



The Clay Minerals Society

www.clays.org

THE PRESIDENT'S CORNER



Paul Schroeder

Quotations about long-range planning (LRP) go as far back as the poet Euripides (480–406 BC), who said, “Long-range planning works best on the short term.” Interestingly, this quotation is archived in clay pottery. More recently, Yogi Berra, baseball catcher (1925–present), said, “You got to be careful if you don’t know where you’re going, because you might not get there.” Yogi played baseball on red clay and was part of championship teams. So where am I going with this? Did you know the CMS holds an LRP meeting each January in the home office

in Chantilly, Virginia? It is actually open to all CMS members. Here’s an update from the last LRP meeting. You should first know that, despite economic turmoils, the CMS endowment remains healthy. We need to give thanks to CMS financiers for their championship-like LRP skills, as we outperformed most market indicators. Interest from the endowment has been getting *Elements* to you for free. Interest also allows you to receive *Clays and Clay Minerals* and CMS Workshop Lectures, apply for student research and travel awards, participate in the Reynolds Cup competition, and attend annual meetings at nicely subsidized rates. Being a CMS member is an incredible bargain.

Our mission is to encourage in the broadest and most liberal manner the advancement of clay mineral science. To that end, we continue LRP to expand the digital distribution of our publications and go beyond our current pathway to electronic periodicals (*Ingenta* and *GeoScience World*). The intent is to make CMS publications easier for others to access and to get CMS products into the libraries of smaller institutions and the more remote areas of the world. Electronic subscription contracts require LRP because they bring in revenue, but that revenue is shared with the distributors and we must balance losses from dwindling paper subscriptions. At the same time, open access (i.e. the free distribution of publications, as required by public funding agencies) is expanding, which is a reminder for everyone to do their own LRP and include open access page charges in funding requests. CMS already enables open access, so if you pay, then you can freely distribute and post your research as soon as it is accepted.

Initiatives set out in our LRP include: (1) the development of a CMS Distinguished Lecturer program; (2) a volunteer program that encourages CMS student members to attend our annual meeting and large affiliated society meetings, where time and talents will be used to promote CMS activities; and (3) expanding the increasingly popular Reynolds Cup competition by allowing organizers to solicit funds from other organizations for optional expenses associated with quality control testing, the hosting of winners, and other sundry costs. Having personally known Bob Reynolds, I suspect he’d be proud to know that “bragging rights” are the most valued RC prize. Congrats to recent winners Mark Raven and Peter Self. The details of these LRP initiatives are pending Council approval, but our goal is implementation by next year. I close by obscurely noting that the term “clay” appears only four times in a search through the 45-year history of the journal *Long Range Planning*. Rest assured that this fact does not reflect reality for the CMS. CMS committees are doing their best to improve LRP, and I am thankful for that. We just need to see what we can do best on the short-term and be careful where we are going, because we want to get there.

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The Clay Minerals Society
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2010 REYNOLDS CUP RESULTS



The 5th Reynolds Cup competition, held in 2010, involved 63 participants from 22 countries. The three samples sent to participants included a clay-rich sediment, a clay common to hydrothermal alteration, and a clay-rich soil. The winning team consisted of Mark Raven and Peter Self (CSIRO); second place went to Denny Eberl, Alex Blum, Mario Guzman, Marc Serravezza, and Keith Morrison (USGS); and third place went to Reinhard Kleeberg and Kristian Ufer (Technical University Bergakademie Freiberg). More details on the competition can be found on the CMS website, www.clays.org.

STUDENT RESEARCH AND TRAVEL GRANTS

The research grant program provides partial financial support (up to \$3000) for master’s and doctoral research carried out by graduate students in clay science and technology. The travel grant program provides partial financial support to help graduate students attend the annual meeting of the Clay Minerals Society and present the results of their research. All student members of the Clay Minerals Society are eligible to apply for a travel grant. For more information, see the CMS website, www.clays.org. **Application deadline is 12 June 2011.**



Workshop: “Trace Elements and Clays: Occurrence, Analysis and Applications”

Organizer: Peter C. Ryan

25 September 2011

See the CMS website, www.clays.org, for more information.