



The Chemical Consultant

Association of Consulting Chemists and Chemical Engineers, Inc.
Scientific, Engineering, Business & Management Consultants

Volume 33-2
April - June 2021

FUTURE MEETINGS

All members are invited to attend.

July 13, 2021
Council GTM Meeting,
7 PM ET

September 14, 2021
Council GTM Meeting,
7 PM ET

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 offer prospective clients a “clearing house” which they can use to find the most qualified consultants, whatever their particular problem may be.

To furnish support to its members as they conduct their consulting practices.

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 – <https://chemconsult.org> that allows prospective clients either to input their problem or to search for those consultants most skilled in their area of concern. The LinkedIn page is also active now and accessible to all.

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CONTENTS IN THIS ISSUE

- | Page | |
|------|---|
| 2. | A letter from our President, Richard Goodman. |
| 3. | An article from Marvin De Tar about LinkedIn. |
| 5. | Introduction to new member Len Anderson |
| 7. | Abstract of Dr. Pribush' Presentation. |
| 8. | Letter from Koki Doshi, your new Editor. |

Please address all comments to: koki.msa@gmail.com

LETTER FROM THE PRESIDENT

Richard M. Goodman, (Certificate #747), President of ACC&CE

The ACC&CE continues along its excellent path characterized by greater involvement by the members, including larger turnouts for presentations, new initiatives by key members and continued improved finances. Marvin DeTar's active LinkedIn committee has produced a much improved presence by ACC&CE on the LinkedIn platform. See his article for more details. Al Sagarese, Vice President and Program Chair continues to offer excellent programs which have attracted larger audiences. See his article for a description of the program set for June 15.

One important bit of news is that the Chem Show has officially canceled the show for 2021 with no indication when or if there will be a new Chem Show in the future. This will have an impact on ACC&CE as the Chem Show was one of the biggest events in our calendar and one of the best opportunities to recruit new members. We must explore new means to promote our organization. Some suggestions have included participation in new media, e.g. Petroleum Technology Quarterly or the publications of the America Association of University Women (AAUW). Further, we continue to explore how we can parlay our members participation in ACS and AIChE activities to boost our own media presence. Any members who want to step forward with ideas on how they could support such initiatives please contact me.

The Council meets on June 8 for the last time until September as we plan to take off the summer months of July and August. However, if any urgent business arises during the summer, please contact me and I will arrange for the executive committee to consider the need for holding a summer session of the council. According to the bylaws of ACC&CE the President is to appoint a Nominating Committee 90 days before our fall elections in October. This will be done during the summer and announced to the membership.

Let me again thank Joe Porcell for his long editorship of the newsletter and Koki Doshi for taking over the editorship for this (and future issues).

LINKED IN CAN ENHANCE ACC&CE MEMBERSHIP AND INCREASE CHI'S

Marvin B. DeTar, Ph.D. (Certificate #910)

LinkedIn is a website designed for communications between professionals. Most of the communication is done by posting information on a regular basis to “followers”. [A “follower”, as defined by LinkedIn, is one who has “clicked” on a selection to receive all posts from a website.] The more activity there is on a particular LinkedIn webpage, the more an internal algorithm in the background inside LinkedIn that counts “clicks” then places the webpage favorably above other sites. So the key to the marketing one may derive from the LinkedIn site depends upon the number of posts placed on the site and the activity it draws.

A LinkedIn site was set up in 2011 and a second group site followed two years later. Over the intervening years the activity in both sites languished so the websites became all but invisible to the LinkedIn audience. I proposed to improve the LinkedIn websites to attempt to get additional members and inquiries (CHI's). In February the project was given a budget of \$300.00. Kathy Smith of Lakenetwork.net was hired to improve the original site. She became an administrator along with five ACC&CE members who showed interest in helping redevelop the LinkedIn website. \$180.00 was spent.

As a consequence of the new activity started in February there have been 56 visitors. In three months there are now nine followers. Even though only one CHI resulted, it appears that a number of visitors have viewed the biographies of individual ACC&CE consultants on chemconsult.org website and have contacted them directly to initiate consulting work. The LinkedIn website is resulting in eyes reaching the <https://chemconsult.org> website.

Visitor Demographics Data Time range: Feb 14, 2020 - May 31, 2021

Top Job Functions	Visitors	% of Visitors
Business Development	28	50
Sales	10	17.86
Consulting	4	7.14
Engineering	4	7.14
Research	4	7.14
Education	2	3.57
Marketing	2	3.57
Information Technology	1	1.79

Right now, only brief selections of the www.chemconsult.org webpages are being copied and then pasted into posts on the LinkedIn ACC&CE website. In addition, upcoming talks, newsletter articles, even from earlier editions, information about who the ACC&CE would like to have as members and where to get help with inquiries are examples of posts that could be used to draw new visitors to the chemconsult.org website. Adopting a regular schedule of posting activity and using a “cut and paste” technique to place content into the LinkedIn site was thought to be all that was needed. Because of the analytics supplied by LinkedIn; that thinking is changing.

By using an analysis of the data provided by LinkedIn, it is possible to develop a better visitor response. All ACC&CE members are encouraged to provide suggestions that could improve the LinkedIn websites.

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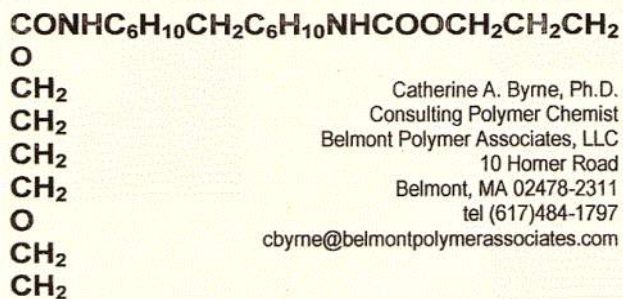
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GO TO MEETING PRESENTATION— June 15, 2021

From Sputnik to Smartphones, by Robert A Pribush, PhD

ABSTRACT

During the period of time from Sputnik to the present, phenomenal technological advances have impacted the way chemistry instruction is delivered by instructors, how chemistry is learned by students and the manner in which student performance is assessed at universities and secondary schools. These advances were made possible by the availability of relatively inexpensive, high speed, large-capacity computers. In the current classroom environment, chemistry is taught on whiteboards or smartboards, and instructors interact with students using mobile devices. Because of technology, today's classroom is more interactive and engaging than ever before. In the future adaptive learning will enable instructors to more successfully deliver chemistry instruction to underprepared students as well as students with enhanced backgrounds.

This presentation provides a skeletal historical outline of how technology has impacted chemistry instruction by providing new tools for content delivery, learning, and performance assessment, and some problems associated with that technology of the launch of Sputnik, scientists who had immigrated to the United States after World War II and did much of the space-related research. The need for an increased number of better-educated homegrown scientists, engineers, and mathematicians became clear after Sputnik.

LETTER FROM THE EDITOR

Koki Doshi (Certificate 974), Secretary of ACC&CE

ACC&CE as an organization has seen changes; transitioning to digital exposure on LinkedIn and more in addition to the regular virtual monthly meetings on the GTM platform. These meetings are now well attended and the discussions are lively with valuable inputs from experienced Consultants and their insights.

The COVID pandemic situation has improved with many states opening up and restrictions being lifted cautiously. This bodes well for the economy in general and the prospects of improved opportunities in stagnated work stations in the past year look brighter. The pandemic affected the chemical industry just like all other businesses, except for the essentials industry. It may take a while for the raw materials supply chain to stabilize and production normalized.

Just as Dr. Goodman mentioned in the President's letter, Chem Show which was a big catalyst in attracting membership and prospective clients to the ACC&CE is indefinitely cancelled and the ACC&CE as an Organization has to re-invent its marketing and exposure strategies for the members. To this effect a good amount of work was initiated by Dr. Marvin DeTar to rejuvenate and spruce up our LinkedIn page and make us more visible on the internet to a wider reading audience.

An interesting presentation was given by Dr. Pribush in June; an outline of which is published in this newsletter.

I, as an editor-in-training, look forward to learning the ropes from Dr. Joe Porcelli who is looking forward to a well-deserved break and request the membership to forward their articles to share with others, based on interesting project work done during their tenure.

Thank you

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