



Board of Trustees Meeting - November 6, 2023

1:00 – 4:00 PM

AGENDA

- 1) Welcome and Call to Order - Bob Moser
 - a. Roll Call of Participants
 - b. Certification of a Quorum and Review of Antitrust Guidelines
 - c. Review and Approval of the June 14, 2023, Board of Trustees meeting minutes (VOTE)
- 2) New Business
 - a. Nomination Committee Report - Bob Moser (VOTE)
 - i. CEF Board of Trustees Introductions - Trustees
 - ii. CEF Staff Update - Dwayne Sattler
 - b. Governance Policies - Stephen Schaefer
 - i. Role of a Trustee
 - ii. Review Conflict of Interest, Anti-Harassment, and Whistleblower Protection Policies
- 3) Treasurer's Report & Financials
 - a. CEF Audit - Calvin Emanuel (VOTE)
 - b. September
 - c. FY24 Budget Review - Dwayne Sattler
 - d. Development Dashboard - Brandy Gates
- 4) Executive Director's Report
 - a. FY23 Annual Report / Program Impact - Dwayne Sattler
 - b. FY24 Program Update
- 5) Open Discussion
 - a. Branding & Marketing - Dwayne Sattler
 - b. Development - Brandy Gates
- 6) 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 14, 2023

I. Welcome and Call to Order

The meeting of the Chemical Educational Foundation® (CEF) Board of Trustees was called to order by Vice President Aileen Doyle at 10:32 a.m. She welcomed the Board and thanked everyone for attending the meeting. Aileen then confirmed the presence of a quorum and called attention to the antitrust and whistle-blower guidelines.

Those present were:

CEF Officers:

Aileen Doyle <i>Vice President</i>	Senior Director, Business Excellence, Univar Solutions
Calvin Emanuel, Ph.D. <i>Treasurer</i>	Vice President & General Manager, Nalco Water, An Ecolab Company
Dwayne Sattler <i>Secretary</i>	Executive Director, Chemical Educational Foundation

CEF Trustees:

Rob Benedict	Vice President, Petrochemicals and Midstream, AFPM
Lynne Bukovic	Vice President, Market Strategy & Principal Development, Lintech International
Alysia Diffendal	Director, Formulation & Packaging Operations, Corteva Agriscience
Tim Heidenry	Vice President – Key Accounts, Brenntag North America, Inc.
Terry Hill	Supervisory Board Member, Barentz North America LLC

CEF Staff:

Dwayne Sattler	Executive Director
Brandy Gates	Director of Development
Ferleshare Starks	Senior Manager STEM Education
Alyson Freedman	Communications Director
Kathrine Gerhardt	Program Manager
Maheen Fatima	Project Coordinator

II. Review and Approval of February 8, 2023, Board of Trustees Meeting Minutes

Aileen called for review and approval of the minutes of the February 8, 2023, Board of Trustees meeting. She asked for questions or comments about the minutes and, seeing none, called for a motion to approve the minutes. A motion was made by Terry and seconded by Lynne to approve the minutes as written. The motion passed unanimously.

III. New Business – Nomination Committee Report

Aileen thanked everyone for attending the meeting and welcomed Tim Heidenry of Brenntag. Rob then motioned to approve Tim as a board member, which Calvin seconded. The motion passed unanimously.

CEF staff and Board Trustees then introduced themselves with their names and titles.

IV. National You Be The Chemist Challenge / Challenge Program

Kathrine reviewed the feedback the Board gave following the 2022 National Challenge, then described how CEF had taken that feedback and adapted it to implement it in the 2023 Challenge.

For the video portion, feedback included finding a way to make industry feel relevant, coming up with a problem from a business perspective, and including staff up and down the career ladder. Solutions included forming a start-up company to create an innovative solution to a sustainability problem and presenting careers from degreed positions and skilled trades/certifications.

For the National Challenge, feedback included finding a way for the students to have less memorized responses, making the competition more of a spectator sport and relevant to the industry, and assigning each team a different topic. Solutions included adding open-ended questions based on the video that staff helped judges prepare, students presenting their innovative solutions to the judges for funding, incorporating audience questions, and allowing the students to select their role in the industry and their problem to solve.

V. Open Discussion

Dwayne thought the National Challenge was much improved from last year, pointing out that the feedback from the Board was very influential in the success. Rob agreed, stating that CEF staff took the Board's feedback and melded it into a successful event. Rob felt the videos were particularly creative and more interesting than last year. Additionally, he appreciated that one of the teams reached out to a Dow employee for feedback and wondered if this is something that could become part of the Challenge.

Terry commented that the judges did a good job of pressing the students but pulled back when necessary and let them off the hook when the students could take it no further. It is a familiar format now from Shark Tank. The students did an excellent job taking on the different roles, working in teams, and researching financing.

Aileen agreed with Terry. She appreciated the audience's questions, as they brought out the students' personalities. The questions asked were questions business leaders are often asked in the boardroom, which Calvin agreed with. Aileen was particularly impressed with the answer on team dynamics, involving listening to each other, understanding others' perspectives, and talking issues through.

Alysia appreciated the diversity of the solutions and could see how they would interest different industries. The Challenge helped students learn more about the breadth of opportunities in STEM industries this year. A challenge is that industry people do not generally attend the competition portion of the Challenge, so how do we illustrate how impressive the students are without that? It was hard to hear the team videos due to the low audio quality and their placement during dinner.

Perhaps CEF should put together a highlight video of how they answered questions to present at dinner, or perhaps change the order of events to close the gap between competition and dinner. Maybe

consolidate the schedule to encourage more industry? Alysia loved the Meet the Teams reception but felt that the room was too loud, and the students were not prepared to ask questions.

Aileen was impressed with the new skills demonstrated by the students, including animation and 3-D modeling. Perhaps “learn a new skill” should be added to the rubric.

Ferleshare commented that she did not want the students to focus on how the presentation looks to the detriment of the substance but that they would be adjusting the rubric to redistribute points to add a new category called “business acumen,” which would layer more depth onto the presentation. Ferleshare would not recommend making “learn a new skill” required, as it may cut down on the accessibility of the Challenge.

The Challenge guide was more involved this year than ever but will be further expanded next year to provide more tools for the Team Coordinators to help them support their students with the business portion.

Lynne suggested taking an inventory of what was learned to quantify the value of the program. Ferleshare and Kathrine agreed this could work and would be easy to implement as part of the submission packet. Perhaps adding a question such as, “What are the top 3 things you learned?” This would help Calvin as the emcee as well.

Aileen questioned if the roles represented in the videos showcase a broad section of the workforce. Ferleshare commented that the rubric did suggest including both degree and non-degree positions, but not all the teams followed that guidance. She suggested having it be required, or points would be deducted next year.

Alysia mentioned that if the students focused more on how to supply a business and keep it running in perpetuity, they will need to add non-degree positions. Ferleshare will build out the budget directions next year for the business acumen piece, which should help.

Calvin noted that the Challenge is more diverse than in years past, but we still have work to do. Dwayne mentioned speaking to the older sister of a participant who participated herself years ago, and she said it was very difficult when it was an individual competition, and she needed a lot of support from her parents. Many of her friends would have participated if it were a team format, which is why we may have a much more significant percentage of women participating now.

Calvin brought up the idea of a feedback loop for the team that did not win. Kathrine sends feedback for the video round, and they are looking into it for the National Challenge. They would not share specific scores, but Kathrine would share the audience’s questions.

Ferleshare suggested possibly having a debrief with the students during deliberation, including several industry people. Lynn questioned why the students could not watch each other if that might help them understand why they placed the way they did if they saw the rest of the teams. The last team that competed also placed last, and they were very upset.

Alysia brought up the idea of only awarding first through third place. It would increase the suspense and would help the last two teams not feel so badly. Lynne, Aileen, Terry, and Rob all agreed.

Terry wondered how we could do more to acknowledge how impressive it is to be a National Finalist. Perhaps at an earlier point in the evening, all the students come to the stage to get medals? So even the students not in first – third place get to go on stage and be cheered for.

Rob suggested a solution that might solve several problems; how to revamp the Meet the Teams reception; how to honor all the students and provide them with positive feedback; and how to let industry people know how impressive the students are even if they did not attend the competition. Rob suggested a showcase as the Meet the Teams reception, where each team would have a poster, like at an academic conference, where they would describe their innovation to industry people who would go around to each team. Afterward, the industry individuals would attend a reception and be able to discuss how impressive the students are, which would help them feel more engaged in the organization.

Terry suggested having a laptop to run their videos.

Aileen remarked that at the lab tour, the students are a little shy; not as inquisitive, and part of that is nerves for the competition. So, Aileen suggested doing the competition on Monday afternoon, then the lab tour from 12-2 on Tuesday, when they are not as nervous. Eat lunch on the way back, then the Meet the Teams reception and showcase from 4-5, industry reception from 5-6, and then the Awards dinner at 6.

Aly suggested that if the competition and the awards dinner are separated enough, it might be possible to put together a highlight reel of the competition to show at the awards dinner to impress the industry attendees further.

Rob wondered what the theme would be for next year. Ferleshare mentioned that the judges think sustainability should still play a role. Rob suggested having the video component be based on the 17 UN Sustainability Goals, where the students would potentially pick a goal and build an innovation around that. Ferleshare shared that the judges discussed that and suggested having a narrower focus in terms of implementation. Take a sustainability goal and implement it in your community.

Tim suggested giving each finalist team a board member as a mentor to help, making sure that each team was receiving an equal amount of time and materials.

Dwayne and Aly mentioned that we will need to update Regional Challenge questions to reflect the type of team the Board wants. Aileen and Ferleshare both said that the questions need to be more geared towards applying science principles, rather than just the principles themselves.

Aileen requested feedback from the Regional Challenges, which Kathrine agreed to provide at the next meeting. Terry suggested a video to explain CEF and the National Challenge, which Aileen suggested could be played at Regional Challenge events during the tabulation portion to show who CEF is and what the rest of the competition will be about.

Moving on to the keynote and potential other supporters, Lynne mentioned how much she loved the keynote speaker. Aileen said that she discussed the possibility of one of the Dash players being involved next year. Or maybe someone from the ISS or an Astronaut in Training through Ryan?

VI. Treasurer's Report

A. May 2023 Financials (VOTE)

For the Year-to-Date comparison, FY23 relative to FY22 is about the same, and Investments are coming back relative to last year. Looking forward, the staff is doing a good job controlling cost. We need to increase revenue.

Dwayne updated the Board that CEF's investments are steady at \$1.2 million in the investment account. Calvin started by saying that CEF has a higher cash flow this year than at the same time last year. Cash reserves are \$440,000, compared to February when they were \$200,000.

Auditors look at cash reserves and expenses, and it is a best practice to have a 6-month cash reserve. CEF currently has a 14-month reserve. While that is positive, it is a high level for a charitable organization. To that end, CEF has adopted an annual budget for the last two fiscal years with a deficit to spend down the reserve slightly. CEF is on target to have a \$100,000 deficit for FY23.

Calvin made a motion to accept the May financials. Lynn seconded, then Terry. The motion was approved.

VII. New Business

A. Draft FY24 Budget & Assumptions (VOTE)

Dwayne began with revenue expectations for next year, which is \$1.34 million.

Corporate revenue is expected to be \$625K, with sponsorship revenue at \$650K. CEF expects donations from individual donors to total \$30K, with other revenue at \$40K.

CEF is projecting to spend \$1.34 million and is not anticipating a deficit. Program and operating expenses are increasing, including travel. Governance, however, is reduced based on a reduction in NACD costs, as well as because CEF moved to a mainly virtual organization.

CEF continues to have some administrative relationship with NACD, which includes administrative costs such as accounting, a shared database, and office space.

The Challenge will be funded at the same level next year as it was this year. If the Board decides that the Challenge requires more expenses for the Anniversary year, we need to raise the extra funds.

Lynn asked where the program cost increases are coming from, and Dwayne answered that they are staff costs and costs for the virtual platform.

Calvin commented that revenue will be a flat line from this year to next year, and Alysia responded that we will need to expand our sponsorships to achieve that. Terry remarked that the Board needs to take more responsibility in fundraising, particularly in diversification. The Board needs to keep CEF in front of customers and partners.

Alysia suggested engaging medical fields, but Brandy said that medical fields are cutting sponsorships now.

Dwayne suggested that emphasizing “chemists” and “chemistry” presents barriers. CEF needs to strongly communicate that we focus on a broad range of STEM workforce opportunities.

Aileen suggested an infographic that can be given to a potential donor to illustrate all CEF’s work, not just the Challenge. The Board could share it with their contacts.

Calvin stated that the motion in front of the board would be to accept the budget as planned and re-discuss it in November, as needed. Calvin made the motion, and Terry seconded. The motion was approved unanimously.

VIII. 20th Anniversary Discussion

Brandy highlighted her plan for the 20th Anniversary, calling it a “Storytelling year,” culminating in the National Challenge. We will Highlight past participants to show how the organization has grown and the student participants have moved into the STEM workforce. If we want to make it more significant than this year, we must increase the budget.

Brandy stated that increasing scholarship amounts would attract more students. Our scholarship amounts are significantly lower than other comparable competitions. For Mathcounts, first place receives \$20,000. For Young Scientist, first place receives \$25,000. These are for individuals. Dwayne noted that First Robotics does not provide anything to participants to facilitate their attendance, unlike CEF; not food nor housing.

Aileen suggested increasing the scholarship money to \$20,000 for first place in honor of the 20th Anniversary. Alysia suggested 5,3,1 (\$32,000 and Lynn suggested 5,4,3 (\$48,000).

Brandy brought the discussion back to the development plan for next year, commenting that an auction may be something to consider adding to the Awards Dinner. She plans to send the development plan to the Board later this summer as she is working on a new development dashboard. The steering committee is working on the National Challenge, and the event will be discussed in more detail in November at the Board Meeting.

Alysia asked if the You Be The... campaign is just for the 20th Anniversary or after. Dwayne indicated that discussions are ongoing to discuss how the campaign will be incorporated into CEF programming after the 20th Anniversary. Dwayne also mentioned that a rebrand is under discussion for the Challenge and the Activity Guides.

IX. 20th Anniversary Communications

Aly described the “You Be The Campaign” as focusing on visually telling the story of CEF, using the videos captured at the National Challenge. This recording will form the basis for a video targeting donors, as well as career videos, to build out CEF’s YouTube Page. The campaign will also utilize quotes and statistics that tie us to current conversations in STEM and will be built out throughout the year.

X. Closing

Dwayne reviewed the Board of Trustees calendar and noted that he would soon have more information for the November Board of Trustees meeting during the NACD Annual Conference.

Aileen called for a motion to adjourn, Lynn made a motion, and Terry seconded. The meeting was adjourned.

At 1:40 PM.

Respectfully submitted,

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

DRAFT



Board of Trustees Meeting November 6, 2023

Nominations Committee Report

The Members of the Nominations Committee recommend the nominations of the candidates below as Members and Officers of the Chemical Educational Foundation's Board of Trustees.

Trustee Nomination

- Marla Kline of Shell Chemical LP has been nominated to a three-year term. This term begins on November 6, 2023.

Trustee Re- Nomination

- Rob Benedict of AFPM has been re-nominated to a second three-year term. This term begins on January 1, 2024.
- Aileen Doyle has been re-nominated to a second three-year term. This term begins on January 1, 2024.
- Raj Sengupta of Allied Reliability has been re-nominated to a second three-year term. This term begins on January 1, 2024.

Committee Members

Bob Moser	Aileen Doyle
Calvin Emanuel	Dwayne Sattler



2024 CEF Board of Trustees Calendar

CEF Board of Trustees Meeting

Wednesday, February 7, 2024

TBD Houston, Texas

National Challenge

Monday - Tuesday, June 10-11, 2024

Westin Houston Memorial City, Houston, TX

CEF Board of Trustees Meeting as part of the National Challenge

Wednesday, June 12, 2024

Westin Houston Memorial City, Houston, TX

CEF Board of Trustees Meeting

TBD, September 2024

*Note: This meeting will be held virtually if necessary

CEF Board of Trustees Meeting as part of ACD Annual Meeting

TBD, November 2024

La Quinta Resort, Palm Springs, CA



Board of Trustees Contact List As of November 2023

BOARD OFFICERS

PRESIDENT

Mr. Robert L. Moser, Jr.

Vice President

Corporate Relations & Government Affairs

BRENNTAG NORTH AMERICA, INC.

5083 Pottsville Pike

Reading, PA 19605

Phone: 610-909-1489

rmoser@brenntag.com

VICE PRESIDENT

Ms. Aileen Doyle

14604 Northgreen Drive

Charlotte, NC 28078

Phone: 704-999-8103

aileendoyle65@gmail.com

TREASURER

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

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

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

Ms. Lynne Bukovic

*Vice President of Market Strategy & Principal
Relations*

LINTECH INTERNATIONAL

326 Lewis Road

Eureka, MO 63025

Cell: 314-422-2212

lynne.bukovic@LintechInternational.com

Ms. Alysia Diffendal

Director, Formulation & Packaging Operations

CORTEVA AGRISCIENCE

9330 Zionsville Road

Indianapolis, IN 46268

Cell: 989-941-7861

alysia.diffendal@corteva.com

Mr. Tim Heidenry

Vice President – Key Accounts

BRENTAG NORTH AMERICA, INC.

673 Wyndham Crossings Circle

St. Louis, MO 63131

Cell: 1 314-303-4453

Tim.Heidenry@brenntag.com

Mr. Terry Hill

Supervisory Board Member

BARENTZ NORTH AMERICA, LLC

1390 Jaycox Road

Avon, OH 44011

Cell: 425-922-6501

thill@barentz.us

Ms. Jen Jewson

Chief Procurement Officer

LYONDELLBASELL

LyondellBasell Tower

1221 McKinney Street

Houston, TX 77010

Office: 713-309-3923

Cell: 832-206-4105

Jennifer.jewson@LYB.com

Ms. Kristin L. Mays-Corbitt

President and CEO

MAYS CHEMICAL COMPANY

5611 E 71st Street

Indianapolis, IN 46220

Cell: 317-341-2759

kristing@mayschem.com

Mr. Bruce H. Schechinger

PO Box 271216

Salt Lake City, UT 84127

Cell: 801-209-2252

bhschech@aol.com

Mr. Raj Sengupta

CEO and President

ALLIED RELIABILITY

10344 Sam Houston Park Dr #110

Houston, TX 77064

Cell: 713-419-0379

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

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

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

CHEMICAL EDUCATIONAL FOUNDATION'S TRUSTEE TERMS *(As of June 2023)*

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 – Aileen Doyle		12/31/2023	1	Elected Vice President on 1/1/2023	12/31/2024	
Treasurer – Calvin Emanuel		12/31/2025	3	Elected Treasurer on 1/1/2023	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	1/1/2021	12/31/2023	1	
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	
Aileen Doyle	1/1/2021	12/31/2023	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	

Kristin Mays-Corbitt	2/07/2023	12/31/2025	1	
Bob Moser	1/1/2022	12/31/2024	3	
Bruce Schechinger	1/1/2023	12/31/2025	5	
Raj Sengupta	5/19/2021	12/31/2023	1	
Rene Whigham	6/07/2022	12/31/2024	1	
Catherine Wieckowska	6/7/2022	12/31/2024	1	