



Newsletter

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Chemical Entrepreneurs Council

The main topic of previous BMGT newsletters has been the employment situation in the chemistry industry. In the last newsletter the formation of a new entity the Chemical Entrepreneurship Council (CEC) was discussed. CEC's mission is the creation of new career paths for chemists by assisting chemist in the advancement of inventions into commercial products and services. Since many board members of BMGT are involved in the shaping of this council, an update on current activities will be given.

First, let's start with an overview of what BMGT currently envisions as our CEC thrusts for the near future.

BMGT's three main areas will be a Webinar Series, Entrepreneur Training and Development and Venture Formation and Development.

Webinar Series

The training topics from the webinar series were chosen such that the subjects would be applicable and interesting to most chemists with a broad mixture of entrepreneur ex-

periences. The topics mostly covered the subjects one should follow in a new venture development.

A list of the webinars is shown below.

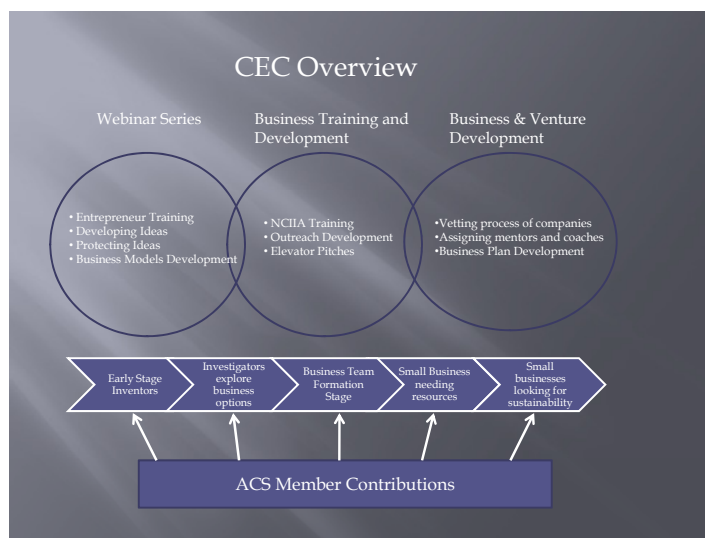
Entrepreneur Training and Development

The next set of more intensive training, Business Training and Development, will focus on the formation of the Value Proposition, Business Models and Market Assessment and how to present to a group of investors.

This training has started at the

North West Regional Meeting (NORM) and another is scheduled for the South West Regional Meeting (SWRM). The announcements for this workshop is shown below the update on NORM:

An Invention to Venture (I2V) was held on Monday June 27, 1:30 PM–5:30 pm. The title was "Key Challenges Chemists Face in Entrepreneurship". The feedback from the 25-30 attendees was very positive. The workshop focused on the key challenges facing chemists as they start up new ventures or license or otherwise transfer technology.



Chemical Marketing & Economics Group Webcasts

September 8, 2011: CM&E luncheon/webcast event **"Next in Cleantech: Zero-Waste Refining"**
Speaker: Kelly Ogilvie, President and CEO of Blue Marble Biomaterials, plus panelists: Rupali Kulkarni, Director of Technology and Intelligence at Coty, Inc. and Helen Eichmann, Director at AON Risk Solutions
Link: <http://www.cmeacs.org> Also see flyer attached.

October 6, 2011: CM&E luncheon/webcast event **"The Transformation of DuPont"**
Speaker: Charles 'Chip' Murray, Global Managing Director of Intellectual Assets & Licensing at DuPont.
Link: <http://tinyurl.com/cme-oct11> Also see flyer attached.

November 3, 2011: CM&E luncheon/webcast event **"Latin America's Bet on Innovation"** about approaches to meet regional challenges for sustainable growth in the coming years. Speakers to be announced.

December 8, 2011: CM&E luncheon/webcast Special M&A event: Panel on **"Anatomy of a Deal - Part 2"**
Moderators: Chris Cerimele, Head of Chemicals Practice, Houlihan Lokey, Chicago, IL and Neil Burns, Neil A. Burns LLC, Freehold, NJ. Speakers to be announced.



Chemical Entrepreneurs Council (Continued)

The talks were on how to build a venture team and raising financing, the advantages and challenges of being an entrepreneur. This workshop was designed to give chemists insights on the key issues for successful technology venturing and the practical skills and tactics to address the issues so they expertly navigate the commercial realm and build high-growth ventures and lifestyle businesses alike.

Action Plan for the WCC Lens of the Market Workshop SWRM ACS Regional Meeting Austin, TX - Friday, November 11, 2011

8:30 AM – 5:00 PM

WCC Lens of the Market Workshop (Limited to 7 teams of 2-5)

Friday, November 11,
8:30 AM – 5:00 PM

\$150 per team of 2-5 people

Lens of the Market SWRM - GREEN and SUSTAINABLE MATERIALS!

Are you a researcher in green and sustainable materials? Do you want to translate your research into a commercial innovation? Do you need to define which markets and what you need to do to get to those markets? JOIN US at Lens of the Market GREEN and SUSTAINABLE MATERIALS at SWRM!!

Gain the vocabulary of the market and the key basics to help translate your GREEN and SUSTAINABLE MATERIALS research into commercial innovations for use in any market in this one day intensive workshop!

Your team of innovators will:

- Define how markets are structured and relate to your research
- Determine what aspects of your research can become innovation – and whether it is a technology platform and why that is important
- Develop the potential markets your innovation can serve
- Define next steps and who you need to contact for market research

Who should attend: NOTE!

- Existing teams of 2-5 researchers/innovators who already have research they want to translate into marketable innovations centered on GREEN and SUSTAINABLE materials for use in any market
- Researchers from academia, industry, government labs or independent innovators

Venture Formation and Development

The third set of activities is

centered on helping small companies reach sustainability. This thrust of the CEC has not been defined as of yet. However, based on my experiences at attempting to advance the growth of a few chemical companies in the incubator at The University of Alabama, I believe that the venture formation and development of a small company will require an intensive focus on the company, its business model and developing this into a fundable business plan.

Since it is envisioned a large number of companies with ACS members would like to receive some assistance from the CEC, some form of vetting process will need to take place. This vetting process will probably be in the form of a business plan competition or elevator pitch competition. This may require several competitions for companies of various sizes. This will be done to allow for different stage companies to receive the CEC help. Anyway some selection process will take place where the selected teams will be partnered with mentors and coaches and invited to pre-seed workshops where they will receive intensive analysis of their business model and plans.

Chemical Entrepreneurs Council (Continued)

The CEC is aware that the ACS will be working closely with us on this effort; in fact we will be dependent on the ACS for recruitment of mentors, coaches and judges.

Chemical Entrepreneurship Series

Dare to dream! Many people dream of starting their own businesses, or being a part of the exciting start-up culture. But do you know what it takes to succeed? A successful business, large or small, takes careful and strategic planning, knowledge of the industry, financial resources, fiscal know-how, legal savvy, and guts. Join our speakers to learn the A-to-Z of being an entrepreneur, finding the right resources, and the challenges/rewards of start-ups. Are you ready?

Join us in this 2011 series...

April 21, 2011 - *"Is Being an Innovator-Entrepreneur Your Cup of Tea?"* with [Dr. Judy Giordan](#), Managing Director, VisionWell, and moderator [Dr. Dan Daly](#), Alabama Innovation and Mentoring of Entrepreneurs.

May 19, 2011 - *"Turning on the Light Bulb – Idea Generation and Idea Evaluation."* with [Dr. Nick Conti](#), VP, Quest Diagnostics, and moderator [Dr. Lynn Leger](#), GreenCentre Canada.

June 16, 2011 - *"Protecting Your Idea & Safeguarding Your Business Structure."* with [Dr. Christine Bellon](#), VP Intellectual Property/Legal Affairs, Hydra Biosciences, and [Dr.](#)

[Christopher Curfman](#), Principal, McKeon, MeunierCarlin & Curfman, LLC, with moderator [Dr. Andy Gilicinski](#), Clorox.

July 21, 2011 - *"Who's Around the Corner? Performing Technology Scouting and Market Feasibility Analysis."*

Aug 18, 2011 - *"The Science of Selling: Selling Science to Non-Scientists."* with [Dr. Carol Nacy](#), CEO, Sequella.

Sept 15, 2011 - *"Writing a Winning Executive Summary and Business Plan."* with [Dr. Dan Daly](#), Alabama Innovation and Mentoring of Entrepreneurs, and moderator [Dr. Richard Swatloski](#), Licensing Associate, University of Alabama, Technology Transfer Office.

Oct 20, 2011 - *"The Art in Startups: Getting Funded."* with [Joseph Steig](#), Director, NCIIA VentureWell, and CFO, [Long River Ventures](#) and [Dr. Stephen Flaim](#), President, Tech Coast Angels San Diego Network.

Special Feature!

July 28, 2011 - "SBIR Funding Opportunities with NCI/NIH – Priority Areas for 2012" with Dr. Ali Andalibi, [National Cancer Institute's SBIR Development Center](#)

(Join LIVE to maximize your Q&A opportunity with the experts. ACS Webinars recordings will be available a week after the event. Click on the date to access recordings)

Meet Your Experts



[Dr. Christine Bellon](#) is currently Vice President of Intellectual Property & Legal Affairs for [Hydra Biosciences](#) and is

responsible for all legal matters for the company. Dr. Bellon was previously on patent portfolios as Assistant General Counsel, Intellectual Property, for Infinity Pharmaceuticals, as Patent Counsel at Wyeth, and as an attorney in the Boston office of Fish & Richardson P.C. Christine holds a J.D. degree from Columbia Law School, a Ph.D. in Organic Chemistry from the Massachusetts Institute of Technology, and is a graduate from Yale University with honors, with a B.S. in Chemistry.



[Dr. Nick Conti](#) is responsible for the licensing, strategic alliance and business development activities for [Quest Diagnostics](#), a \$7 billion diagnostic testing corporation. He has been in business development, management and R&D positions with Becton Dickinson and Union Carbide. He had held visiting and adjunct faculty positions at Rutgers (Chemistry) and Seton Hall (Finance). He serves on several boards of start-ups and is an advisor to funds. He holds a Ph.D. from the University of Florida, a B.S. in Chemistry from Notre Dame, and an MBA from The Wharton School.

ACS Webinars

Learn more and register at www.acswebinars.org

Featured Events - August 2011

Tuesday August 2, 2011 | 2pm-3pm EST

You've Got Career Questions? We've Got Answers. Could your job search use a jolt? Get honest advice to your questions about the challenges that you face in the job



search process! [Ms. Valerie Kuck](#), ACS Career Consultant.

Thursday August 4, 2011 | 2pm-3pm EST

Seven Highly Effective Marketing Techniques for Chemical Consultants

Learn the strategies and marketing techniques that will let your consulting business stand out from the crowd. [Dr. Marc](#)



[Halpern](#), Founder and President of PTC Organics, Inc.

Thursday August 11, 2011 | 2pm-3pm EST

Advances and Innovations in Wine Chemistry

Join us to discuss advances and innovations in the chemistry of wine that will stimulate your brain and tantalize your palate. Here's to better wine through chemistry!



[Dr. Susan Ebeler](#), UC Davis,

ACS Webinars (Continued)

Thursday August 18, 2011
| 2pm-3pm EST

The Science of Selling: Selling Science to Non-Scientists

Gain valuable internal and external business perspectives and tips



to successfully get others to 'buy your science'.

Dr. Carol

Nancy, CEO at Sequella and Ms. Juliane Snowden, VP at Burns McClellan.



Thursday August 25, 2011
| 2pm-3pm EST

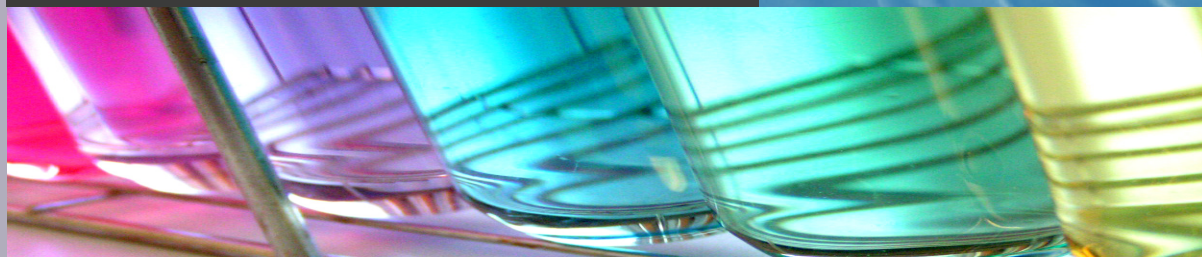
Small is Beautiful: Every- day Applications and Advances in Nanochemistry

Good things come in small packages; the nanosciences prove it every day. a journey to discover



the tiny tiny elements in our future.

Dr. Paul Weiss, UCLA.



Chemical Entrepreneurship Series



Dr. Chris Curfman, Principal, with McKeon Ne-unier, Carlin & Curfman, LLC received a BS in

Biology and MS in Chemistry from Virginia Tech. Chris then received a PhD in Chemistry from Emory University and JD from Georgia State University. Chris' extensive scientific background in chemistry and pharmaceuticals, as a researcher, scientific advisor, patent agent, and patent attorney adds considerable depth to his ability to counsel startups, large and small corporations, and universities on all aspects of patent prosecution in pharmaceutical, chemical, and biotechnology-related technologies. Chris has taught several patent law classes and presented numerous seminars. Additionally, Chris was named a Georgia Super Lawyers "Rising Star" by *Atlanta Magazine* (2006).



Dr. Dan Daly is the Director of the Alabama Innovation and Mentoring of Entrepreneurs Center. He has

17 years of experience in the fuel and lubricant businesses where he served as Technology and Business Development Manager. He has led the development of several commercially successful projects and has managed and coordi-

nated fundamental programs at several universities and national laboratories. He received B.S. from Florida State University and his Ph.D. in Physical-Organic Chemistry from the University of Florida.



Dr. Stephen Flaim is Founder and President of *Flaim Partners Consulting*, Co-founder and CEO of *CardioCreate, Inc.* and Chairman & CEO of *OncoFluor, Inc.* He is a member of the Board of Directors of the Tech Coast Angels, President of the San Diego Tech Coast Angels, and an Entrepreneur-in-Residence with CONNECT. Steve holds a doctorate in Human Physiology and Pharmacology from the *University of California at Davis*.



Dr. Andy Gilicinski, Director, Open Innovation Networks at *Clorox* is an innovation leader with a current focus on creating new open innovation capabilities to accelerate growth. He has a 22-year career in chemicals and consumer packaged goods industries including two successful \$30MM+ (year 1 sales) launches, R&D management (including global teams), building technology platforms and developing cross-functional innovation processes. He has a Ph.D. in Analytical Chemistry from Univer-

sity of Wisconsin-Madison and B.S. in Chemistry (with Honors) from University of Illinois at Urbana-Champaign.



Elaine Harris is President and co-founder of Breakthrough Marketing Technology.

The consultancy leverages state of the art analytics to uncover customer, market and employee insights - not just what people say, but what will motivate them. She has global experience in product and market development, brand strategy and market research in industries ranging from technology to advertising. Elaine holds a BS degree in Chemical Engineering from Massachusetts Institute of Technology and an MBA from Stanford Graduate School of Business. <http://www.linkedin.com/in/elaineharris1>



Dr. Judith Giordan currently serves as Chairman of VentureWell.

Judy is the author of over 200 articles, presentations. Judy is the recipient of the 2010 ACS Garvan-Olin Medal of the American Chemical Society. She received her PhD from the University of Maryland and was an Alexander von Humboldt Post Doctoral Research Fellow at the University of Frankfurt in Germany.

Chemical Entrepreneurship Series (Continued)



Lynn Leger is a Director of Commercial Development for [GreenCentre Canada](#).

She has more than two decades of commercialization experience at DuPont, from automotive coatings to disinfection technologies. She has been a Project and Market Leader for a range of new technologies in the chemical industry and is a named inventor on several patents. Ms. Leger is a certified Six Sigma Green Belt and a recipient of the DuPont Global Sustainable Growth Award and a \$EED Grant for Entrepreneurial Development. She is the former Chairperson of the Advisory Board for Canadian Research Institute for Food Safety at the University of Guelph, and has been a frequent speaker for DuPont and GreenCentre Canada.



Dr. Carol Nancy co-founded [Sequella](#) in 1997 and is CEO and Chairman of the Board. Prior to

[Sequella](#), she served as part-time Chief Scientific Officer (CSO) for Anergen, Inc., where she reorganized the scientific staff and positioned the company for acquisition, and served as Executive Vice President and CSO at EntreMed, Inc., serving that company through its successful public offering. Dr. Nancy was Career Scientist and Science Manager at the Walter Reed Army Institute of Research, Washington, DC. She currently serves as a member of the board of directors of several companies and non-profit agencies.



Pamela Roach is CEO and co-founder of [Breakthrough Marketing Technology](#) a

strategic marketing and business consultancy that facilitates fact-based decisions about products, markets, customers and employees. She has strategy development and execution experience in diverse industries including medical devices, technology, and specialty materials. Pam holds an AB from Harvard University and a MBA, Columbia University Business School.



Joseph Steig, Director, Venture Well is a CFO and adviser to both non-profits and for-profits.

He is also NCIIA's Manager of Venture Development. Joseph is the founder of the angel group, [River Valley Investors](#) and serves as CFO of [Long River Ventures](#). Joseph has a background with technology-based start-up, serving primarily in CFO positions, and has worked in sectors as diverse as aquaculture and software. He also has extensive experience in economic development. Joseph has a B.A. from Hampshire College.



Dr. Richard Swatloski is a Licensing Associate and helped establish [The University of Ala-](#)

[bama's Office for Technology Transfer](#). His duties include various aspects of intellectual property protection, management and licensing, agreement development, business creation, and education. He

has contributed to 50+ peer-reviewed publications and multiple patents. Dr. Swatloski holds both bachelor's and Ph.D. degrees in chemistry.

Virtual Career Events at ACS National Meeting

Thursday, August 30, 2011

9:00 AM – 10:00 AM (GMT)

"Growth Areas for Industrial Jobs": Employment Outlook for Pharma, Biotech, and Chemicals—Richard Connell (Pfizer, Inc.), Scott Harbeson (Concert Pharmaceuticals, Inc.), and Jos Put (DSM)

11:00 AM – 12:00 N (GMT)

What ACS is doing to help stimulate US job creation—George Whitesides (Harvard University), Joseph Francisco (Purdue University), and Madeleine Jacobs (American Chemical Society)

1:00 PM - 2:00 PM (GMT)

"Academic Jobs Outlook": Employment outlook for community colleges, primarily undergraduate institutions, and research institutions—Christine Gaudinski (Aims Community College) and Jason Ritchie (University of Mississippi)

August 31, 2011

9:00 AM – 10:00 AM (GMT)

"Working in the USA – Immigration Update": Addressing questions related to working in the USA for foreign-born professionals—Navid Dayzad (Dayzad Law Offices, PC) and Kelly McCown

1:00 PM - 2:00 PM (GMT)

"What Recruiters are Looking for": Find out how to stay on the "A" list—Meredith Dow, Alveda Williams (The Dow Chemical Company), Jodi Hutchinson (Dow Corning Corp)

ACS Webinars

Learn more and register at [www.acswebinars.org](#)

Featured Events - September 2011

Thursday, September 15, 2011 | 2pm-3pm EST

Writing a Winning Business Plan and Executive Summary

If you're going to start a business, you need a business plan. Did you know that your business plan is as much for you as it is for your investors? Examining your strategy, defining your market, identifying your business goals, and forecasting your financial needs, will give you a strong start and convince investors that you are serious. Let Dan Daly guide you through writing an effective business plan that captures your vision and create a captivating executive summary that sells your plan.



Dr. Dan Daly, Alabama Innovation and Mentoring of Entrepreneurs Center.

Thursday September 22, 2011 | 2pm-3pm EST

Filling in the Gaps of Employer-Sponsored Coverage

Company-paid life insurance can be a benefit. But even the most liberal policies include limitations, exclusions and reductions. How do you close those gaps and protect your family against life's unforeseen events? Private insurance can provide additional income for your family so you know that they'll be safe financially.

ACS Webinars
(Continued)



Richard Howe, Commonwealth Advantage, LLC and Joan VanGelderren,

Pearl Insurance

Thursday, September 29, 2011 | 2pm-3pm EST

Role of Chemistry in Clinical Pharmacology-Toxicology

Cynthia Morris-Kukoski, Federal Bureau of Investigations.

Get the latest update at www.acswebinars.org

Program & Events Roadmap
242nd ACS National Meeting, Denver, CO
August 28 - September 1, 2011

SESSIONS

Sunday, August 28, 2011

Henry F. Whalen Jr. Award Keynote Address

In honor of Magid Abou-Gharbia

3:45 PM-4:05 PM, Colorado Convention Center – Room 705

Award Presentation and Reception

Monday, August 29, Grand Hyatt Denver Hotel, Pyramid Peak Ballroom

5:00 PM – 8:00 PM

Monday, August 29, 2011

Chemistry Plus [Business] = Opportunity

1:30 PM-4:30 PM, Colorado Convention Center – Room 705

Joint with CHAL, co-sponsored by CEPA

Beyond the Bench: Nontraditional Careers in Chemistry

2:00 PM-4:30 PM, Colorado Convention Center – Room 2C
CHAL Joint with BMGT

Tuesday, August 30, 2011

Sustainability & Innovation for a Cleaner Environment

9:00 AM-11:50 AM, Colorado Convention Center – Room 705

2:00 PM-4:10 PM, Colorado Convention Center – Room 705

Support from BASF

BUSINESS MEETINGS

Division Executive and Open Meeting

Sunday, August 28, 2011

1:00 – 2:00 PM, Colorado Convention Center – Room 705

SOCIAL EVENTS

Henry F. Whalen Jr. Award Presentation

BMGT and CHAL Reception

Monday, August 29, 2011
5:00 PM-8:00 PM, Grand Hyatt Hotel – Pyramid Peak Ballroom, Grand Hyatt Denver Hotel

BMGT, Joint with CHAL and Support from BASF

SCHB and BMGT Social Reception

Tuesday, August 30, 2011

5:00-7:00 PM, Cactus Club, 1621 Blake Street, Denver

SCHB, Joint with BMGT

ChemLuminary Awards

Tuesday, August 30, 2011

8:00 PM-Midnight, Sheraton Denver Downtown Hotel, Plaza Foyer and Ballroom A-E

BMGT Award Finalist

CO-SPONSORED SESSIONS

Sunday, August 28, 2011

Empowering Tomorrow's Science Super Heroes

PRES Co-sponsored with BMGT, ANYL, CHED, CINF, COMSCI, FUEL, GEOC, HIST, I&EC, INOR, MEDI, PHYS,

PROF, and YCC

9:00 AM-11:30 AM, Colorado Convention Center – Four Seasons Ballroom 4

Science on the Hollywood Screen

PRES Co-sponsored with BMGT, ANYL, CHED, CINF, COMSCI, FUEL, GEOC, HIST, I&EC, INOR, MEDI, PHYS, PROF, and YCC

1:00 PM-4:00 PM, Colorado Convention Center – Four Seasons Ballroom 4

Tuesday, August 30, 2011

Small Businesses Spin-Offs into the Commercial Sector

8:15 AM-10:25 AM, Colorado Convention Center – Room 205

SCHB Co-sponsored with BMGT, and PROF

True Stories of Success from Chemical Entrepreneurs

10:30 AM-12:10 AM, Colorado Convention Center – Room 205

SCHB Co-sponsored with BMGT, PROF, and SCTF

Best Practices for Entrepreneurs: Panel Discussion

1:15 PM-3:05 PM, Colorado Convention Center – Room 205

SCHB Co-sponsored with BMGT, PROF, and SCTF

EVENT

Women Chemists Committee Luncheon

12:00PM-1:30 PM Hyatt Regency Convention Center, Centennial Ballroom F-H

Wednesday, August 31, 2011

Water is the Next "Oil": How Small Businesses are Tapping in

9:00 AM-11:15 AM, Colorado Convention Center – Room 205

SCHB Cosponsored with BMGT

ACS DIVISION OF Business Development and Management



NORM I2V Workshop- Judy Giordan Joseph Steig and Janet Bryant (left to right)

Program & Events Roadmap (Continued)

Other Symposia of Interest:

Sunday

ACS Award for Team Innovation: Honoring Patricia Burns, Chieh-Min Cheng, Grazyna Kmiecik-Lawrynowicz, & Tie Hwee Ng (PMSE)

Celebration of the 100th Anniversary of Marie Curie's Nobel Prize in Chemistry (NUCL)

On the Tenure Track: Was That in My Job Description? PROF)

Monday

Honoring Marie Curie, Local Women Chemists Celebrate (WCC)

Getting Your First Industrial Job (YCC)

Tuesday

ExxonMobil Solid State Chemistry Faculty Fellow Award (INOR)

Arthur C. Cope & Arthur C.

Cope Scholars Award Symposium (INOR)

Inorganic Nanoscience Award: Honoring Catherine J. Murphy (INOR)

Chemistry by Design: Building at the Molecular Level (CHED)

Small Business Opportunity Announcement

A Booth at ACS Expo at a deeply-discounted-price! This an exclusive SCHB membership benefit, on Small Chemical Businesses Row at ACS Expo at national meetings.

- Experience the promotional opportunities of a professional trade show booth at a special introductory rate, which is a fraction of its usual cost (and also includes a registration to the ACS meeting – a great savings).

- Gain corporate exposure to over 12,000 professionals in the scientific community at a national ACS meeting.

The Small Chemical Busi-

nesses (SCHB) Division offers you a display booth at the ACS National Meetings. The participation is limited to four member's companies at each meeting; it is important to get your name on the list as early as possible. For full benefits, (including listing in the meeting program guide) is generally three months before the meeting, but we expect to sell out very quickly the spots in San Diego and Philadelphia for next year, so it's best to sign up as soon as possible.

Details: Meetings in 2012: Spring, San Diego, March 26-28 and Fall, Philadelphia, September 10-12. In 2013, Spring, New Orleans (April), and Fall, Indianapolis (September).

Email the Booth Coordinator at expo-booth@acs-schb.org ASAP to reserve your spot now. Cost: \$500 for SCHB member participants. Become a member: www.acs-schb.org. the experiment bringing more than 25 water samples from

The International Year of Chemistry 2011 Global Water Experiment Demonstration March 29, 2011

The BMGT Division helped celebrate the International Year of Chemistry (IYC 2011) by hosting 10 high school students from Oscar De La Hoya Animo Charter High School during its full day celebration, [Water: The Ultimate Natural Resource](#) (sponsored by Nalco and ITT) on Tuesday, March 29, 2011, just after the launch of the experiment by IUPAC in South Africa for World Water Day on March 22nd. The day

was full of in depth presentations on water and how important it is for human health and development. During the reception, to cap off the days events, Chair-Elect Mick Hurrey, led a demonstration of IUPAC's Global Experiment: [Water a Chemical Solution](#), with 10 high school students showing them the importance of water in their everyday lives. The students actively participated in experiments

testing water quality by measuring pH and salinity, as well as purifying a dirty water sample using simple chemistry unit operations (aeration, sedimentation, flocculation, filtration, and treatment). The students were curious, energetic, and engaged during the experiment bringing more than 25 water samples from around their home and community. It was a learning experience for everyone and a hugely successful outreach effort for the general public to help increase their appreciation of chemistry and possibly recruit the young scientists of tomorrow.

