



The Chemical Consultant

Association of Consulting Chemists and Chemical Engineers, Inc.

Scientific, Engineering, Business & Management Consultants

Volume 23, No. 2

www.chemconsult.org

June—September, 2011

FUTURE MEETINGS

OCT 25, 2011

Snuffy's Restaurant
Scotch Plains, NJ

Annual Membership
Meeting

Talk by
Dr. Richard M. Goodman

Meeting Start—5:00 pm
Cocktails—6:00 pm
Dinner—6:30 pm

ACC&CE Officers

Richard M Goodman,
President

RMGConsulting@msn.com

Tom Borne, Vice-President
tslbrn@earthlink.net

Daniel Kruh, Secretary
DanKruh@aol.com

J. Stephen Duerr, Treasurer
chemlabconsulting@gmail.com

John Bonacci, Past President
FibonacciJ@aol.com

ACC&CE

Executive Director

John Bonacci

accce@ymail.com

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.

IN THIS ISSUE

This issue marks a turning point in the organization, which is changing in order to meet the challenges of the internet era. This month's message from President Richard Goodman describes some of the changes being made that have started to impact the organization.

Also appearing is an article submitted by John Bonacci describing one of the new initiatives that we hope to move forward, for the benefit of our clients (and our members). David Riley has submitted a column on Mentoring, which is a long-term practice of the association which differentiates it from all of the well-known consulting networks.

Your editor is also putting forward a column containing his thoughts on the changes that the association is making and its hopes for a strong future.

As always, we welcome and even urge comments and alternative views from our readers.

MESSAGE FROM THE PRESIDENT

The last two months have been a tumultuous time for the Association of Consulting Chemists and Chemical Engineers. The primary issue has been the very solvency of ACC&CE. Membership has been declining for a least a decade or more, accelerating through the recent economic downturn. The organization could not survive in its current form.

After much deliberation, Council has developed a plan of reorganization for the association, which it is hoped will allow it to deal with the issues that have led to the current difficulties. First we had to reduce the dues substantially in order to be able to retain our current members and recruit new ones. But the only way to achieve that and stay solvent in the short term was to cut expenses drastically and immediately.

The first very painful action item was to ask Linda Townsend, our Executive Director to step down after 15 years of service to ACC&CE. The Board provided a Certificate of Appreciation and an honorarium to Linda, which she has gracefully acknowledged. She has been assisting council since June to help us make the other changes necessary to minimize the interruption to the association's operations.

Council members have stepped forward and agreed to convert ACC&CE into an essentially volunteer organization. First and foremost John Bonacci has agreed to take over the role of Executive Director for a nominal monthly remuneration, making his home office the headquarters of ACC&CE. Jim Divine will assume the volunteer role of our webmaster to keep the website alive and current. Steve Duerr will maintain the volunteer role of Treasurer; Joe Porcelli will maintain his volunteer role of newsletter editor. The rest of the officers and council members will keep their elective positions and support John and the volunteer organization. For our membership, these changes mean that annual dues will drop from \$225 to \$75 per year effective with the next dues cycle starting October 1, 2011. New members will pay dues of only \$25 for their first year of membership, with dues rising to \$75 in the subsequent dues year. The new contact information (Now posted on the website) is:

ACCCE
PO BOX 902
Murray Hill, NJ 07974-0902

Phone-- (908) 464-3182 with voice message
Fax ----- also (908) 464-3182 auto with typical fax signal

John will respond to all calls and fax and email inquiries.

With these changes we hope to stabilize and then grow the membership and preserve ACC&CE into the foreseeable future. Let us know if you have questions or comments regarding these changes.

Respectfully,

Richard M. Goodman, President

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Regulatory Consultant

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Townsend, DE 19734

Phone: (732) 586-5678

Fax: (302) 449-6012

E-mail: rschauer@schauerassociates.com

J. Stephen Duerr, Ph.D., P.E., CPC
Consulting Metallurgist/Chemist
chemlabconsulting, LLC

514 Corrigan Way, Cary, NC 27519
908-500-9333 (FAX 815-301-8348)
chemlabconsulting@gmail.com

MENTORING— The Process

This item has been submitted by Dave Riley (Certificate #591)

The process of mentoring is basically a question of communications. Fortunately, the contact with a person who wishes mentoring is the initial phase. The immediate need is to ascertain what the state of the persons consulting is. Often what is holding the person up is a basic misconception that must be corrected.

The following approach is suggested and seems to work:

- What is the person trying to do as a consultant?
 - What arena is he/she working in?
 - Has he/she listed his successes in a website or computer?
 - Has he/she told any one about his/her experiences?
 - Has he/she approached any people or companies?
 - What response has he/she gotten?
- Is he/she adequately prepared?
 - Does he/she have any books on consulting?
 - Has he/she been to the library?
 - Has he/she taken any courses on consulting?
- What is he/she basically trying to do as a consultant?
 - Has he/she written any papers on the subject?
 - b. Has he/she done any research in the area of expertise?
- How do you plan to promote yourself?
 - Write personal letters to business contacts
 - Write article for our newsletter about an achievement that is essentially “consulting”.
 - Volunteer to speak to groups interested in your field.
- How do you expect to finalize contracts and fees with clients?

One of the first results from this questioning is to make the person aware of the fact that he is, to himself, the most important person in the world and he should not be afraid to talk about himself. At first he seems slightly embarrassed about the whole process until he realizes that selling himself can be fun and highly enjoyable.

In one particular case the individual found, “Why, yes, I do do that, and very well”.

A second case required the individual to write down several of his achievements and even rank them by importance. “I never realized how I was effecting other people until I wrote it down and reviewed it.”

Imagine the thrill of realizing what a success he had been. In one case very close to home, the evaluation brought to mind that his successes had resulted in a 10% improvement in the income

MENTORING— The Process (Continued)

of his company—“Boy, I am pretty good after all” and I said to him “Then what are you waiting for? Go out and do something with your attitude.” ATTITUDE makes you appealing!!!!

In addition, there needs to be some questions raised about the need to travel and be able to make oneself available in all types of situations. What meetings do you attend? What organizations do you belong to? What is the fit between these technical organizations and your practice?

David W. Riley, Extrusion Engineers, Chairman of the Mentoring Committee
908-369-7260 phone and fax. drdavidwiley@msn.com
www.extrusionengineers.com

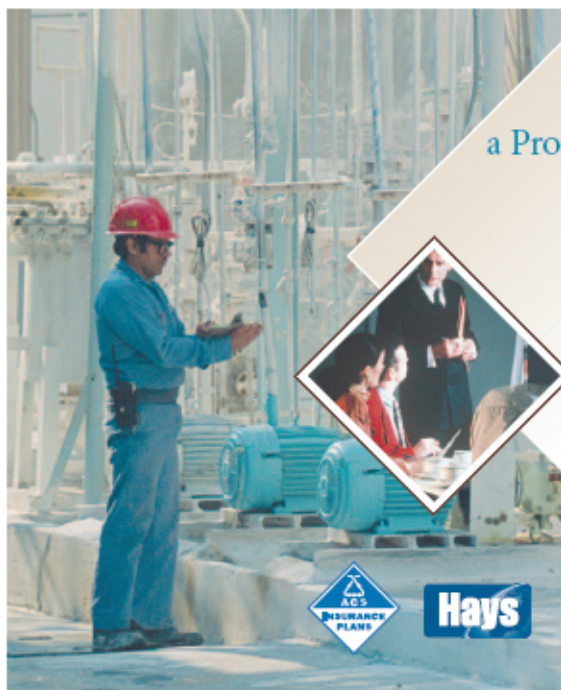
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Email drdriley@aol.com
www.extrusionengineers.com

FIBONACCI CONSULTING, LLC.

Technology & Business
Consultants
U.S. Patent Agent

John C. Bonacci, PhD, PE
president & principal

156 Gallinson Drive
Murray Hill, NJ 07974
tel (908) 464-8296
fax (908) 464-3182
car / mobile (908) 230-8488
e-mail FibonacciJ@aol.com

A NEW ACC&CE INITIATIVE

This article is submitted by John Bonacci (Certificate #821) and now the Executive Director of ACC&CE

Title—Proposal for Technology Consulting for Private & Government Agencies

Contact---- Executive Director John C. Bonacci
Association of Consulting Chemists and Chemical Engineers (ACCCE)
P.O. BOX 902
Murray Hill, New Jersey, 07974-0902
Tel (908) 464-3182, fax (908) 464-3182
E-mail- accce@chemconsult.org
Website- www.chemconsult.org

In recent years, there has been a growing recognition that the U.S. is in an increasingly dangerous and weakened condition due to its large reliance on imported energy. With the accelerating run up in crude oil, and to a lesser extent natural gas prices in 2007 and the first-half of 2008, the situation became urgent and has continued to the present. The breaking of the bubble in mid-2008 led to a collapse in energy prices, and the wide fluctuation in prices contributed to the current global economic crisis.

One result of the crisis (and the change in administration in the U.S.) is the decision to allocate massive funding to “infrastructure” improvement, including the support of various alternative energy activities; among these are “Clean Coal”, wind, solar, and a call for renewed investment in nuclear energy. There is a real concern that much of this money could easily be wasted by spending it on basically unsound and/or unviable concepts, or on technologies with a very long development period, low probability of success, harmful side-effects, etc. There appears to be a need for objective, learned experts with a wide range of education and experience, to help ensure that this very important task and this very large spending program is done as well and as efficiently as possible.

The Association of Consulting Chemists and Chemical Engineers, Inc. (ACCCE) is composed of numerous nationwide scientists and engineers actively engaged in a wide variety of Consulting for Industry and Government. A number of the members have very specific expertise that can apply to Alternative Energy and Environmental needs facing the United States today.

We propose to provide third party consulting for numerous projects to help various agencies and organizations working for them with a non-partial view of either their proposals or their work in progress. We feel this is a much-needed public service at this time in the USA and can be done on a partial-pro bono basis.

This short proposal outlines the specific capabilities of six of our members and others can be called on as needed. We have referred to a number of sample projects or technology ar-

A NEW ACC&CE INITIATIVE—Continued

as simply to give a flavor to how we can help. A detailed description of our Association is available through our website at www.chemconsult.org

Please contact Dr. John C. Bonacci, Executive Director at accce@chemconsult.org or by direct mail to ACCCE, P.O. BOX 902, Murray Hill, NJ 07974-0902 (direct personal contact at cell phone (908) 230-8488 or FibonacciJ@aol.com).

Proposal

Dear Sirs:

The Association of Consulting Chemists and Chemical Engineers, Inc. proposes to provide third party consulting for numerous projects to help various agencies and organizations by providing a non-partial view of either their proposals or their work in progress. We feel this is a much-needed public & private service at this time in the U.S. This proposal specifically singles out a number of areas of research, development and implementation that can illustrate the capabilities brought to the table by ACCCE, but the breadth and depth of experience of the organization is applicable to many other areas as well.

“Clean Coal” and related Coal Technologies

Coal is a major energy resource for the U.S., but until now, its main use is as combustion fuel, to raise steam and generate electricity. Conventional technology has given coal a bad name, in terms of the resultant air and other pollution accompanying the recovery and use of coal. In the last few years, so-called “Clean Coal Technology” has been announced, but there are many doubts as to whether this concept has solved all of the pollution problems related to the use of coal for energy. Thus, it seems important for objective, knowledgeable persons, such as our members, to review what is known and to aid those government agencies that have the responsibility to support research in the area, or to regulate and certify new technologies before major investment is made.

The following topics relate to the use of coal as an energy source, and have been prepared by one or more of our members. These are illustrative, and not meant to be all-inclusive.

- A. Pretreatment and sizing
- B. Coal Gasification
- C. Coal Liquefaction
- D. Post Treatment Clean-ups
- E. Critical Aspects of Current Leading Technologies; modifications and/or improvements

A NEW ACC&CE INITIATIVE

II. Examples relating to Alternative Energy

- A. Wind
- B. Geothermal
- C. Fuel Cell
- D. Solar
- E. Nuclear

III. Approaches to Reviewing New Technologies

We intend to develop an analysis procedure for assessing the myriad of approaches talked about in the open literature and press. The analysis would be tailored for the categories listed below because they are each expected to have different timetables to final execution.

- i. University Work
- ii. Start-Up Companies
- iii. Private Institutes

IV. Modus Operandi of the ACCCE Consulting special group

All approaches would involve:

- 1. Review of Patent Technologies
- 2. Literature Reviews
- 3. Comparisons of Nearest Rival Technologies
- 4. Economic Estimates
- 5. Modeling

A review of the capabilities of our primary group as well as others in our numerous scientists and engineer's membership illustrates that we have at least one proven expert in each of the areas listed above. For the principals identified in this submission some examples will be given.

Specific Personnel who have expressed Interest in this Project

- 1. Dr. John C. Bonacci
- 2. Dr. Joseph V. Porcelli
- 3. Richard Goodman
- 4. Dr. William A. Hoffman, III
- 5. Dr. Thomas B. Borne
- 6. Stephen Duerr

CONCLUDING COMMENTS

We can entertain more detailed discussions with the interested government and private organizations in a variety of ways. Some simple phone calls and e-mails would flush out areas to ex

A NEW ACC&CE INITIATIVE

pand upon or attack. Specific meetings with one or more of our group are very welcome. Your preferences can be made for specific participants to accompany one or more of our principals after reviewing our website www.chemconsult.org.

The fees are very flexible and should be very competitive with consulting and government standards. They are hourly and daily based but can be made fixed price and/or lump sum if sufficient scope is detailed and agreed upon.

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President

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RICHARD EHRENREICH
CONSULTING CHEMICAL ENGINEER

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From the Editor— Thoughts on the Future of ACC&CE

By Dr. Joseph V. Porcelli (Certificate #906)

President Goodman's letter on page 2 describes the major changes taking place at the Association, in our attempts to save this venerable organization and hopefully set the basis for our becoming a more effective resource for high-level consulting services to our clients and a more prosperous organization for our members.

The ACC&CE was founded in 1928, and a number of illustrious chemists and chemical engineers have at one time or another been members of this organization. Its business model has been to assemble a "stable" of high-level consultants who have been admitted to membership after appropriate vetting. The names and resumes (scope sheets in our jargon) were bound in a book which was published periodically through the years and made available to organizations that had the occasional need for consultants in the chemical and chemical engineering field. When a consultant obtained an assignment by means of being found in the "Red Book", he would deposit 5% of his revenues from that assignment to the association, to help cover the costs of operation. Those costs included an invaluable administrative assistant who would field the phone calls from prospective clients and manage the back office work, but at a substantial cost, which had to be covered from membership dues and the assignment revenues.

With the advent and gradual acceptance of the internet as a reliable method of business communications, ACC&CE developed its own website which had every member's scope sheet on-line, where it could be found by search engines. The internet made it easy for other networks of consultants to assemble websites, and even more important, it allowed individuals (including our own members) to have their own websites. We chose to have our consultants' identity and contact information on line, but the client's ability to find our consultants, many of whom were members of a number of networks, caused the number of assignments which were clearly as a result of ACC&CE membership, to decline. A member being contacted by a prospective client who told us he "found us on the internet", often could not discern whether his ACC&CE scope sheet or some other information found by the search engine was the source of the assignment.

ACC&CE has a number of valuable attributes that differentiate it from other consultant networks, including our Mentoring program (see article on page 4 of this newsletter), the prominence of our website on the internet and its visibility to search engines, the history and credibility of the organization, and even this newsletter. However, our costs and thus our dues had of necessity grown to the point where the difference from many other networks of consultants, were too high, and we were losing membership, which required still higher dues.

For the last few years, we cut back on our costs by reducing the work of our administrative assistant, but it became painfully clear that we had to make a major reduction in dues to bring them more in line with the value of ACC&CE as compared to other consulting organizations available to a prospective member. In order to reduce costs in line with the new dues structure,

From the Editor—
Thoughts on the Future of ACC&CE—Continued

we had to move to what is basically a volunteer organization, as described in President Goodman's letter.

It is our hope that all of our current members will continue to support us as we next work to make our organization and our members still more visible to prospective clients, to bring in more assignments for our members, and to attract some former members to rejoin, and those who have had some interest in membership in the past to make the decision to join us. We also hope that new initiatives such as the one described by John Bonacci on page 7 will generate interest from prospective clients, and enthusiasm from our members.

We urge all of our members (and the other readers of this newsletter) to suggest ways that we might be able to achieve these goals. Having an attractive and highly visible website is not enough, given the very crowded internet. We are considering some level of advertising, if necessary using some of our very scarce financial resources. We have established a group on LinkedIn for the association, and we believe that some combination of LinkedIn and other social media could attract more "eyes" to our website. We welcome your help and your idea, and we urge all of our members to sign up for LinkedIn and join our group.s.

Thanks for reading.

Joe Porcelli, Editor

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The Association of Consulting Chemists
& Chemical Engineers
P.O. BOX 902

Murray Hill, NJ 07974-902

Phone—(908) 464-3182

FAX—(908) 464-3182 Call First

accce@chemconsult.org

www.chemconsult.org

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