



NEWSLETTER---

THE CHEMICAL CONSULTANT

Association of Consulting Chemists & Chemical Engineers

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INTO THE FUTURE WITH ACC&CE

Changes in the world of the business of chemistry have reached practically exponential dimensions in the past year. Council has recognized the need to keep up through repositioning our association and it authorized a task group headed by Bill Swartz to bring forth a plan for the future. Council has now approved the group's proposal calling for a basic modification in membership characteristics.

The nature of the businesses that use technical consultants have shifted so much that the services of our current diverse member consultants often do not match the expressed needs of prospective clients. Accordingly it is now advisable to actively recruit new members who may have credentials and expertise in chemistry and chemical engineering, but also others who are expert in allied fields. An exact definition of the new scope of membership is going to take time, but the process of recruiting will begin.

Eventually it will be necessary to revise certain documents and forms -- and even the name of the organization -- to correspond to the new scope, but the first emphasis will be on growing the membership. It is the decision of Council that, as there are already able members who, strictly speaking, are not chemists or chemical engineers, growing at the edges of the old definition is in order.

The current state of the economy is permitting the technically-based businesses to innovate and invest in new ways of doing things. Any doubt about this can be dispelled by watching the use that DuPont, General Electric, Hoechst and big companies all over the world are making of the Internet. ACC&CE has a presence there and it will be a promotional resource to communicate the changes taking place in technical consulting beyond the software and dot.com activity.

Consider the changes in company-to-company communications. Electronic means for all kinds are now being used by companies in many fields, mostly through the Internet. The new terms are "B2B", "e-business" and "e-commerce." Company image and identity are now being reshaped to present the products and services to potential buyers and users on the screen.

Some major chemical companies have organized new networks of communication with their competitors. These networks are taking the place of the old systems of marketing and sales departments. A buyer may now deal with several manufacturers without benefit of a salesman or paperwork. Product data, prices, shipping details and other basic information formerly collected from each supplier can be compared by computer before a purchasing decision is made. Then the

purchase deal can be made electronically.

Among the many new names are ChemConnect, CheMatch, FreeMarkets, Industria Solutions and GEPolymerland. Each of these permits access to thousands of suppliers in their business fields. The suppliers lists may also include consultants and ACC&CE wants to be there too. In fact you can find ACC&CE in the "Yellow Pages" section of GEPolymerland.

Great currents are running and ACC&CE intends to be carried with them.

WHY DID CMA CHANGE TO ACC?

At their annual meeting at The Greenbrier resort, The Chemical Manufacturers Association's (CMA) membership voted to change its name to the American Chemistry Council (ACC). The new name reflects the significant business changes occurring in the industry, the expanded commitments to research and testing, improved environmental, health and safety performance, innovative advocacy, and the desire for a more positive reputation.

CMA tried for some time to induce a change in the public's attitude toward the chemical industry through advertising in print and on TV. The above statement, taken from the ACC press release, clearly indicates that the public still reacts with fear and negative feelings to the word "chemical." It has already been noted by David Hunter, Editor of Chemical Week magazine, that, for some reason, the word "chemistry" generates milder, even favorable responses. The name change is in that direction.

As ACC&CE goes about repositioning itself as a society of independent technical consultants (including chemists and chemical engineers), our name will change and any confusion with ACC will disappear.

INTERNET SITES OF INTEREST

CENTER FOR PROFESSIONAL ADVANCEMENT

This is the site to learn about participating in or attending seminars in technical and other seminars.

<http://www.cfpa.com>

TELTECH'S EXPERT MARKETPLACE

Teltech has begun building an "expert marketplace" for publishing and selling your own content and consulting services on the Internet. Teltech will handle all billing and when your content or services are purchased, they will send you a check. Teltech promises to promote the site, positioning you on the Internet.

<http://www.teltech.com/expertmarket/>

EUROPEAN PATENT SEARCH SITE

Dan Kruh (member 830) reports that this search service brings up patents from all over the world immediately. The patent appears as a Photostat, using the Adobe system.

<http://ep.espacenet.com>

CHEMICAL DATA FROM NIST

The National Bureau of Standards makes available a wide array of basic data on chemical substances and reactions, including molecular structure, thermochemical properties, mass spectra and IR spectra. This site also leads to many other available NIST databases.

<http://webbook.nist.gov/chemistry>

RADIATION CURING MATERIALS SEMINAR

Dr. David Armbruster (member 622) presents his 9th annual "Advanced Radiation (UV/EB) Curing Marketing/Technology Seminar" September 20-21 at the Marriott Hotel, Newark Airport, Newark NJ. Those who attend will gain leading edge knowledge and advanced perspectives on radiation curing markets, technology and related new business opportunities in this high growth industry.

Information and brochures are available from Armbruster Associates, Inc at 43 Stockton Road, Summit NJ 07901. Register at web site www.armbrusterassocinc.com, e-mail address drdavearm@att.net or phone at 908-277-1614.

GIVING BACK

All ACC&CE members receive benefits such as promotion through the web site, the use of the association's seal as certification as a professional consultant and the networking available with other members of various skills. Members give back to the common good through their dues that support the office of the Executive Secretary.

It also turns out that many members have given in another coin over our 72 year history. They have given back with time and paid their own expenses serving on Council, various committees and in many other ways. Without this give-back there would be no ACC&CE today.

ACC&CE is an organization in transformation. Other articles in this issue tell of what is underway. A relatively small group of Council members have been used their own time and energy this year and last to examine the history and current nature of this outfit. This has led them to put together a concrete plan that faces the fact that the number of members has reached a plateau and new members coming in just match the resignations. The membership must grow and because of changing business conditions in the world, the makeup of the membership must change.

There is still lots of work to be done. Every member will be called upon to contribute to the membership growth that is the key to a better, more effective consulting organization. Be ready to answer the call when it comes.

CONSULTING ENHANCED BY SEMINARS

participating in or organizing technical presentations to a paying audience. The consultant does this by converting his extensive knowledge and connections in a particular field into a day or two of lectures and demonstrations.

A consultant who wants to do this and keeps up to date in his field, engages other experts in the subject to present individual papers. The consultant sets a fee for the event, prepares a brochure and, using a mailing list and press releases, promotes the event widely. He also makes all reservations and other preparations so that attendees have a pleasurable and profitable experience.

The income in excess of expenses is an added benefit beyond the concentrated networking that he participates in with others in his field. These include both suppliers, customers and clients. His reputation grows if he presents the seminar again at a later time, including presentations of new material for those who attended previously along with repeating fundamental background for newcomers.

David Armbruster, ACC&CE President, is a prime example of success in this enterprise. (See article RADIATION CURING) Other ACC&CE members have done the same thing. Some have given a paper at similar seminars organized by others, as for instance by the Center for Professional Advancement. The center may be reached at info@cfpa.com

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