

IETS Distinguished Service Award

*2004 Recipient
Sarah Moore Seidel*

Members of the IETS owe a lot to Sarah who was the key person in running the society from 1977 to 1999.

One of the important characteristics of Sarah was her tremendous efficiency. For a number of years, the deadline for abstracts and papers for the annual meeting was November 1, and that was before the internet and e-mail were ever thought of. Although there was always assistance from staff at Colorado State, the entire proceedings were mailed from Sarah's office to the editor of *Theriogenology* so that every year, printed copies of the January issue of *Theriogenology* actually showed up in time for the meeting and I am certain that there must have been some close calls. Admittedly, the scale now is larger, but nevertheless she made tremendous efforts to get it all together.

Sarah was instrumental in numerous innovations including starting and editing the quarterly newsletter, setting up satellite symposia, assisting with the Pioneer Award, arranging for the annual meeting to move around the world and being certain that the locations were fitted for this kind of meeting.

As the Society grew, Sarah hired hourly employees through the year and for the annual meeting. When the Society got too large to run out of a home office, some of the accounting was contracted out to the American Dairy Science Association, and this eventually evolved to the current arrangements with the Federation of Animal Science Societies when Sarah retired in 1999.

Sarah also paid attention to keeping costs down, in part due to the financial problems of the Society when she started, which also affected the Board of Governors for years. For the first 2 years, Sarah worked for nothing, not even travel expenses but toward the end of 1979, she was paid a symbolic amount of \$1,440!

Sarah has a legendary ability to deal with details, particularly remembering faces and names of hundreds of people from dozens of countries seen only every year or two. Her friendly, low key, somewhat ad hoc registration process for annual meetings seemed not only to be well tolerated; it came to be appreciated by most delegates. She also enticed talented assistants to help at low hourly rates, such as Dr. Jill Bowen.

To summarize, for more than 2 decades, Sarah Seidel was the key person in charge of making the International Embryo Transfer Society work. She provided "institutional memory" for the Board of Governors from year to year, and in great part due to her efforts, the Society flourished with continually evolving scope and quality.

The choice of Sarah for the IETS distinguished service award 2004 is extremely appropriate.

She was and still is Mrs. IETS