I Executive Summary

General Chair: Gregory K. Friestad

The 44th Midwest Regional Meeting of the ACS was held in Iowa City, October 21-24, 2009 at the Sheraton Iowa City, Hotel Vetro, and the University of Iowa.

Key Facts and Figures

572 Technical Abstracts
823 Attendees
Budget Surplus: $17,542

Goals for the meeting addressed elements of the ACS Strategic Plan, and were to provide cutting-edge scientific research findings to practitioners of chemistry, to serve educational and networking needs of regional ACS members, and to enhance public appreciation for chemistry. These were achieved through (a) a vibrant technical program of over 500 oral and poster presentations of recent research findings in the chemical sciences, (b) programming designed for career management and communication with ACS governance, (c) events highlighting regional awards for achievements in research, teaching and service to the profession, (d) training opportunities for regional high school chemistry teachers, and (e) a public Kids & Chemistry hands-on demonstration event for local youngsters and their parents. In all cases, the potential to foster an inclusive and collaborative atmosphere was a prerequisite for plans to be considered by the organizing committee. Layout and scheduling were designed so meeting attendees would be encouraged to move smoothly between all the events and programming across the multidisciplinary portfolio. All anecdotal feedback suggested the meeting was a great success, and it ended with a budget surplus.

II Site Selection

Requests for proposals were sent to the Convention and Visitors Bureaus of both Cedar Rapids and Iowa City/Coralville. Five facilities (three in Cedar Rapids, one in Iowa City, and one in Coralville) responded with competitive bids, and were differentiated on the basis of site visits. Criteria considered included room rates, facility size, proximity to University of Iowa (work affiliation of most of the organizing committee) and the availability of service businesses and entertainment options within walking distance for attendees. Sheraton Iowa City offered the best combination of these attributes.

Meeting Organizing Committee Selection

All members were selected either (a) because the general chair was already aware of their individual strengths and experience, or (b) on the basis of recommendations from colleagues.

General Chair: Gregory K. Friestad, University of Iowa
Program Chair: Mark Arnold, University of Iowa
Program Co-Chair: Michelle Wikner, Iowa City West High School
Treasurer: Mark Schmidt, University of Iowa
Awards Chair: Wanda Reiter-Kintz, Linn County Public Health
Meeting Organizing Committee Operations
The committee met for formal in person meetings on 9/22/08, 1/13/09, 1/23/09, 9/10/09, 10/8/09, and much of the other committee business was conducted via email and phone calls, along with smaller two- and three-person meetings. Each committee member was given a set of tasks, most of which could be handled independently. Everyone on the committee worked on their sets of individual charges, coming together occasionally to discuss the updated circumstances of the committee’s overall progress and re-orient their efforts accordingly. There was a very strong team mentality, with everyone pitching in, although naturally some jobs were more time- or labor-intensive than others (e.g., program chair and exhibits chair).

Budget Development
Registration, Exhibit Booths, A/V costs, social events, etc. were executed in a manner consistent with prior MWRMs, which made the budgeting process simpler. In all cases, costs to the attendee were the main consideration, and these were minimized insofar as possible.

II
Meeting Program
Program Chair: Mark Arnold, University of Iowa
Program Co-Chair: Michelle Wikner, Iowa City West High School
Undergraduate Program Contributors:
   Caitlin Johnson and Maria Dean, Coe College
   Matthew Graaf and Dawn Del Carlo, University of Northern Iowa
Special Events Chair: Johna Leddy, University of Iowa

Data
Symposia (Symposium Title; Organizers)
Advances in Photopolymerization; Alec Scranton (UI)
Supramolecular Chemistry; Len MacGillivray (UI) and Chris Pigge (UI)
Making and Breaking Bonds with Transition Metals; Jan-Uwe Rohde (UI) and Paul Sharp (UMC)
Organophosphorous Chemistry; David Wiemer (UI) and Chris Spilling (UMSL)
Atmospheric Chemistry and Climate; Mark Young (UI) and Paul Kleiber (UI)
Nanoscience and Nanotechnology: Environmental and Health Aspects; Vicki Grassian (UI), Amanda Haes (UI), Sarah Larsen (UI)
Innovative Chemistry for the Enhancement and Production of Energy; Johna Leddy (UI) and Shelley Minteer (SLU)
Medicinal Chemistry and Natural Products: Advances in Synthesis; Greg Friestad (UI)
Chemical Education Research and Practice; Norb Pienta (UI)

**General Sessions**
- Analytical General Session
- Organic General Session
- Inorganic General Session
- Physical General Session
- Biochemistry Session

**Poster Sessions**
- General SciMix Poster Session
- General Poster Sessions
- Undergraduate Poster Sessions

**Undergraduate Program**
- Undergraduate Career Fair
- Undergraduate Poster Sessions
- Undergraduate Social
- Undergraduate Program: Kids and Chemistry

**High School Teachers Program**
- High School Teacher Demo Workshop
- High School Teacher Symposium
- High School Teacher Award and Education Day Luncheon

**Special Events**
- Presidential Plenary Lecture: Joseph Francisco
- Presidential Reception
- Midwest Award Symposium
- Midwest Award Reception
- Midwest Award Banquet

**Workshops and Other Events**
- ACS Career Management Workshop and Individual Resume Review
- ACS Exams Institutes Focus Group
- ACS Governance Luncheon
- Midwest Board Luncheon

**Plenary/Keynote Speakers**
Dr. Joseph Francisco, President-Elect, ACS

**Award Presentations**
2009 Midwest Award: Richard C. Larock
  *Award Address: “Novel Synthesis of Carbocycles and Heterocycles via Iodine, Palladium, and Aryne Chemistry”*
2009 Division of Chemical Education Midwest Region Award for Excellence in High School Teaching in honor of John E. Bauman, Jr.: Jeff Hepburn
2009 E. Ann Nalley Midwest Region Award for Volunteer Service: Yasmin Patell
A/V Arrangements
PowerPoint/LCD was used exclusively. Computers and projectors for each room were contracted from University of Iowa equipment rental facility. Projection screens and lapel microphones were provided by the Sheraton and Vetro.

III Meeting Finances
Treasurer: Mark Schmidt, University of Iowa

Income $77,102.70
Expenses $59,560.23
Net $17,542.47
  Iowa Section Profit Share (50%): $8771.23
  Midwest Region Profit Share (50%): $8771.24

Financial Accounts Used by Meeting
1. Mark Schmidt and Greg Friestad opened a checking account for MWRM 2009, for which dual signature was required for every check written.
2. A sponsorship pledged by the University of Iowa was spent directly from an account set up within the university accounting system and administered by Department of Chemistry personnel.
3. A sponsorship pledged by the ACS Division of Organic Chemistry was spent directly from that division’s account, by direct reimbursements to symposium speakers after the meeting.
4. A sponsorship from the ACS Student Affiliates program was held by Coe College and spent directly from that institutions account.

Financial Details

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**NET:** $17,542.47

### Registration Details

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### IV Fundraising

**Sponsorship Chair:** Daniel Quinn, University of Iowa

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**Total** $14718

### V Exposition

**Exhibits Chair:** Ed Gillan, University of Iowa

#### Data

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<td>University of Nebraska, Lincoln</td>
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Commercial Exhibitors
CEM Corporation 550
A & D Weighing 525
Cengage Learning 550
Bruker Daltonics 550
Millipore Corporation 500
Dionex Corporation 525
Pine Research Instrumentation 550
PerkinElmer Health Sciences 525
Shimadzu 500
Thermo Fisher Scientific 525
Varian Inc. 525
Midland Scientific Inc. 525
HORIBA Scientific 525

Sponsoring Exhibitors (sponsorship amount listed elsewhere)
McGraw-Hill Higher Education 550
John Wiley & Sons 550
Pearson Education 550
VWR International 550

Vendor Feedback
Verbal feedback from vendors was generally very positive. Many of them particularly enjoyed having the posters in the same room as exhibitor tables since it kept things lively and active for the exhibitors all day long. Providing the exhibitors with wireless internet access in the exhibit hall was valued by many of them since they could check in with their workplace when exhibit traffic was slow. Several exhibitors suggested ending the exhibit at noon on Friday, as many exhibitors packed up by then and the student crowds had dwindled, even with poster sessions scheduled until 5pm. Six foot exhibitor tables were used for the 2009 MWRM, which seemed fine, although a few commercial exhibitors may have spread out their display more effectively with the longer 8 foot tables that were provided in previous MWRM meetings. No written questionnaires were given to exhibitors to solicit feedback.

Approaches Used to Attract Vendors to Meeting
In late fall 2008, Gillan solicited info from ACS contact John Sophos and got contact info for past MWRM exhibitors from prior three years. He also got email contact info for regional chemistry supply representatives from University of Iowa chemistry purchasing staff, got regional book publisher email contacts from Norb Pienta, and generated a list of email contacts for regional universities graduate coordinators using university web sites. The email solicitation contact list contained 42 commercial vendor contacts and 45 academic contacts. All exhibitor solicitations were made using email. A combined exhibit hall/poster room arrangement was mapped out with the aid of Sheraton hotel officials in Jan. 2009. The original layout had 44 poster positions, but the final meeting layout was setup for 30 poster space arrangement.

In early March 2009, a fill-in-the-box PDF application form with a cover letter and the exhibit room layout was posted to the MWRM web site and Sophos distributed paper copies
to ACS National Meeting exhibitors. Email solicitations were sent out to all potential exhibitors on May 6th, June 25th, and August 23rd. Positive responses were received from each blast (9 from first one, 6 from second one, and remainder after 3rd email). Exhibit requests kept coming in right up to the last minute (up to 1 week before the event - hallway space allowed for exhibit room overflow).

**Exhibits**
See attached Appendix. Note that some suggested revisions to our application form page are marked in red. The expo was open 7-9pm on Wed. night Sci-Mix and from 9-5pm Thurs/Fri. We posted the exhibitor information on our MWRM web page and listed their info in the meeting program. Adding email contact info for exhibitors on the application would have been useful.

**VI Publicity/Web Site**

Publicity Chair:  Gregory K. Friestad, University of Iowa  
Webmaster:  Timothy M. Paschkewitz, University of Iowa

**Publicity Methods**
The following tools were used to market the meeting:  
- promotional table with pens and flyers at prior year MWRM 2008  
- www.mwrm2009.org  
- Links on ACS website and Midwest Region website  
- direct email to ACS regional member list

**Web Page Design**
Entry page with large logo, click leads in to central site with several drop-down and side-bar menus including information regarding exhibits, awards, hotel, events, area attractions, etc. Also the meeting program was provided in PDF format for download.

**Meeting Logo**
The logo design was by Mary Moye-Rowley of the Iowa City area, and this graphic designer was selected based on a prior portfolio of fine work done for the Chemistry Department at the University of Iowa.

The full logo was used on the website, on stationery for meeting communications, on the program book cover, on a poster for display at promotional table (MWRM 2008), on shirts
worn by meeting staff during the meeting, and various other locations. The black and white version was also used on some promotional materials when single-color printing would cut costs (pens and paper writing tablets).

**News Media**
The free public Kids&Chemistry event held on Saturday Oct 24 was advertised in the local newspaper (Iowa City Press-Citizen).

**VII Arrangements**
**Special Events Chair:** Johna Leddy, University of Iowa

**Data**
A special lecture event and reception were held on the first day of the meeting. The keynote speaker was Dr. Joseph Francisco, President-Elect of the ACS. These events were held on the University of Iowa campus, and were sponsored in part by the Department of Chemistry, University of Iowa.

**Special Needs**
Accomodations were offered upon request in order to meet special needs for attendees with disabilities, and special dietary requests. These were handled by the staff of the Sheraton and Vetro hotels.
APPENDIX -- INFORMATION ON THE EXHIBITION

From Ed Gillan, University of Iowa, 2009 ACS MWRM Exhibits Chair
RE: Final thoughts for future MWRM Exhibits Chairs

Approximate timeline in preparation for late October 2009 meeting:

Late fall 2008: solicited info from ACS contact John Sophos (email info for past MWRM exhibitors), got email contact info from University of Iowa chemistry purchasing staff, got regional book publisher email contacts from a colleague, generated email contacts for regional universities-found their graduate coordinator emails or used dept. chair contacts.

January 2009: worked with general chair, meeting chair, and Sheraton conference hotel contact to design a workable combined exhibitor/poster presentation space layout (see original layout with 44 poster positions and final 30 poster space arrangement on next pages). Six foot exhibitor tables were fine, though a few commercial exhibitors may have spread out their display more effectively with the longer 8 foot tables that were provided in previous MWRM meetings.

Early March 2009: finalized the exhibitor cover letter and application form for email dissemination - converted word file to a fill-in-the-box PDF file and posted this PDF along with exhibitor info on the MWRM web site (www.mwrm2009.org). Sophos distributed letter to ACS National Meeting exhibitors. A word version of this application info with suggested for future versions are included after this page. Major suggested changes are a) add a place to include email address for exhibitors and b) add a place for applicant to enter total amount they expect to be charged.

Email solicitations were sent separately to lists of potential commercial and academic exhibitors on May 6th, June 25th, and August 23rd. Positive responses were received from each blast (9 from first one, 6 from second one, and remainder after 3rd email). Exhibit requests kept coming in right up to the last minute (up to 1 week before the event - hallway space allowed room overflow).

Early September 2009: added exhibitor web site and email info to the MWRM web site. Asked exhibitors to verify that info was correct (this served 2 purposes- showing them who else would be in the exhibit hall and showing that we were promoting their company as promised.

General comments from exhibitors
a) Having the posters in the same room as exhibitors was great and it kept things lively and active for the exhibitors all day long.
b) Providing the exhibitors with wireless internet access in the room was valued by many of them since they could check in with their workplace when exhibit traffic was slow.
c) Consider ending the exhibit at noon on Friday, as many exhibitors packed up by then and the student crowds had dwindled, even with poster sessions scheduled until 5pm.
Dear Potential Exhibitor,

The Iowa Section of the American Chemical Society is pleased to host the 44th Midwest Regional Meeting (MWRM 2009) from October 21 - 24, 2009 in Iowa City, Iowa at the Sheraton Hotel and Convention Center. We INVITE you to consider EXHIBITING AT our meeting. The scientific theme of MWRM 2009 is It’s Elemental - Health, Energy, and Environment. The exciting research presentations will delve into timely topics such as nanotechnology and the environment, innovative alternate energy generation, catalysis, medicinal chemistry, and polymer synthesis.

The cutting edge scientific program and Iowa City’s convenient accessible location on Interstate 80 one hour west of the Mississippi River leads us to expect at least 500 attendees from academia, government, and industry. The meeting location, adjacent to the University of Iowa, is in the heart of downtown Iowa City on a vibrant pedestrian mall with many restaurants, coffee houses, art galleries, and bookstores. Musical and theatrical entertainment is often easily found within walking distance from the meeting site. The 30,000 university students help to create a vibrant collegiate city environment.

We realize that challenging economic conditions may impact your ability to participate as an exhibitor. We have made every effort to keep this event as economical as possible, including holding exhibitor fees at their 2008 levels. The fees are $500 for commercial vendors (includes two registrations) and $250 for academic institution representatives (includes one registration). If you are unable to attend the meeting, we have the option of a maintained literature-only table, for the same fees. The exhibit hall is designed as a high traffic area with daily poster presentations and refreshment breaks, ensuring that a steady stream of attendees will frequent your booths. More details on registration fees, deadlines, optional extras, and booth information are contained on the attached exhibitor application form or may be obtained from the meeting web site (http://www.mwrm2009.org). A block of reduced rate rooms at the Sheraton Hotel meeting site are available for a single/double rate of $109/night. Reservations are available directly from the hotel (319-337-4058 or 800-848-1335, see the meeting web site for more hotel info). When reserving rooms, identify yourself as an attendee of the MWRM 2009 meeting.

Please direct exhibitor questions to Ed Gillan, Exhibits Chair by phone (319-335-1308) or email (edward-gillan@uiowa.edu). We look forward to your participation in MWRM 2009.

Sincerely,

Greg Friestad, General Meeting Chair
Associate Professor
Department of Chemistry
University of Iowa

Ed Gillan, Exhibits Chair
Associate Professor
Department of Chemistry
University of Iowa
Exhibitor Application and Contract (revised)

I (we) apply for exhibition space in the 44th Midwest Regional ACS Meeting at the Sheraton Hotel in Iowa City, Iowa on October 21-24, 2009.

Please complete the following information on both pages as you would like it to appear in the meeting literature and on the meeting web site.

Name: ____________________________________________________________
Title: __________________________________________________________________
Company name: __________________________________________________________________
Mailing address: __________________________________________________________________
City, State, Zip: __________________________________________________________________
Phone: ______________ Email: __________________________
Authorized signature: __________________________________________________________________

☐ Commercial vendor ($500)
  Name on Badge 1: __________________________ Email: __________________________
  Name on Badge 2: __________________________ Email: __________________________
  □ No representative in attendance – literature only table

☐ Academic institution ($250)
  Name on Badge: __________________________ Email: __________________________
  □ No representative in attendance – literature only table

Individual exhibitor areas include one six-foot table with cloth cover and two chairs.

Optional additional items (additional fees)

☐ wireless internet access in the exhibition hall ($25)
☐ 110V electrical power at the exhibit table ($25)

Total exhibitor charge = __________

Direct inquiries about other required items to Ed Gillan (319-335-1308, edward-gillan@uiowa.edu).

Booth location preferences (see attached layout or updated table arrangement on meeting web site)

Corporate sponsorship of daily refreshment breaks and other meeting events

In addition to providing an exhibit, you can also sponsor or partially sponsor a refreshment break or another meeting event. Whether or not you are able to attend the meeting, we would appreciate any meeting sponsorship you can provide. We will print clear posters identifying your company as the sponsor of the refreshment breaks and other meeting financial support. Please contact the Sponsorship Chair Dan Quinn for more details (phone: 319-335-1335, email: daniel-quinn@uiowa.edu).

Brief company description of products and services as you would like it to appear in the meeting program and on the meeting web site (50 word limit)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Company/academic web site link: ________________________________

Notes and Regulations

1) Setup of exhibit tables can begin at 5pm Wednesday October 21, 2009. All exhibits should be in place by 7pm Wednesday night.

2) The exhibit hall will be open Wednesday night from 8-10pm for a sci-mix poster session and on Thursday and Friday October 22 - 23 from 9am - 5pm. Poster sessions will take place in the hall throughout the day.

3) Overnight security will be provided for the exhibit hall on Wednesday and Thursday.

4) All exhibitors will be listed on the MWRM 2009 web site and in the abstract book for the meeting, including corporate descriptions and corporate or academic web site links.

5) Refunds will only be made if notification of a cancellation is given before September 1, 2009.

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Edward Gillan, MWRM ACS 2009, Department of Chemistry, University of Iowa, Iowa City, IA 42242
Fax: 319-335-1270 or Email: edward-gillan@uiowa.edu

Thank you for participating in the 44th Midwest Regional ACS Meeting!
MWRM 2009 Exhibit Hall Layout at Sheraton Hotel
(note: the final layout only required 30 poster boards - see next page)
This was the actual exhibitor/poster room layout with exhibitor locations for MWRM 2009.
14 double-sided poster boards (6ft wide) and 2 single-sided boards accommodated 30 posters.