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# The Chemical Consultant

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THE ASSOCIATION OF CONSULTING CHEMISTS & CHEMICAL ENGINEERS

Scientific, Engineering, Business & Management Consultants

Volume 16, no. 2

[www.chemconsult.org](http://www.chemconsult.org)

April-July 2004

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## IN THIS ISSUE

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The Association of Consulting Chemists & Chemical Engineers (ACC&CE) is a network of senior-level consultants with a broad range of functional expertise and many years of experience in the chemical and allied industries. The purposes of the organization are:

- To furnish support to its members as they conduct their consulting practices.
- To offer prospective clients a "clearing house" which they can use to find the most qualified consultants or team of consultants whatever their particular problem may be.

This newsletter is intended to support those purposes as well as to educate prospective new members and prospective client organizations about ACC&CE, and how we can be most helpful to them.

The ACC&CE has an interactive website – [www.chemconsult.org](http://www.chemconsult.org), that allows prospective clients either to input their problem or to search for those consultants most skilled in their area of concern. This website also allows prospective members to access information on the organization, including back-issues of the newsletter, meeting notices, etc. It also obviously serves as a resource for the Association's members, including allowing each member to have his/her own webpage, which benefits from the visibility of the entire ACC&CE website.

While the individual webpage feature itself justifies the cost of membership, an intangible but even more important benefit of membership in ACC&CE is our Mentoring Program. All new members, whether aspiring or experienced consultants, are offered a mentor to answer questions and otherwise aid the new member in establishing a prosperous consulting practice. In this issue, Dave Riley, the current Association president, has written an article based on his experiences as a mentor.

Also in this issue is an article by Bill Hoffman on the Association's website. This article should be of interest to all – prospective and current members as well as prospective and current clients.

The Association is presenting a one-day Symposium at the American Chemical Society's meeting in Philadelphia on Tuesday, August 24. The morning session is entitled; "Consulting as a Small Business" and the afternoon session is named; "Consulting for Small Businesses". A short description of that symposium is included in this newsletter.

Finally, it is our practice to include the list and a short bio for all new members who have joined since the last newsletter publication.



Mark Your Calendar

### MONTHLY MEETINGS

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#### SEPTEMBER 28

Sheffield's Catering  
Mountainside, NJ

Ned Webber,  
VP, Nurture Inst.

*A Cure for the Common  
Cold Call*

#### OCTOBER 26

Ben's Deli  
New York City  
Annual Meeting  
Dr. Dave Riley

Dr. William Hoffman

*Website Visibility*

#### DECEMBER 1

To Be Announced

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### ACC&CE Officers

David Riley, President  
[drdwiley@att.net](mailto:drdwiley@att.net)

Joseph Porcelli, Vice President  
[jvpji@jvporcelli.com](mailto:jvpji@jvporcelli.com)

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Stephen Duerr, Treasurer  
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# THE ART OF MENTORING – THE PRICELESS VALUE IN ACC&CE MEMBERSHIP

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By David W. Riley, President  
Association of Consulting Chemists & Chemical Engineers  
July 2004

Knowledge is the essence of consulting. Experience is a part of this knowledge and is a powerful tool for the consultant. What does this matter to the consultant? This is the foundation of his practice and the pleasure of his existence. What can he do with it? He can simply wallow in his own glory or he can share this with others that have not yet experienced this level of accomplishment. Sharing this information is called mentoring. The joy of mentoring by the experienced consultant is a display of his deeds and gives direction and meaning to his accomplishments. It is a sense of pride and a way of reliving his achievements.

In contrast, the joy of mentoring for the recipient is a sudden source of information that it could take days or months or even years to search for from textbooks. He now knows that the mind that he is tapping has an almost inexhaustible supply of coordinated knowledge that he can use right away to further his career.

What does this mean to all of us collectively? It means that a network now exists for joint action and thought—a real growth of potential to all parties in the process. A new potential for learning suddenly exists for all parties.

How do we start this process? The desire to learn must be inherent in the effort of the recipient. However, the recipient must have a much stronger ingredient in him/her—a field of endeavor that is the central theme of his potential practice. So, the first the thing that the mentor must find out is:

What do you want to do as a consultant?

What area of activity do you want to enter? Have you already approached any companies or people in the process? What reaction have you received so far?

Amazingly enough, this usually causes a flood of responses and frequently, frustrations. The individual needs direction to his effort. This is where the mentoring comes in. What is wrong with the new consultant's approach? Fortunately, we have all been through this, so our advice is helpful directly.

Is he/she adequately prepared?

For example, does she/he have any books on consulting as a career? Has the person been to the library to discover what she/he can dig out there? There are some excellent courses on consulting. A background check will show that the person has acquired all sorts of techniques from the work or experience he/she has had. This is the most fun of all since it is an exploration of the real depth of the individual.

As a consultant have you tried to act like one?

What papers have you written or presented at what type of conference? What area of expertise have you researched or developed?

How do you plan to promote yourself?

You need to write letters to your business contacts. How about writing an article for the Association's Newsletter? Volunteer to speak to groups interested or specializing in the field of your endeavor.

And last of all; do not give away your services for free. Give a little to prove your point, that you know what you are talking about, but then, be sure to talk turkey about your fees and expenses. Get advice about these fees from your mentor.

Then and only then, can you be called a CONSULTANT!!!!

Committee for Mentoring: Dr. David Armbruster, Dr. Ernest Coleman, and Dr. David W. Riley

# IMPROVE YOUR VISIBILITY

ACC&CE is well-positioned to be found on the internet in a search for consultants, in a wide range of topics and specialties. When the potential client gets to our website, how does he find a consultant?

One of the features provided to our members is the ability to be found in a search of our website, according to client-chosen topic and specialty words: the "search terms". The internal search engine - which only searches our database - checks all the words on all the member pages plus their own "keyword" list and returns a list of members for the client to review.

In general, the list presented is sorted by a score calculated by the search engine. The score is based on 7 adjustable-weight factors and a set of engine-internal rules for combining them. Two of the most important factors are the use (including frequency) and placement of the words you'd like to match the potential client's search terms.

Here are some guidelines for optimizing visibility with your word choices:

1. Limit - maybe don't even use - generic terms. The potential client will quickly learn that a search for "consultant" is not productive - we're all consultants, after all - so using "consultant" more than once on your page has little value. Similarly, other generic words like "chemist", "engineer" and their derivatives will not provide a unique basis for finding you.
2. Think like a searcher. If you want to be found as an "expert witness", use the combined words. An "expert consultant" who is also an "experienced litigation witness" will not be found if the search specifies "expert witness" [with quotes in the search term box]. He will be found with unquoted terms [expert witness in the search term box searches for "expert" or "witness" or both], but the score will be lower than for a member who puts the words together.
3. Ensure that the specialty words you'd like to emphasize appear in the "keywords" list, as well as on your main page. The engine gives more weight to "keywords" than to main page words, though having both is best. Using your most significant words two or three times in both the main page and "keyword" list will help visibility. There is a potential penalty to trying to pack the keyword list, that's built into some search engines, but so far as our checking has gone, no one is overdoing it and some might benefit from editing and rewording.

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4. Place your most important words near the beginning of your main page, if possible. This improves the score compared to using words later in your main page.

You can access your webpage and check the words easily of course: just search by your name while on our website (<http://www.chemconsult.org/>) and use the browser "Find" feature to see how often and where your important words appear. While on your page, you can bring up a copy of the coding that makes your page and it will contain the "keywords" list (if you do this on any general ACC&CE website page, you'll find the site "keywords", not your selection). Right-click on the page and move the cursor to "This Frame", then navigate to "View Frame Source". The menus are the same with a Mac; just hold down the mouse button until the popup menu appears. The keywords are right at the top of the page in the new window that opens. If you'd like to change anything, you'll need to log in as a member (get your password from Linda Townsend, at Telephone: 1-(973) 729-6671 FAX: 1-(973) 729-7088) and go to the Directory Management page. It will take a couple of days for the changes to be effective.

We are currently contacting the engine's programmers to understand all the factors and rules and will provide updates in the Newsletter from time to time as we learn more. We are also working on appropriate front-page language to help searcher-clients realize that the "ranking" of the members is simply the engine-score and not a qualification indicator. Member input on any aspect of searching on our website will be welcome. Please email Bill Hoffman at [whoff@robill.com](mailto:whoff@robill.com).

## DO YOU HAVE A TECHNICAL OR BUSINESS PROBLEM?

### CONSIDER VISITING

[www.chemconsult.org](http://www.chemconsult.org)

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CONSULTANTS TO SEEK THE RIGHT EXPERTISE**

**YOU CAN USE OUR SEARCH ENGINE TO FIND  
THAT EXPERTISE**

**YOU CAN INPUT A DESCRIPTION OF YOUR  
PROBLEM AND THE APPROPRIATE CONSULTANTS  
WILL CONTACT YOU**



## NEW MEMBER INFORMATION

**Philip E. Rakita #918**  
**Armour Associates, Ltd**  
**Philadelphia, PA**  
**Tel: 215-931-0230**

Armour Associates is a consulting firm specializing in helping clients to realistically assess and successfully respond to a broad range of critical growth opportunities and business challenges. With offices in Philadelphia and Paris, Armour Associates' comprehensive range of consulting services includes market evaluation and business analysis; competitive intelligence; merger, acquisition, and partnership assessments; business strategy development, technology acquisition and intellectual property valuation; and other related services.

**Dr. Robert Small #924**  
**BS Associates**  
**Tucson, AZ**  
**Tel: 520-398-7100**

Consultant for the semiconductor industry back end of the line, post etch, and post CMP cleaning processes. Slurry development for chemical and mechanical planarization processes. Over 30 years of experience with numerous patents and publications.

**Michael W. Heliuff #925**  
**MH Consulting**  
**Westfield, NJ**  
**Tel: 908-232-2630**

Consultant in personal care products specializing in New Product Development for hair care, skin care, sun care. Intermediate scale-up capability: liquids, creams and lotions. He has over 40 years of experience. His background includes 32 US Patents and 7 publications in this area.

**Frederick G. Haibach, PhD. #926**  
**Confluent Sciences Consulting, Inc.**  
**Belchertown, MA**  
**Tel: 413-687-3564**

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### PLEASE NOTE:

For further information on the above new members and to see a complete directory of all of our members, please visit our web site: [www.chemconsult.org](http://www.chemconsult.org). A complete background of each member and their experience and expertise is listed under "Browse directory." Click on the "more info" button or on the consultant's name to read the background information.



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# ACC&CE TO PRESENT SEMINAR AT THE 2004 NATIONAL AMERICAN CHEMICAL SOCIETY MEETING

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ACC&CE will be presenting a seminar at the 2004 National American Chemical Society meeting in Philadelphia on August 24, 2004. The all day session is co-sponsored by the Small Chemical Business Division of ACS. The program chair of the division is Dr. Peter Bonk. Peter Lantos and Bill Swartz are co-chairs for the ACC&CE.

The seminar will be divided into two programs. The morning program, "Consulting as a Small Business", will have Peter Lantos as the session chairman. The afternoon program, "Consulting for the Small Business" will have Bill Swartz as the session chair.

Many chemists and chemical engineers think they may want to do consulting at some point in their career. Consulting can be a rewarding and interesting way to extend their work beyond the normal period, and others may want to enter the field much earlier in their lives. These talks will discuss how to approach that decision and then how to get started in this type second career. Four topics will be presented in this portion of the seminar:

"Why You Might Want to Consider Consulting", William E. Swartz

"Getting Started as a Consultant", Joseph V. Porcelli

"Marketing and Selling 'YOU' as a Consultant", Peter R. Lantos

"Finding Answers, Ideas, and Clients on the Web", William A. Hoffman

The afternoon will have five additional topics on how to serve small businesses and why consultants can be extremely valuable when a business is too small to support a large staff and needs specialized help. Many of these talks will include specific examples of how small businesses can and have been helped by these consultants. The specific talks for the afternoon program are:

"Regulatory affairs support for small businesses", Richard L. Schauer

"Analytical Support for Small Businesses", J. Stephen Duerr

"Product Development Consulting for Small Business", Efrem H. Zaret

"Getting the Word Out About Your Small Business", Cynthia F. Mascone

"Expert Witness Support for Small Businesses", Ernest A. Coleman

At the end of each session, there will also be a short round table discussion and question period where the speakers from each panel will participate.

Our Association participated with the Small Chemical Business Division in developing a similar tutorial seminar for the ACS meeting in New York last September. Attendance was high for that program and the two groups decided that a repeat effort was in order. If you are going to be in Philadelphia for the meeting, be sure to attend this seminar and use the opportunity to meet with representatives of both groups to discuss becoming a member of either sponsoring organization.

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Now that we have moved to an electronic newsletter, we are greatly expanding its circulation, and we will continue to add to our mailing list in the future. The exposure of your ad has thus been multiplied manifold. We are continuing our price structure for ads, and we encourage any of our members or other readers who wish to advertise their services to submit your ad or a business card for inclusion in future issues.

Please contact Linda Townsend at 973-729-6671 or by email at [accce@chemconsult.org](mailto:accce@chemconsult.org) for our rates and other information.



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