



SOCMA Elects Larry Brotherton Board of Governors Chairman

Washington, DC – The Society of Chemical Manufacturers and Affiliates (SOCMA) announced that Dr. Larry Brotherton, CEO and owner of Ortec, Inc. in Easley, SC, was elected Board of Governors Chairman during SOCMA's Annual Meeting in New York City on December 7, 2009.

Speaking in New York, Brotherton said as Chairman he will continue to promote SOCMA as a well-recognized and respected brand in the US and around the globe. He outlined the organization's priorities for 2010, including efforts to grow membership by enhancing and communicating SOCMA's value propositions.

"Membership opens doors to new business enhancement opportunities and gives members direct input on critical legislative and regulatory issues," he said. "It is imperative that we continue to improve our existing benefits, as well as add new benefits that will bring additional value to our membership."

Recognizing that company travel budgets are tight, Brotherton said SOCMA will continue offering online networking opportunities and web-based seminars to deliver valuable content to SOCMA's diverse membership.

He also said the organization will keep focusing its energies on refining and promoting its ChemStewards® performance improvement program and assisting members on their path to compliance.

"In today's political and social climate, it's increasingly important for companies to reduce their environmental footprint as they improve their overall chemical management accountability," Brotherton said, underscoring that companies continue joining SOCMA because they realize the program is a great return on investment.

Brotherton has served on SOCMA's Board of Governors since 2000. He is a graduate of Tusculum College and received his Ph.D in chemistry from the University of Tennessee. He has served on many civic boards and is currently a Trustee of Tusculum College.

Brotherton succeeds Charles Hinnant, Chairman and CEO of Optima Chemical Group LLC and President of Charkit Chemical Corporation, who completed a two-year term as Board Chairman.