Ohio Center for Excellence in STEM Education

OKLAHOMA

Stephens County

Sponsored by: Halliburton Energy Services

PENNSYLVANIA

Allegheny County

Sponsored by: BASF Corporation

Berks County

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Butler County

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SOUTH CAROLINA

Charleston County

Sponsored by: Momentive Specialty Chemicals

York County

Sponsored by: BASF Corporation

TEXAS

Dallas

Sponsored by: Amchem, Inc.; Coast Southwest, Inc.

Houston

Sponsored by: Expo Chemical Company, Inc.; Amchem, Inc.; Shell Chemical LP

San Antonio

Sponsored by: Expo Chemical Company, Inc.; Brenntag Southwest; Shell Chemical LP

Victoria County

Sponsored by: The Dow Chemical Company

UTAH

Iron County

Sponsored by: The Bruce and Tammy Schechinger Trust; Thatcher Company

VIRGINIA

Fairfax County

Sponsored by: National Association of Chemical Distributors

Loudoun County

Sponsored by: National Association of Chemical Distributors

Suffolk County

Sponsored by: BASF Corporation

WASHINGTON

King County

Sponsored by: Science Infinity Club; TRInternational, Inc.; Univar

WISCONSIN

Waukesha County

Sponsored by: Brenntag Great Lakes, LLC

Contact CEF for more information about the sites listed or to start your own Local Challenge site!

State Challenge Sponsors

CALIFORNIA

AG Layne, Inc.; Brenntag Pacific, Inc.; Coast Southwest, Inc.; Dorsett & Jackson, Inc.; Robert Falkenstein; Gar Laboratories, Inc.; Horn; Inland Star Distribution Centers, Inc.; Pacific Coast Chemicals Co.; Ross Organic Specialty Sales, Inc.; Tarr, LLC; TCR Industries; TransChem, Inc.; Vivion, Inc.

CONNECTICUT

Charkit Chemical Corporation; Hubbard-Hall Inc.; Naugatuck Valley Community College; U.S. Chemicals, LLC

DISTRICT OF COLUMBIA

Occidental Chemical Corp.; Society of Chemical Manufacturers & Affiliates

GEORGIA

Chick-Fil-A at Howell Mill Road; Deeks & Company, Inc.; Georgia Aquarium; Georgia Chemistry Council; Georgia Tech University; KITES, Inc.; Tellus Science Museum; Textile Rubber & Chemical Co., Inc.

ILLINOIS

Chemical Industry Council of Illinois

INDIANA

Dow AgroSciences LLC; Superior Solvents and Chemicals

KENTUCKY

Brenntag North America, Inc.; Monument Chemical Kentucky LLC; Owensboro Museum of Science and History

LOUISIANA

ExxonMobil Chemical Company, The Louisiana State University (LSU) Cain Center for STEM Literacy; The LSU Student Affiliates of the American Chemical Society; The LSU/SU Regional Collaborative for Excellence in Science and Mathematics Teaching; Southeastern Louisiana University

MASSACHUSETTS

American International Chemical; Strem Chemicals, Inc.

MICHIGAN

BASF Corporation; The Dow Chemical Company; The Dow Chemical Company Foundation; PVS-Nolwood Chemicals, Inc.; Stepan Company; Olin Chlor Alkali Products; Webb Chemical Services Corporation

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BASF Corporation; Brenntag North America, Inc.; D.B. Becker Company, Inc.

OHIO

American Chemical Society; Bowling Green State University; Imagination Station; Palmer Holland, Inc.; PVS-Nolwood Chemicals, Inc.; University of Toledo

PENNSYLVANIA

BASF Corporation; Brenntag North America, Inc.; The Dow Chemical Company; Penn State University, University Park

SOUTH CAROLINA

BASF Corporation; Momentive Specialty Chemicals

TEXAS

Accron, LP; Brenntag Southwest, Inc.; CSD/Startex Distribution; Expo Chemical Company; Houston Chemical Association; KMCO, Inc.; Magoos Print Shop; MeadWestvaco; Primary Chemicals; Reade Advanced Materials; Shell Chemical LP

VIRGINIA

BASF Corporation; National Association of Chemical Distributors



Virginia State Challenge participants pose with Organizer Beverly Nedab of sponsoring company BASF Corporation at the Virginia State Challenge held in Suffolk, VA in April.



Virginia students participate in the Virginia You Be The Chemist Challenge held in Suffolk, VA and sponsored by BASF Corporation and the National Association of Chemical Distributors.



Thank You to
our Organizers
and Sponsors!

YBTC Local & State Challenges



National You Be The Chemist CHALLENGE®

CEF held its largest National You Be The Chemist Challenge event yet in 2013! Students from 26 states and the District of Columbia traveled to Philadelphia, PA, to compete for the title of National Challenge Champion. Educators, families, and corporate sponsors cheered the participants on through nine nail-biting rounds of competition. New this year, CEF added a Master of Ceremonies, Joe Talento of The Franklin Institute, to facilitate the competition and engage the audience and participants throughout the event.

More Than a Competition

CEF sees the Challenge as **more than a competition**—it's an **opportunity** to get students interested in science and **passionate** about learning. In light of this overarching commitment to science education, CEF provided National Challenge participants with **three days of activities** beyond the main competition event. Participants attended a welcome dinner at the **Academy of Natural Sciences**, a celebration dinner at the **National Constitution Center**, and explored **The Franklin Institute** during a Day of Science Discovery.



Funding Their Futures!

Thanks to the competition sponsors, CEF was able to award its largest scholarship monetary amounts ever to the top four National Challenge participants. These participants took home scholarships in the amount of **\$8,000, \$4,000, \$2,000, and \$1,000**. CEF looks forward to seeing how these bright young minds will use their scholarship in the future!



CEF President Rosemary Podwin of Shell Chemical Company, awards Chi Cao with her third-runner up scholarship check at the 2013 Celebration Dinner.



Participants and their family members joined CEF staff and its industry and educator volunteers, as well as the event sponsors at the annual Celebration Dinner held at the National Constitution Center immediately following the competition.



Meet a Few of the Participants



Eshan Kemp

Eshan Kemp, a sixth grader from Bellevue, WA, was the **2013 National You Be The Chemist Challenge Champion**—and the first National Challenge participant from Washington State! If Eshan could vacation anywhere in the universe, he would visit the Large Hadron Collider in Switzerland. He would like to become famous one day for a breakthrough scientific discovery, like an automobile fuel source that emits harmless waste. “If I grow up to be famous, I would like to be famous for scientific discoveries.”



Julia Figueredo

Julia Figueredo, a seventh grader from Washington, DC, loves to read. In fact, her passion for chemistry was ignited by the Harry Potter series. “Potions seemed a lot like chemistry!” An aspiring artist, Julia admires Leonardo Da Vinci.



Henry Hu

Henry Hu, an eighth grader from Southbury, CT, aims to become a **successful entrepreneur**. His first project: a voice-automated purse that hand delivers what you are searching for. “You say, ‘Give me my keys!’ and they are taken out by a robot arm. Never lose your keys again!”



Josephine Hriscu

Josephine Hriscu, an eighth grader from Duncan, OK, aspires to work in the **medical field**, specifically with genetics. “I would like to invent a process to regrow human limbs using stem cells to help amputees from car crashes or soldiers, which is why I am interested in genetics.”

“[The Challenge]... has been a very good way to **reward academic motivation**. She gets a chance to see that it's **"cool"** to care about learning.”

—Parent of a Challenge Participant (Berks County, PA)

Thank you to all of the sponsors, students, educators, and volunteers who made the 2013 National Challenge a success!

YBTC National Challenge

2013 National *You Be The Chemist* Challenge Participants

Danny Adkins Georgia
 Michael Allen Ohio
 Peyton Bailey Indiana
 James Boone South Carolina
 Jonathan Brohawn Maryland
3rd RUNNER UP Chi Cao Louisiana
 Triston Charlson Wisconsin
 CeCe Chu Virginia
 Ryan De La Cruz Florida
 Nathan Fairhurst Utah
 Julia Figueredo District of Columbia
 Sam Glosser New York
 Seth Griffin Kentucky
 Josephine Hriscu Oklahoma
 Henry Hu Connecticut
 Niles Huang Pennsylvania

Eshan Kemp Washington

National Challenge Champion!

1st RUNNER UP Nathanael Kim Illinois
 Andrew Marden New Jersey
 Douglas Marr Alabama
 Zamir Merchant Massachusetts
 Amar Moturu Texas
 Ryan Neff Michigan
 Nathaniel Smith Arizona
 Adithya Suresh North Carolina
 Joannie Wang Delaware
2nd RUNNER UP Jasmine Xu California

National Challenge SPONSORS

DIAMOND



PLATINUM



GOLD

InformEx, Monument Chemical, Thames & Kosmos, Univar

SILVER

Horn, MeadWestvaco, National Association of Chemical Distributors

BRONZE

CoastSouthwest, Parchem, PQ Corporation, Turning Technologies, LLC

Thank You Sponsors!

The Challenge is CEF's **fastest growing** and most **popular** *You Be The Chemist* program. In just 10 short years the program has grown from less than 100 participants to over 20,000! This number will only grow as CEF, its new staff members (see page 3), its Board and Committee members, volunteers, and contributors work to **expand the programs across the country**. As the Challenge grows, so does the implementation of CEF's *You Be The Chemist* Activity Guides and Essential Elements programs. CEF is excited about where its programs are heading in the not-so-distant future!



less than **100**
student participants
(First National Challenge)
2004 – 2005
5 sites, 3 states

approximately **7,000**
student participants
2007 – 2008
19 sites, 9 states

approximately **20,374**
student participants
2012 – 2013
72 sites, 26 states and
the District of Columbia

20,374

STUDENTS PARTICIPATING IN THE 2013 **CHALLENGE** NATIONWIDE

2024 GOAL:

500,000

students and **all 50 states** participating in the Challenge!

YBTC National Challenge

CEF In Your Backyard

CEF is growing, and as we grow, so do the number of events and activities that we can participate in nationwide! Included on the map are examples of just some of the events that we participated in during 2013. We are grateful to all of the educational and industry entities that partner and sponsor our activities, as well as the educators and students who participate. Together we aim to bring science education resources to as many grade K-8 students and educators as possible!



**Aloha,
OREGON**
YBTC Essential Elements Workshop
August 26, 2013
CEF held an Essential Elements workshop for educators from every grade level taught at Life Christian School.



**Philadelphia,
PENNSYLVANIA**
Philadelphia Science Festival Carnival

April 20, 2013
Over 1,000 educators, students, and parents visited CEF's booth hosted with The Dow Chemical Company. Young scientists even got a chance to perform experiments with CEF and Dow volunteers.



**San Antonio,
TEXAS**
National Science Teachers Association (NSTA) National Conference
April 11-14, 2013

CEF and a team of volunteers from The Dow Chemical Company had a great time guiding Texas educators through experiments from the Activity Guides!



**Norfolk,
VIRGINIA**
Virginia Association of Science Teachers (VAST) Annual Professional Development Institute
November 14-15, 2013

Science educators and administrators got their hands dirty making "goofy putty" at an Essential Elements workshop held during the conference.

 **Planning a community event, professional development workshop or science festival in your community?** Contact CEF to learn more about how to use our *You Be The Chemist* programs with educators and/or students at events or conferences in your area!

Partners in Science Education

CEF partners with chemical companies, educational organizations, universities and schools to bring the *You Be The Chemist*® programs to communities nationwide and increase the science education opportunities for grade K-8 students and educators in local communities. Below are just some of the many entities that CEF partnered with in 2013.



The Dow Chemical Company (Dow)

Dow is a Diamond Sponsor of all CEF programs. Together, CEF and Dow are working to bring the *You Be The Chemist* programs to Dow sites nationwide. www.dow.com



The Franklin Institute (TFI)

CEF partnered with The Franklin Institute to bring a series of seven professional development workshops through the latter part of 2013 and early 2014. www2.fi.edu



Science Buddies (SB)

In late 2013, CEF partnered with Science Buddies to cross-promote the science education initiatives of both organizations starting in 2014. www.sciencebuddies.org

Brenntag North America, Inc.
Penn State University
THE FRANKLIN INSTITUTE
Science Buddies
Dow AgroSciences
KITES,
Louisiana State University
CHEMICAL INDUSTRY COUNCIL OF ILLINOIS
Shell Chemicals
The Home School Mom
National Association of Chemical Distributors
UNIVERSITIES
Dream In Green
SchoolTube
Inc.
The Dow Chemical Company
SCHOOL SYSTEMS

CEF wants to partner with your company or organization! Contact us for more information on how to get involved!

CEF thanks the staff and membership of the
National Association of Chemical Distributors
for their support and involvement in
Foundation programs.



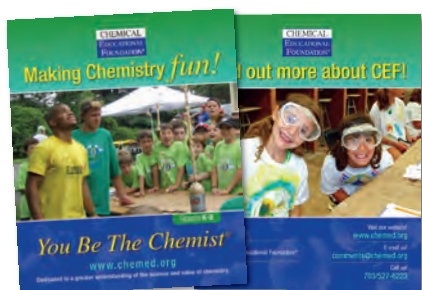
Marketing & Communications

CEF extended the reach of its communications, marketing, and public relations efforts in communities nationwide and through our industry sponsors. In addition to local, state, and national media coverage of the *You Be The Chemist*® programs nationwide, below are just some of the important marketing and communication developments of 2013.

New Marketing Materials!

In 2013, CEF introduced two new eye-catching pieces to promote the organization and our *You Be The Chemist* programs!

The first is a brochure that provides an overview of the organization, its background, and its programs. CEF distributed the piece at festivals, events, and conferences. Contact CEF for copies to distribute in your community!



The second piece is a fold-out brochure about the *You Be The Chemist* Challenge® and how to get involved. CEF encourages volunteers to hand out these colorful brochures as they promote the challenge and increase participation in their local schools and counties. Teachers can also hang them in their classroom to reference the important dates!



Call CEF for copies of the brochure!
703/527-6223

National Challenge Video Highlights Competition Participants, Educators, & Sponsors!



Find out some of the behind the scenes details and hear what participants, educators, and sponsors have to say about the National Challenge component of CEF's exciting *You Be The Chemist* Challenge® program by visiting CEF's YouTube channel: www.youtube.com/user/CEFYBTC.



Communicator Award!



CEF's promotional video about the organization and its programs won a Communicator Award in 2013! Sanctioned and judged by the International Academy of Visual Arts, the award honors outstanding achievement in marketing and communications. Visit CEF's YouTube Channel, CEFYBTC, to view the winning video!



Pitch Engine
The Journal News
Dream In Green
yourhoustonnews.com
Detroit Action News
The Daily Star
AL.com
Daily Herald
metalfinishing.com
CELEBRATE SCIENCE INDIANA
SocMA blog
Coast Southwest Blog
PR Newswire
INFORMEX Show Daily
Helix Magazine



"I think it's awesome to get the younger kids involved with the program. There's **no cost ever to the kids or the teachers** to do this. And we're not teaching just the periodic table type of chemistry. We're teaching chemistry based on food chemistry, cosmetic chemistry—all different types. Chemistry is just part of life."

—Greg Roop, Challenge Organizer (La Mirada, CA)

SchoolTube HOME DISCOVER UPLOAD Search... LOG IN SIGN UP

CHEMICAL EDUCATIONAL FOUNDATION **You Be The Chemist**

National You Be The Chemist Challenge

CHANNEL DESCRIPTION

The official SchoolTube video channel of the Chemical Educational Foundation & its You Be The Chemist Programs! We strive to make science fun while connecting chemistry concepts to everyday life!

Facebook Google+ Twitter LinkedIn

Challenge App

During the 2013 National Challenge, CEF unveiled a free mobile phone app that allowed participating students, parents, judges and spectators to stay on top of what was happening. A big hit – CEF plans to create another app for the 2014 competition.



SchoolTube & CEF Share Videos!

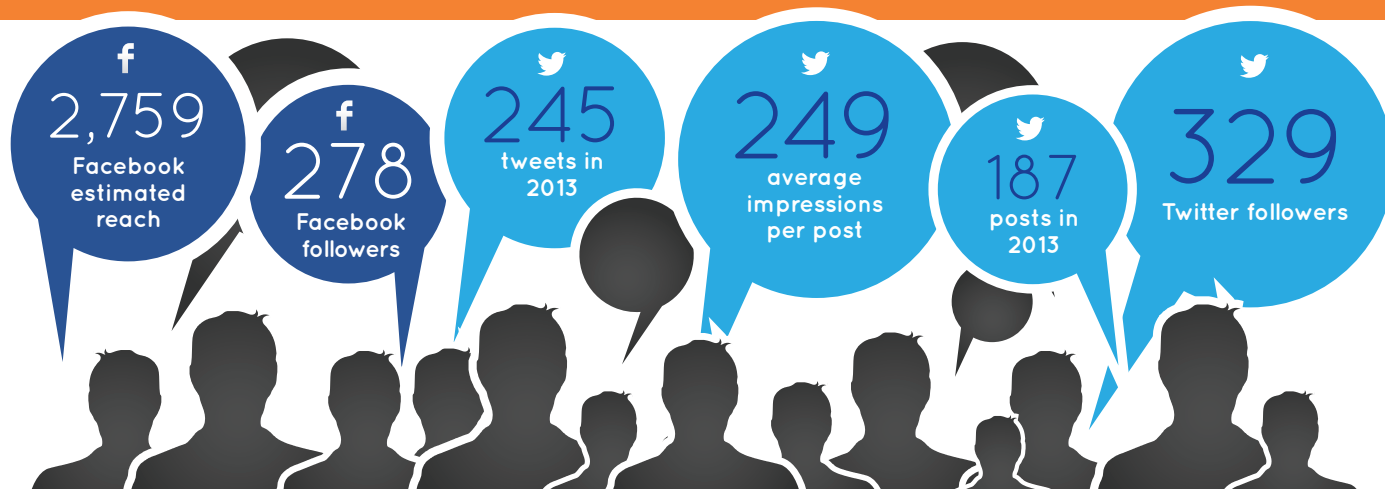


Also new this year: a partnership with SchoolTube.com, the nation's largest K-12 moderated video sharing platform, which is specifically designed for students and educators and exclusively endorsed by over twenty national education associations.

Social Media



CEF's social media platforms are a low-key, inexpensive way to interact with a diverse online community. Looking back over the past year:



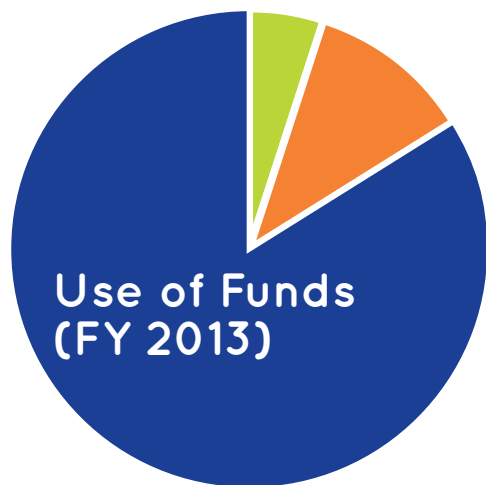
Financials

CEF's *You Be The Chemist* programs are only possible through the generous donations of our contributors. **Thank you** for your support of science education!

Funding Ambitious Program Goals

The Chemical Educational Foundation (CEF) is a not-for-profit 501(c)(3) charitable entity. The Foundation's financial position strengthened in 2013 thanks to the overwhelming commitment to CEF's mission from the chemical industry. This included growing support from chemical distributors and suppliers, as well as individual contributors.

In FY2013, 95% 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.



83% Programs—Outreach & Development
12% Marketing & Communications
5% Fundraising & Administrative

A list of corporate contributors is located on page 23 of this report, and a list of individual contributors is listed on page 24. Visit the CEF website for the most current list of corporate and individual contributors.

Financial Data

	FY2013	FY2012
TOTAL REVENUE	1,333,609	1,105,345
EXPENSES		
Programs—Outreach & Development	907,808	869,620
Marketing & Communications	132,938	131,835
Fundraising & Administrative	58,880	60,622
TOTAL EXPENSES	1,099,626	1,062,077
CHANGE IN NET ASSETS	233,983	43,268
NET ASSETS, BEGINNING OF YEAR	1,917,470	1,874,202
NET ASSETS, END OF YEAR	2,151,453	1,917,470

Change in Corporate Contribution Schedule

In 2013, CEF began requesting corporate contributions in the month of July to coincide with the beginning of CEF's fiscal year and give CEF contributors a full 12-month window to support CEF programs each fiscal year. It also allows companies to budget for such support while still having six months before the end of the tax year and the closing of the IRS's charitable deduction window in December.

Fundraising Video

CEF's latest fundraising project is a video that will explain to industry members why investing in K-8 science education is a business decision, and how the *You Be The Chemist*® programs are getting kids – and future industry members – excited about chemistry.



CEF contributors are helping fund science education opportunities for grade K-8 students and educators in communities nationwide.



Corporate Contributors

Visit www.chemed.org for a current list of CEF contributors.

Thank You!

A.G. Layne, Inc.
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Allied Universal Corporation
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Amchem, Inc.
American International Chemical, Inc.
Americhem Sales Corporation
Andes Chemical Corporation
Archway Sales Inc.
ASHTA Chemicals Inc.
Astro Chemicals, Inc.
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Bedford Specialty Sales, Inc.
Bison Laboratories, Inc.
BKM Resources, Inc. - Global Chemicals
Borden & Remington Corp.
Bossco Industries, Inc.
Brainerd Chemical Company, Inc.
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Brenntag North America, Inc.
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Cone Solvents, Inc.
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Deeks & Company, Inc. (Ga)
DeWolf Chemical, Inc. and its Subsidiary,
Glenn Corporation
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Pilot Chemical Company
PQ Corporation
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Producers Chemical Company
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Reade Advanced Materials
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Ribelin Sales, Inc.
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Sea-Land Chemical Co.
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Tarr, LLC
TCR Industries
Technical Products, Inc.
The Cary Company
The Dow Chemical Company
The M.F. Cachat Company
The Meadows Group, LLC
The Plaza Group
The Wilbur-Ellis Company
Third Coast Terminals, Inc.
Tilley Chemical Co., Inc.
TLC Ingredients, Inc.
TMC Materials, Inc.
Transchemical Inc.
Tri-iso, Inc.
TRInternational, Inc.
Univar
Van Horn, Metz & Co., Inc.
Vivion, Inc.
Walsh & Associates, Inc.
Webb Chemical Service Corp.
Whitaker Oil Company
William B. Tabler Co., Inc.
Wilson Industrial Sales Co., Inc.

Awards



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Edward J. Walsh
Ted L. Ward
Gerald L. Wheatley, Jr.
Bruce L. Whetter
Bart Whitaker
Richard A. White

Thank
You!

Vanguard Award Winner



Winner:

Andrew N. Liveris

President, Chairman, & Chief Executive Officer, The Dow Chemical Company

Why He Won:

Liveris is the driving force that has propelled The Dow Chemical Company to the forefront of science, technology, engineering, and math (STEM) education initiatives. By engaging in nationwide partnerships, contributing funds, and encouraging employee volunteerism, The Dow Chemical Company has been able to support an array of educational programs. In 2011, The Dow Chemical Company signed on to become the Diamond Sponsor of CEF's *You Be The Chemist*® programs; a partnership that has enabled CEF to expand its programmatic content and broaden its reach, engaging more K-8 students in the sciences than ever before.

Award Ceremony:

Held May 7, 2013 at the Renaissance Arlington Capital View Hotel in Arlington, VA. Accepting the award on Liveris' behalf was Howard Ungerleider, Executive Vice President, Advanced Materials of The Dow Chemical Company.

2013 SOCMA Educational Outreach Award Winners



COMPANY: South Coast Terminals, Houston, TX

WHY THEY WON: Championing a high-poverty school in their neighborhood, Mary E. Scroggins Elementary School, to donate school supplies and backpacks, adopt the school's Science Program, and support its Science Extravaganza Night.

DONATION RECIPIENT: Mary E. Scroggins Elementary School

COMPANY: Gabriel Performance Products, Ashtabula, OH

WHY THEY WON: Collaborating with the local school district and other area chemical companies to form the Buckeye Community Partnership, an initiative that prepares students for their future careers and/or higher education by engaging them in the local workforce.

DONATION RECIPIENT: Buckeye Local Schools



Every year, CEF partners with the Society of Chemical Manufacturers & Affiliates (SOCMA) to present a SOCMA member company or companies with the Educational Outreach Award. As part of SOCMA's ChemStewards® Performance Improvement Awards, the award honors companies that have dedicated themselves to enhancing science education opportunities in their communities. CEF presents winners of the award with a \$2,500 donation to the charity of their choice.

The Future

Celebrating the Past & Looking Forward to the Future



CEF turns 25! The Challenge turns 10!



CEF has created special anniversary logos for our partners, volunteers, and contributors to use throughout the year as they promote CEF and its programs on their website and in their communities.

Contact CEF's Kate Larson at klarson@chemed.org or 571/482-3055 for the logo graphics.

Ring in a new year is always exciting, but 2014 brings with it two very special milestones for CEF – the organization turns **25** and the Challenge turns **10**! CEF will be celebrating these important anniversaries throughout the year in a number of different ways – from the design of special edition anniversary logos and expanding our activities and attendance at educational events and conferences – to throwing a birthday bash for the Challenge in Philadelphia! The next year is sure to be an exciting one for CEF as the organization celebrates the past and look forward to the future!

2014: Button your lab coats and adjust your goggles, folks – CEF is going places and it should be quite the show! With the addition of new staff this year (see page 3) and unprecedented forward momentum, CEF is excited by the outlook for the organization and the *You Be The Chemist*® programs!

With growth comes opportunity for CEF to expand program components, increase communications, seek new partnerships, and recruit new volunteers. Most importantly, CEF forecasts an **increased number of grade K-8 students and educators** being exposed to the exciting world of science and real-world benefits of chemistry through our programs!



www.chemed.org



Chemical Educational Foundation
& You Be The Chemist



@chem_ed



CEFYBTC

CHEMICAL
EDUCATIONAL
FOUNDATION®