

**From:** Carol Payton [mailto:C\_Payton@acs.org]

**Sent:** Tuesday, July 14, 2015 11:30 AM

**Subject:** Opportunity to Generate Additional International Division Members

**Importance:** High

**This Message Is Being Sent on Behalf of Michael Morello, Chair, Committee on Divisional Activities**

Dear Division Chair,

I am writing to you today to request your support as the ACS seeks to engage larger numbers of international scientists. The Society's initial focus, generally speaking, is on Brazil, India, and China.

One initiative rewards highly engaged authors and reviewers of ACS publications in those three countries with three years of complimentary membership in the Society. ACS feels this proposition will be viewed as significantly more attractive if we also offered the select author/reviewer the option to join one division on a complimentary basis for up to three years.

I wish to clearly emphasize that your division's participation in this initiative is completely voluntary. How would a division benefit from participating? There are two primary reasons: (1) Participation may increase the division's membership, and (2) It may create additional sources of engagement for the division in three key, emerging international markets.

Why might a division elect not participate? It would derive no revenue from these members for three years, and might – depending on what the division provides to its members – incur some incremental costs in serving these particular members.

In any event, while we hope your division will opt to participate, we would like to have your answer on this matter no later than August 31, though earlier responses would be appreciated. Would you please respond to John Katz, DAC Staff Liaison ([j\\_katz@acs.org](mailto:j_katz@acs.org)).

If you have any questions about this program, please contact John Katz or Francisco Gomez, Director, MSA Global Strategy & Market Development ([f\\_gomez@acs.org](mailto:f_gomez@acs.org)).

Best,

Michael Morello,  
Chair, Committee on Divisional Activities