

AOCS President Frank Norris delivered the following address upon his inauguration at the New Orleans meeting.

As a newly elected officer, I am reminded of the joyous politician that came home in the small hours and gave his wife the glorious news: "Darling, I have been elected." She was delighted, "Honestly?" she said. He laughed in an embarrassed way, "Oh, why bring that up?"

As I begin my term as president, I am inspired by the accomplishments of my predecessors and at the same time impressed by the problems that lie ahead. We live in a rapidly changing world and there is no treading water. We either move ahead or we slide behind. In the past years, the AOCS has been reasonably innovative, although it may not seem so to some new members.

There is no need to belabor past accomplishments, but to mention a few: We have a new executive director and staff who are doing an outstanding job, and what is more important than people? We have a very prestigious and efficient headquarters building in Champaign. We now publish both our own journals and I believe we publish higher quality papers than ever before. We are in the process of starting an AOCS Foundation, which marks a real milestone for the Society. We are handling our advertising more efficiently, and we are selling supplies direct rather than through a jobber.

Where do we go from here? There are no ready answers. There might even be surprises. Remember when Ole and his friend went fishing in a rented hotel boat at a Wisconsin resort? They found a spot where the fishing was great; so at the end of the day, Ole said, "Mark this place and we will come back tomorrow for more." Sven said, "Yah." Next day as they were starting out, Ole said, "Did you mark where we got the fish?" Sven said, "Yah, I just put a mark on the right side of the boat." "Dumbbell," said Ole, "what if we don't get the same boat today?"

What are some of the problems facing us now? For one thing, has the Society changed to keep pace with the makeup of our membership? Is it set on a growth course or are we short of keel and being buffeted by the wind? Are we doing enough fact-finding and objective evaluation to make constructive changes promptly, but avoiding change for change itself? Are we distributing the work load equitably, recognizing those who have contributed heavily and encouraging other members, new and old, young and not-so-young, to participate actively according to their interests and abilities? These are some of the problems facing us now.

You know a person has to be a contortionist to get along these days. First of all, he has to keep his back to the wall and his ear to the ground. He is expected to put his shoulder to the wheel, his nose to the grindstone, keep a level head and both feet on the ground—and, at the same time, have his head in the clouds so he can look for a silver lining.

Recognizing problems is a first step, but only that. We have a sound ship, good officers and a dedicated crew. If we all pull together on a well laid course, there is hardly any limit to the vistas that we can conquer. ■

The following was presented by R.T. O'Connor, retiring president, at the 64th Annual Spring Meeting.

At this point in the Plenary Session of each annual spring meeting it has become a custom for the president to give an account of his stewardship. A report of progress or achievement during a specific period cannot generally be reported without placing it in context or relating it to

recent past accomplishments and immediate objectives. We are concerned here with what we have been doing, what we are doing and what we are about to do.

In their presidential reports my immediate predecessors have given exciting descriptions of physical achievements during their administrations. Thus you have heard of the final purchase of our home on the University of Illinois campus, the completion of the move into these new headquarters, the finding of a new executive director, the establishment of a new staff at the Champaign headquarters and the creation of the AOCS Foundation.

This period of acquiring, building and improving physical and human facilities came to at least a temporary completion at the end of the administration preceding this one. We have excellent physical headquarters, a permanent home in Champaign (and if you have not as yet visited it I recommend that you include a trip to Champaign the next time you are in the Chicago vicinity). We have obtained a competent, efficient and hard working executive director, and he has in turn built an excellent staff at our new headquarters (during your visit there you should take time

to review the many operations in progress). The AOCS Foundation is firmly established. These improvements in the facilities of the Society took years to achieve. That we have them today is to be credited to the foresight and diligence of my predecessors, particularly my immediate predecessors during the

past 3-4 years. These physical achievements will endure as a fitting monument to their administrations.

However physical facilities and human resources are but the building blocks, the foundation, upon which a Society such as ours can grow. How are we to use them to achieve the purposes for which this Society was founded and toward which it must continually strive? The purposes of the Society are probably too infrequently called to our attention: Article II of our *Articles of Incorporation and By-Laws* defines the purpose of our Society as follows:

The American Oil Chemists' Society is a non-profit corporation as defined in Louisiana Revised Statutes, 12:101(8). It is an association of chemists, other scientists and technologists. Its purpose is to encourage the advancement of technology and research in oils, other lipids and associated substances; to bring about standardization of analytical methods, equipment, and materials, to improve professional competence of these chemists, other scientists and technologists; to provide professional communication through technical publications and scientific meetings; and to encourage education and training at all levels in these important fields of science and technology.

We have problems. Or rather, we have before us several golden opportunities, which, as I pointed out earlier, are cleverly disguised as insoluble problems. The most immediate problem is membership. Membership in the Society has been decreasing; we have therefore initiated investigations into the causes of this trend and taken certain steps, with some success, to reverse it. Our Membership Committee has been of a somewhat unwieldy size and we have now curtailed it to a workable dozen members. You might ask, "If we want to increase membership activities, is curtailing the size of the committee a step in the right direction?" We were concerned with this question and have solved it by making every member of the Society a member—we hope an active member—of the Membership Committee, through

creating the President's Club and Honor Roll. Any member can join the President's Club merely by recruiting a new member, and can become an Honor Roll member by recruiting three new members.

We have felt that one of the problems of our Membership Committee is the annual change of chairmen. According to our by-laws the vice president fills this post. The arrangement has certain advantages, but means a new chairman each year, which is detrimental to a continuing program. We hope we have solved this problem—retaining the advantages while eliminating the weaknesses—by establishing a committee office to be known as executive secretary to the committee—an office to which an individual can and presumably would be reappointed for a period of years, thus assuring continuity in the committee's programs. In addition to soliciting the help of all members, we have made specific requests among our officers. (1) We have jointly written to all nonmembers who registered at the fall meeting in Ottawa, pointing out that their attendance is evidence of their interest in the Society and inviting them to take full advantage of the benefits of membership. (2) We have written to all members of our technical committees who are not members of the Society, similarly pointing out that their participation on these committees is evidence of a common interest and inviting them to join us in all our activities as Society members. (3) We have created a membership drive among our local sections, whereby a specific portion of the initial membership fee of any individual is rebated to any local section recruiting that individual. (4) We have changed various fees for publications, Society supplies, and registrations at semiannual meetings and short courses to provide a real advantage to membership.

As our Membership Committee has just revealed, there has been a substantial increase in the rate of new members added during the past year. Compared to recent years, new members are up ca. 100%. But the campaign should not end here, and membership drives should not be spasmodic. We must continually work to increase our membership. This is one of the golden opportunities that I pass to my successor—an opportunity, because there are many individuals who *should* be members of our Society, several of whom have continually shown interest in one or more of our activities. We must convince them to become full members.

A second problem concerns the activities of AOCS technical committees. The Society was organized, if for any specific objective, to provide uniform or standard methods of analysis within the field of fatty acid and lipid chemistry. Earlier outstanding achievements of the Society were the organization of certified chemists, the Smalley Award program to provide tests of competence, and especially the publication of *AOCS Official and Tentative Methods*. For many years this has been the outstanding volume in which most methods of analysis pertinent to the work of the fats and oils industry could be found, all carefully evaluated and selected by collaborative groups from industry, academia and government laboratory groups.

During the past few years this effort has become relatively less active. We are no longer the one source of methods of analysis of fats, oils and lipids. Many other societies, with considerably broader concerns, are becoming sources of several standard methods also within our scope—methods not to be found in our book. My laboratory and yours are using many of these methods, while contributions to *AOCS Official and Tentative Methods* have not increased at a rate we might expect. This is unfortunate. As Bob Allen remarked in his address exactly 1 year ago, "Do new things, but keep the old, one is silver, the other gold." (Bob says this is paraphrased from an old song. I am merely quoting Bob as I don't apparently go back as far as the old song.) As we progress with new plans to


increase the Society's value to its members, we should strive to retain those activities that have made it an outstanding organization in the past. We have a splendid Uniform Methods Committee overseeing our technical committee activities. We should extend these technical committee activities to include in our book of methods procedures of interest and importance in a continually increasing scope of fat and lipid chemistry.

We need continually to emphasize two concepts if the *AOCS Official and Tentative Methods* is to continue to be invaluable to the industry and a source of pride to the Society. First, we need to convince our members, particularly our younger members, that service on the technical committees is a worthwhile contribution to their profession, to their Society, to their organizations and to themselves. Second, we need to convince our corporate members that effort (and therefore time and money) expended by their employees on collaborative testing of analytical methods is of value, particularly to them. They are the real gainers, if we concede that the concept of uniform, standard methods is valid. They must not ask, "Is the time and effort my employees spend working on collaborative studies worth the money it represents?" Rather, they must query, "Do I want to establish the best, the most up-to-date, the most efficient (at the present state of the art and science) methods of analysis on an agreed, evaluated standard and uniform system?"


We have initiated a plan requiring every technical committee and subcommittee chairman to report the activities, progress and plans of his group directly to the Governing Board at each annual meeting. In this manner we should be able to ensure that each technical committee leader is performing in accordance with the requirements of his appointed position.

Our third problem is communication among our mem-

NOW—
90-95% removal of
fatty acids—FAST
WITH
QUADRICELL
High-Performance Flotation Separation



Remove both emulsified and free fatty-acid material from deodorizer condensates and refinery effluents at high rates. Call Ron Graham at (213) 698-9414 or write for free bulletin.

 **UNITED STATES FILTER CORPORATION**
Fluid Systems Division
12442 E. Putnam St., Whittier, CA 90608

Name _____
Address _____
City _____ State _____ Zip _____

bers, and between members and officers at AOCS headquarters. Although we have a Communications Committee, we have not yet achieved satisfactory dialogue with a large portion of our members and local sections. We do not, for example, know who our local section members are, and unfortunately it seems that a large number of them are not members of the Society.

One of the problems of our Communications Committee is analogous to a difficulty faced by our Membership Committee. AOCS by-laws designate our national secretary chairman of the Communications Committee. This means that the committee operates each and every year under a new chairman. We are attempting to solve this problem as we hope to solve the problem with the Membership Committee—by appointing an executive secretary to the Communications Committee who will work with the national secretary as a more permanent committee officer, thus assuring some continuity in this committee's programs. We have initiated attempts to arrange a meeting of local section presidents during each national meeting. We feel that these meetings might spur better communications; convey the need of the national headquarters for increased dialogue with local sections; provide opportunities to compare notes and methods of conducting local section affairs and solving local section problems; and, particularly, infuse a spirit of unity, a feeling that we are all a part of one national society.

The above problems have not been completely solved

Sims transferred to new post

R.P.A. Sims of the Research Branch, Agriculture Canada, transferred as of April 24, 1973, from the position of director, Food Research Institute, to that of research coordinator, Field and Oilseed Crops, with responsibilities ranging from production to utilization. Sims has been active in AOCS since 1952. ■

JAOCS News deadlines

Information to be published in *JAOCS News* is due no later than the first day of the month *preceding* the month of issue. Oct. deadline: Sept.

1. November deadline:

Oct. 1.

Send

articles to: Staff

Editor, American Oil

Chemists' Society, 508 S.

Sixth St., Champaign, Ill. 61820.

during the past year; nor will they be completely solved during any specific administration. All we have attempted to do is to take certain steps that might greatly improve our activities in the areas where improvements seem most needed. Only with constant vigilance and continual effort will worthwhile successes be achieved. This effort must be made by your officers, by means of your Governing Board. But, particularly, effort by all Society members is required. There is no greater truism than this: Your Society can do more for you and mean more to you in direct proportion to your participation in its activities.

Before my successor becomes convinced that all is not well with this ship, the helm of which he will take over in a day or two, and in order to abort any attempt of his to resign before his inauguration, I hasten to say that most AOCS activities are in excellent shape. We have permanent headquarters and an energetic, capable executive director who has built a splendid staff. You have heard his report that the Society is in excellent financial condition. Our publication activities are probably at a peak. Thanks to our capable director of publications and his editors, we have erased the delay in publication dates arising from our move to Champaign. We are receiving and publishing a continual supply of excellent technical reports in both journals. We have about completed the computerized preparation of the journals at a considerable savings in costs, in spite of continual rising expenses accompanying inflation. We are continually striving to improve the pages and the format of both of our journals, and I am sure you have all observed the results of this effort.

The Society's international relations are, I feel, at an all time high. A year ago, when this administration took office, we had just completed a joint national meeting with the Japan Oil Chemists' Society and your officers were discussing preliminary plans to continue this close cooperation with our colleagues in the Far East. The following national meeting was in Canada with our associates from the North and, exactly a year from now, we will be joining our colleagues from the South, in Mexico. I have had the opportunity to appoint our immediate past-president to represent us at the convention-cum-symposium on "Recent Trends in Oils, Fats, Fatty Acids, Fat Products, Detergents, Cosmetic and Perfumery Industries," sponsored by the Western Zone of the Oil Technologists' Association of India and held in Bombay. This step should cement more closely our relations with oil chemists in the East.

Our journals reflect the excellent international reputation of our Society. We have a large number of foreign subscribers and receive many advertisements from abroad. Our foreign country column, "Four Corners," is a frequent feature of the journal pages; and the "European Club of Centers for Lipid Research" reports along with other commentaries, such as the report of Past-President Steve Chang on his visit to Taiwan, document the fact that our two journals and our Society are indeed being recognized as international sources of information for the fats and oils industry.

Our awards programs are progressing very successfully and you will hear more concerning them shortly. We now have an AOCS Foundation. No, the Foundation is not dead or asleep. You will soon be hearing more and more about its activities, which will provide greater membership benefits in the future.

There is one sad ceremony that we must face each year. As each year passes, so too do several of our old friends and colleagues. I will conclude my remarks by reading the names of a few of those more active members who have departed from us during the past year. At the conclusion of this list I would ask you to stand, for a moment, in silent prayer to their memory. Hans P. Kaufmann, Honorary Member, Paul B. Hosmer, Henry E.H. Bluman, Robert F. Witter, T.R. Wannamaker. ■

SOUTHWESTERN

LABORATORIES

Fort Worth, Tex.

Analytical Chemists
Inspection & Testing
Engineers

Agricultural Products
Feeds—Seeds—Oils
& Related Products

817-332-5181, P.O. Box-1379, 2900 Cullen St., 76101