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Rubber Division ACS (American Chemical Society) Honors Endurica Founder

Arnold Smith Special Service Award recognizes significant service to the elastomer community

[Rubber Division, ACS \(American Chemical Society\)](#) honored the winners of their distinguished Science & Technology and Service Awards during the Rubber Division, ACS 191st Technical Meeting that was held April 25-27, 2017 in Beachwood, OH. During the division's Business & Awards Meeting Dr. William V. Mars, founder and President of Endurica LLC, was awarded the [Rubber Division, ACS Arnold Smith Special Service Award](#) for his service to the organization. The Arnold Smith Award is one of the highest honors bestowed by the Division to members for their volunteer service to the organization.

Dr. Mars' service to the Rubber Division, ACS includes:

- Chair/Editor of the Rubber Chemistry & Technology Journal since 2009 and committee member 2007-2009
Rubber Chemistry & Technology is the premier scientific journal for the science and technology of rubber and related elastomers. Published continuously since 1928, the journal provides the deepest archive of published research in the field. Rubber Chemistry & Technology is read by scientists and engineers in academia, industry and government.
- Fall Symposia Co-Chair: 2004, 2005, 2007, 2013
- Program Planning Committee: 2005 – current
- Science & Technology Awards Committee: 2007 – 2014
- International Rubber Science Hall of Fame Selection Committee: 2009 – 2016
- Science & Technology Committee: 2009 – Current
- Best Paper Committee: 2012 – 2013
- Education & Publications Committee: 2012 – 2016

“This award represents many opportunities I’ve had over the years to serve the rubber industry,” explained Dr. Mars. “I am deeply honored and grateful to have had those opportunities, and to be remembered in this way. The Rubber Division, ACS is a great place to connect as professionals and to stay in touch with the science and technology on which our industry is built,”

The Rubber Division of the American Chemical Society (ACS) is an international association of chemists, engineers, technicians, scientists, plant managers, sales and marketing professionals and others in the rubber, polymer or related fields within industry, academia and government. The Rubber Division, ACS enhances science, technology and business across the evolving elastomeric community by working to expand the elastomeric profession and individual development through educational, technical and interactive activities. Rubber Division, ACS is over 100 years old.

Endurica LLC provides pre-prototype solutions for developers seeking durability in elastomer applications. Endurica is focused on durability and elastomers, and has developed the world's first numerical fatigue life solver for elastomers. Our solver is used to predict fatigue life based on the results of Finite Element Analysis. Our solutions include software, characterization services, testing instruments, and training for engineers and analysts. The company was founded in 2008. (www.endurica.com)

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