

Randall Wedin

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Career Profile

Over 25 years of experience using communication skills to bridge the gap between the worlds of science, business, government, and the public. Extensive research and writing experience on a very broad range of science-related topics—from science education, public outreach, and professional development to environmental chemistry, biotechnology, and nanotechnology. Comprehensive background in the chemistry community, with national and local leadership positions in a variety of sectors—academe, government, non-profit, volunteer, and private.

Work Experience

President, Wedin Communications, Wayzata, MN 1991-present
Serve as freelance writer, editor, and consultant for publications and organizations in the scientific, technical, and education communities. Provide communication services including writing, editing, community outreach, marketing communications, and public relations. Write magazine articles, newsletters, speeches, brochures, grant proposals, policy statements, radio scripts, book chapters, and annual reports. (See attached lists of publications and clients.)

Accomplishments include:

- Researched and wrote over 75 feature articles and columns for magazines that serve the professional chemistry community.
- Developed science communication materials to support client programs, including informal science education programs such as “Kids & Chemistry,” “International Chemistry Celebration,” “National Chemistry Week,” “Chemical Communications Toolbox,” “Your Chemical World,” “Chemical Soundbites,” and “Stewardship for the 21st Century.”
- Presented over 50 hands-on chemistry activity sessions to children and adults in a wide variety of venues and media outlets—from classrooms, shopping malls, and museums to television, radio, and websites.
- Wrote series of creative nonfiction essays linking chemistry and parenting, titled *The Alchemist in the Minivan: Distilling Memories, Molecules, and Meaning from Fatherhood*. Awarded 2003 Artist Fellowship from Minnesota State Arts Board and 2006 Study and Travel Grant from the Jerome Foundation for this project.

Head of Special Publications, American Chemical Society, Washington, DC 1988-1991

Served as publisher, with business and financial responsibility, for ACS Special Publications—two journals, two magazines, and five buyers' guides. Managed and directed operations of department of 20 full-time employees and 18 part-time contract editors. Responsible for setting and meeting bottom-line financial goals with total revenues exceeding \$10.1 million in 1990. Developed and implemented business plans for new publications.

Interacted with scientists, editors, and advertisers in areas relating to chemistry, chemical engineering, biotechnology, and environmental science. In addition to department management responsibilities, served on inter-departmental task forces on Strategic Planning for the ACS, National Chemistry Week, and Programs for Undergraduate Students. Attended Stanford Professional Publishing Course, 1988.

Program Manager, National Chemistry Day, American Chemical Society, Washington, DC 1985-1988

Developed and managed "National Chemistry Day" program from George Pimentel's concept stage in December, 1985, through first National Chemistry Day in November, 1987. Created and led an inter-departmental task force to integrate activities and resources. Through speeches, publications, special events, and workshops, organized and motivated establishment of grassroots public communications programs by over 90% of Society's 182 local sections. Received national Silver Anvil Award from Public Relations Society of America for this highly successful public outreach program.

Special Assistant to the Executive Director, American Chemical Society, Washington, DC 1983-1988

Organized and carried out special communications and management projects related to management of the ACS. Wrote speeches, Congressional testimony, reports, letters, and grant proposals. Represented Executive Director and ACS by serving as liaison to various internal and external groups, including the National Science Foundation, the National Academy of Sciences, and the National Research Council. Served as Secretary of the Management Council, which set Society-wide management policies.

Legislative Assistant to Congressman George Brown, Jr., U.S. House of Representatives 1982-1983

Served as American Chemical Society Congressional Fellow. Researched and briefed the Congressman on issues involving science education, science policy, R&D funding, and high technology. Wrote speeches, testimony, a book chapter, and press releases. Served as the Congressman's liaison with the House Committee on Science and Technology. Served as liaison with agency officials, lobbyists, constituents, and journalists. Drafted amendment to National Science Foundation Authorization bill, which resulted in a funding increase of \$25 million for scientific instrumentation.

Professional Affiliations

American Chemical Society, 1978-present

- National committees and task forces include:
 - National Chemistry Week, Chair, Vice-chair, and Member, 1993-1997
 - Kids & Chemistry, Member, 1993-98
 - International Chemistry Celebration, Member and Consultant, 1994-2000
- Local offices in Minnesota Local Section include:
 - Chair-elect, Chair, Immediate Past Chair, 1992-1995
 - Public Relations, Chair, 2003-present
- Recipient of ACS Phoenix Award (for children's radio program), 1994
- Presented 10 papers/posters/workshops at Regional and National Meetings, 1992-present

American Association for the Advancement of Science, 1980-present

Minnesota High Technology Council, 1992-1997

- Parent Education Task Force, Chair
- State Fair Exhibit Task Force, Member

National Association of Science Writers, 1998-present

Education

Ph.D., Chemistry, 1982, Harvard University, Cambridge, MA

Awarded National Science Foundation Graduate Fellowship. Awarded Danforth Foundation Graduate Fellowship. Served as Teaching Fellow in Chemistry Department and General Education Department, 1978-1980. Served as Resident Staff at Nieman Foundation for Journalism, 1979-1981. Conducted year of research at Oxford University, England, 1981-1982.

B.A., Chemistry and English Literature, 1977, St. Olaf College, Northfield, MN

Graduated first in class. Phi Beta Kappa class speaker.