USMA Overview
Who We Are & What We Do.
2022 Virtual Open House

Presented by the President

DON HILLGER
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1916

Started as American Metric Association (AMA). Originally an affiliate of the American Association for Advancement of Science (AAAS)

~1925

Became Metric Association
Original newsletter Measurement (1925 to 1931)

1966

Louis Sokol began publishing the Metric Association Newsletter

1975

Became US Metric Association (USMA)

1990

Metric Today newsletter began in 1990 (57 years)

2022

1st Website launched (27 years)

VIRTUAL OPEN HOUSE
USMA and its Mission

The US Metric Association (USMA), Inc., is a national non-profit organization that was founded in 1916

USMA Mission Statement:

- USMA advocates **completing the US conversion to the International System of Units**, known by the symbol SI (ess-eye) and also called the metric system

- The process of changing measurement units to the metric system is called metric **transition** or **metrication**
USMA and its Mission

Which includes:

- Promoting/encouraging metric system use (particularly in the USA)
- Helping with proper metric use (for those who may not fully understand or may incorrectly use the metric system)
- Coordinating with other metric organizations, businesses, and individuals:
  - DoC/NIST Laws and Metric Program
  - UK Metric Association (UKMA)
  - Businesses which want to metricate (a few contacts every year)

USMA does not overemphasize:

- Spelling issues (e.g. meter/metre)
- Pronunciation issues (e.g. kilometer, not ki-LOM-eter)
- Deprecating the centimeter
USMA Officers

President
- George F. Kunz (1917 to ?)
- John T. Johnson (1935 to 1960; 25 years)
- Robert Fischelis (1966 to 1967)
- Fred Helgren (1967 to 1969)
- Douglas Frost (1969 to 1971)
- Louis Sokol (1971 to 1986; 15 years)
- Lorelle Young (1986 to 2015; 20 years)
- Don Hillger (2015 →, 7 → years)

Executive Director
- Valerie Antoine (1986 to 2015) [recently passed away at 105 years old!]
- Currently vacant, although this is generally the staff at USMA Headquarters (currently in Colorado)
USMA Officers

Vice President

- Valerie Antoine (1978 to 1991) became the USMA Executive Director
- Paul Trusten (2015 →, currently vacant)

Area Directors

- Eastern US: **Don Jordan**
- Central US: **Mark Henschel**
- Western US (late Mary Gerke, currently vacant)

Certified Metrification Specialist (CMS/CAMS) Program

- Chris Stone (National, now retired)
- **Don Jordan** (South Carolina and National)

Science Fair Program

- Bill Hooper (1982 to 2017)
- **Mark Henschel** (2017 →)
Metric Today Newsletter

Original newsletter - Measurement (1925 to 1931)

- **Since 1966 (57 years)**
  - Started as Metric Association Newsletter in 1966
  - US Metric Association Newsletter in 1975
  - USMA Newsletter in 1980
  - Metric Today in 1990
  - Became fully electronic (PDF) in 2015

- **Our 54th year/volume with following editors:**
  - Started by Louis Sokol (1966 to 1980, 15 years)
  - Continued by Valerie Antoine (1980 to 2006, 25 years)
  - Continued by Gary Brown (2006 to 2015, 10 years)
  - Continued by **Don Hillger** (2015 →, 7 years!)
Website (usma.org)

- Started in 1996 (originally hosted by Colorado State University)

- Primary domain name usma.org (since 2019, donated in 2019 by Varun Varada, BlueHost server, using WordPress software)

- Other (parked) domain names
  - us-metric.org (started on BlueHost under this domain)
  - usmetric.org (donated in 2018 by Martin Ward, UK)
  - metric.org (provided since ~ 2006 by Jim Gottlieb)

- Web improvements under consideration:
  - Online store for metric supplies (started)
  - Online membership applications and dues payments
  - More? **What would members like to see?**
Activities (in brief)

- **Science Fair awards** (annually, since 1982)
  - Science fair judges are supplied (if available among the USMA membership)
- USMA/Blake Family **Scholarships/Awards** (annually, since 2017)
- **Certified Metrization Specialist** (CMS/CAMS) certification (national and SC/state)
- **Speakers/presenters** for media interviews/conferences
- **Metric experts/consultants** (from among the USMA membership, more needed)
- **Social media** (Facebook, Twitter, Instagram, Reddit, etc.; outreach efforts)
- Yearly **Metric Week proclamations** by state Governors
- USMA **displays.booths** at local events (Tucson AZ, SARSEF example)
- **Collaborations with teachers/educators** (provide metric supplies, collaborate with NIST, which provides USMA rulers and cubes with NIST’s Teachers’ Kits)
How can the USMA help you?
How can we work together for the metric cause?

- **USMA Headquarters:**
  PO Box 471, Windsor CO 80550-0471

- **USMA Website:**
  usma.org (main URL)
  metric.org (generic alias)

- **USMA e-mail:**
  don.hillger@usma.org (USMA President)
  contact@usma.org (generic)

- **USMA social media:** (Facebook, Twitter, Instagram, Reddit, etc.)