

AOCS



Since 1909

Your Global Fats and Oils Connection



2013 ANNUAL REPORT

In late 2012, the Governing Board established a long-term growth strategy for AOCS. Each year AOCS staff and Governing Board work together to develop a series of key initiatives in support of long-term growth objectives. Collectively, these initiatives drive much of the annual work for AOCS staff and volunteers. The initiatives are organized in a simple, easy-to-follow format. AOCS staff track activity against these key initiatives and report progress to the Governing Board on a monthly basis. This tool has proven to be extremely useful in managing priorities and showcasing the breadth and diversity of initiatives that AOCS takes on in a given year. Going forward, AOCS staff and the Governing Board will critically evaluate AOCS products and services to ensure they are contributing to our long-term growth.

One of the challenges that needed to be addressed immediately was an outdated business management system. In 2013, AOCS made significant investments to replace the technology platform that we rely on to manage all of the information and business transactions of the Society. The migration to an entirely new technology platform was costly, complex, and time-consuming, but we have successfully completed the transition and now look forward to being able to service our members more effectively and efficiently.

We are also keenly aware that digital communication technology is fundamentally changing not only how we consume information, but even how we network with one another. These changes offer both significant challenges and opportunities. AOCS staff and the Governing Board are closely monitoring these trends to address potential challenges and capitalize on potential opportunities. For example, in 2014 AOCS plans to launch a global information portal called inform|connect. We envision the development of a web portal that could

- serve as a trusted, single, comprehensive source of information and resources related to the interests of AOCS;
- be a digital network that supports cross-disciplinary collaboration and business connections; and
- could serve as an ideation platform for the exploration and advancement of science and product development.

As you can see, we have a unique task at hand, ambitious goals, and we will need your help to advance our society. We look forward to working with you.



PATRICK DONNELLY
AOCS CHIEF EXECUTIVE OFFICER

AOCS Key Initiatives for 2013

To ensure long-term sustainability, AOCS will realize an annual growth rate of approximately 7%.

We will accomplish this by:

- Actively pursuing increased enrollment in existing technical service offerings and aggressively pursuing new technical service opportunities;
- Increasing membership, including corporate membership, by clarifying and actively promoting the value proposition of membership from the user perspective;
- Increasing overall meeting attendance by focusing on the quality of meeting programs, enhancing participant experience, and aggressively pursuing new meeting opportunities globally;
- Actively expanding the development and dissemination of high quality information through a variety of media formats; and
- Developing mechanisms to increase awareness and provide opportunities for engagement with AOCS by members and non-members.

Technical Services

- 1.0 By end of Q2, complete A2LA certification to ISO Guide 34 of CRM program and develop marketing plan for technology providers.
- 1.1 By end of Q1, expand reach of AOCS technical services into China by offering methods site license to China Cleaning Industry Association.
- 1.2 By end of Q2, complete price assessment of Technical Services product/service offerings.
- 1.3 By Q3, examine potential business models for engaging Chinese labs into AOCS Lab Proficiency Program.
- 1.4 By Q4, conduct a market assessment for sales of AOCS Technical Services into Indian market.

Membership & Information

- 2.0 By Q1, implement new processes for identifying, tracking and managing corporate accounts.
- 2.1 By Q3, re-evaluate AOCS Corporate Member benefit levels and revise dues structure, accordingly.
- 2.2 By Q4, successfully recruit 15-20 new corporate members.
- 2.3 By end of Q1, complete production of initial e-book offerings and initiate aggressive marketing campaign to sell electronic editions.
- 2.4 By the end of Q2, assess feasibility of outsourcing to book publishers; if not feasible, complete an evaluation of pricing for books.
- 2.5 By Q2, develop and launch INFORM app.
- 2.6 By Q3, develop proposal, (with resourcing plan) for creation of a New Professional common interest group.

Meetings

- 3.0 Ukraine – Co-host Oils and Fats World Market Update with APK-INFORM, April 2013.
- 3.1 India – Partner with OTAI to co-host OTAI's 2013 annual meeting, Aug. 2013.
- 3.2 Brazil – Explore partnership with H&C Communications to co-host Household 2014, Aug. 2014.
- 3.3 China – Explore partnership with CCIA to support a session for CCIA's 2013 annual meeting, Nov. 2013.
- 3.4 Canada – Leverage AOCS 2013 Annual Meeting to explore potential Canadian markets opportunities, May 2013.
- 3.5 By Q2, complete price assessment of AOCS annual meeting registration fees, sponsorships and exhibits.
- 3.6 By Q4, complete Montreux planning, including securing commitments from business and other high profile speakers.

Awareness & Engagement

- 4.0 By Q3, institute a formalized dialog with start-up companies in the bio-based chemical sector in order to identify products and services that AOCS could provide and, in turn, creating an environment for making AOCS their professional association or society.
- 4.1 By Q2, introduce AOCS products and services to industry professionals residing in CIS Countries through sponsorship of the AOCS World Market Update 2013 and two affiliated short courses.
- 4.2 By Q3, launch association exchange program and engage a minimum of 4 related associations into the new affiliation category.
- 4.3 By end of Q4, complete development of beta version of Inform/Connect.
- 4.4 By Q4, develop strategy to formalize AOCS Volunteer Program.

Operations

- 5.0 By end of Q3, complete implementation of Personify.
- 5.1 By Q4, complete comprehensive staff training on utilization of Personify.
- 5.2 By Q4, complete website integration with personify.
- 5.3 By end of Q1, redesign performance management process.
- 5.4 By mid Q2, complete integration of the LPP interface with Prolabs software, test and launch the application.
- 5.5 By the end of Q4, launch Lipid Library in CMSPlus

AOCS 2013 Financial Report

AOCS and AOCS Foundation Combined Statement of Financial Position

For the year ending December 31, 2013

Assets

Current Assets	\$3,570,811
Property and Equipment	\$1,517,180
Other Assets	\$314,555
Total Assets	\$5,402,546

Liabilities and Net Assets

Total Liabilities	\$1,530,769
Net Assets	\$3,871,777
Total Liabilities and Net Assets	\$5,402,546

The firm of Martin, Hood, Friese & Associates, LLC, Independent Public Accountants, audited the financial statements of AOCS for the fiscal year ending December 31, 2013. They reported that the combined financial statements present fairly, in all material respects, the financial position of the American Oil Chemists' Society and Foundation as of December 31, 2013, and the changes in our net assets and cash flow for the year ended in conformity with accounting principles generally accepted in the United States of America.

AOCS and AOCS Foundation Combined Statement of Activities

For the year ending December 31, 2013

Support and Revenue

Publications	\$1,041,577
Education & Meetings	\$1,427,874
Technical Services	\$1,346,489
Membership	\$1,066,780
Investment Income	\$193,752
Fundraising	\$6,140
Other	\$77,868
Total Support and Revenue	\$5,160,480

Expenses

Publications	\$669,373
Education & Meetings	\$1,634,028
Technical Services	\$1,258,003
Membership	\$1,063,284
Supporting Services	\$587,549
Fundraising	\$4,142
Other	\$261,369
Total Expenses	\$5,477,748
Increase (Decrease) in Net Assets	\$(317,268)



Mail address: AOCS, P.O. Box 17190, Urbana, IL 61803-7190 USA
 Street address: AOCS, 2710 S. Boulder Dr., Urbana, IL 61802-6996 USA
 www.aocs.org | Phone: +1 217-359-2344 | Fax: +1 217-351-8091