



Applewhite urges involvement

(The following address was presented by retiring AOCS President Thomas H. Applewhite during the Society's Inaugural Luncheon, Thursday, May 18, 1978, during the 69th Annual Meeting in St. Louis.)

Ladies and gentlemen, my friends and colleagues – good afternoon! It hardly seems that a year ago I stepped up here to address many of you as your incoming president. And like many of your past-presidents, I meet this moment with mixed emotions. For, although it has been a great honor to serve you, there will be a certain feeling of relief in passing the traditional AOCS tomahawk and the responsibilities of this high office to my good friend, Dave Firestone. I hope he finds the job as challenging and as satisfying as I have.

The challenges of the office are those of any leadership position, and I'm sure many of you know them well in your daily activities. Of course, they are unique in organizations such as ours because we work, in part, with people who are donating their time and talent to something we all believe in. These are our dedicated members who really make things happen in the AOCS. They chair the committees, recruit the speakers, attend the meetings, write the letters, suggest the improvements, and critique the weak points so we can move forward together.

There is also the challenge of keeping aware of the tremendous job done by our professional staff as they

competently and professionally handle the multitude of day-to-day tasks that make our Society run smoothly and efficiently. I believe we all should compliment Jim Lyon and the AOCS staff for their professional excellence and competence.

Now to the satisfaction. Certainly it is rewarding to see our Society moving forward and to be a part of the group that is involved in the conception, planning, and execution of major activities of the AOCS. But, really, that opportunity is open to every member. With our representative system of the AOCS government, you can be as involved as you wish. And I can recommend involvement to you, for, as I mentioned last year, you will get out of the AOCS just what you put into it.

Another point of satisfaction is in seeing the AOCS continue as a growing dynamic organization. We are expanding our membership, our technical programs, and our publication areas. This, I believe, results because the Society's leaders are thinking about, planning for, and doing something about the future. In the Governing Board we are considering approaches to a more representative system of electing members-at-large to strengthen our ties to the membership. We also are striving to put our planning in many key areas: financial, technical programming, world conferences, and educational programs on a more systematic, functional basis. All of this brings satisfaction for it will continue to better serve our membership and the many industries they represent.

Finally, I would be remiss if I did not mention the great personal satisfaction I have enjoyed from the honor and recognition given me this year as the president of the American Oil Chemists' Society. It is a year I will cherish and remember for the rest of my days. Thank you for allowing me to serve you. ●

Firestone: Looking back, Looking ahead

(The following address was presented by AOCS President David Firestone during the Society's Inaugural Luncheon, Thursday, May 18, 1978, during the 69th Annual Meeting in St. Louis.)

Good afternoon! It is a pleasure as well as a great honor for me to be here today as your new president. I want to thank my wife and my friends in the Society for their encouragement and support. It has often been said that "uneasy lies the head that wears the crown." That may be true for some kings and heads of state, but it doesn't quite represent my feelings today. Yes, I am aware of the responsibilities that go with the office, but I also look forward with optimism to a fruitful year for our Society.

Fortunately, I am not required to wear a crown. I do, however, have the pleasure of wielding our tomahawk gavel which is both a symbol of authority and a link binding the past to the present and future. I am told that the handle of the gavel is made of wood from a black walnut tree growing on the ancient site of a settlement of the Upper Creek Indian nation situated a few miles from Montgomery,



Alabama. This tree is said to have been planted by the Indians before 1714 when the French established an outpost, in the Fort Toulouse area. The hammerstone on the gavel is similar in shape to hammerstones used by native inhabitants to crush walnuts and other tree nuts for isolation of the oil. The gavel, given to the Society in 1924 by H.B. Battle, our 14th president, is representative of the earliest beginnings of the oil and fat industry in this country.

Our Society owes its beginnings to a meeting of the Interstate Cottonseed Crushers' Association held in Memphis, May 18-20, 1909. A small group of commercial and industrial analysts decided that they would form an

association of cotton oil analysts to promote fellowship, permit closer cooperation in the development of uniform analytical methods, and provide for research in the interests of the cotton oil industry. The Society was organized in 1910 under the name of "Cotton Products Analysts." By 1917, the Society had 94 members. In 1921, its name was changed to the American Oil Chemists' Society. The year 1924 saw the launching of the Society's official organ, known then as the *Journal of Oil and Fat Industries*. By 1928, exactly 50 years ago, the Society had 285 members as well as 12 working committees with a total of 58 committee members.

From its very beginning, our Society has been fortunate in having among its active members individuals who were willing to expend considerable time and effort on behalf of the Society's welfare. It was obvious then, as it is today, that the key to success is the involvement of our membership. H.P. Trevithick, our 18th president, told this story in his inaugural address in 1927. It concerned an old stagecoach driver who was an expert with the whip. He could snap a fly off the ear of the lead horse without touching the ear, and he could flick a grasshopper from a leaf without damaging the leaf. However, when one of his passengers suggested to him that he pick off a hornet from the top of a hornet's nest, he refused, saying that the hornets were organized and would soon be after him.

This recognition of the power of organization not only resulted in active and productive committees 50 years ago, but also served to help expand the activities and interests of the Society. The strong concerns of some AOCS members in the manufacture of soaps and detergents led to formation of a Soap Chemistry Section in the fall of 1928. Continued interest recently culminated in the highly successful World Soaps and Detergents Conference in Switzerland last year, and a new Soaps, Detergents, and Cosmetics Section in current issues of our Journal.

Society activities 50 years ago also included lively work by the Referee Board and Smalley Foundation, inauguration of a fall meeting, and initial publication of a book of methods. At one of the annual banquets in the mid 1920s, a rumor spread that a hoax of some kind would be perpetrated on the members and guests during the course of the meal. It seemed that Dr. David Wesson, third president of the Society and toastmaster that evening, had announced earlier that a meat substitute could be prepared from cottonseed. He proceeded to read a local newspaper article which poked fun at him and the value of synthetic beefsteak, and then announced that the "Croquettes a la Creole" on the menu had been the real thing made from cottonseed meat. To say the least, this adroit display by Dr. Wesson 54 years ago was indeed prophetic. This fall, under the able guidance of our own Dr. Dick Baldwin, AOCS will hold a World Conference on Vegetable Food Proteins in Amsterdam.

The world has seen many changes since our Society was organized 68 years ago. Currently, our professions as well as the industries and institutions we serve are in a state of transition. We have seen in the past few years and will continue to see rapid changes due to social, economic, and political pressures as well as from technological changes. Public pressures have stimulated biochemical, nutritional, and environmental research, whereas the needs of the fat and oil industries have dictated increased emphasis on process improvement and technical service to the neglect of basic research. Adjusting to a changing world is a constant challenge. Working together, we can assure that our Society continues to be the premier Society concerned with oilseeds, lipids, and related areas.

What lies ahead for the AOCS? First of all, we are a strong Society, and we will continue to prosper. Nevertheless, it seems clear that changes will take place. The role of the local sections will continue to become increasingly im-

portant now that we have currently one national meeting a year. The local sections will be challenged to identify prospective leaders as well as develop active, expanded programs including short courses and symposia with and without the support of other local organizations. Also, it seems clear that stronger ties will be needed between the local sections and the national AOCS. A change in our by-laws or, at any rate, administrative action will assure that the various geographical areas receive proper representation on the Governing Board. By the same token, there will be increasing involvement of the executive director and the national Society in developing national meetings and assisting local sections with their needs.

Increasing interest in nutrition and environmental themes including safety and energy conservation will see expansion of committee activities in these areas. The Smalley cooperative analytical program will continue to expand. It seems clear that we have much to gain by continuing to sponsor the world conferences on a regular basis.

It is certain that difficult questions will arise that must be faced. Problems can be surmounted if we all work together. Remember, the Society is run by its members. We all have something to contribute, as participants in local section affairs, as members of committees of our choice, and as interested members participating in our various programs. With your help, our Society will continue to grow and to serve its members as well as mankind. We can do it together. Thank you. ●



Inaugural Luncheon attracted approximately 300 persons.



St. Louis General Chairman Robert Burton, left, talks with Harold Dupuy, center, and Dave Firestone.