

Function of today's AOCS staff

As AOCS has grown from a nine-member domestic society concerned with the analysis of cottonseed oil to an international organization with members in 80 countries, so has the need for staff increased. Today, 28 full-time staff members, under the guidance of the Governing Board and the AOCS executive director, handle administrative work relating to the society's meetings, publications and promotional activities.

Executive Director

James Lyon's role as executive director has changed somewhat since 1971. "When I first took the position, my priorities were running the office and getting the journal out on time. There were 11 of us in the office and no departments. I was directly involved in all activities," Lyon said.

"As areas grew, my direct involvement has become more restricted. My job now is the overall running of AOCS as a not-for-profit association. From day to day, my responsibilities can change from being an accountant to a building contractor to whatever is needed," Lyon said.

As executive director, Lyon is concerned with future developments in marketing, publications, education and meeting activities.

Administrative Services

Administrative services provides support for all other departments at AOCS headquarters. The eight-person department, which has doubled since 1984, is administered by Sue Heiser. She also works directly with all AOCS sections and the AOCS Awards Committee.

The mailing and shipping section, with Paul Alexander and Paul Pellmore, handles all receiving, internal mailings and inventories. Clerical services has five employees: Sabrina Aper, receptionist; Myra Barenberg, Karen Buhnerkempe and Mary Burke, clerical support; and Kathy Atchley, clerical coordinator. Barenberg works for the technical director, marketing and sales, and Buhnerkempe provides clerical support for production and editorial. She also assists with section activities. Burke is assigned to meetings and data services.

Administrative services has grown faster than all other departments, mainly to meet the needs of expanded activities at AOCS, Heiser said. "Growth in this support area will depend on additions to other departments. With the equipment we have now, there is less need to add personnel."

Data Services

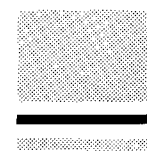
Data services monitors and processes memberships, subscriptions and orders, and handles AOCS' business affairs. Gloria Cook, who has been with AOCS for eight years, manages the department. When she started working for AOCS, all transactions were carried out manually. At that time, there were four full-time and one part-time employees in the department. Staff now is made up of five full-timers: Carol Chaney, accountant; Jamie Volker, subscriptions; Sandy Burr, membership and Smalley Program; a currently vacant orders clerk position and Cook.

"Staff hasn't increased as quickly in our department mainly because we became computerized in 1982," Cook said. "Right now, we're in the process of networking everyone in the office on a fiber optic system. This probably will be finished some time next year," Cook said. The networking will be administered by data services.

Meetings

Since 1909, AOCS has held an annual meeting every year except 1945. "Until 1982, all meeting-related work was carried out by local committees. Short courses, which had been carried out sporadically, also were handled by members, with some help from the office," Joan Dixon, AOCS meetings manager, said. "It was not until then that the Governing Board decided to establish a position for someone to coordinate meetings." Shortly afterward, Dixon, who had been with AOCS since 1975, was named to that position.

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As such, Dixon is responsible for many of the logistical arrangements involved in conducting a meeting, keeping financial records, and guiding volunteer organizers around the pitfalls involved in meeting planning.

"In 1975, AOCS still conducted two annual meetings which drew between 400 and 600 technical registrants. More than 1,300 technical registrants attended this year's meeting in New Orleans," Dixon said. "Typically, the annual meetings now attract more than 1,000 technical registrants and world conferences, between 500 and 800. Anywhere from 60 to more than 200 people sign up for short courses depending on the nature of the course."

The meetings department may change somewhat with an expanded education program, Dixon said. There are current Governing Board discussions that may result in hiring an education director whose task might be to administer a dynamic education and training program for the society.

Technical Director

David Berner, AOCS' technical director, strives to keep AOCS Official Methods up to date. He spends most of his time working with the 14 technical committees. Although he is not a voting member of the Uniform Methods Committee, he does serve as the liaison between that committee (and AOCS technical committees) and organizations and companies with an interest in methods development. In addition, the technical director maintains contacts with equipment and instrument manufacturers so that new products can be evaluated for use in fats and oils methodology.

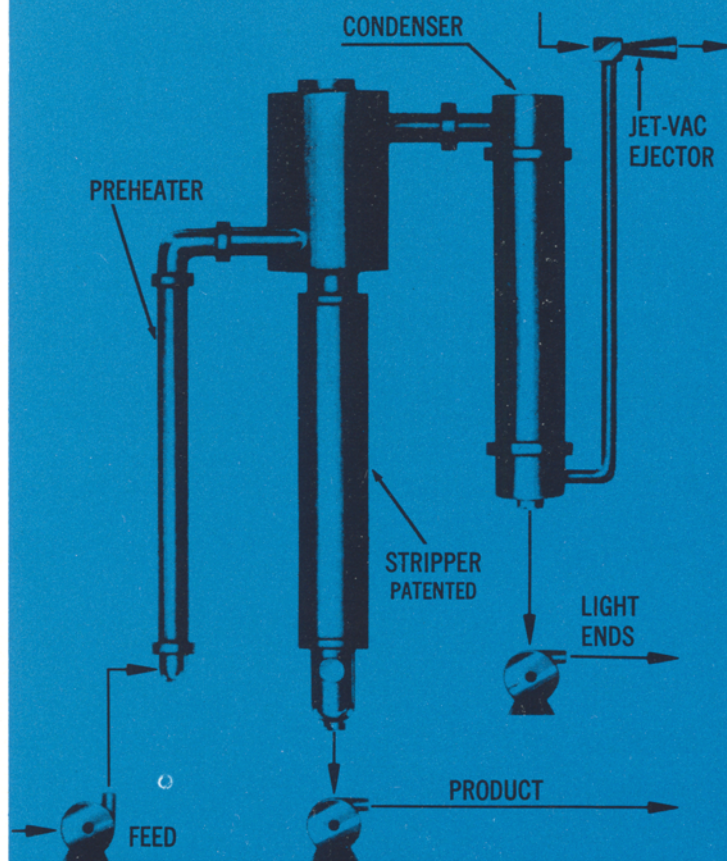
Before Berner joined the staff in 1985, the technical director's position was called director of methods development; that person was responsible for revising, updating and expanding the AOCS Book of Methods. The technical director now is involved with all of the society's technical activities including the Smalley Check Sample, and the Approved Chemist and Certified Laboratory programs. "With the Smalley Check Sample Program, I mainly identify new series or ways we can expand on the current series. I also try to identify other organizations that might use the Smalley program," Berner said.

This year Berner helped initiate a palm oil series, and last year he enrolled FOSFA labs into the Smalley program. His activities with the Approved Chemists and the Certified Laboratory program are similar to those in the Smalley program. His other responsibilities include answering technical questions from members, non-members and professional associations, and writing the Methodology column for *JAOCS*. When an education director is hired, Berner will work with that person in planning AOCS educational programs.

Marketing and Sales

Although AOCS has been selling advertising and exhibits since the 1930s, it was not until last year that a marketing and sales department was established for AOCS. "The department was formed to provide a formal program for the marketing of all goods and services that AOCS is involved in, in addition to

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advertising and exhibit sales. More emphasis will be placed on monographs, short courses and meetings," according to Marketing and Sales Director Patrick Graham. "With the increase in the number of meetings, courses and monographs, all which represent revenue, we needed a way to manage these programs in a more predictable, productive manner," he said.

For this reason, the responsibilities in the department, previously advertising and promotions, were divided. Graham, who formerly directed advertising and exhibit sales, now develops marketing plans for AOCS. He also is to develop a formal public relations program for the society. Arleen Ward, marketing and sales manager, has taken over the day-to-day sales of *JAOCS* advertising and meeting exhibit space. She is assisted by Jennifer Nelson.

Production

The production department's main responsibility has been and continues to be the designing, typesetting and proofreading of *Lipids* and *JAOCS*. However, in recent years, the department has begun working with

meetings and advertising departments in addition to editorial. "In the past, meeting support and advertising materials were all sent to outside agencies. Some work still goes to freelancers, but by keeping it in-house, we have control over the results," Linda Harris said. She was AOCS production manager through mid-October when she left the staff.

Presently, the production staff is made up of two typesetters, two full-time designers (including the department head) and a part-time designer, who take care of all production responsibilities except printing. Martha Francisco typesets *Lipids* and Rena Anderson sets *JAOCS*. Lee Gross does the design and layout for *JAOCS* and other materials. In addition to managing the department, Harris did design and worked with vendors and freelancers. Charles Musto joined the staff two months ago as a part-timer to handle the camera work and paste-up for both publications.

"The department's responsibilities could increase as we move in the direction of publishing more monographs. We now have the mechanical potential to produce more with the digital typesetting equipment we have," Harris said.

Editorial Department

The editorial department is responsible for the editorial content of AOCS journals and books. All technical articles for *JAOCS* and *Lipids* are screened through a peer review system headed by T.H. Applewhite and Wolfgang Baumann, editors of *JAOCS* and *Lipids*, respectively.

"We are developing a computer system for tracking *JAOCS* technical articles from submission to publication, which we hope will avoid unnecessary delays in the review or production process. The computerized system will be extended to *Lipids* once it is fully operational for *JAOCS*," George Willhite, managing editor for AOCS publications, said.

After an article is accepted, it is forwarded to Champaign where it is edited for style, marked for typesetting and then given to production. Staff editing is done by Paula Erwin for *JAOCS* and Lisa Suntrup for *Lipids*. Technical manuscripts are tracked by Lee Heissel.

The non-technical content for *JAOCS* is the responsibility of the news department headed by Barbara Fitch Haumann. Haumann and Anna Gillis, newswriter, prepare the staff-written news about fats and oils and related industries. A recent development has been the recruitment of associate editors for news. Haumann works with these volunteers who agree to make sure non-technical articles on subjects of interest to our readers are provided on a regular basis.

AOCS has expanded its monograph program in recent years and hopes to continue doing so. In 1989, AOCS intends to offer members a choice of *JAOCS* or *Lipids* with their membership. The Governing Board has approved this idea in hopes of attracting more biochemical/biomedical specialists to AOCS.

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