

AOCS



Since 1909

Your Global Fats and Oils Connection



2014 ANNUAL REPORT

Expectations regarding the global economic recovery have consistently been over-optimistic. The economic recovery in most geographies has so far been very slow, and even countries that have seen better than average economic growth have experienced a recent slowdown. For most sectors, the hope that things would soon “return to normal” have proven to be illusory. To be sustainable, organizations must evolve to the conditions of the “new reality.” So too, must AOCS. In 2014, AOCS staff, working closely with the Governing Board, critically evaluated AOCS products and services in this new reality. Resources were shifted to ensure greater alignment with top priorities. Plans were put in place to address underperforming products. Efforts are being made to attract new members and introduce AOCS to new industries and geographies.

There are still many uncertainties ahead in this “new reality.” We won’t get everything right the first time, but we will be diligent in monitoring and evaluating what we do, and quickly adjust our course when we need to. Some of the changes will not be so obvious, while others will be quite apparent. For example, the 2015 Annual Meeting will be quite different and won’t include our traditional exhibit format. Rather, “Industry Showcases” will be located on three unique campuses, where companies and sessions are grouped by similar interest areas. Industry Showcase Partners will have stations in a common networking area just outside session rooms. Regular breaks built into the session schedule will ensure many opportunities for representatives to network with attendees one-on-one. Likewise, posters will be placed in campuses according to interest area. The close proximity between technical sessions, poster presentations, and the Industry Showcases will create more networking opportunities for meeting participants, increasing the value of the meeting. To evaluate the success of these and other changes, we will be looking for your feedback!



PATRICK DONNELLY
AOCS CHIEF EXECUTIVE OFFICER

AOCS Key Initiatives for 2014

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 Develop comprehensive, multiyear integrated marketing plan for Technical Services.
- 1.1 Pilot webinar/technical on *trans* fatty acid analysis. Determine additional topics and forms of delivery & implementation.
- 1.2 Throughout 2014, expand use/development of AOCS Methods & LPP (5% over 2013A) into new industries and/or geographies (3-MCPD, India, China, algae, cosmetics, pet food).
- 1.3 Promote CRM program to uncommitted biotech providers.
- 1.4 Install and test new LPP software and complete all SOPs for future accreditation.
- 1.4 Conduct assessment of certification opportunities for India using both educational and practical approaches.

Membership & Engagement

- 2.0 Develop strategy and identify resources needed to cultivate new corporate champions for AOCS.
- 2.1 Develop a strategic roadmap on sustainability for the S&D industry.
- 2.2 Identify and prepare 30-50 members who will actively engage in inform|connect by fully completing their profile, providing a seeded question to drive user-engagement and then participating in the online community.
- 2.3 Finalize and implement member engagement program.
- 2.4 Implement membership development initiative in India in cooperation with OTAI.
- 2.5 Critically evaluate and revise recognition practices related to Century Club donors.
- 2.6 Develop an AOCS Foundation communication plan for AOCS members.

Meetings

- 3.0 Execute a successful Montreux conference that offers high customer satisfaction and solid financial return.
- 3.1 Develop strategy to reengage plant managers into the AOCS Annual Meeting & Expo and other products and services.
- 3.2 Sponsor two workshops in China focusing on refining and new technologies with CCOA.
- 3.3 Increase recognition of AOCS products and services in the Latin American market by serving as co-organizer of Household 2014, Sao Paulo, Brazil.
- 3.4 Co-host the 2014 International Soap, Detergent and Cosmetic (ISDC) Conference, Goa, India.
- 3.5 Critically evaluate short-course model, and product offerings.
- 3.6 Explore feasibility for establishing a biennial global oils/fats conference.

Information & Awareness

- 4.0 Launch inform|connect.
- 4.1 Have at least six books in development for distribution in 2015.
- 4.2 Create a strategy for development of *Inform* supplements as financially viable product offerings.
- 4.3 Develop new lead generation and revenue opportunities by leveraging *Inform* content through inform|connect.
- 4.4 Secure at least four organizations to participate in information exchange content contribution for inform|connect.
- 4.5 Develop a plan for a book series, primarily targeted to meeting the needs of industry that includes a research summary and sections on applications in various industries.
- 4.6 Create a new book publication model for the fats, oils, surfactant, and personal care industries of India, in conjunction with the 2014 ISDC Conference.

Operations

- 5.0 Execute in-house sales strategy to achieve budgeted performance.
- 5.1 Implement an integrated email marketing partner with Personify and optimize Personify data records & Web data for targeted marketing.
- 5.2 Complete staff restructuring of sales and advertising, corporate outreach, Foundation and direct program support functions.
- 5.3 Develop process to assess effectiveness of marketing efforts and campaigns.
- 5.4 Throughout 2014, conduct staff training on utilization of Personify.
- 5.5 Develop metrics to measure engagement in inform|connect.
- 5.6 Conduct staff training on utilization and participation in inform|connect.

AOCS 2014 Financial Report

AOCS and AOCS Foundation Combined Statement of Financial Position

For the year ending December 31, 2014

Assets

Current Assets	\$3,300,684
Property and Equipment	\$1,538,418
Other Assets	\$314,920
Total Assets	\$5,154,022

Liabilities and Net Assets

Total Liabilities	\$1,336,450
Net Assets	\$3,817,572
Total Liabilities and Net Assets	\$5,154,022

The firm of Martin, Hood, Friese & Associates, LLC, Independent Public Accountants, audited the financial statements of AOCS for the fiscal year ending December 31, 2014. 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, 2014, 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, 2014

Support and Revenue

Publications	\$1,193,785
Education & Meetings	\$2,205,809
Technical Services	\$1,422,124
Membership	\$817,244
Investment Income	\$72,406
Fundraising	\$7,330
Other	\$29,096
Total Support and Revenue	\$5,747,794

Expenses

Publications	\$1,391,709
Education & Meetings	\$2,076,372
Technical Services	\$1,350,918
Membership	\$430,388
Supporting Services	\$340,115
Fundraising	\$4,304
Other	\$208,193
Total Expenses	\$5,801,999
Increase (Decrease) in Net Assets	\$(54,205)



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