



TMS Foundation: growth through giving



Robert H. Wagoner

Editor's Note: In the past two years, TMS has focused a spotlight on the TMS Foundation, guided by a comprehensive, independent study conducted by Skystone Partners in 2012–13 and the work of two committees that met in March 2013. The study's recommendations are now being implemented in a major initiative to revitalize and refocus the Foundation.

JOM had the opportunity to discuss the Foundation's future directions with Robert H. Wagoner shortly after Materials Science & Technology 2013 (MS&T'13) in October, where he had just assumed his responsibilities as chair of the TMS Foundation Board of Trustees. Wagoner brings a wealth of experience and perspective to the "new" TMS Foundation, including: president of the "old" TMS Foundation, 1998–99; president of the American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME), 2003–04; trustee of the United Engineering Foundation, 2002–05; trustee of the Orton Ceramics Foundation, 1992–96; and director of The Ohio State University Research Foundation, 1990–94. A member of the National Academy of Engineering and 1997 TMS president, Wagoner's many awards and accomplishments include being named a 2003 TMS Fellow, as well as holding this equivalent honor with four other professional societies. He is currently professor emeritus, Department of Materials Science and Engineering, The Ohio State University, and most recently served as the George R. Smith Chair at Ohio State.

Revitalizing the TMS Foundation: JOM Talks with Robert Wagoner on What Lies Ahead

JOM: Let's start at the beginning. What did the Skystone Partners study reveal?

Wagoner: There were many conclusions, as you can imagine, from analyzing more than 500 written and in-person interviews. The two that struck me as most significant seem almost opposite:

- 1) Very few of those surveyed knew exactly what the Foundation was doing these days. They had heard little about it—and from it—for some time.
- 2) An overwhelming 80% of the survey

respondents have warm, positive impressions about the mission and direction of the Foundation.

Taken together, these results show the need for a lot of work, but also suggest that great results are possible. If TMS members had said they didn't like the Foundation or what it was doing, I believe that

the TMS Board's best approach would have been to start over.

JOM: That brings us to the Revitalization Committee. What was its purpose?

Wagoner: TMS is a great society and it needs a great Foundation. The committee's

purpose was to find a way to make that happen.

There were actually two related committees that met in March. Douglas Spearot, Chair of the TMS Young Professionals Committee, chaired a Signature Program committee. You will undoubtedly hear more about that in the future.

I chaired the Revitalization Committee. This was not a typical committee! It included a state senator, the chief executive officer of Battelle, the general manager of Lockheed-Martin, the director of the Metal Processing Institute at Worcester Polytechnic Institute, and the TMS emeritus executive director.

JOM: What did the Revitalization Committee conclude?

Wagoner: Basically, we agreed with the Skystone Partners assessment. The Foundation had lots of potential, but little was being done to raise the money needed to carry out deserving programs. We were amazed that many past donors to the Foundation had quit giving simply because no one asked! In its heyday, 1997–98, annual giving was more than \$120,000 and more than 3,000 TMS members donated. For the past six years, the annual average has been \$10,000 per year donated by about 200 members. And these are in raw dollars, not adjusted for inflation. Clearly,



Wagoner presented the TMS Foundation's new path forward to the TMS Board of Directors in October. The Board had appointed him chair of the Foundation Board of Trustees in September.

something had gone very wrong.

JOM: What did the committee propose to turn this around?

Wagoner: It all boiled down to one thing—establishing/re-establishing a culture of giving at TMS.

JOM: Were there any specific recommendations?

Wagoner: Oh, yes, certainly! The main ones, along with the current status of each, are:

- *Restructure the TMS Foundation Board of Trustees.* Previously, the trustees were all TMS Board members, who also carry out many, many other responsibilities for the society. They were just stretched too thin.

Status: The TMS Board approved the restructuring at MS&T'13. Diran Apelian, Garry Warren, Alex Scott, and I attended our first Foundation trustee meeting two days later.

- *Provide permanent staff support for the Foundation.*

Status: Mary Samsa was appointed half-time in this role and is already providing invaluable support. Jim Robinson, the current TMS executive director, became the secretary and a non-voting member of the Trustees, and has been a guiding influence all along the way.

- *Develop and launch a Signature Program.*

Status: This is under development. The goal is to be ready when sufficient funding is raised. Garry Warren and Douglas Spearot are leading this effort. However, two precursor pieces linking the Foundation's diversity and young professional development priorities were recently implemented through two award programs supported by the Foundation. The Ellen Swallow Richards Diversity Award was established by a generous gift from Jeffrey and Geraldine McCulley Wadsworth, and the annual number of Young Leaders Award recipients was tripled, from 10 to 30.

- *Institute a system of recognition for significant donors.* This was one of the committee's highest priorities.

Status: A great start has been made. The first recognition event for top

donors will be held at the San Diego Wine & Culinary Center in February during TMS2014. And, TMS will provide lifetime membership for every "Gold Society" member—an individual donor with a lifetime giving total of \$20,000.

JOM: Have you seen any outcomes from these changes?

Wagoner: The response has just been tremendous—far stronger and more positive than anyone expected. Keep in mind that most of these changes were implemented a short time ago when the TMS Board of Directors approved them at MS&T'13. The Foundation Trustees very quickly sent personal letters to major supporters of the Foundation to update them. These folks have been neglected. They deserve better treatment and our full attention.

In the first few weeks after MS&T'13, there were several early signs of the enthusiasm among those who were made aware of the plans:

- Donations and pledges soared to approximately \$75,000—more than seven times the annual average for the past six years!
- All of the TMS Board of Directors and TMS Foundation Board of Trustees have made donations to the Foundation.
- Four donors have announced plans to make lifetime donations/pledges of \$20,000. This triples the number of this level of donation since the start of the TMS Foundation.

JOM: Now that the revitalization of the Foundation seems well on its way, do you have any parting thoughts?

Wagoner: I always have thoughts! Here are my top three, all of them requests:

- Please check out the reinvigorated TMS Foundation. The new website is the place to start at www.TMSFoundation.org.
- Please donate. You can do that online at the Foundation website or by contacting Mary Samsa, TMS Foundation & Public Affairs Manager, at msamsa@tms.org.
- If you have the means, consider joining the Silver, Gold or Diamond Societies. We will not forget you again.

TMS Foundation Board of Trustees

Robert H. Wagoner
Board of Trustees Chair
Professor Emeritus, The
Ohio State University

Elizabeth A. Holm
2013 TMS President
Foundation Trustee
Professor, Carnegie Mellon
University

Hani Henein
TMS Vice President
Foundation Trustee
Professor, University of
Alberta

Wolfgang A. Schneider
TMS Past President
Foundation Trustee
Head, Research &
Development Center, Hydro
Aluminum Rolled Products

Robert W. Hyers
TMS Financial Planning
Officer
Foundation Trustee
Chief Technology Officer,
Boston Electrometallurgical
Corporation

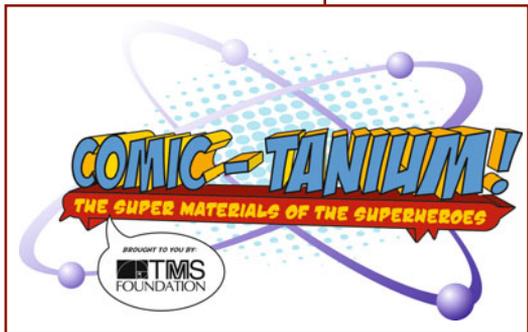
Diran Apelian
Foundation Trustee
Alcoa-Howmet Professor of
Mechanical Engineering;
Director, Metal Processing
Institute, Worcester
Polytechnic Institute
Worcester Polytechnic
Institute

Alexander Scott
Foundation Trustee
Emeritus TMS Executive
Director

Garry W. Warren
Foundation Trustee
Professor Emeritus,
University of Alabama

James J. Robinson
Foundation Secretary
TMS Executive Director

Experience a New Element of the TMS Foundation



TMS members know that the real “superpowers” behind society’s technology, progress, and hope for the future are the talents and intellect of the scientists and engineers who research, develop, and manufacture the materials that make everything work. At the the TMS 2014

Annual Meeting & Exhibition (TMS2014), February 16–20 in San Diego, California, the TMS Foundation is proud to debut COMIC-Tanium: The Super Materials of the Superheroes. The mission of this special educational outreach effort is to inspire a new generation to help “save the world” through minerals, metals, and materials science and engineering.

The TMS Foundation has teamed up with the Toonseum—one of only two museums in the United States dedicated to the cartoon arts—to bring COMIC-Tanium to life. Through comic art, movie props, and other displays, COMIC-Tanium illustrates how Batman, Iron Man, Spider-man, and other favorite comic characters use materials and related scientific concepts to boost their powers and vanquish their foes. The exhibit then highlights how real-life “materials superheroes” make

a difference in the world through some fantastic abilities of their own.

TMS2014 attendees will be treated to a preview of COMIC-Tanium at the Meeting of the Membership on Sunday, February 16. At this informal gathering, Suveen Mathaudhu, Program Manager, U.S. Army Research Office, and the volunteer curator for COMIC-Tanium, will present an overview of how the scientific subtext underlying comic mythology and comic-inspired movies can be used to excite and educate the public about the impact of minerals, metals, and materials research and development on society. The TMS Foundation will also recognize the “materials superheroes” profiled in the exhibit.

COMIC-Tanium will then be open for touring on Monday, February 17, as part of the TMS2014 Exhibition. Future development of COMIC-Tanium is being planned, and TMS2014 attendees will have an opportunity to provide feedback in this initial phase of the project. COMIC-Tanium will travel next to the USA Science & Engineering Festival in Washington, D.C. on April 26 and 27, and will have its public opening at the Toonseum in Pittsburgh, Pennsylvania later in the year. For updates on COMIC-Tanium, visit the TMS Foundation website at www.TMSFoundation.org.

How You Can Support the TMS Foundation

Hundreds of minerals, metals, and materials scientists and engineers can point to a scholarship or award that they

received from the TMS Foundation as an important milestone in their early career development. These success stories will be increasing exponentially, as the TMS Foundation expands its efforts to strengthen the minerals, metals, and materials professions, in service to the well-being of the world community.

Don’t miss your opportunity to shape the future of your profession by supporting the important work of the TMS Foundation. Visit the Foundation website at www.TMSFoundation.org to learn more and to make an online donation. Donations will also be accepted at the TMS Information Center at TMS2014. For questions or additional information, contact Mary Samsa, TMS Foundation & Public Affairs Manager at msamsa@tms.org.

An important component of the TMS Foundation revitalization has been the recent redesign and upgrade of the TMS Foundation website. In addition to highlighting the Foundation’s initiatives and their impact, the website provides a secure and user-friendly online donation process. Be part of the TMS Foundation’s new future today and visit the website at www.TMSFoundation.org.

The screenshot shows the TMS Foundation website interface. At the top, there's a navigation bar with links like 'ABOUT TMS', 'MEMBERSHIP', 'MEETINGS & EVENTS', 'PUBLICATIONS', 'FOR THE PROFESSION', 'VOLUNTEER TOOLS', and 'PARTNER WITH US'. A prominent 'CONTRIBUTE TO THE TMS FOUNDATION' button is visible. Below this, there's a section for 'TOP DONORS OF 2012' and 'CORPORATE CONTRIBUTORS'. A testimonial from Jordan Rutledge, a student at Colorado School of Mines, is featured, along with a list of programs funded by the foundation, including Student Scholarships, Young Professionals Programs, Awards, Student Travel Grants, Student Best Paper & T, and Special Projects. At the bottom, there's a 'SPONSORSHIP LEVELS' section and a 'THE FOUNDATION' logo.