

## Liz Streland

**Currently:** Key Account Manager, Croda, Inc.; **Prior Experience:** Senior Sales Representative, Stepan; Sales Representative, Analytical Chemist, Lonza; **Educational Background:** MA, Organizational Management, University of Phoenix; BS Biology, The Pennsylvania State University; **SCC National Activities:** National Treasurer (2017-present), Area III Director (2014-2016), National Constitution & Bylaws Committee (2016-present), Area Councilor (2012-2013), Committee on Chapter Affairs (2012, 2014-2016); Member since 1995; **Chapter Activities:** California Chapter: Chair (2013), Chair-Elect (2012), Treasurer (2011, 2009), Treasurer-Elect (2010); Student outreach (2013-present); **Patents/awards** SCC Marketing Fellow (FMSCC) 2016, SCC California Chapter National Merit Award (2012); **Other Professional Affiliations:** Cosmetic Executive Women, Beauty Industry West



### STATEMENT OF GOALS

To my SCC family...I am sincerely honored and humbled to be running for Vice President-elect of our great organization. I truly think of our SCC as family. That was no more evident than last year during my husband's stem cell transplant. Your love and support during that incredibly difficult time gave us strength and helped us more than you could ever know. From the bottom of my heart, thank you.

I have been a SCC member since 1995 and have spent the past ten years serving in a variety of roles including presently as National Treasurer. I believe *deeply* in the mission of our organization and feel my service to our Society has given me the experience to appreciate what needs to be done to secure a bright future for our SCC.

1. **Growth & Visibility:** Our largest source of annual revenue is membership dues. Therefore, we must focus on growing our membership so we can continue to advance our mission and expand our capabilities and offerings. We can do this by:
  - a. Increasing the *value* of membership by adding more member benefits:
    - Developing/offering a bank of on-demand online courses;
    - Expanding the free education course program for our chapters;
    - Modernizing our scientific journal as an online resource;
  - b. Broadening our reach by seeking organizations for potential collaboration, reciprocal benefits, and the like.
  - c. Offering group membership and/or multi-year membership discounts thereby encouraging support from companies that are so crucial to our industry; and reducing our yearend membership attrition.

- d. Identifying the right opportunity to bring back our midyear meeting, perhaps with a theme-specific program and/or a hybrid (scientific & marketing) event to combine the different elements of our industry.
2. **Broaden Our Focus on Our Younger Members & Future Leaders:** The future success of our SCC rests in today's planning. By focusing on the wants and needs of our younger members, we ensure the future of our organization. We can do this by:
  - a. Creating a new "young member council" comprised of two members/chapter. This added resource will help us to stay current with our rapidly changing industry while planting the seeds for our next generation of leaders.
  - b. Establishing a mentor program.
  - c. Creating a "Young Ambassadors" program for early-career members interested in visiting with universities and schools to discuss careers in cosmetic science.
3. **Increase Chapter Support & Chapter Representation:** We must expand support to our chapters and can do that by:
  - a. Increasing/expanding rewards for chapter membership retention and growth.
  - b. Maintaining a database of speakers & topics for chapter speaking events.
  - c. Expanding free course offerings.
  - d. Considering the addition of a new Area (Area V) thereby expanding chapter representation on the Board and facilitating some logical Area realignment.
  - e. Assisting in the promotion of Chapter events.

We are so fortunate to be part of this amazingly vibrant family. So, it is with humility, sincere appreciation and a focus on the future that I ask for your support.