October 29, 1998

The Steering Committee
Midwest Regional ACS Meeting

Attached, please find a final report of the 32nd Midwest Regional Meeting. The enclosed Budget Summary, page 9, indicates a deficit of $4873.00.

It is requested that this report be accepted by the steering committee and the amount of the deficit be approved for payment to the South Central Missouri Section and forwarded to the treasurer, Barbara Patterson.

Respectfully submitted

Charles Heitsch
General Chair
32nd Annual Meeting of the Midwest Region
Lake of the Ozarks, Missouri
October 29 - November 1, 1997

FINAL REPORT

Submitted by:
Charles Heitsch
October 29, 1998
SUMMARY

The 32nd Midwest Regional Meeting of the American Chemical Society convened on October 29, 1997 in Osage Beach, Missouri and concluded on November 1. A total of 722 registered attendees, guests and exhibitors turned out. Of these, a gratifying 46% registered as students. Technical presentations were organized into 8 invitational symposia and 9 general topics with 372 papers, including 130 posters and 241 oral presentations. Special events included a general mixer, the 53rd Midwest Region Award for Outstanding Achievements in Chemistry to Reuben Dennis Rieke, the 12th Midwest Region Award for High School Chemistry Teaching to James B. Jenkins, the ACS Member Open Forum, the Regional Employment Clearing House with two related workshops by ACS Career Services and a short course, "Professional Analytical Chemists in Industry" presented by the Proctor and Gamble Co. An exposition featured 13 commercial exhibitors and 12 academic booths. A special program for undergraduate students was sponsored by the Schrenk Society, a student affiliate, which featured an Undergraduate Mixer, a Chemistry Carnival, a special lecture on entrepreneurship by Terry Brewer of Brewer Science, Inc., movies of interest to young scientists and Resume Review and Mock Interviews, (held in cooperation with ACS Career Services). A number of social activities integrated the spirit of the season into the many facilities of the venue, Marriott’s Tan-Tar-A Resort, Golf Club and Spa.

Out of the experience of the Planning Committee, two suggestions have been made for support from the Steering Committee. First, that a credit card reader be purchased and made available to meetings in succession and second, a bank account be maintained through which credit card payments could be collected.

The PLANNING COMMITTEE

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Convention Consultant Kittie Robertson
PO Box 602
Rolla, MO 65402
Phone 573/341-2299  email kittie@fidnet.com
ATTENDANCE

A total of 721 people attended the meeting, broken down as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Preregistered</th>
<th>On-site</th>
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<tbody>
<tr>
<td>ACS Members</td>
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<tr>
<td>Non-members</td>
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<td>7</td>
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<td>One Day</td>
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<tr>
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<td>Volunteers</td>
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<td></td>
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<tr>
<td>Exhibitors</td>
<td>29</td>
<td></td>
</tr>
</tbody>
</table>

EXHIBITION

A total of 26 booths were taken on a paid basis including 13 industrial and 12 academic sponsors. In addition, complimentary display space was made available to the 33rd Midwest Regional Meeting (Wichita 1989), and the American Chemical Society (Publications, Educational Programs, The young Chemists Group). Industrial Exhibitors paid $400/booth ($450 after July 1) and academic exhibitors, $150. Additional charges applied for electrical power, extra tables, extra chairs and audio visual equipment. Exhibitors are listed below.

EXHIBITORS

Ace Glass
1430 NW Blvd.
Vineland NJ 08360
Phone 609/692-3333 FAX 609/692-8919 email inquiry@aceglass.com

Cambridge Isotope Laboratories
50 Frontage Road
Andover MA 01810
Phone 508/749-8000 FAX 508/749-2768 email cilsales@isotope.com

Eagle-Picher Environmental Science and Technology
200 B.J. Tunnel Blvd.
Miami OK 74354
Phone 918/540-1507 FAX 918/540-1659

Fisher Scientific
1241 Ambassador Blvd.
St. Louis MO 63132
Phone 314/991-2400 FAX 314/994-0737
Hewlett-Packard Company
Chemical Analysis Group
530 Maryville Center Dr. Suite 400
St. Louis MO 63141
Phone 800/477-1589 x1835 FAX 314/542-1589 email Mark_Zinkl@hp.com

Kansas State University
Department of Chemistry
111 Willard Hall
Manhattan KS 66506
Phone 913/532-6096 FAX 913/532-6666 email ankeroy@ksu.edu

Perkin-Elmer Corp.
761 Main Ave.
Norwalk CT 06859
Phone 203/761-2562 FAX 203/761-2556

2000 Old Tappan Road
Old Tappan NJ 07675
Phone 800/922-0579 FAX 314/862-3373 email Mary_Shapiro@prenhall.com

Princeton Instruments, Inc.
3660 Quaker Bridge Road
Trenton NJ 08169
Phone 609/587-9797 FAX 609/587-1970 email postmaster@prinst.com

Saunders College Publishing Co.
301 Commerce St.
Ft. Worth TX 76102
Phone 817/334-7841 FAX 817/334-7859 email rjohnson@dryden.com

South Dakota State University
Dept. Chemistry/Biochem
Box 2202
Brookings SD 57007-0896
Phone 605/688-4252 FAX 605/688-6364 email ricej@ur.sdstate.edu

Southern Illinois University
Dept. Chemistry/Biochem
Carbondale IL 62901-4409
Phone 618/453-6471 FAX 618/453-6408 email koropchak@chem.siu.edu

Southwest Missouri State University
Department of Chemistry
901 South National St
Springfield MO 65804
Phone 417/836-5506 FAX 417/836-6934 email tsill18f@cnas.smsu.edu
St. Louis Valve and Fitting Co.
Kansas City Valve and Fitting Co.
10944 Gravois Industrial Court
St. Louis MO 63128
Phone 314/842-5050  FAX 314/842-6204

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Lawrence KS 66054
Phone 913/864-4313  FAX 913/864-5396  email rdunn@caco3.ukansas.edu

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Phone 573/882-8374  FAX 573/882-2754  email CHEMJA@showme.missouri.edu

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Kansas City MO 64110
Phone 816/235-2273  FAX 816/235-5502  email Jean@Ctr.Umkc.Edu

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Rolla MO 65409-0010
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8001 Natural Bridge Rd.
St. Louis MO 63121
Phone 314/516-5313  FAX 314/516-5342  email vally@umsl.edu

University of Nebraska-Lincoln
Department of Chemistry
525 Hamilton Hall
Lincoln NE 68588-0304
Phone 402/472-2738  FAX 402/472-9402  email dbb@unlinfo.unl.edu

University of Nebraska-Omaha
Eppley Cancer Institute, Ms. Sheri Dunbar
600 South 42nd Street
Omaha, NE 68198-6805

Varian Corp.
201 Hansen Court  #108
Wood Dale IL 60191
Phone 630/616-2070  FAX 630/350-9196  email darcy.baker@sgl.varian.com
REGISTRATION

Attendees were offered the option of preregistering both by regular mail and on-line through our web page. On line registrants were offered the additional option of paying fees either by credit card on line, by check sent regular mail or in person at the meeting (by cash, check or credit card).

Registration information submitted on-line was transferred to a file in a commercially available data base program, Filemaker PRO by Claris. This same file was used to record common mail registrants. In the case of on-line registration, a much more accurate record of personal data was obtained, almost free of typographical errors. Those errors that did occur were concentrated in the credit card account numbers. These were flagged in processing for collection and easily corrected by e-mail.

Fee payment by credit card was available to on-site registrants as well. While this had the advantage of physical presentation of the card itself, card numbers had to be transcribed by hand and errors were made. Tracking and correcting these errors was time consuming and not always successful. If the steering committee could invest in a card reader, this could be available to the current meeting and turned over to the succeeding group.

We were able to use the University of Missouri-Rolla banking connections for collection of credit card payments. While this was a very inexpensive option, it did have some conditions. First, it was necessary for all collected funds to be deposited in an active university account. This was achieved through an account for the Missouri Magnetic Resonance Symposium, MMRS, held by program chair Blum. Since MMRS was participating in our program, this was not a big problem. A second problem was a serious lag in documentation on transactions by the university. This delayed corrective action in those cases where incorrect
account numbers had been entered and left the committee with a great deal of confusion as to the status of our finances. In one instance, our collections appeared to be nearly $3000 in excess of charges submitted for collection, only to have the excess disappear with a correction on next month's statement. Could the steering committee open an appropriate account with a bank for the purpose of making these collections? Perhaps there is an existing account that could be used by each meeting in turn.

Unpaid registration charges were eventually reduced to a handful of cases. The bulk of these were turned out to be parties who had registered on line but had not attended the meeting. The one exception was a non-member attendee who had established himself as a pain in the neck and had been seared into the memories of most of the meeting staff. After several attempts, it was concluded that this one account was uncollectible.

FINANCES

The finances are presented in the table, "BUDGET SUMMARY." As can be seen, expenses have exceeded revenues by $4873.60. Since the Steering Committee Startup Stipend of $1000.00 has been included in revenues, this means that expenses exceeded meeting generated revenue by nearly $5.9 k. Substantial contributors to this deficit include the over-run of administration and registration expenses ($6.6k), social expenses, ($3.3k), the short fall of revenues from advertising, ($4.9k) and the exposition, ($7.9k). These factors were only partly offset by the expense under-runs in the exposition and the program, ($2.1k/each) and for publicity, ($2.3k) along with the donations, ($8.7k over budget), the social fees paid, ($1.8k over budget) and the complimentary rooms, ($0.9k unbudgeted).

At the time of the '96 meeting, when the final budget had been submitted to the steering committee, the plans of the Schrenk Society, the local student affiliate, for the Undergraduate Program were only tentative. The National Office had suggested that an appropriate proposal might be funded out of the national treasury in an amount up to $5000. The affiliate had devised a program with a budget of $6700. The Planning Committee suggested that they submit that budget with $1700 to be raised from local sources. Since there was insufficient time to locate a group of donors who might come up with this sum, the Planning Committee guaranteed the $1700 and promised to work with the affiliate to raise these funds from campus sources. Thus expenses for the Undergraduate Program were included here at $6700 while revenues were simply the $5000 granted by the national office. There were no donations made specifically for the undergraduate program but there were adequate donated funds with no specific use. As it turned out, the Undergraduate Program actual expenses were less than $30 in excess of the national funding.
A substantial portion of the overrun in Administration and Registration Expenses might seem to be attributable to the unbudgeted expense of the Convention Consultant, Mrs. Kittie Robertson but this is more apparent than real. The bulk of the $12k in donations can be attributed in whole or in part, to her efforts as can at least some of the $7.5k in exposition revenues. For the most part, her efforts to obtain the best arrangements for the meeting from Marriott, are unquantifiable. The extent to which the facilities favored a successful meeting, it can be attributed to the efforts of Kittie Robertson. She was very effective in obtaining the best price for the catering and without her efforts, the Social expenses would have been substantially larger.

The shortfall in exposition income has to be the principle reason for the deficit. The expectation of $15.4k in income from this source was probably unreasonable from the start but even a more realistic figure of $10k to $12k was not achieved. The General Chair had intended to handle this item personally and had greatly overestimated the time he would have available to tend to it. By the time it became obvious that help was needed and an exposition chair recruited, it was late and many possible exhibitors had made other plans. The Exposition Chair and the Convention Consultant did a remarkable job in producing as much revenue as they did.
## BUDGET SUMMARY

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<th>EXPENSES</th>
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<td><strong>TOTAL EXPENSES</strong></td>
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<table>
<thead>
<tr>
<th>REVENUES</th>
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<th></th>
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<td>Complimentary Rooms - Marriott</td>
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<td>Advertising</td>
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<td>Undergraduate Program</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>52628.00</td>
<td>50265.59</td>
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| Deficit                      | 1298.00 | 4873.60 |
Appendix A

Report of the Student Affiliate Program
Final Report for 32nd Midwest Regional
ACS Meeting
Student Affiliates Programs

Summary:

The Undergraduate program at the 32nd Midwest Regional ACS Meeting was a success. We advertised our programs with two newsletters and with the General meeting announcements in the *Chemical and Engineering News*. We sponsored a Student Mixer, a really fun Chemistry Carnival, a special Undergraduate Speaker, a Movie Night, and RECH programs. The Chemistry Carnival by far required the most amount of work, but it was worth it. Everyone who came had a good time. Dr. Terry Brewer, CEO and founder of Brewer Science, Inc, spoke to us about what Industry expects from newly graduated chemists and how universities are changing their way of teaching to fit these expectations. Mr. John Sophos led us through a Mock Interview Session and a Resume Writing Workshop. We learned a lot about both interviews and resume writing, as well as what services ACS Career Services offers. We are happy that we were able to accomplish all of these programs well within our budget. Lastly, we give some advice to future Student Affiliate chapters who want to host Undergraduate Programs at Regional Meetings.

Advertisement:

This was our main concern for the meeting. We were worried that SA's wouldn't get meeting information or even know that there are SA programs at the Regional Meeting. Before we undertook programming at MRM32, we hadn't even heard of SA programs at Regional meeting. As soon as we knew that we were going to host the SA programs, we designed a web-page with schedule and registration information. We also linked our web site to the homepage of the General Program. We tried to keep the information as up to date as possible, but it was difficult to respond to the changes toward the end, as scheduling and information changed, and as we became more busy trying to get things ready for the programs. We also sent out two newsletters. The newsletters were sent to each chapter. We didn't have the money to send one out to each SA, although this would have been the best thing to do since many of the Student Affiliates we talked to didn't know about the newsletters.
The second mailing also included the brochure from the General Programs as well as a flyer on SA events to post.

**Finances:**

**Summary of Expenses:**

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<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Administration</td>
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<td>Registration</td>
<td>$255.00</td>
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<tr>
<td>Lodging</td>
<td>$650.94</td>
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<tr>
<td>Meals &amp; Gas</td>
<td>$238.74</td>
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<tr>
<td>Equipment</td>
<td>$738.30</td>
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<tr>
<td>Food</td>
<td>$1051.00</td>
</tr>
<tr>
<td>Wiener Roast</td>
<td>$90.00</td>
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<tr>
<td>National Meeting</td>
<td>$1500.00</td>
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<tr>
<td>Salary for Chapter</td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Grand Total:</strong></td>
<td><strong>$5005.26</strong></td>
</tr>
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**Programs: Student Mixer**

The Student Mixer was located right across the hall from the General Mixer. This was a good location since students who were at the General Mixer wandered into the Student Mixer. We had pizza and soda, and music was provided by a society member who is also a DJ. We also provided brochures and pamphlets from the ACS Career services. For every chapter represented, we provided a bag of ACS Career Services books such as Current Trends in Employment and How to write a Resume. We also asked chapters to bring posters of their chapters activities to promote discussion about successful chapter programs. Most people who came enjoyed the pizza. The problems were that because the mixer was so late (9:00 - 11:00), most people had already eaten dinner, and no one else brought a poster for the chapter poster display.
**Programs: Chemistry Carnival**

This was our main program event. We provided hot dogs, hamburgers, chips, cookies, and cracker jacks (we were supposed to get cotton candy, but the machine broke at the last minute), as well as music. We came up with games that were fun, and most were chemistry related. There were prizes for all games. Each game had a large supply of candy to give out to everyone who played. Each game also had a tub of play dough as a bigger prize. We also solicited prizes from the exhibitors at the General Program. We got great prizes such as a cap, cup, notepads, phone cards (10 minutes of free calling), screwdrivers, and a computer disk containing a program for the periodic table. As a grand prize, we gave away a W. T. Schrenk Society T-shirt. We had the following games: Tarp Game, Mega Twister, Bean Bag Toss, Lab Apparel Relay, Wheel of Fortune, Price is Right, and Chemistry Jeopardy.

**Programs: Undergraduate Speaker**

We invited Dr. Terry Brewer of Brewer Science, Inc., to speak as a special Undergraduate Speaker. The title of his talk was "College Science Curriculum Perspective." He discussed how schools in Missouri were updating curriculum for sciences, and how the universities will change as well. He emphasized the need for the well-rounded individual and stressed the need for universities to teach as student practical applications of their study, instead of focusing on the theoretical approach. He made suggestions for those entering industry, and what companies are looking for from a college graduate. He was an excellent speaker and his talk was thought provoking and interesting. He offered to give his talk without a salary or any travel compensation. We offered to take him out to dinner, but he declined, and instead we gave him a Schrenk Society T-shirt.

**Programs: Movie Night**

We had popcorn, soda, leftover candy from the carnival and rented a big screen TV (which was broken so we got a free projector and screen for the same cost) to watch chemistry related movies. We brought *Ghostbusters, Medicine Man, Twister, and The Rock* to watch. Due to a lack of interest, we only watched *Ghostbusters* and *The Rock*. I think that a reason we had such low turnout was because most SA's left Friday morning or afternoon, after the technical sessions. Also, the low turnout can be attributed to the Boat Cruise that was happening at the same time and that there was nothing else
going on for the meeting in the same building that Movie Night was located. Regardless, we had a good time with those who were there, and having the projector was very nice.

**Programs: RECH programs**
We asked Mr. John Sophos to give a special RECH program for SA's. He did two presentations, "Mock Interview Session" and "Resume Writing Workshop." We had a fellow Society member be the interviewee and commented and critiqued her technique. We watched the interview video tape from ACS and discussed different techniques and preparation. We watched the resume writing video tape and discussed how to write an effective resume. Mr. Sophos' programs were very helpful, and we learned about the services that ACS Career Services provide. We also provided a light continental breakfast at the program. Once again, because most undergraduates had left the meeting and maybe due to having the program at 9:00 AM, we didn't have a high turnout, but because we were a small and cozy group, we were able to get a good discussion and question and answer session.

**Recommendations for Future Meetings:**
If we were asked to do it all over again, we would increase our advertising and send out a newsletter to every Student Affiliate. All in all, I feel that our program was solid, and our main disappointment was that there weren't as many undergraduates attending our programs as we hoped there would be. We would have liked to have been able to go on a field trip, such as a plant tour of some of the chemical companies in St. Louis, but that was just not possible in our planning. I wouldn't change any of our program events, because I thought that they were all excellent. And the people who did attend enjoyed them as well.
Detailed Financial Report for 32nd Midwest Regional Meeting
Student Affiliates Program

Summary of Expenses:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
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<td>Administration</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$5005.26</strong></td>
</tr>
</tbody>
</table>

Administration:
This section is divided up into sub-sections: mailings (which includes postage), equipment such as posterboard, glue, glitter, etc., and phone bills and gas for contacting Tan-tar-a and visiting Tan-tar-a.

Mailings:
We had two mailings. The first mailing was only a newsletter, the second mailing was a newsletter, a flyer, and the brochure from the general program. We mailed everything for the second mailing in official UMR Chemistry Department envelopes. Both mailings went to each of the 113 chapters in the Midwest Region.

| Mailing 1 Printing | $10.14   |
| Mailing 1 Postage  | $36.16   |
| Mailing 2 Printing | $11.37   |
| Mailing 2 Envelopes| $4.38    |
| Mailing 2 Postage  | $62.15   |
| **Total**          | **$124.20** |

Equipment:
We had to buy equipment for the chemistry carnival which included signs for each game, prizes, and equipment for the games. We bought posterboard, construction paper, duct tape, masking tape, paper towels, lunch bags, markers, tablecloth, glue, glitter, long straight pins, and prizes. For prizes we bought five bags of candy, 2 sets of fun-dough, and 1 W. T. Schrenk Society T-shirt.

We also had to buy equipment for administrative reasons. We bought posterboards for use as signs at each of our events, ribbon to make Schrenk Society identifiers, two rolls of film, a thank-you card, a present bag, and tissue paper for Dr. Brewer's gift. We also rented four movies for use for the movie night, and paid for the cost of developing the film. The cost of the movie rental was $6.93. The cost of the film developing was $21.09. The total we spent on Administrative equipment was $108.56.

Lodging:

We rented 2 rooms for 3 nights and one additional room for 2 nights. This came to a total of 8 rooms nights. Each room was $79.00 plus lodging tax of $2.37. This came to a total of $650.94.

Registration:

Nine of the 11 members of the committee were able to go to the meeting. Their registration costs are $25 each. Therefore the total cost for registration is: $225.

Food:

We offered food at most of our programs. We served pizza and soda at the mixer; hot dogs, hamburgers, potato chips, cookies, cracker jacks, and soda at the Chemistry Carnival; popcorn and soda at the Movie Night; and a breakfast at the RECH programs. This total came to: $1051.00

<table>
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<tbody>
<tr>
<td>Pizza and soda for Mixer</td>
<td>$300.00</td>
</tr>
<tr>
<td>Hot Dogs and soda for Carnival</td>
<td>$490.00</td>
</tr>
<tr>
<td>Popcorn and soda for Movie Night</td>
<td>$61.00</td>
</tr>
<tr>
<td>Breakfast for RECH programs</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

Equipment:

The equipment that we rented from Tan-Tar-A has a 19% Service Charge. The prices shown below includes the Service
Charge. The KMNR Roadshow equipment was rented from the University. The total spent of equipment was: $738.30

- Big Screen TV/VCR $321.30
- AV for Sophos $249.90
- AV for Brewer $107.10
- KMNR Roadshow $60.00

**Meals and Gas Reimbursements for Students:**

<table>
<thead>
<tr>
<th>Meals</th>
<th>Gas</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Alisa Duncan $29.41</td>
<td>$9.10</td>
</tr>
<tr>
<td>Alicia Nickum  $11.35</td>
<td>$0.00</td>
</tr>
<tr>
<td>Lorna Heavin   $2.29</td>
<td>$16.44</td>
</tr>
<tr>
<td>Vanessa Kohlhepp $22.26</td>
<td>$5.00</td>
</tr>
<tr>
<td>Jason Ptacek   $34.48</td>
<td>$7.02</td>
</tr>
<tr>
<td>Christy Collins $10.03</td>
<td>$0.00</td>
</tr>
<tr>
<td>Matthew Seelke $37.21</td>
<td>$0.00</td>
</tr>
<tr>
<td>Kevin Lewis    $22.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Jeremiah Duncan $0.00</td>
<td>$11.15</td>
</tr>
</tbody>
</table>

**TOTAL:** $169.03 $69.71

**GRAND TOTAL:** $238.74

**Wiener Roast:**
All of us went to the Halloween Wiener Roast. The cost of that was $10 per person, for a total of $90.

**National Meeting for Training:**
We sent 4 people to the National ACS Meeting in San Francisco in April to attend the training session. The total cost of this trip was: $1500.

**Air Fare:**
- Two people to go on Delta @ $292.11 per person = $584.22
- Two people to go on Continental @ $172.00 per person = $344.00

**Hotel:**
- Four people to stay 2 nights
  - Room = $125.00 Tax = 14%
  - Room + Tax = $142.50 for 2 nights = $285.00

**Car Rental:**
- Budget Rent-a-car Midsize car for 3 days = $218.27

**Parking at Hotel:**
- Two days @ $13.00 per day = $26.00
Parking at St. Louis:
Three days @ $6.50 per day plus 1 hour = $19.50

Gas:
Gas Rolla to St. Louis = $5.95
Gas in San Francisco = $17.06

Salary:
The W. T. Schrenk Society received a $250.00 salary for hosting the Midwest Regional Meeting.