

# The Chemical Bulletin

<http://chicagoacs.org>

DECEMBER • 2013

## CHICAGO SECTION AMERICAN CHEMICAL SOCIETY Joint Meeting with Chicago Chemists' Club and Iota Sigma Pi HOLIDAY PARTY/MEETING FRIDAY, DECEMBER 13, 2013

**Fountain Blue Banquets**  
**2300 Mannheim Rd.**  
**Des Plaines, IL**  
(847) 298-3636

### DIRECTIONS TO THE MEETING

#### From I-290 East/West

Take I-290 from either direction and exit onto I-294 North. Continue until you reach the exit for I-190 West (to O'Hare). Exit and immediately pay toll. Exit onto Mannheim Road North. Go North for 2 miles.

#### From I-90 East/West

Take I-90 from either direction and exit onto I-190 West (to O'Hare). Pay toll and immediately exit onto Mannheim Road North. Go North for 2 miles.

#### From I-294 North/South

Take I-294 from either direction and exit onto I-190 West (to O'Hare). Pay toll and immediately exit onto Mannheim Road North. Go North for 2 miles.

#### From I-88 East

Take I-88 East to I-294 North. Take Touhy Avenue exit and go west to Mannheim Road. Turn north on Mannheim Road and proceed to Fountain Blue.

### PARKING: Free

This is the Chicago Section ACS/Chicago Chemists' Club/Iota Sigma Pi Annual Holiday party/meeting. Come join in the celebration with all your fellow chemists and friends. So, in addition to our technical program, there will be gifts! ENJOY!

We ask you to also bring a gift! Please bring some canned food or other non-

perishable food item (in non-glass containers), or toy that we, as the ACS, can donate to charities for needy people in the Chicagoland area. See article on page 2. Let's share our good fortune in the spirit of the season. THANK YOU!!

**JOB CLUB** 5:30-6:30 P.M.

**SOCIAL HOUR** 6:00-7:00 P.M.

Cash Bar

Complementary Hors D'oeuvres

**DINNER (See Page 2)** 7:00 P.M.

**CHANGING OF THE GAVEL 8:10 P.M.**

Outgoing Chair Michael Koehler will turn over the gavel to the incoming 2014 Chair, Josh Kurutz.

**GENERAL MEETING** 8:15 P.M.

**After-Dinner Speaker**



**Allen La Pointe**, Vice President of Environmental Quality, Animal Health, John G. Shedd Aquarium

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### **Title: Baseline Water Quality and Stories from Guyana: Ecological Portal to the Amazon**

For the past several years, Shedd Aquarium has been conducting fish biodiversity, water quality, and arapaima research in Guyana, South America. Learn about strategies and methods for gaining baseline values and temporal monitoring of the unique aquatic habitats found in the North Rupununi, District 9. This presentation will give an overview of the country and region and all current projects being conducted.

Nonetheless, the focus will be on the water quality baseline analysis and stories of the challenges of working in a remote area of the world and of the people who live in the region.

**Biography:** An expert in environmental quality and water resources, Allen La Pointe serves as Vice President of Environmental Quality for Shedd Aquarium where he is responsible for maintaining and monitoring the environmental quality in all of Shedd's animal habitats. As part of Shedd's world class animal care team, La Pointe and his staff of water quality specialists work to replicate the precise conditions of each animal's home in the wild.

La Pointe began his career at Shedd in 1997 as the aquarium's chemist; since then, he has played an integral role in the development of life support systems and environments for Caribbean Reef, Amazon Rising, Wild Reef, and the Abbott Oceanarium. A member of Shedd's sustainability steering committee, La Pointe is responsible for approving the use of every chemical at the aquarium and has reduced chemical use in the Environmental Quality Laboratory by 60% through the strategic purchase of an ion chromatograph.

He is researching water quality in region 9 of Guyana, South America. His work in Guyana is part of a larger project to conduct rapid fish assessments on the Rupununi and Rewa river systems. Likewise, La Pointe is working on water quality conditions in relation to arapaima migration patterns in the same region. Arapaima are the second largest freshwater fish in the world and are endangered in most of their historic range.

He is an appointed member of Lt. Governor Sheila Simon's Science Advisory Committee, which advises Simon on her efforts to reduce flood damage in the state and protect Illinois' rivers from potential threats. He is also a member of the Metropolitan Water Reclamation District of Great Chicago's Blue Ribbon Panel for user charges, and serves on the Aquality Board of Directors.

La Pointe received his Bachelor of Science degree in Aquatic Zoology at Southern Illinois University and his M.B.A. at the University of Phoenix. In his spare time, he is an avid hunter, fisherman, and opera patron.

## **HELP WANTED**

### **FORMULATION CHEMIST**

**HNC Products Inc., an international R&D and Custom dermatology products manufacturing company centrally located on a 15 Acres campus, outside of Clinton, IL, is looking for an experienced Formulation Chemist to join their R & D group.**

**Ideal candidate should have a B.S. or M.S. in chemistry or bio-chemistry and several years of formulation experience working with nutraceuticals, cosmeceuticals, and OTC actives. This hands-on position requires GLP and cGMP guideline knowledge.**

**Please forward your resume to:**

**Chim Potini  
V.P. Research and Development  
HNC Products Inc.  
283 Cromwell Drive  
Clinton, IL 61727  
Fax-217-935-8938  
E-mail: cspotini@yahoo.com**

**No Phone Calls please.**

## **DECEMBER HOLIDAY PARTY**

Get those fingers ready to make reservations for the annual Chicago Section's ACS holiday party on Friday, December 13 at the Fountain Blue Banquets. Gifts for the raffle will be numbered randomly and placed on side tables in the dining room. Each attendee will draw a number when they register that evening for the meeting.

Gifts will be handed out throughout the evening by calling up groups of individuals having a series of numbers. Meeting attendees are asked to claim their gift only during the time their numbers have been announced. Those individuals who do not claim their gift will have another opportunity to claim them at the end of the evening. Individuals must present their number in order to pick up their gift.

Door prizes of wine will only be handed out to those 21 or older. A substitute prize will be handed out to students under the age of 21. As always, please do not open your wine at the table.

**RICHARD CORNELL  
HOSPITALITY CHAIR**

## **DINNER INFORMATION**

Dinner reservations are required and should be received in the Section Office via phone (847-391-9091), email (chicagoacs@ameritech.net) or website (<http://www.chicagoacs.net/meetings/13dec.php>) by noon on Wednesday, December 11.

**Holiday Menu:** Choice of Chicken Picciatta, Broiled White Fish, or Vegetarian Pasta Primavera with Alfredo Sauce; Fresh Fruit Cocktail; Garden Salad with a variety of dressings; Included with the chicken and fish entrees are Athenian Oven Roasted Potatoes and a Peas, Mushrooms & Carrots Medley; Chocolate Sundae; beverage; bread and butter.

The cost is \$35 to Section members who have paid their local section dues, members' families, and visiting ACS members. The cost to members who have NOT paid their local section dues and to non-members is \$37. The cost to students and unemployed members is \$20. Seating will be available for those who wish to attend the meeting without dinner. PLEASE HONOR YOUR RESERVATIONS. The Section must pay for all dinner orders. No-shows will be billed.

## **FOOD AND TOY DRIVE**

We will be collecting nonperishable food items (not in glass containers) for charity at the December Holiday Party again. The food is donated to the local Loaves and Fishes Community Pantry for distribution. Loaves and Fishes Community Pantry is a community-based, non-profit organization established to provide food and personal care essentials to residents in need.

We will also continue our toy drive to collect children's toys for toddlers to 12 year olds. The toys will be donated to a local Silent Santa program.

**Please open your heart to both of these programs and bring a nonperishable food item and a new toy to the holiday party.**

**Please, do NOT donate any clothing -- Thanks**

## **NOTICE TO ILLINOIS TEACHERS**

The Chicago Section ACS is an ISBE provider for professional development units for Illinois teachers. Teachers who register for this month's meeting will have the opportunity to earn CPDU's.

## "CHEM SHORTS" For Kids

The Elementary Education Committee of the Chicago Section ACS presents this column and hopes it will reach young children and help increase their interest in science. Please print it out and pass it on to your children, grandchildren, or elementary school teachers. Teachers are encouraged to incorporate the projects in this column into their lesson plans.

### Marbled Christmas Gift Wrap

Kids, it's really easy to make your own gift wrap which can then be a part of your holiday gifts! You can even add a holiday scent to the paper for an extra special touch.

**MATERIALS.** You'll need paper (regular printer paper is fine), shaving cream, food coloring or water-soluble paints, silverware, a shallow pan that's large enough for your paper, and a squeegee or paper towels.

**PROCEDURE.** Spread a thin layer of shaving cream in the bottom of the pan. You can use a spoon, knife or spatula, or even your fingers. All you need is a shallow coating. Dot the surface of the shaving cream with food coloring or paint or pigment. Use your imagination to pattern the colors. One option is to use the tines of a fork through the colors in a wavy fashion. But don't get too enthusiastic swirling your colors or else they will just run together. Lay your paper on top of the colored layer in the pan, and smooth the paper out over the shaving cream. Remove the paper and either squeegee off the shaving cream (wiping between passes) or wipe the shaving cream off with a dry paper towel. If you do this carefully then your colors won't run or distort.

Let your paper dry. If it starts to curl first, you can put a book or pan on top to flatten it out before it dries. The marbled paper will be smooth and slightly glossy. Neither the food coloring nor tempera paints should transfer off of the paper once it's dry.

**HOW IT WORKS.** The shaving cream has both soap and some water, among other ingredients. Use food coloring, paints, or other pigments that will dissolve in water. The soap (or surfactant molecules) will not penetrate the paper and can be wiped off, leaving the water-based color molecules behind in the paper, and also leaving a clean sheen on the surface.

**NOTES.** You can use any paper for this project and will get slightly different effects depending on your selection. You can use any shaving cream, too. If you use peppermint-scented shaving cream then you can make paper that smells like candy canes. And you can use any pigment you like, so be creative!

Food coloring and paints can stain skin and clothing. Wear protective smocks or use washable paint if you're concerned about staining your clothes.

### **References:**

Anne Marie Helmenstine at About.com Chemistry <http://chemistry.about.com/od/chemistryhowtguide/a/marbledpaper.htm>  
<http://www.wikihow.com/Paint-Marbled-Paper-Using-Shaving-Cream>  
<http://www.incredibleart.org/lessons/middle/marbling.htm>

Submitted by DR. KATHLEEN CARRADO GREGAR

To view all past "ChemShorts for Kids," go to: <http://www.chicagoacs.net/ChmShort/kidindex.html>

## ACS SCHOLARS APPLICATIONS

The ACS Scholars Program is accepting applications for the 2014-2015 academic year. Go to [www.acs.org/scholars](http://www.acs.org/scholars) for complete program information and access to the online application system. You can contact the ACS Scholars Program office by e-mail at [scholars@acs.org](mailto:scholars@acs.org), call toll-free to 1-800-227-5558, ext. 6250, call directly to 202-872-6250, or write the ACS Scholars Program, 1155 16th Street, NW, Washington, DC 20036. The application deadline is March 1, 2014.

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## PROJECT SEED 2014

Applications are now being accepted to participate in the 2014 ACS Project SEED Program. The Project SEED Program places economically disadvantaged high school students in academic, industrial, and governmental research laboratories during the summer. Under the supervision of volunteer scientists, students work on projects that introduce them to the chemistry environment.

For additional information, visit the Project SEED website at [www.acs.org/projectseed](http://www.acs.org/projectseed). The application deadline is January 31, 2014. If you have any questions, please e-mail [projectseed@acs.org](mailto:projectseed@acs.org), call (800) 227-5558, ext. 4380 or contact Kathy Mortell, our section's new Project SEED chair, at [Kathleen.Mortell@abbvie.com](mailto:Kathleen.Mortell@abbvie.com).

## CHICAGO CHEMISTS' CLUB

### Club History

The Chicago Chemists' Club was chartered on December 30, 1919 as a social organization to promote good fellowship among Chicago-area chemists. Through the years, the Club roster has included many prominent chemists.

### Social Events

The social calendar of the Chemists' Club includes ten dinner meetings per year where spouses and/or guests are welcome to attend. Meetings are usually on the second Wednesday of the month at various restaurants in the Chicago area featuring a variety of cuisines. We present timely, stimulating speakers in fields such as science, politics, medicine, etc., and also folk-singers, artisans and world travelers. In the spring the Club has a dinner-theater party. Each year, jointly with the ACS Chicago Section's Education Meeting, we present the Bernard Schaar Memorial Award to the first-place winner of the ACS high-school chemistry examination. The Club is also a co-sponsor of the ACS Chicago Section's annual Holiday Party in December.

### Membership Benefits

Membership dues are \$25 per year. As a non-profit organization, the Club returns a portion of these dues to its members in the form of dinner price reductions.

### Joining the Club

Membership is open to chemists, chemical engineers and allied scientists.

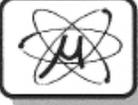
## IOTA SIGMA PI

Iota Sigma Pi is a national honor society for women in chemistry. Its major objectives are:

- to promote interest in chemistry among women students
- to foster mutual advancement in academic, business, and social life
- to stimulate personal accomplishment in chemical fields

It was founded in 1902 and was organized on a nation-wide basis in 1916. Over 10,000 members have been initiated into this organization. More than 40 local chapters have been established in various colleges, universities, and metropolitan areas. The Aurum Iodide chapter in Chicago was established in 1939.

Iota Sigma Pi serves to promote the advancement of women in chemistry by granting recognition to women who have demonstrated superior scholastic achievement and high professional competence by election into the honor society.



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## COMING NEXT YEAR!

**100<sup>th</sup>**  
*Anniversary*  
of  
*The Chemical Bulletin*  
1914 - 2014

## ARE YOU UNEMPLOYED?

Are you seeking a better job? Are you looking to improve your career? The place to start is with your resume. That is the single tool that will get you an interview, illustrate your professional strengths, and show how you can improve your importance to your employer.

You can get help improving your resume through the Career Consultants. These are volunteers trained by the ACS to assist its members with writing resumes, contacting prospective employers, and providing tips on interviews.

There are several Career Consultants in the Chicago Section who are willing to meet with you and help improve your resume. Simply call the Section office at 847-391-9091 and set up an appointment. Fifteen to thirty-minute sessions will be arranged at our monthly meetings. Should you require more time, arrangements can be made with your consultant to continue discussions by telephone, by e-mail or by additional face-to-face sessions. You also can attend the Section's Job Club where you can network with other people having similar concerns.

We are here to help. All you need to do is pick up the telephone and bring copies of your resume to the next monthly meeting.

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## KIDS AND CHEMISTRY PROGRAM

The Chicago Section of the American Chemical Society is in the process of reviving the "Kids & Chemistry" program. The "Kids & Chemistry" is a community-based program that brings together scientists and children to do hands-on science activities at local schools. The Section will provide kits and supplies for the classroom. Each kit must be checked out and returned to the section within one week of the classroom presentation. Current kits that will be available are: "Buno the Elephant's Toothpaste" (grades 1st-5th) contributed by Elizabeth College Student Chapter; "Chemistry is More Than Hot Air!" (Grades 3rd & 4th) contributed by Northwestern State University Student Chapter; and "Lava Lamp" (Grades 2nd-5th) contributed by Chi Epsilon Mu (XEM) Chemistry Club at Austin Peay State University. Future kits available in 2014 will be "Jiggle Gels: (Grades 3rd-5th); "What's New, CO<sub>2</sub>? (Grades 4th-6th); and "Chemistry Rainbow" (Grades 5th-8th).

We are currently looking for individuals who would like participate in this program. The section will match volunteers to a school requesting the "Kids & Chemistry" program or you may directly contact a school in your area. Volunteers can be from the industrial, government or academic sectors or can be from a student chapter at local colleges or universities or science clubs at local high schools. Please contact Fran Kravitz if you are interested in becoming a volunteer presenter in our "Kids & Chemistry" program at [fk1456@sbcglobal.net](mailto:fk1456@sbcglobal.net). Indicate "Kids & Chemistry" in the subject title.

## SAFETY CULTURES IN ACADEMIC INSTITUTIONS

The Safety Culture Task Force of the ACS Committee on Chemical Safety (CCS) has published a 57-page report entitled Creating Safety Cultures in Academic Institutions. This report includes discussion of common issues with respect to the safety culture in colleges and universities. Several recommendations are made. Appendices list suggested duties of institutional personnel and chemistry-based technicians. The references (called Endnotes in the report) are a timely listing of resources for those working in academic safety areas. An electronic version of the report can be downloaded from the CCS website, [www.acs.org/safety](http://www.acs.org/safety). A printed copy can be obtained from the ACS National Office, 1155 Sixteenth St. NW, Washington DC 20036.

# THE UN-COMFORT ZONE

with Robert Wilson

What's the Problem?

The most important component of innovation is finding the right problem to solve.

"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it." Albert Einstein

On the 4th of September in 1957, amid great fanfare, Ford Motor Company introduced the Edsel line of automobiles to the American public. It immediately stalled. Just over two years later, the product line was officially closed on November 19, 1959.

A number of reasons have been posited for Edsel's spectacular crash including: its name was unusual; its design was considered ugly; its marketing was over-hyped which led consumers to expect something revolutionary when it was not; and the mild recession of 1957. But none of these are the actual reason consumers did not buy it. The consumer was not interested in the Edsel because Ford failed to find the right problem to solve.

In this column I have written about the importance of innovation; and how we are driven to create for a number of reasons. Frequently it is an emergency or crisis that forces us to think outside of the box. Other times we are motivated by curiosity. However, the top reason people innovate is to make money. When you boil it down to its bare essentials, innovation is all about solving problems or satisfying needs. If a company wants to successfully develop a new product or service, they must first find the right problem that needs solving. As Thomas Edison put it, "I find out what the world needs. Then I go ahead and try to invent it."

The problem that Ford executives thought needed a solution was that young rising professionals wanted a transition line of cars that would bridge the gap between Ford and Mercury and between Mercury and Lincoln. Unfortunately for Ford, their target audience did not see a need for a transition line. The price between the highest-end Ford was equivalent to the lowest-end Edsel, and the highest-end Edsel was equivalent to the lowest-end Mercury (this was also true for the Edsel models priced between Mercury and Lincoln). In short, no gap existed, and consumers were confused.

Only 116,000 Edsels were sold; and Ford lost \$350 million (the equivalent of \$2.7 billion in 2013 dollars). The loss nearly put the company out of business. It was a high price to pay for ignoring the most important component of innovation. If the company had conducted just a little market research - which may not have yielded the right problem to solve - it would have definitely tipped them off that they were pursuing the wrong problem, and saved them all of that money.

Ford isn't the only company to suffer a huge loss for failing to solve the right problem. There was McDonald's Arch Deluxe (a hamburger targeting adults sold by a restaurant geared toward children lost \$100 million), and Heinz EZ Squirt ketchup (a purple and green ketchup that was assumed would appeal to kids, but grossed out the parents who controlled the purse strings).

On the other hand, there are companies that were trying to solve the correct problem, but simply failed to come up with the right solution. Coca-Cola's "New Coke" was a formula change that attempted to solve the problem of rising sugar costs, but failed the taste test. Frito Lay's "WOW Potato Chips" was a failed attempt at solving the fat content problem of potato chips with a chemical called olestra which brought on diarrhea.

Innovation takes time, and if the goal is making money, then the biggest part of that time should be devoted to finding a problem which satisfies the greatest number of people. Or to quote Thomas Edison again, "Anything that won't sell, I don't want to invent."

If your goal is to develop a new product, a new service, or a new process for your business, the most important place to begin is by rigorously defining the problem you're attempting to solve. You must know why it is important and to whom; and it must align with your core business strategy. Otherwise you will waste valuable resources and time which could cause you to miss vital opportunities.

Whether your idea is to improve your business or change the world, it all begins with identifying the right problem. That is where you want to spend your creative time.

--

Robert Evans Wilson, Jr. is an author, humorist and innovation consultant. He works with companies that want to be more competitive and with people who want to think like innovators. Robert is also the author of the humorous children's book: The Annoying Ghost Kid. For more information on Robert, please visit <http://www.jumpstartyourmeeting.com>

## Section Meeting Dates 2014

Thursday, January 16  
 Thursday, February 20  
 Friday, March 28  
 Thursday, April 24  
 Friday, May 16  
 Thursday, June 19  
 Friday, September 19  
 Friday, October 24  
 Thursday, November 20  
 Friday, December 12

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# CALENDAR

**December 5:** Chicago Section ACS Board Meeting, 1400 Renaissance Drive, Suite 312, Park Ridge, IL 60068. Call the Section office at 847-391-9091 for information.

**December 13:** Chicago Section ACS Holiday Party and Dinner Meeting. The Speaker will be Alan LaPointe, Shedd Aquarium.

**January 16, 2014:** Joint dinner meeting of the Chicago Section ACS and the AIChE.

**February 20:** Chicago Section dinner meeting will be held jointly with the Joliet Section at Lewis University. Dr. John Flanyak will be the speaker.

**February 13-17:** AAAS national meeting in Chicago. There will be a free Family Day event on February 15 and 16 at the Hyatt Regency which is open to the public.

**March 2-6:** PittCon 2014 will be in Chicago and co-programming with the ACS Division of Analytical Chemistry. For further information, go to [www.pittcon.org](http://www.pittcon.org).

**March 28:** Chicago Section dinner meeting

## THE CHEMICAL BULLETIN ADVERTISING RATE SCHEDULE

The Official newsletter of the Chicago Section American chemical Society, The Chemical Bulletin, publishes news and information of interest to the Section's 4,546 members, who are professional chemists and others in related professions in industry, academia and government throughout greater Chicago.

SIZE	DIMENSIONS	RATE
Full Page	7.5" wide x 10" depth	\$700
2/3 Page (2 columns)	4.917" wide x 10" depth	\$530
1/2 Page	3.75" wide x 10" depth	\$500
1/3 Page (1 column)	2.333" wide x 10" depth	\$360
1/2 Column	2.333" wide x 5" depth	\$190
Business Card	3.5" wide x 2" depth	\$95

We accept ads sent in jpg, tif, Photo Shop, Indesign and pdf files. For more information, contact [chicagoacs@ameritech.net](mailto:chicagoacs@ameritech.net) or call 847-391-9091.

December, 2013 Vol. 100, No. 10. Published by the Chicago Section of The American Chemical Society, Editorial Staff: Cherlyn Bradley, Editor; Richard Treptow, Proofreader. Address: 1400 Renaissance Dr., Suite 312, Park Ridge, Illinois 60068; 847/391-9091. Subscription rates: \$15 per year. Frequency: monthly-September through June.

## JOB CLUB

The next meeting of the **Chicago Section ACS Job Club** will be held on **Friday, December 13 at 5:00 p.m. at Fountain Blue Banquets**. The meeting will include a review and discussion of some of the tools that a chemist can use to conduct a job search.

The Job Club provides a continuing opportunity for unemployed members of the Section to meet with one another, share their experiences and develop a network that may help in identifying employment opportunities. Bring plenty of resumes and business cards to distribute to your colleagues. Be prepared to talk about the kind of job you are seeking.

Several participants have received outsource help with resume preparation and marketing strategies to present their best attributes to prospective employers. The group has critiqued some individual resumes and made suggestions for improvements in a positive way!

The Job Club is also for employers seeking chemists. Employers need to be prepared to describe the positions to be filled and requirements for these positions.

**Should you wish to attend the Section's dinner meeting following the Job Club, the cost is \$15 and you can continue your networking activities.** Please call the Section office for reservations and indicate that you are eligible for a discount.

Also, the Chicago Section's website has a link to the Job Club's yahoo job forum group. If you can't attend the Job Club, you can still find out about job openings and other information.

### FREE T-SHIRTS

The Hospitality Committee raffles one T-shirt at each monthly dinner meeting. The shirt has CHICAgO spelled out using the periodic table. So come to a monthly meeting and maybe you'll win one!

**REGISTER ONLINE for  
Chicago Section  
monthly meetings  
<http://www.chicagoacs.net/register.php>**

*Have a Happy and Safe Holiday Season*