



**Board of Trustees Meeting - November 11, 2024**

**La Quinta Resort & Club, Fiesta 3&4**

**1:00 – 4:00 PM**

**AGENDA**

- 1) Welcome and Call to Order - Bob Moser
  - a. Roll Call of Participants
    - i. Guest Introductions
  - b. Certification of a Quorum and Review of Antitrust Guidelines
  - c. Review and Approval of the June 12, 2024, Board of Trustees meeting minutes (VOTE)
- 2) ACD Report - Eric Byer
- 3) Treasurer's Report & Financials
  - a. CEF Audit - Kristin Corbitt (VOTE)
  - b. October Monthly - Dwayne Sattler
- 4) CEO Report
  - a. FY24 Budget Review - Dwayne Sattler
    - i. Development Dashboard & Discussion - Brandy Gates
  - b. Program Report - Nicole Domingues
    - i. FY24 Annual Report / Program Impact
    - ii. FY25 Program Update
- 5) New Business - Strategic Planning
  - a. Vision and Mission Statements - Dwayne Sattler (VOTE)
  - b. Strategic Focus Goals Discussion - All Trustees
- 6) Nomination's Committee Report
  - a. Trustee Ballot - Bob Moser (VOTE)
  - b. Officer Ballot Election - Bob Moser (VOTE)
- 7) Closing
  - a. Board of Trustee Meeting Calendar - Dwayne Sattler
  - b. Outgoing Board Trustee Recognition
  - c. CEF Appreciation Reception
  - d. Adjournment - Bob Moser

**CHEMICAL EDUCATIONAL FOUNDATION®**

**Board of Trustees Meeting Minutes**

**June 12, 2024**

**I. Welcome and Call to Order**

The meeting of the Chemical Educational Foundation® (CEF) Board of Trustees was called to order by President Bob Moser at 10:01 a.m. He welcomed the Board, confirmed the presence of a quorum, 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 &amp; 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.
Terry Hill	Supervisory Board Member, Barentz North America LLC
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
Raj Sengupta	Mergers & Acquisitions Manager, Shell Plc
Rene Whigham	Vice President, EH&S, Sustainability, Productivity & Product Stewardship, Olin
Catherine Wieckowska	President, Responsible Distribution Canada
April Yeager	Senior Vice President & General Manager, Essential Ingredients

**CEF Staff:**

Dwayne Sattler	Chief Executive Officer
Brandy Gates	Chief Development Officer
Ferleshare Starks	Senior Programs Officer
Nicole Domingues	Program Officer
Alyson Freedman	Communications Director
Maheen Fatima	Program Assistant

A. Review and Approval of the February 7, 2024, Board of Trustees Meeting Minutes (VOTE)

Bob called for the review of the February 7, 2024, Board of Trustees meeting minutes. Lynne requested that CEF staff review the minutes to be sure that any instances of "NACD" were updated to reflect the new name of "ACD."

Bob called for a motion to approve the minutes. A motion was made by Lynne and seconded by Terry to approve the minutes with ACD updates if needed. The motion passed unanimously.

**II. National You Be The Chemist Challenge / Challenge Program Recruitment**

A. Open Discussion

Bob praised the event, highlighting the enthusiasm from the audience and students. He then thanked staff for a successful event.

Nicole discussed changes made for the 2024 Challenge based on 2023 Challenge feedback from judges and the Board, leading to shifts in presentation style, the change to a two-day event format, the new Meet the Team format, and the highlight video. Nicole also explained that the new team Fun Night helped the students to bond, and Joyce mentioned that several students told her how much they enjoyed it.

Joyce and Bob both mentioned how much they appreciated the new Meet the Teams reception and how it put the students in the spotlight, rather than the companies.

Jen, Rob, Terry, Rene, and Craig all had positive feedback on the scale and impact of the Challenge, and they particularly appreciated the highlight reel. Jen loved seeing the students in the video, and Rob mentioned how it could pull people in who could not attend the competition. Terry said that it really gave you a feel for the caliber of student competitors. Rene requested the use of the highlight reel and the donor video for promotional purposes, with other Board Members agreeing. CEF staff will send out links to both videos.

April asked about the connection between the Regional Challenge and the National Challenge. Nicole explained that it is a progression, where student teams start by studying the fundamentals for the Regional Challenge, before moving on to more focused and creative pursuits for the video. Nicole mentioned that there will be a stronger content link moving forward based on the planned updates to the Regional Challenge questions.

Brandy reported on attendance (about 260 people at the Dinner & Awards Ceremony) and the successful auction (\$19,000). Board members had several suggestions for next time relating to the auction. Bob suggested adding the auction bids to the crawler and simplifying the bidding process. April and Kristin suggested having more items at a lower price point. Kristin also suggested having envelopes available to write a check or give cash, as well as soliciting a small give from everyone in the room. For example, "if everyone would donate \$20 right now, we would meet our goal!"

Jen suggested having a sound go off every time we hit a milestone, and Tim suggested keeping the bar open after the event so people can stay to network and donate. Joyce and Bob commented that we should keep the bidding and the donating open after the event to capitalize on enthusiasm and goodwill.

Lynne and Kristin also suggested doing a silent auction during the ACD annual meeting, as it is right before Thanksgiving, which begins the shopping season. It could be kicked off at CEF's reception, with bidding during the week.

The Board members were universally thrilled by the Keynote speaker. Bob said that he loved her message, as well as how committed she was to stay late and taking photos with the students. Jen and Joyce interacted with her as well and found her very personable.

The Board also had overall comments about the event. Alysia suggested adding more context for the student recognition section at the beginning of the evening, to tell the audience why the students were receiving their awards. Rob suggested a voice-over with the team name, location, their project, and perhaps a few student quotes, or show the highlight video first before the medals.

Bob suggested making the names and companies larger so that the name tags are easier to read, and Lynne suggested some kind of cue to tell the attendees when to eat.

The Board then discussed next steps for the teams, and how to stay in touch with the students over the long term. Lynne suggested that the Board should act as a conduit to academia, incubators, mentoring, and industry.

Calvin was presented with a CEF bow tie as a gesture of thanks for his incredible skill as emcee.

#### B. 2024-25 Challenge Recruitment

Nicole gave an overview of CEF's 2024-2025 recruitment strategy, as well as the draft Challenge Brochure.

CEF will start outreach to educators earlier and more often for recruitment, as the best time to communicate with educators is right before summer break. Nicole also met with organizers whose challenges were cancelled to find out what happened, and they mentioned that their biggest barrier is time. So CEF is creating several new tools: an easy-to-use email template for organizers, an informational one-pager, and a printable brochure.

CEF is also starting a monthly newsletter with action items to keep organizers engaged over the summer. Rob asked about the email open rate. Maheen replied that the open rate is 40%, which is far above industry standards.

Raj wondered how to get more diversity in the Challenge. Nicole commented that the in-person Challenges are the most diverse, so increasing the number of in-person Challenges would help. For example, two of CEF's most successful Challenge Organizers, Glenda and Gina, are from rural areas. They are not usually represented at the National Challenge because they have transportation issues and lack confidence in their technological know-how for the video portion, even though the quality of the video is not judged, just the content.

Rene commented that CEF needs to think about how to make it more equitable, and Nicole replied that students and organizers need mentorship and resources.

Kristin questioned whether CEF had ever targeted organizations like Boys and Girls Clubs and YMCA, which have the necessary resources and facilities. Nicole replied that generally the focus has been on teachers because they have the highest team coordinator retention rate and you can reach the most students, but it absolutely makes sense to expand to targeted clubs where we might have a connection with the staff.

Bob inquired whether the Board should try to connect with colleges or universities to bring in students as mentors and Team Coordinators, and the idea was well received.

### **III. Working Lunch - Strategic Planning Discussion**

#### **A. Timeline**

Dwayne reviewed the draft timeline, which outlines the current reality and vision for the future and detailed the three main pillars for achieving our goals. Calvin expressed his agreement with the pillars outlined in the strategy.

Dwayne also mentioned that he is in discussions with a UK company about potential expansion for revenue generation.

#### **B. Vision / Mission Discussion**

Dwayne reviewed the current mission and vision statements and draft versions proposed by the staff.

The lack of the word “chemistry” in the new Mission and Vision statements concerned Joyce, Kristin, Lynne, Terry, and Catherine, while Raj and Rob commented that removing chemistry could open new doors.

Kristin mentioned keeping the phrase, “ignite a passion for STEM learning,” which Rob, Bob, Jen, Terry, and others agreed with.

Dwayne asked what the group would like to see differentiated between a mission and a vision, suggesting “building the future of STEM” as a possible focus.

Lynne stated a preference for “developing leaders” rather than merely “workforce,” and Jen suggested adding “sustainability” to the vision. Raj recommended specifically referencing “environmental sustainability.”

Kristin queried about the focus of the Activity Guides and whether they were centered on chemistry, noting the foundational role of chemistry in STEM. Ferleshare described the guides as chemistry-based but encompassing broader science learning, with chemistry serving as a connector. Kristin liked the idea of using the phrase “chemistry-based,” but expressed concern about how to integrate it effectively without diminishing its importance.

Ferleshare explained that CEF's approach is chemistry-based but inclusive of various scientific disciplines, like life science. Nicole advocated for discussing the fundamentals of science rather than focusing solely on chemistry, even though it underpins much of scientific understanding. April argued that if inclusivity is the goal, a chemistry-based approach is more advantageous as focusing solely on chemistry might alienate some people. Raj clarified that the chemical industry is a blend of various STEM fields, not limited to chemistry alone.

Dwayne reflected on the evolution of CEF over the past 35 years, stating that the careers and topics they discuss with children today are vastly different from those discussed 35 years ago.

#### **IV. Executive Session and Closing**

At 1:00 PM, the Trustees entered Executive Session. The FY2025 budget was approved, the calendar was reviewed, and the meeting was adjourned at 2:55 PM.

Respectfully submitted,

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



## **Board of Trustees Meeting November 11, 2024**

## **Nominations Committee Report**

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

### **Trustee Re-nomination**

- Ms. Alysia Diffendal of Corteva Agriscience has been re-nominated for a second three-year term beginning on January 1, 2025.
- Ms. Jen Jewson of LyondellBasell has been re-nominated for a second three-year term beginning on January 1, 2025.
- Ms. Catherine Wieckowska of RD Canada has been re-nominated to a second three-year term beginning on January 1, 2025.

### **Nomination of ACD Representative (Two-Year Term)**

- Ms. Caroline Thomas of Mission Chemical has been nominated as the ACD Representative. This term begins on January 1, 2025.

### **Nomination of CEF Officers (Two-Year Term)**

- Mr. Calvin Emanuel of Net Zero Solutions has been nominated as President of the CEF Board of Trustees. This term begins on January 1, 2025.
- Ms. Kristin Mays-Corbitt of Mays Chemical has been nominated as Vice President of the CEF Board of Trustees. This term begins on January 1, 2025.
- Mr. Tim Heidenry of Brenntag North America has been nominated as Treasurer of the CEF Board of Trustees. This term begins on January 1, 2025.

### **Committee Members**

Bob Moser	Calvin Emanuel	Kristin Mays-Corbitt
Lynne Bukovic	Dwayne Sattler	



## Board of Trustees Calendar 2024 - 2025

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

**Monday, November 11, 2024**

La Quinta Resort & Club

49499 Eisenhower Drive, La Quinta, CA 92253

➤ *Monday, November 11, 2024*

**CEF Board of Trustees Meeting**

- Fiesta 3&4  
1:00 – 4:00 PM PT

**CEF Reception**

- Hotel Waterfall  
5:00 – 6:00 PM PT

### **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 June 2024

#### **BOARD OFFICERS**

##### **PRESIDENT**

**Mr. Robert L. Moser, Jr.**

*Vice President*

*Corporate Relations & Government Affairs*

**BRENTAG NORTH AMERICA, INC.**

5083 Pottsville Pike

Reading, PA 19605

Phone: 610-909-1489

[rmoser@brenntag.com](mailto:rmoser@brenntag.com)

##### **VICE PRESIDENT**

**Calvin Emanuel, Ph.D.**

*Vice President & General Manager*

*Sustainable Growth Solutions*

**Net Zero Solutions**

**Nalco Water - An ECOLAB COMPANY**

427 S Sleight Street

Naperville, IL 60540

Phone: 346-295-7984

Cell: 713-396-9883

[calvin.emanuel@ecolab.com](mailto:calvin.emanuel@ecolab.com)

##### **TREASURER**

**Ms. Kristin L. Mays-Corbitt**

*President and CEO*

**MAYS CHEMICAL COMPANY**

5611 E 71st Street

Indianapolis, IN 46220

Phone: 317-341-2759

[kristing@mayschem.com](mailto:kristing@mayschem.com)

##### **SECRETARY & CHIEF EXECUTIVE OFFICER**

**Mr. Dwayne Sattler**

**CHEMICAL EDUCATIONAL FOUNDATION**

4201 Wilson Blvd.

Suite 515

Arlington, VA 22203

Phone: 571-482-3052

[dsattler@chemed.org](mailto:dsattler@chemed.org)

## **BOARD TRUSTEES**

### **Mr. Robert Benedict**

*Vice President, Petrochemicals and Midstream*

#### **AMERICAN FUEL & PETROCHEMICALS MANUFACTURERS (AFPM)**

1800 M Street, NW, Suite 900 North

Washington, DC 20036

Phone: 202-457-0480

Cell: 443-614-0329

[rbenedict@afpm.org](mailto:rbenedict@afpm.org)

### **Ms. Lynne Bukovic**

*Vice President of Market Strategy & Principal  
Relations*

#### **LINTECH INTERNATIONAL**

326 Lewis Road

Eureka, MO 63025

Phone: 314-422-2212

[lynne.bukovic@LintechInternational.com](mailto:lynne.bukovic@LintechInternational.com)

### **Ms. Alysia Diffendal**

*Regional Production Director, Seed Production  
and Supply Chain*

#### **CORTEVA AGRISCIENCE**

9330 Zionsville Road

Indianapolis, IN 46268

Phone: 989-941-7861

[alysia.diffendal@corteva.com](mailto:alysia.diffendal@corteva.com)

### **Mr. Tim Heidenry**

*Vice President – Key Accounts*

#### **BRENNTAG NORTH AMERICA, INC.**

673 Wyndham Crossings Circle

St. Louis, MO 63131

Phone: 314-303-4453

[Tim.Heidenry@brenntag.com](mailto:Tim.Heidenry@brenntag.com)

### **Mr. Terry Hill**

*Supervisory Board Member*

#### **BARENTZ NORTH AMERICA, LLC**

1390 Jaycox Road

Avon, OH 44011

Phone: 425-922-6501

[thill@barentz.us](mailto:thill@barentz.us)

### **Ms. Jen Jewson**

*Chief Procurement Officer*

#### **LYONDELLBASELL**

LyondellBasell Tower

1221 McKinney Street

Houston, TX 77010

Phone: 713-309-3923

Cell: 832-206-4105

[Jennifer.jewson@LYB.com](mailto:Jennifer.jewson@LYB.com)

### **Ms. Marla Kline**

*General Manager, US Gulf Coast Business  
Management*

#### **SHELL CHEMICALS**

150 N. Dairy Ashford

Houston, TX 77079

Phone: 832-337-7050

[Marla.Kline@shell.com](mailto:Marla.Kline@shell.com)

### **Mr. Craig A. V. Latiolais**

*Global Account & Value Chain Manager  
Performance Olefins & Derivatives*

#### **EXXONMOBIL**

22777 Springwoods Village Pkwy

Spring, TX 77389

Phone: 281-770-9707

[craig.a.latiolais@exxonmobil.com](mailto:craig.a.latiolais@exxonmobil.com)

### **Ms. Joyce Marshall Johnson**

*Product Director – Solvents*

#### **UNIVAR SOLUTIONS**

3 Waterway Square Place #1000

The Woodlands, TX 77380

Phone: 713-859-8849

[joyce.marshalljohnson@univarsolutions.com](mailto:joyce.marshalljohnson@univarsolutions.com)

### **Mr. Raj Sengupta**

*CEO and President*

#### **ALLIED RELIABILITY**

10344 Sam Houston Park Dr #110

Houston, TX 77064

Phone: 713-419-0379

[rsengupta@alliedreliability.com](mailto:rsengupta@alliedreliability.com)

**Ms. Rene Whigham**

*Vice President, EH&S, Sustainability,  
Productivity & Product Stewardship*

**OLIN**

490 Stuart Road, NE  
Cleveland, TN 37302  
Phone: 423-336-4113  
Cell: 423-322-6406  
[rwhigham@olin.com](mailto:rwhigham@olin.com)

**Ms. Catherine Wieckowska**

*President*

**RESPONSIBLE DISTRIBUTION CANADA**

1160 Blair Road, Unit 1  
Burlington, Ontario L7M 1K9  
Phone: 905-332-8777 x 124  
Cell: 416-894-0876  
[catherine@rdcanada.ca](mailto:catherine@rdcanada.ca)

**Ms. April Yeager**

*Senior Vice President & General Manager*

**ESSENTIAL INGREDIENTS**

1755 North Brown Road  
Lawrenceville, GA 30043  
Phone: 704-906-0541  
[ayeager@essentialingredients.com](mailto:ayeager@essentialingredients.com)

**LEGAL COUNSEL**

**Mr. Stephen M. Schaefer**

*Attorney*

**WHITEFORD, TAYLOR, & PRESTON L.L.P.**

10500 Little Patuxent Parkway  
Suite 750  
Columbia, MD 21044-3585  
Phone: 410-884-2444  
Fax: 410-884-2440  
[sschaefer@wtplaw.com](mailto:sschaefer@wtplaw.com)

## CHEMICAL EDUCATIONAL FOUNDATION'S TRUSTEE TERMS *(As of January 2024)*

Board Members/Officers		Trustee Term Ends	# Trustee Term Being Served	Officer Election	Officer Term Ends	Notes
President – Bob Moser		12/31/2024	3	Elected President on 1/1/2023	12/31/2024	
Vice President – Calvin Emanuel		12/31/2025	3	Elected Vice President on 2/8/2024	12/31/2024	
Treasurer – Kristin Mays-Corbitt		12/31/2025	1	Elected Treasurer on 2/8/2024	12/31/2024	
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	
Lynne Bukovic	Ex-Officio as of 1/1/2023	12/31/2024	-	-- EX-OFFICIO THROUGH 12/31/2024 AS NACD OFFICER --
Alysia Diffendal	2/1/2022	12/31/2024	1	
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	6/7/2022	12/31/2024	1	
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	
Bob Moser	1/1/2022	12/31/2024	3	
Raj Sengupta	1/1/2024	12/31/2026	2	
Rene Whigham	6/07/2022	12/31/2024	1	
Catherine Wieckowska	6/7/2022	12/31/2024	1	
April Yeager	2/8/2024	12/31/2026	1	