

# The Chemical Consultant

Association of Consulting Chemists and Chemical Engineers, Inc.

Scientific, Engineering, Business & Management Consultants

Volume 24, No. 2

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

Jun—August, 2012

## FUTURE MEETINGS

**SEP 27, 2012**

Rick Smith, Director  
Licensing/Commercialization  
Rutgers

**OCT 23, 2012**

ANNUAL MEETING

Both Meetings are at  
Snuffy's Restaurant  
Scotch Plains, NJ

6 p.m. Networking/Cash Bar;  
6:30 p.m. Dinner;  
7:30 p.m. Presentation

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**ACC&CE**

**Executive Director**

John Bonacci

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## 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](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.

## IN THIS ISSUE

In this issue, we again have letters both from our Executive Director, John Bonacci (page 2) and by our President, (also your editor), Joe Porcelli (page 3). We are also welcoming several new members to the organization, and one returning member, who started as a member, moved to affiliate, and now has returned as a full member. You can learn about these members on pages 5 and 6. On pages 8 and 9, one of our most successful members describes how he has grown his consulting business and how he has successfully dealt with CHIs. In the introduction on page 8 you will learn the meaning of that mysterious acronym, and come to appreciate its usefulness. On page 11, your editor renews a plea for feedback on our newsletter content, from members and from those friends who receive and read our newsletter. We need the help of all of you to make the newsletter and the association more useful and successful. Finally, on pages 14-16, we have reprinted “Richard’s Rules of Consultancy”, first written and presented by past president Richard Goodman and published in 2008. We find the points made to be just as relevant today as they were then.

## MESSAGE FROM THE EXECUTIVE DIRECTOR

**John C. Bonacci, Ph.D. P.E., U.S. Patent Agent (Certificate #821) and the Executive Director of ACC&CE**

Since the last Newsletter the ACCCE has continued to be very active. We are in the process of adding three new members and have picked up additional consulting inquiries with several projects actively being worked on. We had another interesting speaker in June and expect to have a September speaker.

We received the ad fees up to date for this year. Our financial picture has improved markedly as a result of new members, dues, ad fees, and CHI consulting fees.

The annual meeting will be in October at Snuffy's in Scotch Plains.

Members can expect to receive contacts in Sept and October, i.e.:

Meeting notices  
Dues notice for Oct. 1, 2012 through Sept. 30, 2013  
Ad notices for the coming year of Newsletters  
One more Newsletter at year end.

We continue to get very positive feedback from the non-members who receive our Newsletter. Some people appreciate the short articles and letters presenting knowledgeable opinions so we urge both members and non-members to continue to participate.

### **FIBONACCI CONSULTING, LLC.**

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## LETTER FROM THE PRESIDENT

**Dr. Joseph V. Porcelli, (Certificate #906), President of ACC&CE and Editor of our newsletter, “The Chemical Consultant”.**

In the last newsletter, I reported on the changes taking place at ACC&CE, starting with the difficult decision to try to survive without our long-term office manager, Linda Townsend. This step was taken to enable us to reduce dues to a level that we hoped would be attractive enough to rebuild the membership. I'm pleased to report that we have begun to add new members while retaining virtually all of last year's members. But much work is still ahead of us.

**John Bonacci (Certificate #821)** has adapted well to his position as our Executive Director. He, working closely with **Steve Duerr (Certificate #592)**, has worked out the kinks in our financial operations. He is also interacting with the other key people running the operations of the association: our corporate memory and conscience is **Dan Kruh (Certificate #830)**, who also serves as our Secretary and Membership Chair; **Tom Borne (Certificate #817)**, our Vice President and Program Chair, who has steadfastly been finding excellent speakers for our meetings; and **Charlie Leonard (Certificate #946)**, who has taken over the job of managing our website. I must admit that we have called upon **Linda Townsend** to help us sort out a few glitches in the website. She has been extremely cooperative for which we all are very grateful.

Besides our upturn in membership, another gratifying development has been the growth in the number of Clearing House Inquiries (CHIs) that are coming into ACC&CE with many being handled by one or another of our members. An article later in this issue describes the CHI system and the efforts of one member, **David M. Manuta (Certificate #882)** to maximize the profitability of his consulting practice. You will see how our members' successes advantage the association as well.

Our primary goal at this time continues to be to grow the number of consulting opportunities generated by ACC&CE, which will accelerate the growth of our membership. This is a “virtuous cycle”, in that as we add new members, we add their unique skills, expertise and experiences to our website. Since our website has the feature that all member keywords can be found by Google and other search engines, it attracts more prospective clients to the site, ultimately generating more consulting opportunities.

In an effort to make our organization more visible, we are increasing our use of social media, adding to its ongoing publicity (an advertising campaign in Chemical and Engineering News), submitting local press releases and using technical email services announcing our speaker meetings. Discussions are underway with the NYC Chem Show management to present a session on consulting at the next convention in December 2013.

I welcome suggestions from our members and other readers—contact me at (917) 912-9804 or at [jvpji@jvporcelli.com](mailto:jvpji@jvporcelli.com).

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## NEW MEMBER INFORMATION

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**Tom Vichroski is President of CRDR Consulting, Inc. which was begun in 2005 to provide research, development and regulatory consulting services for cosmetic marketers. With over thirty- f i v e y e a r s o f e x p e r i e n c e development repertoire includes the full range of cosmetics: from toners to toothpaste, creams and lotions to OTC products, makeup to hair spray, candles to sachets.**

**Tom holds four cosmetic product patents. He is a member of the Society of Cosmetic Chemists, the Regulatory Affairs Professionals Society, and the American Chemical Society. He has also previously participated on the Scientific Advisory Committee of the Personal Care Products Council.**

**Michel (Mike) Molaire, Certificate #950**  
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**Mike Molaire, principal of MOLAIRE CONSULTING is a senior formulation and material scientist with 36 years of experience in research and development. A prolific inventor with 57 issued US patents and over 110 foreign patents, Mike's educational background includes chemistry, chemical engineering/polymer science and business.**

**MOLAIRE CONSULTING helps clients, small & large, develop materials, formulations, coatings, processes for high-tech applications. Working with our partners, we can generate new materials for lab experiments, pilot development & ultimately production. We conceive, provide, formulate, and develop materials for high-technology applications.**

## RETURNING MEMBER INFORMATION

**B. McLaughlin, ScD, MInstP, Certificate #847**

**Regional Managing Director**

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**Dr. McLaughlin is a consultant covering *Asset Management with Comprehensive Risk Abatement* who is focused on enterprises not yet locked-in to cultures dominated by heavily marketed, media glamorized risk abatement strategies such as Six Sigma. Lifetime Reliability Solutions is primarily focused on implementing a comprehensive risk abatement strategy for your enterprise. But we also provide a broad range of specialized consulting in risk abatement, asset management, optimal reliability, corrosion, metallurgy, refining, chemical process, and wind energy. For example, in connection with service enterprises -- hotels, residential apartments, sports venues, office complexes, large shopping centers, universities and other commercial activities -- we offer a comprehensive audit of the *Facilities Maintenance Program and Facilities Risk Abatement Strategy*.**

Bruce McLaughlin, ScD, MInstP

Regional Managing Director

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## LEARN HOW TO SUCCEED FROM AN EXTREMELY PRODUCTIVE ACC&CE MEMBER

One of the historically distinguishing features of ACC&CE is the CHI (Clearing House Inquiry). If a member obtains a consulting assignment as a result of an inquiry coming into ACC&CE's website ([www.chemconsult.org](http://www.chemconsult.org)), either posted as a CHI or as a result of his or her webpage on the website, that member is expected to compensate the organization in the amount of 5% of the net fee collected by that member.

One of the members who has benefited from this feature and paid the association has agreed to share his "secrets of success", both specifically regarding dealing with CHIs, and his overall management of his consultancy, is **David M. Manuta, Ph.D., FAIC; President, Manuta Chemical Consulting, Inc. (Certificate #882)** He has submitted the following advice:

"Our consultancies are small businesses as well as engineering/scientific enterprises. My general approach when evaluating all (including CHI) referrals is to consider first what is being requested and then whether or not we have the available personnel to exceed the client's expectations.

If the work is within our wheel-house, the approach is to do as much pre-screening as possible and then to make contact with the prospective client preferably by telephone rather than e-mail. The phone contact is particularly important for allowing a maximum amount of listening to the client's needs plus, as appropriate, an exchange of information with the client that is much more difficult to do via e-mail.

Prospective clients want the consultant to know that the situation prompting the CHI is real. In Defense cases (in several US Court jurisdictions), I have been asked by prosecuting attorneys how do I know if the Defendant is lying to me? The best answer that I have found to date is to compare the client's narrative (true whether or not the legal system is involved) with the Scientific Method.

In short, can I validate what I am being told? Or whether the narrative (lyrics to the song) passes muster with the fundamental engineering/scientific principles (music to the song). If these two pieces fit together well, then we have something worth pursuing. Credibility, rather than being a hired gun, depends on being able to do this on a consistent basis.

It is this type of candor that enables the basic level of trust essential for moving forward and making progress. As a result, even in the present economy, per a comment I made to a client yesterday at lunch, "I like to keep the wheels moving."

Honesty and transparency are at the heart of what we do. Excellent two-way communication is non-negotiable. Our business has never been better than it is at present.

(Continued on next page)



## **LEARN HOW TO SUCCEED FROM AN EXTREMELY PRODUCTIVE ACC&CE MEMBER (Continued)**

The CHI system is an important part of our business strategy. As a private, for-profit business, every prospective opportunity has to be approached on the basis of cash flow. Income must always exceed expenses, taxes, etc. or the business cannot survive. Unlike the federal government, the consultancy is not able to print money.

The retainer and/or professional fees received are in exchange for the value provided to the client. These funds must be earned in the truest sense; providing some good or service that the client is unable to independently achieve/accomplish.

As I look back to when I worked for wages (W-2 basis), I recognize that I now work a lot more than 40 hours per week. The key is that we must be available to the client when the client needs us. I can no longer "blame the boss!"

Learning from my mistakes is arguably the most important aspect of operating a consultancy. I am perpetually dusting myself off. In this manner, I am ready for the next challenge to exceed my client's expectations.

Sincerely,

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Fellow, Membership Chair, and President, American Institute of Chemists (AIC); Board of Directors, Member, Association of Consulting Chemists and Chemical Engineers (ACC&CE); Board of Directors, Member, Heritage Council, Chemical Heritage Foundation; HUBZone Reseller/Distributor of Chemicals and Supplies, ThermoFisher Scientific, LLC, No. 961249-001

## Take an Opportunity to Advertise your Business or your Company in this Newsletter

This newsletter issues three times and for special situations, four times a year, and advertising is sold on an annual basis, with ads appearing in each issue. Advertising is open to all members and any non-members who wish to advertise their products and services to our readership. The price list for advertising is as follows:

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To discuss advertising with us, please contact --

John Bonacci—[acce@chemconsult.org](mailto:acce@chemconsult.org)

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Joe Porcelli—[jvpii@jvporcelli.com](mailto:jvpii@jvporcelli.com)



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## From the Editor— Help Make This A Better Newsletter

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

In the last newsletter I made several pleas to you, our member and friend readers, to join Linked In, to let us know your views on various possible additions to the content of this newsletter and other requests last time and in previous issues. The response has been disappointing. I hear from others that many readers find the newsletter interesting, but I really want to know what our members would find useful, and what our other readers would like to see added.

Regarding social media, we are continuing to learn how to use social media, particularly LinkedIn, as a marketing tool for the organization. I have recently learned how to post events, and visitors to our LinkedIn group ([Association of Consulting Chemists and Chemical Engineers, Inc.](#)) will see an announcement which I posted for another group of consultants. From now on, I intend to post our own presentation meetings on our group and other relevant groups to which I belong.

Membership in our LinkedIn group is currently 10 persons. I intend to keep score as we move forward, to encourage all who are interested in our activities to join.

Several newsletters ago, we had mentioned the local sections of ACS and AIChE, some of which have active programs with events that could be of interest to our New Jersey members. We urge our members who are serious about building their consulting practices to attend local meetings in their geographic area, to both develop new personal contacts and to introduce ACC&CE to them. Joint programming with such groups can be very effective. Any member who would like to know the location of the nearest active local groups of AIChE or ACS can email me at [jvpjii@jvporcelli.com](mailto:jvpjii@jvporcelli.com) and I'll get back to theme with that information.

In the last newsletter I asked whether we should publish a list of other organizations that some of us found useful, and I have received NO RESPONSES. Also, would our members and other readers like to submit the web addresses of organizations they have found interesting in their geographic areas? If you look at our website, [www.chemconsult.org](http://www.chemconsult.org) and “browse”, you will see we are a true virtual network, with members around the country. We would like to hear from our long-distance members and readers and learn what we can do to become still more relevant to them.

Once again, I'd like to remind our new members that we offer mentoring help—anyone interested can contact our office at [acce@chemconsult.org](mailto:acce@chemconsult.org) to get a mentor assigned to you.

Thank you.

Joe Porcelli—you can contact me at [jvpjii@jvporcelli.com](mailto:jvpjii@jvporcelli.com).

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# Richard's Rules of C

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, reprinted with permission of Dr. Goodman.:

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 (ru

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)

# **R i c h a r d ' s R u l e - (Continued) C o n s u l**

## **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, 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)

## **R i c h a r d ' s R u l e - (Continued) C o n s u l**

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.

### **THE CHEMICAL CONSULTANT**

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Opinions expressed herein are not necessarily those of  
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