

Thirteenth Industrial Sponsor Luncheon Meeting
Grand Hyatt Hotel, Wilson/Roosevelt/Cabin John Room
Wednesday, August, 26, 1992
Minutes

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| Bill Daly | LSU/Poly |
| Rudy Faust | U. Mass/Lowell |
| Mike Jaffe | Hoechst Celanese |
| Diane Morrill | Polymer Division Secretary |
| Ray Ottenbrite | VCU/Poly |
| Bob Stackman | S. C. Johnson Wax |
| Rudy Pariser | Consultant |
| Ed Vandenberg | Arizona State University |

Ed Vandenberg called the luncheon meeting to order at 12:15 p.m.

VIDEOTAPING AT ACS NATIONAL MEETINGS

Ed introduced the topic of the value of videotaping the minisymposium at national meetings and much discussion ensued. There was concern about the cost, the quality of tapes, and tapes being too long. Questions arose as to whether they might be useful in Polymer Departments. As for marketing, there were suggestions to advertise the tapes in the Division Newsletter and to sell them at the Division table. Regarding the August 24, 1992 videotape on "Eastern Europe: Opportunities for the Polymer and Chemical Industries", it was decided to proceed with one copy. Ray Ottenbrite agreed to send the tape to Technomic Publishing Co. for review with the possibility that they will make a proposal to the Polymer Division.

MINISYMPOSIUM TOPIC FOR CHICAGO MEETING

Ed questioned whether we should have a minisymposium since normal attendance has been 40-50. There was strong support for having the minisymposium. The topic of "Market versus Research" was one of the suggestions. The issue of striking a balance was raised and the topic "Converting Science to Dollars" was presented. In view of the light turnout, Ottenbrite suggested that ACS was addressing the wrong audience since upper management people do not attend ACS meetings. There was discussion of the theme "Dollars to Research". There was an appeal for an organizer for the next mini-symposium.

It was agreed that the 1993 topic will be "Converting Science to Dollars". Bob Stackman indicated willingness to work and suggested that there should be 1) a representative from a small company, 2) a representative from a small specialized company, and 3) a representative from a large company. It was also noted that the

symposium should not compete with a technical session. There will be a panel of four -- with questions and answers. Format will depend on the presenters. The Executive Committee and Industrial Sponsors will be invited to attend. Ed agreed to take care of the local arrangements and Bob Stackman will be program organizer.

IMPROVING THE PUBLIC PERCEPTION OF POLYMERS

Bob Stackman questioned whether this program is worth continuing and Bill Daly stated that the cost will come from our reserves for next year. PolyEd is using the funds from the Industrial Sponsors' account for this activity. Bob Stackman will send the first report of Polymer Perceptions to Industrial Representatives.

RUDY FAUST

Rudy reported that he sent out 50 letters to prospective Industrial Sponsors this year. He received no responses. This did not come as a surprise because budgets require planning time.

Bill Daly reported on companies that did not indicate when they last paid.

Faust and Stockmeyer agree to contact foundations for support.

ADJOURNMENT

The meeting was adjourned at 1:40 p.m.