

## Executive Director comments on dues rise

*AOCS Executive Director James Lyon comments on the increase in AOCS membership dues for 1990, the establishment of a "dues philosophy" by the Governing Board, the cost of publishing journals, and the intention to have AOCS programs supported by the persons who use them.*

For longer than I care to admit, I have made my living working for volunteer organizations. Also, like all AOCS members, I am involved to some degree in a variety of professional and service organizations. All organizations with which I have been involved have, from time to time, raised their dues. And, most of the time I have gone along with the increase without knowing why the increase was necessary.

Dues increases are a delicate matter for boards of volunteer organizations. On the one hand, an organization such as AOCS is a business and must be run efficiently with a close eye on the financial statements to survive. On the other hand, it exists only because of and for volunteers, so the "profit" motive is not the primary concern which drives the organization and its programs. The Society has to survive, but it cannot afford to drive away members and potential members if it is to achieve its mission.

Most volunteer organizations raise dues because the organization's bottom-line does not look good. Not a bad reason in itself, but it has been my experience that dues increases often bear no relationship to what a member buys for his basic payment to the organization. A board will look at the financials, decide to raise prices, and attempt to hold dues at the lowest possible level without really knowing what the membership fee does or should cover. In brief, for most organizations there is no functional definition of dues.

In 1987 and 1988 AOCS had negative bottom-lines. We simply did not meet our budget projections for income, and our expenses, like everyone's, were rising. It was apparent that the Society needed additional income and had to take

measures to plan certain programs financially more effectively.

For the short term, the Governing Board, with immeasurable help from the Budget Committee, made decisions to make rather drastic cuts in some programs and to reduce staff size by five full-time equivalent positions. For the longer term they directed the coordinating committees to prepare program budgets for 1990 and 1991 based on what the committees really planned to do in those years. Staff was directed to work closely with the committees to assist in determining the costs of the program proposals. The Board itself contracted with a consulting firm to help it develop a strategic plan for the Society and to conduct a membership survey which would be used to assess the extent to which the wants and needs of the members were being met by AOCS programs.

One question which recurred throughout the planning and budgeting process was, "What should we charge for dues?" It was apparent that a dues increase would be necessary. That question has always come up whenever there has been a need for additional funds, but this time there was a twist added when someone asked, "What should dues pay for?" In my judgment, this was the most pertinent question that could be asked because it implies a standard by which the value of membership can be judged.

The Executive Committee was given the task of developing a "philosophy of dues" for Governing Board approval. The Executive Committee's recommendation, accepted unanimously, was that dues be set at a level to cover the average cost of printing and mailing a basic membership publication, an assessment for the production of the member-



ship directory (currently \$5), and a *pro rata* share of the nonpersonnel and nonmortgage costs of the general operations of the Society. (It should be noted that the printing and mailing costs for the membership publication do not include editorial or prepress production costs. Also, the general operations are defined as the accounts which are not attributable directly to a specific program activity or department and include such items as computer costs, general supplies, legal and audit fees and the like.)

The Budget Committee, the Publications Coordinating Committee and the Governing Board also looked at ways to provide publications that members really want to receive, at the lowest possible rate consistent with the new dues philosophy. Readership and member surveys told us that because of the diversity of the AOCS membership, much of the science the Society is printing and publishing is going to people who are not reading it. We are, for example, printing surfactants papers to be sent to nutritionists, and nutrition papers to be sent to R&D personnel at detergent plants. In fact, any given issue of our scientific publications has material of vital interest to only a relatively small number of the members receiving it. Recognizing that it was not a perfect solution for every AOCS member, but in an effort to keep costs at a more reasonable level, the Governing Board, on the advice of its key committees, decided to publish only the

abstracts of peer-reviewed papers in the basic membership publication and to publish two science journals, *JAOCs* and *Lipids*, and to make those available to members for average printing and mailing costs. The result of this decision is that beginning in January 1990, the membership publication will be *INFORM*, and *JAOCs* and *Lipids* will contain only peer-reviewed articles and will be optional at an extra cost.

Some individuals view their dues payments as primarily covering the costs of subscriptions to an organization's publications. Had the Governing Board taken this approach to defining dues and had the total costs of providing *JAOCs* been applied to the formula, in 1988 the Society's dues would have been approximately \$71. A member who received *Lipids* would have had to pay an additional \$79. Even if credit is applied for reprint and page charge net income, the prices would have been about \$63 for membership including *JAOCs* and \$51 for *Lipids*, and none of these figures includes the costs of printing and producing ads or any allocations of costs for the Society's general operations. It can readily be argued that dues have been underpriced, a position which is further supported by the amount and infrequency of AOCS dues increases over the years. Dues in 1988 were \$50, and members paid an additional \$25 to receive *Lipids*.

While the amount of this dues increase may appear to be substantial, the fact that dues are now defined in terms of specific costs should help keep dues levels relatively stable. These basic costs will be spread among all members, so a strong and growing membership base will help to keep individual costs down.

The Governing Board has established a user's fee policy in pricing AOCS goods and services. Each activity is to be planned on that basic philosophy. Dues are not to be used for direct support of other programs. Members will continue to receive discounts on most AOCS goods and services. The savings on attendance at an annual meeting

is often as much as the cost of membership. Discounts on short courses and on AOCS monographs and other publications usually are 20-35% or more. It is the Governing Board's objective to maintain a solid financial base on which the Society can improve existing programs and develop new ones which will meet the wants and needs of the membership.

## 1994 meeting to be in Atlanta

The AOCS Governing Board has decided the 1994 AOCS annual meeting should be held in Atlanta, Georgia. The meeting previously had been scheduled for St. Louis, Missouri.

The 1994 meeting site was among many topics discussed during the board's mid-September session held at AOCS headquarters in Champaign, Illinois.

The board also approved the installation of a desktop publishing system, at a cost of \$28,500 the first year, to be used in publishing the new monthly periodical, *INFORM (International News on Fats and Oils and Related Materials)*, and for special projects.

Also under the 1990 budget, the board authorized the hiring of a support person in the Education Department and the scheduling of two additional short courses. It also authorized a \$2,400 capital expenditure for a facsimile machine and telephone line to help process meeting registrations.

The board amended the 1989 budget to add \$18,000 to continue the installation of computer networking at AOCS headquarters.

Discussing a bequest from the late C.V. Bacon, the board voted to use the \$2,500 to help fund a project to determine replacements for toxic solvent in AOCS official methods.

In discussions concerning AOCS geographic and specialty sections, the board voted for AOCS to continue to collect membership dues, maintain membership lists, prepare, print and mail notices of

regular section meetings to section members provided the sections submit a detailed membership activity plan and budget to the sections committee. The board said AOCS will organize a workshop to assist sections to meet these requirements.

It was reported that the Committee on Program Evaluation (COPE) is considering suggesting that specialty sections be redesigned "divisions" of AOCS.

In other action, the board:

- approved the concept of offering a series of "fundamentals" short courses and "traveling international" short courses.

- voted against establishing special individual nonmember subscription rates for *JAOCs* and *Lipids*.

- set 600 pages as the maximum number of news pages budgeted for 1990 for the new monthly periodical, *INFORM*. News pages do not include advertising, meeting abstracts and promotional articles, or similar material.

- approved 305 new member applications.

- gave E.J. Reid and R.F.

## AOCS Deadlines

The following deadlines have been set for various AOCS activities. For more information, contact AOCS, P.O. Box 3489, Champaign, IL 61826-3489, USA (telephone 217 359-2344).

**Dec. 31** — Submission of nominations for the Northeast Section's 1990 Hans Kaunitz Award.

**Jan. 1, 1990** — Submission of completed abstracts for the 1990 AOCS annual meeting.

**March 18, 1990** — Early registration cut-off for the AOCS Short Course on Health Effects of Dietary Fatty Acids, to be held April 18-21, 1990, in Baltimore, Maryland.

**March 22, 1990** — Early registration cut-off for the 1990 AOCS Annual Meeting, to be held April 22-26, 1990, in Baltimore, Maryland.

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Brian automatic *emeritus* membership.

—authorized AOCS headquarters to dispose of the files of deceased and inactive members two years after the death or nonpayment of dues.

—approved the formation of a technical subcommittee on spice extracts as antioxidants.

—heard a report from the nominations and elections committee that determining a full slate of candidates for the 1990 election is ahead of schedule.

In his report to the board, Executive Director James Lyon announced that Supelco Inc. has increased the honorarium for the Supelco AOCS Research Award to \$5,000 a year, beginning in 1990.

The board's next business meeting is scheduled for Jan. 25–26, 1990, in St. Louis.

### Past President Karl Zilch retires



AOCS Past President Karl T. Zilch retired Oct. 1, 1989, as director for new technology research for Henkel/Emery Group in Cincinnati. He had

been with Emery—originally Emery Industries—since 1955.

After serving as a pilot during World War II, Zilch earned his doctorate in organic chemistry and became a research chemist at the U.S. Department of Agriculture's Northern Regional Research Center in Peoria, Illinois, before joining Emery.

He served as AOCS president during 1982–83, was general chairman for the World Conference on Soaps and Detergents in 1977 and headed the *JAACS* Advertising Committee for many years.

In contemplating retirement, Zilch said he plans to remain active in AOCS "but probably will cut down" his involvement. His immediate plans are to find out what

retirement is like. "I plan to 'go with the flow' for a while. I want the freedom to be flexible," Zilch said, noting that he might take on some consulting projects, travel, help his children with special projects, schedule family vacations, and do volunteer work. He and his wife, Dolores, are contemplating playing golf together occasionally and traveling to Ireland to chase down her family roots.

"I think I'm going to spend some time thinking about what I'd really like to do," he said. The Zilches have seven grown children—in New Mexico, New York, Hawaii and in the Cincinnati area—and currently eight grandchildren (with more on the way) with whom they plan to spend some time.

"I think the key to successful retirement may be diversification of activity. And, I also believe families can become a really important part of your life—at least for us," he said.

### 2 sections begin fall activities

About 20 persons attended the Southwest Section's first meeting of the fall season with Robert G. Berg, emergency services coordinator for the City of Anaheim (California), providing tips on emergency preparations for earthquakes.

The Southwest Section members are primarily from southern California, a prime area for earthquakes in the United States. Berg also discussed the three major fault systems in southern California and the geographical similarities between the Mexico City area, where a devastating earthquake occurred in 1985, and the Los Angeles basin. The second meeting of the fall season was set for Nov. 9.

Roy Carr, AOCS president, outlined recent developments in AOCS activities and policies to 16 persons who attended the opening fall meeting of the North Central section held Sept. 11. North Central Section members are primarily from the Chicago area. The talk

was one of several visits Carr will make to AOCS geographical sections before his term ends next April.

The North Central's second meeting for the season was set for Nov. 8 at the Illinois Institute of Technology's new food research facility in Argo.

### Frankel moves to UC-Davis lab



Edwin N. Frankel, formerly Lead Scientist of the Oilseeds Crops Laboratory at the Northern Regional Research Center (NRRC), Peoria, Illinois,

has joined Al L. Tappel's laboratory at the Department of Food Science & Technology, University of California at Davis.

In his 31 years with the USDA, Frankel opened up new areas of research in fat chemistry, autoxidation, hydrogenation and homogeneous catalysis. His basic research on the mechanism of autoxidation and singlet oxidation led to new methods for determining the structure of lipid hydroperoxides, for measuring secondary oxidation and unstable components in soybean and other oils, and for acquiring new knowledge on the formation of volatile odor and flavor compounds. He discovered the stereoselective *cis*-producing chromium carbonyl complex catalysts, and introduced rhodium and palladium catalysts for the selective hydroformylation and hydrocarboxylation of vegetable fatty acids.

Frankel has been an associate editor of *Lipids* for 15 years. He was an invited lecturer at the International Symposium on New Aspects of Dietary Lipids, and the LIPIDFORUM, in Göteborg, Sweden, in September of this year, and will present the 1989–90 International Lecture for the Oils and Fats group of the Society of Chemical Industry meeting, to be held in

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**INSIDE AOCS**


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April 1990 in London. Frankel's basic and applied research has led to 180 publications, including eight patents and 14 book chapters.

At U.C. Davis, Frankel will continue his connection with the NRRC as a USDA collaborator. He also plans to consult, write and work on his database of the lipid oxidation literature.

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## Gunstone retires

Frank Gunstone officially retired from his post at the University of St. Andrews (Scotland) on Sept. 30, 1989. Gunstone, the 1973 recipient of the AOCS Award in Lipid Chemistry and a society member for more than 20 years, has been

active in fats and oils research for more than four decades. He studied in the mid-1940s with T.P. Hilditch. Gunstone said he expects to continue with a number of fat-based activities.

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## Obituaries

### ALF THOMAS

AOCS has been informed of the death of Alf Thomas, 55, of Reinbek, West Germany, on June 17, 1989. He had been a member of AOCS since 1979.

Dr. Thomas was technical manager for Unimills in Hamburg. He received his doctorate in organic chemistry from London University, United Kingdom, in 1958. He had

worked since 1958 in oil milling and refining of fats and oils and in the production of margarine and related products. He is survived by his wife, Karin.

### PENTTI K. JARVI

AOCS member Pentti K. Jarvi died Aug. 31, 1989, in Tampa, Florida. Dr. Jarvi, 63, was born in Finland and earned his degrees from the University of Helsinki.

He joined AOCS in 1979 when he was a research chemist at Swift & Co.'s Research and Development Center in Chicago, Illinois. He went on to work for Capital City Products Co. in Columbus, Ohio. He retired from chemistry in 1973 and set up a small business in Ruskin, Florida.

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## MEETINGS

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# Poster papers sought on dietary fats

Researchers wishing to deliver voluntary poster presentations at the 1989 AOCS Short Course on the Health Effects of Dietary Fatty Acids must mail abstracts to reach the course organizers by Jan. 31, 1990.

Abstracts of not more than 250 words should be sent to Gary J. Nelson, chairperson, AOCS Short Course on Health Effects of Dietary Fatty Acids, Education Department, AOCS, PO Box 3489, Champaign, IL 61826-3489, USA. The course is to be held April 18-21, 1990, in Baltimore, Maryland. The event will be immediately prior to the 1990 AOCS annual meeting.

Purpose of the conference is to explore the biochemistry, nutritional and biomedical aspects of dietary fatty acids, describing in significant detail the present state of biomedical and nutritional knowledge as well as indicating what the likely prospects are for further discoveries and research breakthroughs. The course also will provide a thorough overview of the diverse role of the various dietary fatty acids in the maintenance of

human health and nutrition, with an emphasis on the chronic conditions affecting mortality and morbidity that have been attributed to dietary causes. Registration information will be available early in 1990; inquiries should be sent to the address listed above. Registration fee will be \$510 for AOCS members, \$545 for non-members for registrations received before March 22; after that date the fees are \$535 for AOCS members, \$570 for non-members.

Twenty-eight plenary presentations are scheduled. Session topics for the course are: Composition, Function and Metabolism of Dietary Fatty Acids; Effects of Dietary Fatty Acids on the Cardiovascular Systems: Hyperlipidemia and Lipoproteins; Effects of Dietary Fatty Acids on the Cardiovascular System: Blood Pressure and Blood Clotting; Relationships Between Dietary Fatty Acids and Cancer; Effect of Dietary Fatty Acids on the Immune System; Effects of Dietary Fatty Acids on Other Chronic Conditions; and Conclusions and Recommendations.

Nelson is with the Western Human Nutritional Research Center in San Francisco, California.

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## Northeast Section plans symposium

The Northeast Section of AOCS will sponsor a symposium entitled "Fats, Oils and Detergents in Food Service," to be held Dec. 4, 1989, at the Hyatt Regency hotel in New Brunswick, New Jersey.

The symposium will be geared toward nutritionists, dietitians, food scientists and oil chemists. Speakers will address the concerns of food service consumers and operators. Topics and speakers will include the following:

- Physical and Chemical Interactions of Fats and Oils in Food Systems, Michael Blumenthal of Libra Labs
- Nutritional Considerations and Metabolism of Fats and Oils, Paul LaChance of Rutgers University
- The Role of the Oil Supplier in Food Services and Product Devel-