



The Chemical Consultant

Association of Consulting Chemists and Chemical Engineers, Inc.

Scientific, Engineering, Business & Management Consultants

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January-June, 2008

FUTURE MEETINGS

SEP 23

*Snuffy's
Scotch Plains, NJ*

TBA

OCT 28

Annual Membership Meeting

TBA, New York City

ABOUT THE ASSOCIATION

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,

that allows prospective clients either to input their problem or to search for those consultants most skilled in their area of concern.

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IN THIS ISSUE

In this issue, we have continued our practice of presenting articles by a number of our members describing some of their experiences as consultants. In addition, one of our members has written a review and critique of several articles on the oil situation—he is hoping that our readers will respond with their reactions and views. Another consultant has submitted his latest newsletter and his web address is included for the information of our readers.

Your editor apologies for the late publication of this, the first issue of our own newsletter in 2008. It has been a busy time, and some of you may have received a request for help (and a few have responded). The lack of time is not particularly a factor in the assembly and publication of the newsletter, but rather it impacts the gathering of material to be inserted into the newsletter. I am grateful that a few of our members have contributed, and I like the idea of position papers that solicitate alternative views of our readers. I hope I will be deluged with responses—that will make the next newsletter that much easier to publish.

I want to call special attention to a letter from the President of ACC&CE. He is anxious to hear from you.

Joe Porcelli, Editor

Message from the President

Fellow members, I have not written to you before this but do want you to know that your Board does meet diligently and routinely to discuss our programs and efforts that will mutually benefit everyone. Our treasurer keeps a close eye on our expenses and we are constantly pleased with the high quality of our speakers and the active participation at meetings regardless of how many attendees join us.

A current concept we are looking at involves extending our association with other countries in this constantly shrinking world or more properly the global focus. We are considering forming branches, if you will, in countries like China and India. We do have members in those locations. We feel that whether there be 6 or 60 potential consultants in those countries we can assist them and conversely ourselves. Here in America we have been through the mill on consulting activities. We do have value to offer.

Please let me know what you think our potential could be either professionally or financially in such engagements or how we should proceed.

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**Experiences of our
Member Consultants**

Shri Thanedar, Certificate #775, submitted the most recent issue of the newsletter published by his firm, Chemir Analytical Services. It contains a number of articles of general interest. You may click on his website, www.chemir.com, to obtain a copy or to get onto his electronic mailing list. This is a good lesson for all of us who seek to promote the visibility and value of our businesses.

Experiences of our Member Consultants, Cont'd

Dan Kruh (Member # 830) recalls that one of his consulting highlights came when an ACC&CE Clearing House Inquiry (CHI) turned into a patent. US Patent 6,063,231, issued May 16, 2000, was not Kruh's first patent, but it is the one that came through ACC&CE. A version of the patent also issued in Canada. Dan assigned the rights to the client.

The patent title is Method and Composition For Removing Adhesive Bandages. Kruh reports the history of the project as follows:

At that time, an ACC&CE committee initially decided on a few of the most appropriate members to handle each inquiry. Only those members chosen by the committee were notified and their scope sheets were simultaneously sent to the prospective client. Either the member or the client could make the first move.

I wasn't initially interested in the job. The client made the first move and was persistent and urgent about it. He wanted a liquid composition that could easily be made, had natural ingredients, had broad applicability, and that would be patentable. After a short investigation, I came up with a workable approach that might be patentable. I was fortunate to be able to rapidly obtain a sample of the key ingredient. A few tests convinced me that with some formulation it was worth showing to the client. I brought samples of formulation and tapes to the potential clients. They liked it and wanted the improved samples I mentioned. A project was born.

Thereafter, I reformulated the liquid in several ways and tested for the best efficacy, provided the client options and quantities to allow a choice, had a search made and obtained a legal opinion on patentability, arranged to have skin safety tests run which were passed to permit claims to be made, determined that the composition needed FDA approval to be sold, did the required investigative work and obtained written approvals, located an experienced patent attorney and provided the technical input needed, found a cooperative packaging house that prepared and tested different materials and identified and confirmed storage stability. Discussions between the client and my suggested investor completed my work.

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One Consultant's Opinion—What do you think?

John C. Bonacci, Ph.D., P.E., Certificate #821, Fibonacci Inc. submitted the following review and commentary on two articles that appeared in the June 2008 issue of National Geographic. They appeared on pages 66 to 85 - “It's Around Midnight” by Paul Starobin and pages 86 to 91—“Tapped Out” by Paul Roberts.

These two articles are keyed on Russia and the Siberian oil fields therein. I was particularly intrigued with the map on page 72-73 showing the flow of oil, i.e. power, out of Siberia like tentacles on an octopus. The reach was into Germany, Italy, Denmark, and Eastern Europe and down to the Black Sea and Caspian Sea. Flow was by oil pipeline and also gas pipeline is shown.

A startling figure was that in 2006, the Russians flowed 4.15 million barrels of oil per day. This is almost the same figure attributed to Saudi Arabia. Almost half was via seaports.

An even more startling consideration was that referred to in the second article; the page 89 diagram. In this article the reference is to definitions of giant, super-giant and mega-giant oil fields. The largest single plant found in the 1940's in Saudi Arabia is the last mega-giant field and still in operation. None have been found since. The prediction is that oil finds will peak worldwide as they did in the 1970's in the USA. The U.S. peak was successfully predicted by the way. The world peak is expected by 2015 but the USA government and many others don't seem to recognize this and have definitely not planned accordingly. We seem to have an aversion to an “Industrial Policy”. It's possible Mr. Cheney discussed one in secret with the energy companies.

There is talk of alternates like coal, biofuels and tar sands amongst others in other sources. One can find out more at ngm.com about aspects “after oil”. The alternates are not given much chance by these authors and the subject of demand control is “off the table” by governments including the USA. I believe coal needs a great deal more scientific and engineering attention. Couldn't the USA and China get together on this?

I suggest we all read these articles more closely and do some additional research so we can talk to others who know less than us including our clients and potential clients.

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Public Speaking to Build a New Network

Mike Blumenthal (Certificate #856) has been re-orienting and expanding the laboratory business formed by the merger of Libra Laboratories, Inc. and Metuchen Analytical, Inc. into Libra Technical Center, LLC. Letting potential clients know you exist is a major business activity. A primary task Mike performs is introducing refreshed and new activities to potential new clients. Here is one way Mike has reached out to local groups of “thinkers and do-ers.”

“I love dreaming up new topics and then speaking to a variety of groups that attract technically sophisticated members. Those members are either themselves targets, or are connected to professionals I want to introduce to our consulting laboratory. The tools of my public speaking trade are a notebook computer and an electronic projector (or connection to a large, flat-screen TV or web-caster). Well-arranged PowerPoint slides, a laser pointer, a cell phone, and me in appropriate garb complete a send-and-receive marketing system. In the last two years I presented on Virtual Reality (imaging systems and interpretation), the Vomeronasal System (natural products and sensory chemicals), Research Excellence and Leadership (outsourcing to commercial laboratories), and Forensics (history and lab/field work).

As a result of these presentations to approximately 350 in-the-target people, I have received more than 40 calls or e-mails inquiring about our services. The presentations were put on for a local section of Mensa, a hot-spot bookstore, a professional mystery writers’ group, a joint meeting of ACC&CE with AIChE, and an ACS function. There are few marketing techniques that have a better than 10% response. However, I still need to fine-tune what I am doing to reach more than 0.5% immediate service buyers (even though there were many “promisers”).

Each time I go to one of the public forums where I have presented before, I am greeted as the guy who gave that unusual talk on (whatever topic). On occasion, I am also handed a business card left by an interested party that heard about our services from an audience member. The value of residuals in the local public speaking circuit is that long after the talk others remember something and pass around memories of your existence. Only written articles in trade magazines make a more lasting impression. I also love to write...

Richard's Rules of Consultancy

In a presentation to a joint AIChE ACC&CE meeting on April 8, 2008, Dr. Richard M. Goodman, Certificate #747, talked about his experiences as a consultant. From these experiences he has compiled his "Rules of Don'ts." Herewith are the basic rules to consider:

1. Don't ever burn a bridge; you'll never know when you'll have to go back across it in order to get where you are going.
2. Don't assume you will be paid for your efforts... promptly
3. Don't assume you are not good at what the client is looking for; Sometimes the client even knows better than you what you are good at.
4. Don't assume you've really forgotten how to do something; it's not just bicycle riding techniques that stay with you.
5. Don't assume that just when you figured out how it all works you will be able to apply it properly the next time it comes up.
6. Don't assume that just because you have a good rapport with your immediate client patron, that the corporate superiors won't find a way to do away with your function
7. Don't ever assume that the trail is cold when the relationship is warm.

Kodak and ISO and the "Unburned" Bridge (rule # 1)

RMG worked for 14 years for Polychrome Corp and its successors, respectively, Sun Chemical Polychrome Division and Kodak Polychrome Graphics (KPG). RMG and KPG part ways after closing of KPG's laboratory in Carlstadt, NJ in August 2003. RMG is offered a severance package and a consultancy. RMG takes severance AND the consultant position as KPG's expert delegate to ISO TC 130 Graphic Technology Working Groups. The consultancy may be a bridge to the future.

ISO groups are very international. The ISO process is very painstaking and deliberative providing excellent opportunities to work together with other experts in the field. ISO offers great opportunities for travel: In one 18 month period meetings held on 4 continents: Sao Paulo, Brazil, San Diego, California, Berlin, Germany and Bangkok, Thailand.

RMG reported bi-weekly on status of standards in process to KPG and then successor Kodak Graphic Communications Group (GCG). Reporting your work keeps your name in front of key management personnel. Thereby, Kodak GCG incorporated standards work into their R&D planning. For the record: RMG received per diem compensation for all work on the standards, including travel time. But, Kodak GCG benefited in that RMG only billed for time actually spent on the standards work (no overhead) unlike full-time scientists. When push comes to shove, standards are lower priority than new product development. But, RMG was able to utilize senior tech staff to review all standards' language. The token consultancy offered at a termination meeting has turned into five years of rewarding activities and the basis for solid commercial consultancy: it paid off not to burn bridges with those who laid me off.

(Continued on next page)

Richard's Rules of Consultancy—Cont'd

When the Client Knew Best (rule # 3)

I meet a small specialty chemical supplier at a meeting of the NJGSCB. He asks me some questions concerning a problem he has. I offer a bit of technical advice. Then he tells me what he is really looking for is new business. I protest that I am a technical consultant but after some discussion (including time in his office at a follow-up meeting) we agree that I must have some connections to possible clients who can use his specialty chemical product. I utilize my network, including Kodak folks, to find key project managers. We identify a project that could benefit from the specialty chemical being sold by my supplier contact. We make a match. RMG is liaison between supplier and Project Manager, incl solving solvent compatibility issues. The new product (using the specialty chemical) launches successfully. During a three year run the supplier nets new sales of approximately 5 % of his gross business and RMGC gets a nice commission. So now when a potential client asks me whether I can do something I just nod my head.

My life as a commodity product business guru (rule # 4)

Industry network generates contact with commodity business organization. RMGC LLC gets an RFP to conduct marketing study for this commodity producer. RMGC is not an expert on the commodity. RMGC offers to do something very different based upon work he performed 20 years earlier. Commodity supplier hires two consulting firms: a traditional consultancy familiar with their business and RMGC LLC. Without giving away my unique take on their problem, suffice to say RMGC LLC offered a different view of how to deal with the uncertainties of a commodity business. Company got two very different perspectives from which to plan their strategic directions. RMG learned to even utilize talents he thought he lost years before.

The Long Courtship (rule # 7) or My Life as an IP Guru

I meet a guy at an LES conference. We agree we are a business and personal match. We share a bit of work during the first year. Then there is no work for 18 months. Then he asks me to work with his (deal-making) firm on a Project to review IP (mostly US patents) to determine economic viability of new technologies. RMG is to review only technologies patented by “small companies and entrepreneurs.” Client is a very large consumer products company who has very narrowly defined target opportunities. We collaborate on this hot six month project. RMG and deal makers produce final report highlighting a dozen prospects. RMG makes a good fee and learns to be patient, especially when the personal chemistry with a potential colleague is good.

(Continued on next page)

Richard's Rules of Consultancy—Cont'd

You'll notice that I haven't any stories about rules # 2, 5, 6. That's because these are the rules one learns the hard way: call it the negative learning experiences. Suffice to say they have played a major role in my life as a consultant, but I will spare the details. However, it is important to remember all 7 rules if you want to stay around as a consultant. One other (unwritten) rule: keep a sense of humor; life is always throwing you strange things. You have to learn to handle them when they hit you.

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