

made possible by the Public Relations Committee, chaired by Jack Marcus. Jack started a movement to acquaint the entire AOCS membership with the work of AOCS committees. Each month, you will find committee reports published in our *AOCS Journal*. To meet the needs of our members, we must offer varied technical programs at annual meetings, short courses, local section meetings, and other regional conferences, with much of the meat of these programs recorded in the *Journal* and in *Lipids*. I'm glad to report that a tool to ease the burden of AOCS program committees has been prepared by the National Program Planning Committee, whose chairman is Erl Lowrey. This committee has prepared a compendium of technical topics and the names of speakers available to speak on these topics. This is a useful and necessary first step in the ultimate preparation of a recommended speakers list.

The AOCS also must be concerned about the welfare of its individual members. This responsibility is cared for in part by the placement service instituted by the Society in October 1975. In the year and a half since its inception, the placement service has grown rapidly, both in numbers of applicants and job opportunities. Members, who are forced to seek new employment, or simply wish to improve their own position, are urged to use this AOCS service. We urge

employers also in search of talented chemists and engineers to use the service.

The AOCS membership is growing and will continue to grow in the foreseeable future. If we continue this growth, your annual dues will be one of the few things in life which has not escalated wildly.

From 2,715 members in December of 1972, our membership roll has increased in each of the ensuing years. The last audited figure in December 1976 was 3,444, an increase of over 25%. More than one-third of this increase in the past five years occurred last year, 1976, and I'm hopeful, that you, the members, will strive to improve this fine record in 1977. You can help in more ways than one:

a) Inform the president, or any member of the Governing Board of your thoughts on what the AOCS is doing right, or doing wrong, or not doing at all, but should be doing.

b) Join a committee and support the AOCS with your brain and with your heart.

c) Invite others of like interests to become AOCS members.

Do all of these things and you'll find that both you and the AOCS will prosper. ●



Applewhite: Mutual opportunities, mutual responsibilities

(The following address was presented by AOCS President Thomas H. Applewhite during the Society's Inaugural Luncheon Thursday, May 12, 1977, during the 68th Annual Meeting in New York City.)

Good afternoon! My friends and colleagues, it is a great pleasure for me to address you today. You have bestowed a high honor on me by selecting me to serve as president of our Society for the coming year. You, of course, also have challenged me with the opportunities and responsibilities that are part of that office. Today, I would like to take a few minutes to discuss what I believe are our mutual opportunities and responsibilities within the AOCS.

In looking back over other speeches made by many of my predecessors I find a common theme. And, in fact, you were just given a similar charge last Monday by our immediate past president, Frank White. The key to the success and life of our Society is involvement of our membership. To those of you who have many years of membership you know only too well of what I speak. To the younger members, and the future leaders of our Society, you either know now or soon must recognize that to succeed means to serve. That is true for life in general and, more particularly, for your part in the American Oil Chemists' Society.

Our Society has grown. It has expanded to include many disciplines. The people now looking ahead visualize even greater opportunities for many members, different interests and broader activities. But all this future depends on just one thing—our dedicated and involved members. The president—and you have a new one each year—and other elected officers serve just as you should. They are interested in and concerned about our Society and its continuing programs, but they alone can do little to achieve the many goals we seek. Together with you—an involved and concerned membership—they can and will continue to make

the AOCS grow and prosper.

If any of you aspire to these high offices in the future, you must start now. Just as all have served in their professional lives they must do the same here. Our administrative and technical committees are open to everyone. If you have an interest or an idea, attend the committee responsible and speak up. Every group can use new, fresh ideas and, more importantly, willing workers. If you can't find the correct committee meeting, talk to anyone on the Governing Board for they can point you in the right direction and will take your thoughts forward to the proper group.

Some key areas that particularly need fresh and new approaches are those involving education and program planning. We have many dedicated people now working on these important committees but they will gladly welcome others to share in the tasks of planning for and executing future short courses, conferences, and meetings. Your Governing Board and you recognize our ongoing need for strong and informative educational programs and continuing excellence in our meeting programs.

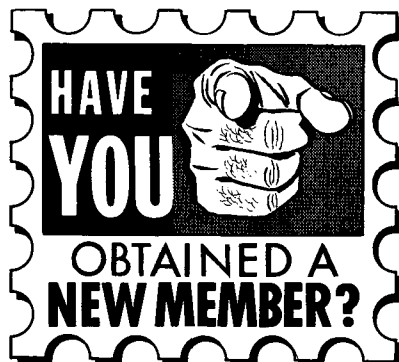
Our technical committees also offer outstanding opportunities for all to contribute their knowledge and experience in helping one another to solve technical problems of common interest. Much of the AOCS' past greatness came from the dedication of those who have labored for years in our technical committees. And our technology must continue to expand as new and important challenges of energy conservation, environmental control, and related regulatory activities gain momentum. Also, we all live with the continuing expansion of analytical and instrumental capabilities and our committees must continually update methodology to take advantage of the newer technology here.

But these, at best, are mechanical activities—the “nuts and bolts” that keep our Society strong, what about our growth; Some of our committees, including membership

and others, are attempting to look ahead at the opportunities, and not without some trepidation, at the pitfalls, of expansion. Do we want a larger Society? Should we expand our field of interest to encompass those disciplines that now are just on the fringes of the AOCS? Should we change the name of our Society to take advantage of our new-found international stature? Should we actively pursue our current yearly schedule of AOCS-sponsored world conferences? We had a most successful first conference in Amsterdam in March of 1976 and look forward to an equally successful Soap and Detergent Conference in Switzerland this fall. And, indeed, the wheels are already in motion, with Dr. Dick Baldwin as chairman, for a "World Vegetable Protein Conference '78" to be held under AOCS auspices in Amsterdam during late October of 1978. Should we continue and expand this highly successful program?

These and many other complex questions face us all—your officers and the membership—and we all must get our best thoughts to the Governing Board so the AOCS will continue to be recognized as *the* Society the world looks to for leadership in fats, oils, oilseeds and related disciplines.

This is an ongoing challenge. With your help we will attempt to provide the AOCS with the strong and responsive leadership it has enjoyed through the years. We have had an enriching and productive past, and I believe we can look forward to an exciting and challenging future together. Thank you. ●



Firestone: 1976 excellent financial year

AOCS treasurer David Firestone reported at the opening plenary session of the annual meeting that AOCS had experienced a good financial year during 1976. The text of his report:

"The Society experienced an excellent financial year in 1976. This was accounted for in large measure by the successful 1976 World Conference in Amsterdam, and the increase in fees charged to nonmember subscribers to *JAOCs* and to *Lipids*.

"Good prospects are anticipated for the 1977 World Conference on Soaps and Detergents in Switzerland. Nevertheless, costs continue to rise, and ways must be continually sought to increase membership, to find new sources of incomes, and to control expenses.

"An investments subcommittee of the Society's finance committee has been established. This subcommittee is charged with the responsibility of making quarterly evaluations of the Society's investments.

"A manual of Society budgetary and financial controls has been prepared to assist in assuring the continued financial stability of the Society.

"I would like to thank the members of the finance committee for their help during the past year. Members were: Jack Marcus, Ed Perkins, Tom Smouse, Bernie Szuhaaj, and Frank White.

"Thank you." ●

Two new AOCS panels approved

Nutrition and energy conservation—two increasingly important topics—will be the subjects for two new AOCS panels approved by the Governing Board during the annual meeting in New York.

Governing Board member-at-large Penny Wells was appointed by AOCS President Tom Applewhite to head the new nutrition committee with her first task to write a scope for the new panel. The protein nutrition committee will become a subcommittee under the newly approved nutrition unit.

The Governing Board approved an "energy conservation subcommittee" to be organized as part of the Technical Safety and Engineering Committee. Louis Roman had urged that an energy conservation panel be established to act as a collection agent from industry for ideas on ways to conserve energy. Roman was to be asked to serve as chairman of the subcommittee.

The Governing Board also approved a motion by R.R. Allen instructing technical committees to convert AOCS methods to the metric system by Jan. 1, 1980. A survey of technical committees by Executive Director Jim Lyon indicated there would be no serious problems in converting to the metric system.

In other action, the Governing Board:

- accepted with thanks a manual on operations of Smalley Check Sample Program prepared by John Williams, Bill Coleman, and James Riddlehuber;

- informally endorsed the concept of holding two short courses immediately following the 1978 Annual Meeting in St. Louis, pending a formal review of the program and budget in November. Proposed topics for the short courses are lipid analysis, and industrial aspects of polyunsaturates. Ed Perkins and R.R. Allen have been proposed as chairmen, respectively, for the two short courses;

- approved emeritus membership status for five persons: past president Charles E. Morris, Eugene L. Hamlin, S. Steven Fein, Lois Crauer, and Robert Muller;

- approved 285 new membership applications subject to review of qualifications and payment of first year's dues;

- requested Peter Kalustian, general chairman for the 1980 Annual Meeting in New York, organize a special fundraising committee to subsidize foreign speakers during the 1980 AOCS/ISF joint meeting;

- heard a report from Richard Purdy, general chairman for the 1979 Annual Meeting in San Francisco, that the meeting will be a joint meeting with the Japanese Oil Chemists' Society, with translators available, if needed, for Japanese speakers. Theme will be "Golden Gateway to the 80s;"

- commended New York General Chairman Frank Naughton and Technical Program Chairman David Berner for the quality of the New York City technical program;

- agreed to an increase in *JAOCs* and *Lipids* advertising rates of 12% to 15%;

- required that there be a \$25 difference between registration fees for members and nonmembers attending the full 1978 meeting;

- approved reports from Executive Director Jim Lyon, Treasurer David Firestone, and the Smalley Committee. ●