



Board of Trustees Meeting – February 6, 2025

9:00 AM – 3:00 PM

8:30 AM Breakfast

12:00 PM Lunch & Discussion: CEF's Commitment to Providing Program Accessibility to ALL Students

AGENDA

- 1) Welcome and Call to Order - Calvin Emanuel
 - a. Roll Call of Participants
 - b. Certification of a Quorum and Review of Antitrust Guidelines
 - c. Review and Approval of November 11, 2024 Meeting Minutes (VOTE)
- 2) Nominations Committee Report - Calvin Emanuel (VOTE)
- 3) Treasurer's Report & Financials
 - a. Monthly Dashboard - Tim Heidenry (VOTE)
 - b. January Update - Brandy Gates
- 4) Chief Executive Officer's Report
 - a. Development Dashboard & Discussion - Dwayne Sattler
 - b. Program Update - Brandy Gates
 - Nicole Domingues
- 5) Strategic Plan 2025-2027 - Trustees & Staff (VOTE)
 - a. Strategic Objectives & Measures
- 6) Closing
 - a. Board of Trustees Meeting Calendar - Dwayne Sattler
 - b. Adjournment - Calvin Emanuel

CHEMICAL EDUCATIONAL FOUNDATION®
Board of Trustees Meeting Minutes
November 11, 2024

I. Welcome and Call to Order

President Bob Moser called the meeting of the Chemical Educational Foundation® (CEF) Board of Trustees to order at 1:03 p.m. He welcomed the Board and thanked Eric Byer for allowing CEF to hold the Board Meeting during ACD's Annual Meeting. Bob introduced guests Lisa Vienna, Caroline Thomas, and Brandon Lyssy. Dwayne Sattler confirmed the presence of a quorum. Bob called attention to the antitrust and whistle-blower guidelines and reminded those present to refrain from discussing company business at the meeting.

Those present were:

CEF Officers:

Robert (Bob) Moser, Jr. <i>President</i>	Vice President, Corporate Relations & Government Affairs, Brenntag North America, Inc.
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Calvin Emanuel, Ph.D. <i>Vice President</i>	Vice President & General Manager, Nalco Water, An Ecolab Company
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Kristin Mays-Corbitt <i>Treasurer</i>	President and CEO, Mays Chemical Company
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Dwayne Sattler <i>Secretary</i>	Chief Executive Officer, Chemical Educational Foundation
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CEF Trustees:

Rob Benedict	Vice President, Petrochemicals and Midstream, AFPM
Lynne Bukovic	<i>Vice President of Market Strategy & Principal Relations</i> , Lintech International
Alysia Diffendal	Regional Production Director, Seed Production and Supply Chain, Corteva Agriscience

Tim Heidenry	Vice President – Key Accounts, Brenntag North America, Inc.
Jen Jewson	Chief Procurement Officer, LyondellBasell
Craig A. V. Latiolais	Global Account & Value Chain Manager, Performance Olefins & Derivatives, ExxonMobil

Joyce Marshall Johnson	Product Director – Solvents, Univar Solutions
Catherine Wieckowska	President, Responsible Distribution Canada

CEF Staff:

Dwayne Sattler	Chief Executive Officer
Brandy Gates	Chief Development Officer
Nicole Domingues	Senior Program Officer

ACD Staff:

Eric Byer	President and CEO
Lisa Vienna	Vice President, Finance & Operations

Guests:

Caroline Thomas	Business Development, Mission Chemical
Brandon Lyssy	Global Director, Diversity, Equity & Inclusion and Community Relations, Univar Solutions

Legal Counsel:

Stephen Schaefer	Attorney, Whiteford, Taylor, & Preston L.L.P.
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Review and Approval of the June 12, 2024, Board of Trustees meeting minutes (VOTE)

Bob called for review and approval of the June 12, 2024, Board of Trustees meeting minutes. He asked for questions or comments about the minutes and saw none called for a motion to approve them. Kristin Mays-Corbitt made a motion, seconded by Calvin Emanuel, to approve the minutes as written. The motion passed unanimously.

II. ACD Report

Eric Byer reviewed the recent election results and provided an update on labor strikes, including those in Canada and the East Coast. The East Coast labor agreement expires on January 15th.

Catherine Wieckowska elaborated on the Canada Rail and Port strikes, explaining that ACD and RCD collaborated to resolve the issues. She highlighted their significant impact.

Trade fraud was another key topic of discussion, with customs reporting an increase in fraudulent imports and actively investigating these cases. Eric introduced a new LLC, ASK (Auditing Safety and Knowledge), and announced two new programs: a Fire Protection PFAS Evaluation Service and the Sandler Sales Training Program.

Bob raised a question about President-Elect Trump's position on international trade, particularly regarding products manufactured solely in China. Eric noted that while Trump may explore sourcing from other countries, addressing this issue will likely face political challenges.

Calvin inquired about how ACD could better support CEF. Eric expressed a desire to provide more opportunities for CEF to share its story and strengthen the partnership after a period of divergence.

III. Treasurer's Report & Financials

A. CEF Audit

Kristin presented the CEF audit, highlighting that the organization has 9-10 months of cash on hand and expressing gratitude for efforts to secure donations. She also addressed a deficiency related to a cyber-attack. Lisa provided details, explaining that a spoofed email from Dwayne Sattler's account led to a wire transfer issue. While most funds were recovered, one small wire was not. In response, two-factor authentication was implemented for emails, and irregular check requests now require verbal confirmation between Brandy Gates and Lisa. Kristin emphasized that such challenges are common and noted the role of insurance in mitigating risks.

Jen Jewson reiterated the inevitability of cyber threats, mentioning the increasing prevalence of deepfakes. Lynne Bukovic added that USI offers a new insurance option for ACD members to cover losses from cyber-attacks. Kristin inquired whether USI would have a table at the Marketplace event.

Bob thanked Kristin, Dwayne, and Lisa for their work on the audit. He noted the auditors' positive impression of the organization's financials and extended appreciation to Dwayne, Brandy, and Lisa for their contributions. The treasurer's report was accepted following a motion by Lynne, seconded by Catherine.

B. October Monthly

Kristin provided an update on the Financial Dashboard, noting that while the organization is slightly behind compared to last year, incoming contributions from Harcross and Olin will position us ahead. Highlighted that expenses are down due to program design adjustments and a reduction in staffing costs.

Kristin emphasized the importance of educating constituents about how the fiscal year operates and the significance of maintaining strong financials. She concluded by inviting questions from the board.

IV. CEO Report

A. FY24 Budget

Dwayne presented the budget summary, noting a \$200,000 deficit, which was higher than the anticipated \$100,000. Adjustments were made regarding the National Challenge. The professional development program remains minimal, with only a few Certified Instructors hosting workshops. Most teacher impact is now achieved through Discovery Education. Additionally, the communications position has transitioned to a Brand Manager role, with Sondra Murphy joining CEF in this capacity. Dwayne concluded by inviting questions.

i. Development Dashboard & Discussion

Brandy provided an overview of the Development Dashboard, reporting an increase in both funds and donors. Efforts to bring in new donors include ticket sales, day of giving, and a silent auction at the National Challenge, while retaining returning donors and reactivating lapsed ones remain key priorities. She introduced a new Development Dashboard and Solicitation Calendar to assist with donor outreach, explaining their usage and providing insights on corporate funding timelines. Monthly updates will be shared.

During the discussion, Lynne noted the tool's usefulness and inquired about reading lapses, while Joyce Marshall Johnson and Lynne asked about the total value and timeline of lapsed donations. Caroline Thomas and Jen raised questions about tier levels and budgeting cycles, which Brandy addressed. The discussion emphasized the importance of maintaining the donor base despite lower donations caused by declining sales.

Board member ideas for enhancing donor engagement included a virtual newsletter recommended by Kristin, testimonials from current donors recommended by Caroline and Alysia Diffendal, and improving awareness of CEF's impact on workforce development through graphics and outreach recommended by Jen. Brandy and Dwayne emphasized using storytelling and a stronger social media presence to enhance engagement.

Brandy emphasized growth and cultivation strategies, including attending new events like the Women in Chemicals Conference, Clear Lake Area Chamber of Commerce, and Chemical Summit and exploring partnerships in the medical, aerospace, and grocery sectors. While prospecting takes time, five grants are being pursued, and initiatives like "35 for 35" aim to recover individual donations. A silent auction at

the annual meeting is also a new fundraising effort, with discussions on its potential return and visibility for CEF.

Board members discussed additional ideas, such as supply drives, better campaign timing, and enhancing donor cultivation at events. Bob thanked Brandy for her creativity and highlighted the importance of leveraging this evening's reception and other networking opportunities to promote CEF.

B. Program Report

i. FY24 Annual Report / Program Impact

Dwayne reviewed the numbers in the Annual Report with the board members in attendance.

ii. FY25 Program Update

Nicole Domingues provided an overview of program numbers and their impact over the past year. She highlighted how CEF refined its metadata on Discovery Education to increase engagement. Alysia inquired if the data reflected new content or if additional teachers were discovering the content; Nicole confirmed it was primarily new users.

Nicole discussed student data, emphasizing how the Challenge program has positively influenced participants. Updates to the Challenge program were shared, including the importance of early recruitment before summer break, which has already resulted in increased teacher participation compared to last year.

New marketing opportunities to engage students were identified, and a sustainability section was added to the study guide to highlight its importance, career connections, and the pathway from Regional Challenges to National-level participation. Interactive study guide modules include more visuals and help students identify their strengths within their teams.

A new SPARK Kit for team coordinators offers practice tests, electronic answer keys, and mock Challenge formats. Based on feedback, additional training and resources have been implemented for Challenge organizers and team coordinators. The registration process was streamlined, and DEI information was now collected during team submission, which unexpectedly resulted in a lower total student count but improved first impressions for new Team Coordinators.

Jen raised concerns about team attrition before the Regional level. Nicole noted that earning educators' trust is challenging but essential, with early recruitment and innovative engagement being key strategies. Social media and local ambassadors are helping build trust and promote CEF's programs.

Brandy highlighted how the program has revealed local job opportunities through parents' awareness of industry partners, potentially boosting the workforce. Jen supported this idea, emphasizing the importance of sharing messages on societal impact, climate, and the circular economy with industry partners.

V. New Business - Strategic Planning

A. Vision and Mission Statements

Dwayne presented the strategic planning timeline and reviewed the three primary goal areas: communication and outreach, growth and fundraising, and programming. He introduced updates to the organization's vision and mission, highlighting the importance of making the mission shorter while retaining key elements like "igniting passion" and focusing on the future of STEM. The new vision emphasizes inclusivity with the word "ALL," replacing "leaders" with "innovators" and ensuring chemistry remains central to the message.

Dwayne invited feedback from the board. Joyce expressed satisfaction that chemistry remains part of the vision. Alysia emphasized the importance of everyone becoming STEM advocates, while Kristin pointed out that STEM and chemistry involve critical thinking about the world. Brandy and Brandon Lyssy highlighted inclusivity, with Brandon stating it envisions a world where anyone can be a STEM innovator. Lynne appreciated the evolution of the vision, supporting the inclusion of "innovators" and keeping chemistry central, even as STEM extends beyond the chemical industry.

Catherine felt the vision and mission effectively serve teachers and donors but suggested reconsidering the word "access." Dwayne clarified that access is already implied in the program's free offerings. Tim Heidenry asked if the vision and mission were included in the annual report, and Dwayne clarified they are not yet, as they are transitioning.

Jen suggested adding sustainability as a tagline, noting its importance to younger generations. Dwayne indicated that visions are more internal and not typically student-facing, but the suggestion was acknowledged. Alysia appreciated the vision's and mission's simplicity, emphasizing their marketing potential. Rob considered the compromise of retaining the word "chemistry" while leaving room for its eventual removal if necessary.

Following the discussion, Bob called for a motion to approve the new vision and mission. Kristin motioned, Lynne seconded, and the board unanimously approved the updated vision and mission statements.

B. Strategic Focus Goals Discussion

Due to the lack of time, the Strategic Focus goals will be reviewed at the February meeting.

VI. Nomination's Committee Report

A. Trustee Ballot

Bob Moser proposed changing the ballot, moving Caroline Thomas from an ACD Representative to a Trustee-at-Large. Calvin Emanuel made a motion to accept Caroline Thomas, which was seconded by Joyce Marshall Johnson.

The board also addressed renominations for second three-year terms for Alysia Diffendal, Jen Jewson, and Catherine Wieckowska. Lynne Bukovic moved to approve the renominations, which were seconded by Rob Benedict.

B. Officer Ballot Election

Bob Moser presented the new board officers and approved the following appointments: Calvin Emanuel as President, Kristin Mays-Corbitt as Vice President, and Tim Heidenry as Treasurer. Jen Jewson made a motion to approve, which was seconded by Catherine Wieckowska.

VII. Closing

A. Board of Trustee Meeting Calendar

Dwayne reviewed calendar updates

B. Outgoing Board Trustee Recognition

The board recognized outgoing Trustee Lynne for her contributions, particularly her support on the fundraising side. Outgoing Trustee Rene Whigham shared a letter expressing her gratitude, which Dwayne will forward along with her contact information to the board.

Dwayne presented Bob with a plaque in appreciation of his service. Dwayne commended Bob for his valuable advice, unwavering support, and passion for focusing on underserved communities. Bob expressed his honor working with CEF and the board, his excitement for the organization's evolution, and reflected on his 46 years in the industry.

C. CEF Appreciation Reception

Brandy provided directions for the CEF Appreciation Reception, highlighted Giving Tuesday, and reminded the board to make their personal donations before the end of the year.

D. Adjournment

Bob Moser asked for a motion to adjourn. Kristin Mays-Corbitt made the motion, and Jen Jewson seconded.

Meeting adjourned.

Respectfully submitted,

Dwayne Sattler
Chief Executive Officer
Secretary, Board of Trustees
Chemical Educational Foundation®



Board of Trustees Meeting Thursday, February 6, 2025

Nominations Committee Report

Members of the Nominations Committee recommend the nominations of the candidates below for Membership on the Chemical Educational Foundation's Board of Trustees.

Trustee Nomination

- ➤ Verghese Thomas of Olin has been nominated for a three-year term that begins on February 6, 2025.

Committee Members

Calvin Emanuel
Terry Hill

Kristin Mays-Corbitt
Dwayne Sattler

Tim Heidenry



Board of Trustees Calendar 2024 - 2025

CEF Board of Trustees Meeting

Thursday, February 6, 2025

9:00 AM – 3:00 PM CT

NALCO Houston Office

8846 N. Sam Houston Pkwy W, #150, Houston, TX 77064

National Challenge Events

Tuesday – Wednesday, June 10-11, 2025

Hilton Houston Post Oak by the Galleria

2001 Post Oak Blvd., Houston, TX 77056

➤ *Tuesday, June 10, 2025*

National Challenge Competition

○ 2:00 – 5:30 PM CT

➤ *Wednesday, June 11, 2025*

Meet the Teams Reception

○ 4:00 – 5:00 PM CT

Industry Appreciation Reception

○ 5:00 – 6:00 PM CT

National Challenge Dinner & Awards Ceremony

○ 6:00 – 9:00 PM CT

CEF Board of Trustees Meeting

Thursday, June 12, 2025

9:00 – 2:00 PM CT

Hilton Houston Post Oak by the Galleria

2001 Post Oak Blvd., Houston, TX 77056

CEF Board of Trustees Meeting & CEF Reception (as part of ACD Annual Meeting)

Monday, November 10, 2025

Florida



Board of Trustees Contact List

As of January 2025

BOARD OFFICERS

PRESIDENT

Calvin Emanuel, Ph.D.

*Vice President & General Manager
Sustainable Growth Solutions*

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VICE PRESIDENT

Ms. Kristin L. Mays-Corbitt

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SECRETARY & CHIEF EXECUTIVE OFFICER

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Mr. Terry Hill

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Ms. Catherine Wieckowska

President

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Ms. April Yeager

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Ms. Jen Jewson

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Mr. Raj Sengupta

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Ms. Caroline Thomas

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CHEMICAL EDUCATIONAL FOUNDATION'S TRUSTEE TERMS *(As of January 2025)*

Board Members/Officers		Trustee Term Ends	# Trustee Term Being Served	Officer Election	Officer Term Ends	Notes
President – Calvin Emanuel		12/31/2025	3	Elected President on 1/1/2025	12/31/2026	
Vice President – Kristin Mays-Corbitt		12/31/2025	1	Elected Vice President on 1/1/2025	12/31/2026	
Treasurer – Tim Heidenry		12/31/2025	1	Elected Treasurer on 1/1/2025	12/31/2026	
Secretary – Dwayne Sattler		NA	NA	CEF Chief Executive Officer	NA	-- EX-OFFICIO --

Trustees	Current Term Election	Current Term End	# Term Being Served	Notes
Rob Benedict	1/1/2024	12/31/2026	2	
Alysia Diffendal	1/1/2025	12/31/2027	2	
Calvin Emanuel	1/1/2023	12/31/2025	3	
Tim Heidenry	6/14/2023	12/31/2025	1	
Terry Hill	1/1/2023	12/31/2025	5	
Jen Jewson	1/1/2025	12/31/2027	2	
Joyce Marshall Johnson	2/8/2024	12/31/2026	1	
Marla Kline	1/1/2024	12/31/2026	1	

Caig Latiolais	2/8/2024	12/31/2026	1	
Kristin Mays-Corbitt	2/7/2023	12/31/2025	1	
Raj Sengupta	1/1/2024	12/31/2026	2	
Caroline Thomas	1/1/2025	12/31/2027	1	
Catherine Wieckowska	1/1/2025	12/31/2027	2	
April Yeager	2/8/2024	12/31/2026	1	