



# **USMA Update (December 2022)**

**Don Hillger, USMA President**

2022 USMA (Fall/Winter) Virtual Meet-Up

7 December 2022

# 2022 USMA (Fall/Winter) Virtual Meet-Up



This is a third virtual meeting of **USMA members and other metric advocates**. These are opportunities to openly discuss the ongoing metrication (metric transition) of the USA.

USMA plans to continue these meetings quarterly, with one of the meetings in the spring around World Metrology Day (May 20) and again in the fall before **Metric Week** (the week with the 10<sup>th</sup> of October)

# 2022 USMA (Fall/Winter) Virtual Meetup Agenda

<b>Time (ET)</b>	<b>Duration</b>	<b>Wednesday 7 December 2022</b>
<b>7:00 pm to 8:30 pm</b>	<b>90 minutes</b>	<b>Welcome</b> Dr. Don Hillger
		<b>USMA Shop Demo: New Membership Process, Gift Giving, and Donations</b> Speaker: Varun Varada
		<b>USMA Social Media Team Update</b> Speaker: Bryce Schubert
		<b>Program Activities and US Metrication Topic Discussions</b> Facilitator: Dr. Don Hillger
		<b>Closing</b> Dr. Don Hillger



# 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 transition 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.*
- 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 new companies every year)
- USMA does not overemphasize:
  - Spelling issues (e.g. meter/metre)
  - Pronunciation issues (e.g. kilometer, not kiLOMeter)
  - Deprecating the centimeter, or renaming the kilogram



# Current USMA officers

- President: **Don Hillger**
- Area Directors:
  - Eastern US: **Don Jordan**
  - Central US: **Mark Henschel**
- Certified Metrication Specialist (CMS/CAMS) Program: **Don Jordan**
- Science Fair Program: **Mark Henschel**
- Webmaster: **Varun Varada**
- Technical Advisor: **Elizabeth Benham (NIST)**
- Social Media Coordinator: **Bryce Schuebert**
- Outreach Coordinator: **Henry Knoepfle**



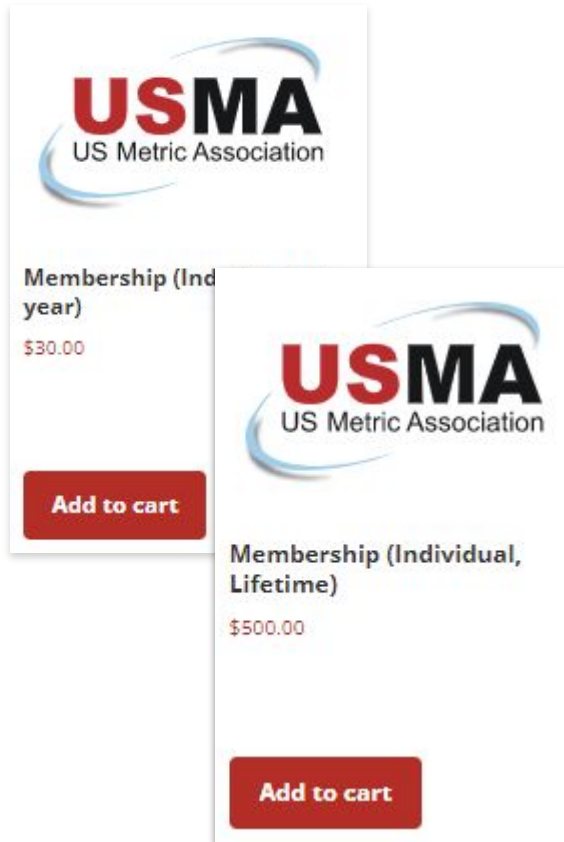
# USMA activities (in brief)

- **Science Fair awards** (annually, since 1982)
  - Science fair judges are supplied (if available among the USMA membership)
- Kevlin/Jordan USMA **scholarships/awards** (recently renamed, active since 2017)
- **Certified Metrication 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)
- USMA **displays/booths** at local events (Tucson AZ, SARSEF example)
- **Collaborations with teachers/educators** (provide metric supplies, collaborate with NIST; USMA metric rulers and metric cubes for NIST's Teachers' Kits)
- **USMA Shop Demo: New Membership Process, Gift Giving, and Donations**
- **USMA Social Media Update and Outreach Effort**

# Expanded USMA membership application and payment system



- Developed by **Varun Varada**, USMA Webmaster
  - First developed was the USMA **Online Store** for ordering and payment for metric supplies
  - **USMA Memberships** are one of the Online Store “for sale” items:
    - Now allowing **1-, 2-, and 3-year** and **lifetime** memberships
    - Now allowing **Gift** Memberships
    - Soon allowing **Donation** option
- Online store and membership applications are helping streamline USMA home office duties!







# **Presentation on metric outreach and activities**

- **USMA Shop Demo: New Membership Process, Gift Giving, and Donations**
- **Social Media Update: Instagram | Twitter | LinkedIn | Facebook**
- **2023 NIST Internship Opportunity: Summer Undergraduate Research Fellowship (SURF)**





# 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](http://usma.org) (main URL)
  - [metric.org](http://metric.org) (generic alias)
- USMA e-mail:
  - [don.hillger@usma.org](mailto:don.hillger@usma.org) (USMA President)
  - [contact@usma.org](mailto:contact@usma.org) (generic)
  - [media@usma.org](mailto:media@usma.org) (social media)
- USMA social media: (Facebook, Twitter, Instagram, Reddit, etc.)