

## Local Section Innovative Project Grant (IPG) Final Report

### **Toledo Local Section**

**IPG Proposal Submitted:** Jun-14

**Project Coordinator:** Joanna P. Hinton

**Address:** 5030 Paddington Dr. Toledo, OH 43623

**Tel:** 419-346-8876

**Email:** joanna\_hinton@hotmail.com

### **IPG Information:**

**Title of Project:** Open Book: An Evening with Science Author Sam Kean

**Project Type:** Outreach

**If this was a training program, who was it for?:**

**Briefly describe the results and impact of the project:** SUCCESS! Enthusiasm! Science outreach in community and beyond! Engagement of chemists with others! Public recognition of our two 50 year ACS members with attendees. Developed great partnership with library. Earned trust & respect of library as to our commitment to community scientific engagement, promoting science awareness and literacy. Local PBS station video-taped for Knowledge Stream. 2 HS chemistry teachers attended. Adrian College Student Chapter attended. Detroit & Huron Valley Section members attended. MET or exceeded our goals 1.Develop a partnership with Toledo-Lucas County Library System (TLCL) to collaborate on a community outreach program which supports science literacy and engagement – MET 2.Provide a broader-scope community outreach event within the Toledo community, Northwest Ohio area, and Southern Michigan area to showcase the wonders of chemistry and science – MET; attendees from Detroit, Adrian, MI, and Huron Valley area 3.Reach out to our senior chemist membership and invite them to participate in this event; - MET; phone calls, regular mailings helped ensure we reached out to our seniors not connected by internet; 2-50 year members came for their recognition; more than 10 other senior Toledo chemist members attended as well 4.Recognize our ACS 50 year members at this event; YES! They were thrilled! And one of them has agreed to talk about his career at an upcoming meeting. 5.Encourage our senior chemist membership & well as all others who attend to consider the wonderful opportunity of volunteering for the Read for Literacy Program; kind of MET: Introduction did include encouragement of need for volunteers but unfortunately volunteer from Read for Literacy Program was unable to attend and have a table during the networking/social reception 6.Encourage networking all of attendees in an engaging and uplifting event. MET! Attendees commented on and enjoyed scrumptious Periodic Table of Elements' PASTRIES and other food provided.

**Estimated number of volunteers:** 10 volunteers;

**Estimated number at event/directly reached:** 225/>2000

**Optional: Include photos, communications, reports, or other documentation that helps to capture the impact of this project.**

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[https://fs23.formsite.com/kate1dc/files/f-32-68-8264508\\_4Zqt1G6o\\_Pre\\_Sam\\_Kean\\_Visit\\_Publicity\\_and\\_letters\\_all\\_together.pdf](https://fs23.formsite.com/kate1dc/files/f-32-68-8264508_4Zqt1G6o_Pre_Sam_Kean_Visit_Publicity_and_letters_all_together.pdf)

**Attachment 2:** [https://fs23.formsite.com/kate1dc/files/f-32-83-8264508\\_v7AjIIEW\\_post\\_Sam\\_Kean\\_summary\\_and\\_PR\\_releases\\_together.pdf](https://fs23.formsite.com/kate1dc/files/f-32-83-8264508_v7AjIIEW_post_Sam_Kean_summary_and_PR_releases_together.pdf)

**Attachment 3:** [https://fs23.formsite.com/kate1dc/files/f-32-84-8264508\\_NEmzvfpm\\_Sam\\_Kean\\_PHOTOS.pdf](https://fs23.formsite.com/kate1dc/files/f-32-84-8264508_NEmzvfpm_Sam_Kean_PHOTOS.pdf)

**Describe any PR generated prior to the event (i.e. flyers, newspapers ads, emails, website, and/or direct mail). Please include a website link, if applicable.**

Library Open Book flier; new Toledo Section ACS website; promoted on Detroit & Huron Valley websites and emails and newsletters; Toledo emails and newsletter; announcements at other section events; email throughout UToledo community; press releases submitted to local newspapers and tv stations; direct mail to all senior Toledo ACS members age >50; direct mail to high schools in areas;

**Describe any PR generated after to the event (i.e. flyers, newspapers ads, emails, website, and/or direct mail). Please include a website link, if applicable.**

Press Release to Adrian, MI newspaper with lead on Adrian ACS member Jack Georgal 50 year member; Press Release with photos to area newspapers and tv stations; Toledo Blade PRLINK upload with photos; facebook post; our website <http://toledosection.sites.acs.org/>

**What type of evaluation process did you use?**

On-site survey

**Did the survey provide useful information about future events?**

Yes

**The grant money received was...**More than adequate

**List any ACS or non-ACS partnering groups. How did the partnership(s) work out?**

Lucas County Library – specifically Open Book Forum and Ben Malczewski, Humanities Department Manager at Toledo-Lucas County Public Library – Main Library

**Would you do anything differently if you were to do this program again? Explain briefly.**

1) I would use ACS online evaluation form instead of my own; might have gotten more /different insightful/useful info. 2) Better job of communicating start time of pre-talk reception and start time of actual talk; a little confusion indicated by some attendees 3) Better PR! Pay for ads in newspapers!

**Once completed, did you or do you plan to nominate this IPG for any ChemLuminary Award?**

Yes

**Indicate award name:** LSAC Public Outreach

**Please list all major expenditures that were used through this grant.**

**(Note: You do NOT need to attach receipts.)**

Item	Expense	Justification
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Printing & postage of letters	425	Invitations to Sr Chemist members, membership & HS teachers
Food for event	270	2 periodic table pastries; cheese & crackers
Speaker hotel 1 night	108.9	he stayed over 1 night
Airfare	254.6	air travel
car rental	83.05	he drove himself from airport and return
	0	
<b>Project Total</b>	<b>1141.55</b>	

# Press release



October 27, 2014

The Toledo Local Section (since 1917) of the American Chemical Society

## For immediate release

Contact: Joanna Hinton – 419-346-8876

### **Best Selling Science Author, Sam Kean, will bring a masterful combination of history, wit and cultural context to Toledo**

When the general public wants to gain a user-friendly explanation of scientific principles, they often go to the library for a helpful reading resource. Bestselling authors know how to capture a reader's attention with wit and intrigue while skillfully engaging readers in simple explanations of challenging concepts.

Sam Kean is such a masterful science author.

Sam Kean, author of the NY Times bestsellers *The Disappearing Spoon* and *The Violinist's Thumb*, will be here in Toledo to share his humor and masterful combination of science, history and cultural context on Thursday, November 13. The Toledo Section of the American Chemical Society in partnership with the Toledo-Lucas County Library invites the public to attend an Evening with Sam Kean at McMaster Auditorium in the Main Toledo Library starting at 6:30 pm. This free OPEN BOOK forum will include a pre-talk reception, talk by the author, Q&A and book signing.

Sam Kean's work has also appeared in the *NY Times Magazine*, *Mental Floss*, *Slate*, and *New Scientist* and been featured on NPR's *Radiolab* and *All Things Considered*. Michael Schaub of National Public Radio describes Sam Kean as "one of America's smartest and most charming science authors,"

His talk is free to the public,

This event is to help promote science awareness and literacy in our community.

The American Chemical Society is the world's largest scientific society with a membership of more than 163,000 members. It publishes scientific journals, sponsors research conferences, and provides resources for chemistry teachers and students. Its main offices are in Washington, D.C., and Columbus, Ohio.

###

The Toledo Local Section (since 1917) of the American Chemical Society (ACS) encompasses 7 NW OHIO counties (Fulton, Henry, Lucas, Ottawa, Sandusky, Seneca and Wood) and Lenawee County in Michigan. We support the 4 primary goals of ACS by 1) providing information, 2) advancing members careers, 3) improving chemistry education, and 4) communicating chemistry's value. We offer practical and informative programming and volunteer outreach events to our members and the public in order to help contribute to the public's understanding of chemistry and science.

<http://toledosection.sites.acs.org/>

<https://www.facebook.com/pages/Toledo-Section-American-Chemical-Society/128610157192543>



Sam Kean's stories have appeared in *The New York Times Magazine*, *Mental Floss*, *Slate*, *Psychology Today*, and *The New Scientist*, among other places, and his work has been featured on "Radiolab" and NPR's "All Things Considered," among other shows.

- **Book discussion**
- **Q&A session**
- **Book signing**




This event is co-sponsored by  
The Toledo Section  
of the American Chemical Society



**For information call 419.259.5200**

Reservations are encouraged by email to [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)

Follow us on



# OPEN BOOK

Where authors tell their story

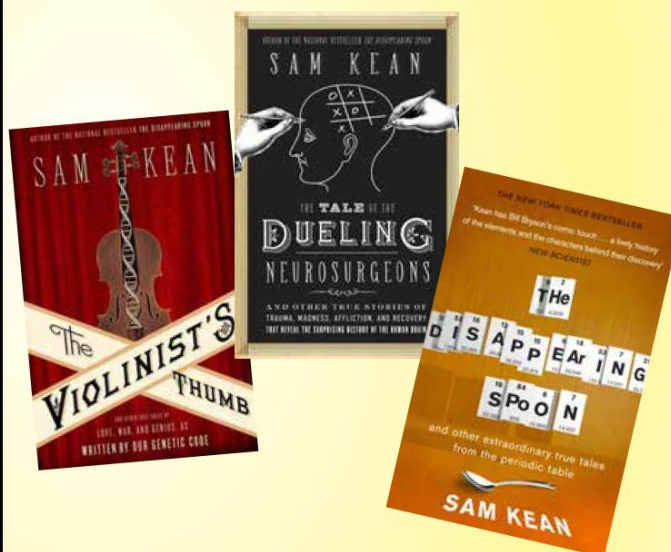
presents

BESTSELLING AUTHOR

## Sam Kean

Thursday, November 13, 2014 • 6:30 p.m.

Main Library, McMaster Center, 325 Michigan St.



His books *The Disappearing Spoon* and *The Violinist's Thumb*, were national bestsellers, and both were named an Amazon "Top 5" science books of the year. *The Disappearing Spoon* was nominated by the Royal Society for one of the top science books of 2010, while *The Violinist's Thumb* was a finalist for PEN's literary science writing award.

## Press release



The Toledo Local Section (since 1917) of the American Chemical Society

### For immediate release

Contact: Joanna Hinton – 419-346-8878

### Best Selling Science Author to bring a masterful combination of history, wit and cultural context to Toledo

Why did Gandhi hate iodine (I, 53)? Why is gallium (Ga, 31) the go-to element for laboratory pranksters? Why do some people survive nuclear bombs? Can genes explain crazy cat ladies?

**JOIN US on Thurs. Nov 13 from 6:30-8:30 pm** as we welcome **SAM KEAN**, Best Selling Science Author, to the McMaster Center at the Main Library in Toledo, 325 Michigan St. for this FREE program. This free OPEN BOOK forum will include a pre-talk reception, talk by the author, Q&A and book signing.

Brought to you by a partnership of the Toledo Section of the American Chemical Society and the Toledo-Lucas County Library.

Let **SAM KEAN** spark your interest in science as he speaks on tales of madness, love, war, genius, and history from the periodic table of the elements and our genetic code. **SAM KEAN**, The Best Selling Author of *THE DISAPPEARING SPOON*, *THE VIOLINIST'S THUMB*, and *THE TALE OF THE DUELING NEUROSURGEONS* will masterfully fuse science with the classic lore of invention, investigation, and discovery—from the Big Bang through the end of time.

Reservations are encouraged by email to [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)

Sam Kean's work has also appeared in the *NY Times Magazine*, *Mental Floss*, *Slate*, and *New Scientist* and been featured on NPR's *Radiolab* and *All Things Considered*. Michael Schaub of National Public Radio describes Sam Kean as "one of America's smartest and most charming science authors."

His talk is free to the public.

This event is to help promote science awareness and literacy in our community.

The Toledo Section of the American Chemical Society

<http://toledosection.sites.acs.org/> <https://www.facebook.com/pages/Toledo-Section-American-Chemical-Society/128810157192543> [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)



Toledo Section  
Joanna Hinton, Chair 2014  
5030 Paddington Dr.  
Toledo, OH 43623

Dear Friend,

Do you enjoy a good story? A witty one with history, intrigue, mystery, science, madness and maybe some music?  
Sure hope so... because

**YOU, YOUR FAMILY & FRIENDS ARE INVITED!**

WHAT: An Evening with Best Selling Science Author **Sam Kean**, a Master Storyteller of Science

WHEN: **Thursday, November 13, 2014** from 6:30 – 8:30 pm

WHERE: The gorgeous **McMaster Auditorium** in the Toledo Main Library

WHO: Brought to you by the *Toledo Section of the American Chemical Society* in partnership with the *Toledo-Lucas County Library OPEN BOOK* forum

WHY: It's **FREE!** OPEN to the Public! Easy location with parking. Handicap Accessible. Great time to network with friends. Refreshments. Copy of books available for purchase. Book Signing Reception.. Meet **Sam Kean**.

RSVP: reservations are encouraged to help plan refreshments; email [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com) with "Sam RSVP" in subject line by Nov 10.

**MORE WHY:**

- You are my friend and I organized this event for Toledo community to enjoy!
- See what I do in my free time with chemistry outreach
- Join me to promote the importance of science literacy in our community!
- Support me and the Toledo-Lucas County Library!
- Learn about becoming a volunteer for READ for LITERACY
- Did I mention it's FREE, FUN, INTERESTING and will expand your horizons

**MORE WHAT:**

- **Sam Kean makes science understandable, funny and fascinating for the general public; you do not need to be a scientist to enjoy his wit and storytelling finesse.**
- He has published 3 highly acclaimed books about science for the general public: [The Disappearing Spoon](#) (tales of adventure, betrayal and obsession from the world of the Periodic Table), [The Violinist's Thumb](#) (stories of science ,history, language and music , as told by our own DNA), and most recently (2014) [The Tale of the Dueling Neurosurgeons](#) (tales of the brain and neuroscience). <http://samkean.com/index.html>

I am very grateful to the American Chemical Society in helping fund this special section event with a Senior Chemists Mini-Grant and a Local Section Innovative Project Grant.

American Chemical Society  
1155 Sixteenth Street, N.W. Washington, D.C. 20036 T [123] 123 4567 F [123] 123 4567 [www.acs.org](http://www.acs.org)





Toledo Section  
Joanna Hinton, Chair 2014  
5030 Paddington Dr.  
Toledo, OH 43623

Dear Toledo Chemist,

Do you enjoy a good story? A witty one with history, intrigue, mystery, science, madness and maybe some music?

Sure hope so... because

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**WHO:** Brought to you by the Toledo Section of the American Chemical Society in partnership with the Toledo-Lucas County Library OPEN BOOK forum

**WHY:** It's FREE! OPEN to the Public! Easy location with parking. Handicap Accessible. Great time to network with other chemists and scientists. Read for Literacy Table. Toledo ACS table. Refreshments. Copy of books available for purchase. Book Signing Reception.. Meet **Sam Kean**.

**RSVP:** reservations are encouraged to help plan refreshments; email [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com) with "Sam RSVP" in subject line by Nov 10.

**MORE WHY:**

- Help us celebrate our section's 50 year ACS Members!
- Join us to promote the importance of science literacy in our community!
- Support us in our new partnership with the Toledo-Lucas County Library!
- Learn about becoming a volunteer for READ for LITERACY
- Become active again in your Toledo Section and bring new program ideas with you

**MORE WHAT:**

- Sam Kean has published 3 highly acclaimed books about science: [The Disappearing Spoon](#) (tales of adventure, betrayal and obsession from the world of the Periodic Table), [The Violinist's Thumb](#) (stories of science, history, language and music, as told by our own DNA), and most recently (2014) [The Tale of the Dueling Neurosurgeons](#) (tales of the brain and neuroscience). <http://samkean.com/index.html>
- He was a Guest Speaker at the San Francisco National ACS Meeting in August, courtesy of the ACS Board of Directors.

**ACKNOWLEDGEMENTS:**

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Toledo Section  
Joanna Hinton, Chair 2014  
5030 Paddington Dr.  
Toledo, OH 43623

**Dear High School Science Teacher:**

Do you enjoy a good story? A witty one with history, intrigue, mystery, science, madness and maybe some music?

Sure hope so... because

**YOU, YOUR STUDENTS, YOUR FAMILY & FRIENDS ARE INVITED!**

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- He has partnered with ACS and AACT (American Association of Chemistry Teachers) to make numerous short and engaging videos for use in the classroom

I am very grateful to the American Chemical Society in helping fund this special section event with a Senior Chemists Mini-Grant and a Local Section Innovative Project Grant.



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# Press release



November 17, 2014

## The Toledo Local Section (since 1917) of the American Chemical Society

### For immediate release

Contact: Joanna Hinton – 419-346-8876

### Historical tales of Science by Author Sam Kean enthrall full house

Sam Kean, author of the NY Times bestsellers *The Disappearing Spoon and other true tales of madness, love and the history of the world from the periodic table of the elements*, spoke to a full McMaster Auditorium, Main Toledo Library on November 13, 2014, in a free event co-sponsored by the Toledo Section of the American Chemical Society (ACS) and Open Book Forum of the Toledo Lucas County Library. Sam's charming wit earned laughs and applause as he colorfully recounted historical tales of the world's building blocks from the periodic table. His sports-announcer-like commentary description of the back and forth older-than-cold-war-feud for naming rights of new elements and eventual naming of Element 106, Seabogorium was both riveting and comical. The audience was fascinated with his historical perspective of aluminum, once revered as more precious than gold and silver to its present day taken-for-granted disposable, all-purposeful, lightweight metal of choice for packaging soda. Sam also tantalized the audience with a taste of the stories in his newest book *The Tale of the Dueling Neurosurgeons*. How can a specific brain injury that results in loss of speech still allow communication through song? How can co-joined twins of the brain, specifically the thalamus, aid neuroscientists in understanding sensory perception? The audience was truly disappointed when time ran out. All available copies of his *The Tale of the Dueling Neurosurgeon* were quickly purchased, and Sam graciously stayed well-past library-closing signing autographs.

Joanna Hinton, Chair of the Toledo ACS Section, shared her enthusiasm with the audience and her appreciation to Ben Malczewski TLCL Humanities Dept Mgr & Open Book and *Authors, Authors* Coordinator, for embracing this partnership between the 2 organizations. The need for increased science awareness and science literacy begins with literacy in Toledo or any community. This free event helped illuminate the wonders of science to the public. Special recognitions and congratulations were extended to 2 attendees with 50 years involvement in the American Chemical Society: Jack Georgal, of Adrian, MI, and Walter Long, of Toledo. Attendees enjoyed delightful *periodic table of elements* pastries provided by Content Pastry. Ben Malczewski, said "total success ... (event) could scarcely have gone better."

#### The Toledo Section of the American Chemical Society

<http://toledosection.sites.acs.org/> <https://www.facebook.com/pages/Toledo-Section-American-Chemical-Society/128610157192543> [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)

The American Chemical Society is the world's largest scientific society with a membership of more than 163,000 members. It publishes scientific journals, sponsors research conferences, and provides resources for chemistry teachers and students. Its main offices are in Washington, D.C., and Columbus, Ohio.

###



Author Sam Kean autographs one of his books for an attendee.



Ben Malczewski TLCL Humanities Dept Mgr and *Open Book* and *Authors*, *Authors* Coordinator, with Author Sam Kean and Joanna Hinton, Chair of the Toledo Section of the American Chemical Society after the event.

Nov-15, 2014

Joanna

Thank you so much for the presentation +  
recognition of my 50 yrs with ACS.  
Chemistry has been a large part of my  
47 years in industry.

I started out as a lab. helper at Dow in  
Midland Mich. Went to the service for three years  
in the Chemical Corp. Went back to Dow + went to  
College @ Central Mich. Graduated in 1964, joined the  
ACS + come to Owens-Illinois in 1965. Started  
out in surface chemistry + ending the last  
20 years in environmental. A very rewarding  
career.

Thanks again

Mal Fry

## Press release



The Toledo Local Section (since 1917) of the American Chemical Society

### For immediate release

Contact: Joanna Hinton – 419-346-8876

### Adrian chemist recognized in Toledo for 50 years

Jack Georgal, of Adrian, MI, along with Walter Long, of Toledo, OH, were recognized and congratulated for 50 years involvement in the American Chemical Society at an event in Toledo on Thursday November 13, 2014. Joanna Hinton, Chair of the Toledo ACS Section, presented them with their Certificates of Recognition prior to a talk by bestselling science author Sam Kean. Sam, author of *The Disappearing Spoon and other true tales of madness, love and the history of the world from the periodic table of the elements*, spoke to a full house at the McMaster Auditorium in the Main Toledo Library on Thursday, November 13, 2014, in a free event co-sponsored by the Toledo Section of the American Chemical Society (ACS) and Open Book Forum of the Toledo Lucas County Library. Sam's charming wit earned laughs and applause as he colorfully recounted historical tales of the world's building blocks from the periodic table. His sports-announcer-like commentary description of the back and forth older-than-cold-war-feud for naming rights of new elements and eventual naming of Element 106, Seabogorium was both riveting and comical. The audience was fascinated with his historical perspective of aluminum, once revered as more precious than gold and silver to its present day taken-for-granted disposable, all-purposeful, lightweight metal of choice for packaging soda. Sam also tantalized the audience with a taste of the stories in his newest book *The Tale of the Dueling Neurosurgeons*. How can a specific brain injury that results in loss of speech still allow communication through song? How can co-joined twins of the brain, specifically the thalamus, aid neuroscientists in understanding sensory perception? The audience was truly disappointed when time ran out. All available copies of his *The Tale of the Dueling Neurosurgeon* were quickly purchased, and Sam graciously stayed well-past library-closing signing autographs.

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The Toledo Section of the American Chemical Society

<http://toledosection.sites.acs.org/> <https://www.facebook.com/pages/Toledo-Section-American-Chemical-Society/128810157192543> [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)

UNFORTUNATELY,

I never saw any articles published about the event in any of the local newspapers I contacted.

I did post the PR on The Blades online PRLINK and it was published there for free.



Sam Kean's stories have appeared in *The New York Times Magazine*, *Mental Floss*, *Slate*, *Psychology Today*, and *The New Scientist*, among other places, and his work has been featured on "Radiolab" and NPR's "All Things Considered," among other shows.

- **Book discussion**
- **Q&A session**
- **Book signing**



This event is co-sponsored by  
The Toledo Section  
of the American Chemical Society



**For information call 419.259.5200**

Reservations are encouraged by email to [toledosectionacs@gmail.com](mailto:toledosectionacs@gmail.com)

Follow us on  



# OPEN BOOK

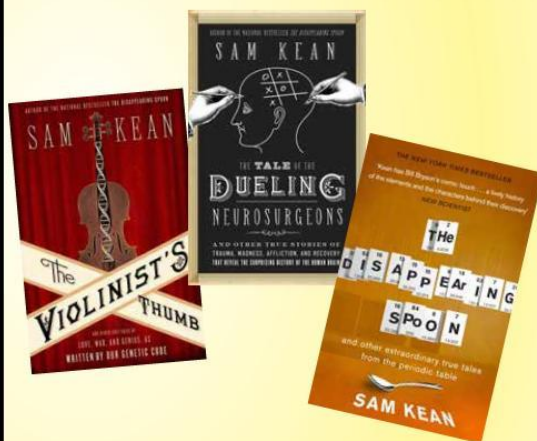
Where authors tell their story

presents  
BESTSELLING AUTHOR

## Sam Kean

Thursday, November 13, 2014 • 6:30 p.m.

Main Library, McMaster Center, 325 Michigan St.



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