



**2021 Winter Council Meeting Agenda  
January 26, 2021 13:00-15:00 EST, via Google Meets**

Heather Lowers	(President 2020-2022)
Patrick Camus	(President-Elect 2021)
Chad Parish	(Secretary 2019-2021)
Dave Tomlin	(Treasurer 2020-2022)
Donovan Leonard	(Director 2019-2021, M&M Editorial Board)
Abigail Lindstrom	(Director 2019-2021)
Michelle Thompson	(Director 2020-2022)
William Bowman	(Director 2020-2022)
Angela Halfpenny	(Director 2021-2023)
Josh Tailon	(Director 2021-2023)
Steve Seddio	(Commercial Director 2021-2023)
Kerry Siebein	(AReS 2020-2023)
John Fournelle	(Archivist 2010-2023)
Brad De Gregorio	(Awards 2020-2023)
Anette von der Handt	(Computer Activities 2020-2023)
Jim Lebeau	(Education 2018-2020)
Tom Kelly	(Fellows 2017-2023)
Pete McSwiggen	(Finance 2021-2024)
Emma Bullock	(Membership 2020-2022)
Andrew Herzing	(M&M 2021 Co-chair)
Dan Ruscitto	(Social Media 2018-2021)
Vin Smentkowski	(Strategic Planning 2018-2023, M&M 2021 Co-chair)
Yoosuf Picard	(Topical Conferences 2020-2023)

**Present on call:**

Heather Lowers, Patrick Camus, Chad Parish, Dave Tomlin, Donovan Leonard, Abigail Lindstrom, Michelle Thompson, William Bowman, Angela Halfpenny, Josh Tailon, Steve Seddio, Kerry Siebein, John Fournelle, Brad De Gregorio, Anette von der Handt, Jim Lebeau, Tom Kelly, Pete McSwiggen, Emma Bullock, Andrew Herzing, Dan Ruscitto, Vin Smentkowski, Yoosuf Picard

**Call to order (Heather)**

Heather calls the meeting to order at 1302 and calls for a motion to accept the agenda. Pat moves to approve the motion. Abby seconds. The motion is passed. Heather thanks outgoing directors Anette and Andy and thanks them for their continuing service on committees. Heather thanks Jim as Finance Chair and welcomes Pete. Heather welcomes Steve, Angela, and Josh.

**Secretary's Report (Chad)**

Chad has sent the minutes of Summer Council and Business Meeting minutes. Heather calls for a motion to approve the Summer Council Meeting minutes. Abby moves, Emma seconds the

motion. Business meeting minutes will be approved at next year's business meeting. Heather asks Chad to have the minutes ready within a week and to have them approved by email within another week. Heather also wants to make them available on the website in a more timely manner.

### **Treasurer's Report (Dave)**

No major changes. Liquid assets are \$210K, the charitable funds \$37K, and the investments \$621K, for society assets of \$869K (as of December 31st). Hopefully we can withstand any financial hits this year. Heather asks about the quarterlies. Dave is waiting for the last quarterlies from Ashley and should have them this week. Heather asks if the present numbers incorporate the 2020 meeting. They do not. Dave anticipates the co-share report in February. Heather asks if any large outgoing payments are expected. Dave says probably just one Goldstein scholar. Pat asks if last year's meeting was a profit or loss. Dave says it was a profit, but the number is being finalized. Contracts with M&M2021 hotels, DoubleTree and Drury, have been cancelled with no penalty. Meeting Managers continue to work with hotels to reduce cancellation fees. The vendors want to know by April if there will be an in-person meeting. MSA does not want to cancel before the insurance clause kicks in. Heather hopes the next phone call will have more income and expense detail.

The MSA second council meeting voted to fund a "diversity mixer" for students and post-docs. MAS is willing to cost-share this and MSA will let us know the details. The cost will come out of the meeting co-share. Dave estimates <\$2k. Motion is tabled until more information comes from MSA via Heather.

### **Finance Committee Report (Pete)**

It was a bumpy year in the market with a 20% drop in March but positive growth by the end of the year. Pete's report tables show the detailed summaries. At the end of 2020, \$621K in the investments. The return for the year was 9.6%. Inflation was 1.4%, so our net gain over inflation was 8.2%. The goal is to maintain 4% over inflation, so this was achieved. The strategy is for moderate to moderately conservative investments. We didn't do as well as the S&P 500 but on par with the Dow. The original investment at the beginning of the finance committee was \$300k, so an average 8.6% gain over a nine-year period. Heather asks if the committee has suggestions or if things should be left alone? Pete says only small changes, but the committee is sitting tight for the moment, other than tweaks to remain in the portfolio guidelines. They will mostly leave things as they are other than rebalancing. Josh asks if there's a particular target distribution for each asset? Pete replies there is a range for each group, i.e., large cap investments. Heather mentions there is an investment policy statement that can be examined. Pete comments that real estate was dropped, for instance, earlier in the year.

### **Membership Committee Report (Emma)**

There was a database pull in January. Currently ~300 members, which is a drop from ~600 in December. People often mistake the membership as twelve months, rather than by calendar year. Emma suggests that we might send an email. There have been questions about how to mark a member as emeritus. Do we need to advertise how to become an emeritus member? Heather asks if emeritus members have a reduced rate? Anette says that emeritus members do not pay dues. Anette did add a note on the web page under membership dues about membership time periods, but maybe there should be a note in the portal. We should reach out to Virtual's web team to add a note about membership timing. Abby comments that at meetings, many students sign up to attend the social, which might have been short. Emma mentions even without the free drink tickets, we had ~600 members in December. Heather asks if we should offer emeritus to Fellows? Tom suggests members who are working, and not retired, should still

be paying dues. Heather summarizes that members requesting to be emeritus is the best system.

Tom asks Emma if, since M&M papers are due soon, can we try to engage the membership for renewal during the paper submission? Emma will send an email before the submission deadline. Heather will inquire about a “renew membership” link to the paper submission page.

### **Sustaining Members Report (Steve)**

Steve is getting up to speed on the position. There is now an email for the sustaining members position at the-mas.org so that vendors don't get emails from their competitors. Steve contacted MSA about their email to the sustaining members and is waiting for a response. Heather wants Steve to take the position for his own and not just bother members for renewals. Does Steve know of other companies from other meetings that might be recruitment prospects? Heather wants to revisit the plaque tradition and see if some vendors might prefer a different form of recognition. Angela asks about the commercial activities: are these the private companies providing funds or are there in-kind donations? For instance, could vendors give training short-courses to students at the meeting? Heather points out that the members do put on technical talks at the meeting (lunch and learn, etc.). Steve likes the idea of the hands-on time, but it would be difficult to implement at the conference although remote sessions may be possible. Vendors make contributions for the conference and financially. It's also important to differentiate between the large and small companies.

Anette circles back to a question from the last council meeting regarding SM spotlights on the webpage. This would let us showcase the SMs to the society. Heather suggests we need to think about order (time as SM? Alphabetical? Random?) but that this should be pursued. Joshua asks if we could consider a job board for helping find young prospects for the SMs? Heather asks if Josh and Steve could pursue that together.

### **Fellow's Committee Report (Tom)**

The committee has five members and two ex officio (Heather and Patrick). The committee is charged with recommending fellows to council based on nominations received. The goal is for no more than 10% of membership to be fellows, with about 0.5% inducted per year. The target for this year was two. One new nomination was received, and old nominations are reconsidered for three years—four nominations were continued from previous years. This year, contributions to the community and not just technical acumen were considered. Alan Sandborg and Vincent Smentkowski were forwarded to council for consideration. Heather requests a motion to accept the two fellows. Patrick moves and Abby seconds. All in favor. The motion passes.

Tom mentions that we could not acknowledge our fellows on stage in 2020, and 2021 is still unclear. Tom also mentions that we had only one nomination this year and an effort will be made to generate more nominations. MAS Fellows, past presidents, past council members, and past program chairs will be solicited for names and nominations. Tom says the committee would like to know more about the nominees, i.e., past committee memberships? Could this information be found or entered into the renewals? Data-driven assessments would also be desired. Tom comments the plaques are ~\$100 each, so ~\$200 will be charged to the treasury.

### **Awards Committee (Brad)**

There were 15 unique best paper nominees after M&M 2020. The nominations were not spread evenly across the categories, so some need to be advertised better. Heather asks if there was a button in the app? Brad replies there was not. Someone in the chat of each symposium needed to provide the link. Heather will ask if the link can be persistent on the conference

app/website this year. The committee chose the winners for all four categories. The winners are:

- Birks (Best Contributed paper): Paper #803 - Sheryl Singerling - "TEM Structural and Compositional Studies of Presolar SiC Grains and Their Relation to Raman Spectra"
- Cosslett (Best Invited): Paper #200 - Yu Yuan - "Secondary Fluorescence Correction for Quantitative X-ray Microanalysis Integrated in a User-Friendly Framework"
- Castaing (Best Student): Paper #589 - Berit Goodge -Sub-Ångstrom EDX Mapping Enabled by a High-Brightness Cold Field Emission Source
- Macres (Best Instrumentation/Software): Paper #199 Aurélien Moy - "BadgerFilm: An Open Source Thin Film Analysis Program"

Heather asks if the sponsored awards come with monetary awards? Dave says the Birks, Castaing, Cosslett and Macres awards are all monetary. Dave mailed checks last year. Heather will ask the winners this year how they wish to receive their winnings. Plaques/certificates will be mailed. Anette asks if pictures can be obtained for the webpage and sent to the webby address. Heather will contact the winners and will CC the awards email address. Brad is working with Heather on the major society awards.

Heather comments that MAS sends an early-career scholar to EMAS and AMAS. EMAS is postponed and AMAS is virtual. The winners don't have to be a Goldstein scholar or paper award winner, they could be from a topical conference. Do we want to award these this year and send two students when they can travel? Do we want to choose two next year? Brad comments that students might graduate and be unable to travel in a year or two. Heather wonders if we have a student whom we could "send" to the virtual AMAS? Brad says the committee recommends sending more than one to virtual meetings. Heather says that once AMAS determines their details, we can pick a student, and pick another for EMAS 2022.

Brad says there was no effective email communication with M&M 2020 attendees to promote award nominations, but only through middlement to MAS members only. Can we email the whole meeting for nominees this year?

### **Education Committee (Jim/Abby)**

Jim recaps last year's M&M. There was a panel discussion on inclusion in the microscopy community. We had a great panel and good attendance. The Goldstein scholars program was complicated by the covid situation. Can the panel discussion be a yearly event? Can it be merged with the Meal with a Mentor? It might be useful to add demographic questions to the membership database and to create a minority speaker list, and to target minority serving educational institutions. Heather has attended MWAM several times. For a virtual meeting the panel discussion is an easy decision, but for in-person decisions are harder. Jim suggests choosing a society-relevant topic to draw in students to sign up. Do we want to make MWAM part of the diversity event? Anette likes the MWAM. Last M&M felt very packed with the virtual platform. Would it be possible to take MWAM out of the meeting and have it around the same time? Josh would echo a lot of Anette's comments. The interaction at MWAM is very humanizing from the student perspective. A panel discussion might put the speakers farther away from the shy students. A panel discussion loses a lot of MWAM. Heather wonders if the mentors could be more broken up by techniques or technical area? Jim wonders if a split event might work? Heather likes it inside the meeting schedule, but perhaps box lunches could streamline the process. Abby would like to keep MWAM as an MAS event, as we're overwhelmed by the size of MSA. Chad recalls that after Portland 2019 MWAM, the Oak Ridge students and post-docs told him MWAM was their favorite part of the entire meeting. Heather summarizes that a virtual meeting might have breakout rooms, and if in person, maybe a mixed MWAM by meeting people and finding interests.

Abby says the committee still is trying to decide how to handle the Goldstein Awards in the ongoing pandemic situation. Heather asks if the people receiving the awards are getting a mentoring experience or is it just a dataset? In other words, if the data can be collected remotely, are they missing out? Abby feels there have been cases with very good mentoring. Michelle was a Goldstein Scholar, and has kept in touch with the visited laboratory. Heather wonders if during the covid years, can the money be used to collect more data? Abby says that people are apparently doing the work remotely, but she hasn't seen any reimbursements. Abby wonders if we might give more, smaller awards? Heather thinks that keeping it at a small number of awardees is best. Anette asks if there are other virtual schools like Arizona or Lehigh? Could we make more clear what the Goldstein could be used for? What about software schools such as Software Carpentry?

### **Computer Activities (Anette von der Handt)**

Web traffic is down compared to last year. Webinars, Awards, and the Goldstein are the main traffic drivers. Twitter is the main social network referral. Anette keeps the webpage updated with officers, award winners, etc. The first three virtual AReS webinars were big drivers of the website traffic. Going forward, there will be more AReS webinars, M&M2021 content. Can online games bring people to the webpage? Can we add educational resources or remote learning resources? We have unlimited email accounts on the G-suite, so if anyone wants an email address for their society work they can contact Anette. Committee chairs and committees can have email addresses as well.

### **Social Media (Dan)**

Twitter is the most popular social media platform for us, LinkedIn the least. Kathleen Pullin has been helping and old advertisements have been put up on throwback thursdays. Dan has been careful about interactions on Twitter to avoid accidentally appearing to endorse anyone or any groups. We have paid for the Hootsuite service for the year.

### **Affiliated Regional Societies (Kerry)**

Three webinars have been given. Kerry inquired with council members about giving webinars and is working to get a 2021 program up and running. Kerry is looking for volunteers to give webinars, and they do bring traffic to the webpage. Can we send emails to the membership to get a list of possible speakers? Please speak to Kerry with names or volunteering.

### **Archivist Report (John)**

John has been indexing the boxes of files. He will contact past secretaries and treasurers about what records they have. John is moving forward on getting old interviews transcribed as well as planning for new ones. John is researching the development of the Smithsonian Microbeam standards with input from 2 people who were directly involved, as well as Gene Jarosewich's background with information from his family; this will eventually be published.

### **International Liaison (Heather)**

AMAS will have a virtual meeting and hope to meet in 2022. EMAS will be in 2022 and IUMAS will be in 2023 with the Canadian Society.

### **Topical Conferences (Yoosuf Piccard)**

EBSA will be pushed back to 2022 in order to have an in-person meeting. Michigan is still in play with the same committee. QMA is pushed back to 2022. There is discussion of a Hyperspectral or large-data meeting in 2023. Would there be interest in a virtual TC? Contact Yoosuf with any possible meetings.

**M&M2021 Co-Chair Report (Andy/Vin)**

The call for papers is out and we need people to advertise for high-quality papers. The PPM will be virtual in April. Everything covid-related is up in the air. When people ask, share the link so everyone is on the same page. There are provisions for virtual, hybrid, and in person at present. One of the big questions is about the plenaries. There will be coronavirus speakers and Kavli awardees. If in person, coronavirus talks will be Monday night and the Kavli awardees at the normal time. Vin wants feedback about what happens if the meeting is virtual. Could the format stay the same, or should plenaries be split across days? Heather asks if pre-recorded or live talks? Vin replies this is to be determined. We also don't want the four award winners to say the same thing, so there will be discussions. MSA will be providing new interviews and MAS may be able to re-brand there. Symposium organizers may be asked to generate social media posts. Heather likes the idea for the symposium organizers to help here.

**Conclusion (Heather)**

Membership numbers are down and there was no TC. Heather doesn't want to cut strategic planning or brainstorming short so there will need to be another call, end of February / early March. It will start with strategic planning. Vin mentions there's a SIMS meeting in 2021. If we help advertise we can get co-branding for no cost. Heather thinks this aligns with our mission.

Meeting adjourns at 1503.