



Dear Members and Industry Colleagues,

I hope you have all been enjoying your summer as well as the thrilling World Cup, although some are likely enjoying that more than others depending on how your favorite teams have fared to this point. Nevertheless, below are the latest updates from SEFA. Be forewarned however, that if you don't read this entire newsletter, you may be given a **Red Card**!

SEFA Lab of the Year® Competition Deadline

The August 1st deadline to submit a project for the 2026 SEFA Lab of the Year® Competition is fast-approaching, so make sure to submit your projects within the next few weeks. I also want to remind everyone that a brief overview of the competition is available on our [YouTube channel](#) and the competition rules are posted on our [website](#). Stay tuned to find out which industry professionals will make up this year's conflict-free judging panel. Best of luck to everyone submitting a project this year!

SEFA Annual Conference

Just a reminder that [registration is open](#) for our 2026 Annual Conference, November 11-13 at the JW Marriott Turnberry in Miami, Florida. The hotel is a 30-minute drive from either the Miami or Fort Lauderdale International Airports. You can register for the annual conference and our annual golf scramble tournament using the above link. This year's golf tournament will be played on the Soffer Course, which is conveniently located on the JW Marriott Turnberry property. The golf scramble will be followed by our Wednesday night Welcome Reception, where you can eat, drink, and chat with your fellow conference attendees. On Thursday, there will be presentations from the two Lab of the Year Finalists, which are immediately followed by the Lab of the Year Awards Ceremony. Thursday afternoon features an array of our standard writing committee meetings, followed by a relaxing dinner cruise on the Florida Intracoastal Waterway with breathtaking views of the Miami skyline. While aboard, we will honor Hank Von Der Bruegge and Abbie Gregg with SEFA Lifetime Achievement Awards in recognition of their outstanding careers and contributions to SEFA. On Friday morning, we will have our annual meeting followed by several standard writing committee meetings. Lastly, opportunities to exhibit or sponsor at this meeting are still available. If you would like more information, please email barbara@sefalabs.com.

Frost Institute for Chemistry & Molecular Science at the University of Miami

We are pleased to announce that the grand finale of this year's Annual Conference will be a lab tour of the [Frost Institute for Chemistry & Molecular Science](#) at the University of Miami. This tour will take place in the early afternoon of Friday, November 13th. Special thanks to Lloyd Fisk and RFD for connecting us with the people at the Frost Institute to make this tour possible! Space is limited so if you would like to sign-up for the tour, please email barbara@sefalabs.com to reserve your spot. As always, there is no additional charge to attend this tour.

That's all for now, so best of luck to all of your favorite remaining World Cup teams, and I look forward to seeing you in sunny Florida!

Ross Sutton, *JD*

**Associate General Counsel, Director of Marketing
Scientific Equipment and Furniture Association**