



## From the Executive Director

### AIChE Reorganizes for Improved Efficiency

The economy has changed significantly in the two years since I became AIChE's Executive Director. In addition, our profession continues to morph as more chemical engineers are needed to tackle the challenges of our society — namely, energy, sustainability, healthcare, and water. This environment prompted me to rethink the structure of the staff organization in order to improve efficiency, better foster ideas for new programs and new business models, bring more clarity and alignment of staff positions, and better serve “traditional” chemical industries. Of course, our top priority remains serving members well and quickly, so a new organization should also provide enhancements to member benefits.

In January, I unveiled a new organization designed to accomplish some of these goals. We're making four major changes and a few minor ones. A new industry technology group (ITG) is created to serve the chemical/materials business. All membership activities are combined into one group. E-learning and educational services are joined. And finance is combined with information technology (IT) and database services. Senior staff personnel remain the same, although some responsibilities are changing.

#### CCPS, Chemicals and Sales Group

A new ITG is being launched to better support core chemicals and materials businesses and increase activities in this area. Scott Berger, executive director of the Center for Chemical Process Safety (CCPS), leads this effort. He also assumes management of: sales of sponsorships and exhibits in our growing portfolio of meetings, conferences and workshops; corporate memberships and relationships; and product and service

advertising in our publications and e-newsletters and on our websites.

#### Membership Group

The new centralized, dedicated Membership Group has been designed to increase our support for all members, from student to emeritus, and bring new focus to membership recruitment efforts. It replaces the Volunteer and Member Activities Dept., which was performing some of these functions. It will bring together support and program management for international outreach, young professionals, students, professionals, and local sections, and will work closely with our front-line Customer Service team. Felicia Guglielmi leads this effort.

#### Finance, IT and Database Group

Responsibility for our IT infrastructure and the membership and financial databases is combined with the Finance and Accounting group, which will improve efficiencies in our business and financial reporting. Rick Cain leads this group.

#### Education and Web Efforts Combined

Responsibility for education services moves to the Operations Group. As delivery of training and lifelong-learning programs increasingly moves online, the combination of education and web services will allow for better coordination and seamlessness in our growing portfolio of offerings. Bette Lawler heads this effort, while retaining many of her other operational responsibilities.

#### Partnering Divisions and Forums with the Business Units

Support for the 20 technical divisions and forums will move to the ITGs that closely relate to their activities, which will enable better

leveraging and coordinating activities among divisions, forums, and ITGs with shared interests. Division and forum leaders will continue to work with Joe Cramer and Kristine Chin on programming for annual and spring meetings. June Lee continues as the primary contact through the 2011 Spring Meeting for any other division/forum business.

#### Other Groups

The awards function moves to the Technical Activities and Communications Group led by Steve Smith. He also oversees special initiatives — significant nonrecurring programs such as the AIChE Centennial, the International Year of Chemistry, and a new multi-society effort being launched by the National Academy of Engineering.

Darlene Schuster is now formally a part-time member of the staff, continuing and growing her leadership of AIChE's Institute for Sustainability (IfS) and Center for Energy Initiatives (CEI). Miriam Cortes-Caminero, executive director of the Society for Biological Engineering (SBE), continues in that role and also has responsibility for AIChE's new Water Initiative. There are no changes to the Human Resources and Foundation Group, led by Cathy Diana.

#### Timing

The transition to this new structure has already begun, although the transition of division/forum staff liaison responsibilities will take place after the Spring Meeting.

Thanks in advance for your cooperation. If you have any comments or questions, please feel free to speak with me or any member of the senior staff. We look forward to working together for a very successful 2011!

June Wispelwey, Executive Director