

# Center for Particulate and Surfactant Systems

An NSF Industry/University Cooperative Research Center (I/UCRC) since 2008



## Fall 2012 Industrial Advisory Board (IAB) Meeting

August 15-16, 2012

Columbia University, New York, NY

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### ~ Meeting Highlights and Minutes ~

The CPaSS Fall 2012 IAB Meeting took place at Columbia University in New York, NY, on August 15-16, 2012. The two-day program consisted of technical presentations, affiliated/supplemental project updates, industry feedback and a poster session.

*Below are the **main outcome highlights** of the meeting - the Center leadership would appreciate any comments, corrections, questions, or suggestions you may have regarding any of these items.*

#### **NSF I/UCRC Phase II Renewal Proposal**

- The Center is planning to submit the Phase II renewal proposal this fall
- Significance and scope of impact of the Center's research on IAB Members' industries will be a critically important part of the review criteria
- Center leadership will need IAB testimonials to help support and sustain a Phase II renewal

#### **Membership Fee Increase**

- The membership fee will be maintained at the \$25,000 level for large companies for the last year of Phase I
- The mechanism for increasing the membership fee starting with the first year of Phase II operation will be discussed and determined at the Spring 2013 IAB Meeting
- Enhancements to projects (\$2K-\$5K) were encouraged at the suggestion of NSF and the Center leadership

#### **Center Return-On-Investment and Marketing/Visibility**

- A template will be created which IAB Members can use to convince management of membership in the Center
- The Center could do a much better job marketing and highlighting its research output and will need the assistance of the champions at each company to improve Center visibility at conferences/trade shows/etc.

#### **Spring 2013 IAB Meeting**

- February 12-14, 2013, at the University of Florida, Gainesville, FL
- See <http://iucrc.perc.ufl.edu/> for additional meeting details

*For additional information on these meeting items, please refer to the attached meeting minutes.*

## **Welcome & Introduction**

*Shih-Fu Chang, Senior Vice Dean, Columbia University*

*Spotlight: Senior Vice Dean Chang highlighted the latest research initiatives at Columbia University*

Vice Dean Chang welcomed all the meeting attendees to Columbia University and thanked the industry members for their time, talent and contributions to the Center and University. He briefly described new research initiatives not only at the Fu Foundation School of Engineering and Applied Science, but also broadly across the University.

## **NSF I/UCRC Program Update**

*Dr. Denis Gray, I/UCRC Evaluator, NSF*

*Spotlight: Denis highlighted that CPaSS will be preparing and submitting a Phase II renewal proposal this year and that the Center leadership should work closely with the IAB to address the review criteria*

Denis presented slides on behalf of Dr. Rathindra (Babu) DasGupta and Dr. Larry Hornak, the Program Directors for the I/UCRC Program at NSF. The slides contained information regarding program goals, funding opportunities, etc., and highlighted the fact that CPaSS is in the last year of its Phase I award and will need to submit a Phase II proposal shortly. A few slides were then shown which covered details of a Phase II award, timeline for the coming year, review criteria for the renewal proposal, and issues to resolve. The I/UCRC Program slides noted that CPaSS currently has the lowest membership fee allowable by NSF, \$25K, and that the average among I/UCRCs is approximately \$40K. Denis stressed the importance of asking the IAB to discuss how to proceed to help support the Center's renewal proposal.

The following timeline was given, however, the Center leadership is aiming to submit the renewal proposal by the current cycle's deadline this fall.

- Request a no-cost extension sometime next year
- Submit a Phase II proposal by March 5, 2013
- Operate under the no-cost extension from April 2013, until NSF makes Phase II awards around June/July 2013
- If absolutely needed, CPaSS could wait and submit the renewal proposal by September 2013.

## **CPaSS Sites - Status & Update**

*Dr. Brij M. Moudgil & Dr. P. Somasundaran, CPaSS Directors*

*Spotlight: The primary focus of the CPaSS leadership in the remainder of 2012 will be the preparation and submission of the five-year renewal proposal to NSF*

Som began the CPaSS update by highlighting what the Center leadership would like to accomplish at the meeting as well as the upcoming renewal proposal to NSF, which will be submitted this fall. Som then presented an updated overview of the Center (facilities, research expertise, etc.) and the most recent outcomes, enhancements and initiatives. He also mentioned a few success stories at the CU site along with descriptions of the CU project portfolio. Brij continued the presentation by summarizing the research efforts at the UF site and the technology roadmap developed at the last IAB Meeting. He also reiterated the criteria which NSF uses for assessing renewal proposals as well as the timeline developed by the Center's leadership for the submission process.

## **Project Updates, New Initiatives and Poster Session**

*First Day Technical Session moderated by Prof. Som (CPaSS Co-Director)*

*Second Day Technical Session moderated by Dr. D. R. "Naga" Nagaraj (Cytex Industries)*

Projects and proposals were each presented for ten minutes followed by questions/discussion and completion of the LIFE forms by the industry members.

## **Poster Session**

*CPaSS Researchers and Industry Members*

Electronic copies of the posters will be made available on the CPaSS website (<http://iucrc.perc.ufl.edu/>) in the Members Area.

## **IAB Executive Meeting (Closed-Door ~ IAB Members Only)**

*Chaired by Dr. Steve Bolkan (IAB Executive Committee Chair), Church and Dwight Co., Inc.*

*Moderated by Dr. Brij M. Moudgil & Dr. P. Somasundaran, CPaSS Directors*

### **Attendees**

- Brij M. Moudgil (CPaSS Director)
- P. Somasundaran (CPaSS Co-Director)
- Rodney Guico (CPaSS UF Site Director)
- Kevin Powers (CPaSS Researcher)
- Jennifer Curtis (CPaSS Researcher)
- Greg Spontak (CPaSS Advisor, GGS Consulting)
- Denis Gray (NSF)
- Petra Allef (Evonik)
- K. P. Ananth (Unilever)
- Steve Bolkan (Church and Dwight Co., Inc.)
- Fabien Cabriol (Evonik)
- Robert D'Alessandro (Evonik)
- Ray Farinato (Cytec Industries)
- Bill Geigle (DuPont Crop Protection)
- Pete He (Dial-Henkel)
- Kevin Jarrell (Modular Genetics)
- Jorge Lopez (SUMICOL S.A.)
- Altomy Miralles (ECOLAB Inc.)
- D. R. "Naga" Nagaraj (Cytec Industries)
- Diana Ortega (SUMICOL S.A.)
- Monique Roerdink Lander (ECOLAB Inc.)
- Guenter Stroh (Evonik)

**Steve call the meeting to order at 10:30 A.M.**

### **Executive Committee Members**

*Spotlight: The current EC Members will continue to serve until the 2013 Spring IAB Meeting*

- Steve reminded the IAB that the six members of the Executive Committee (Ananth, Steve, Naga, Bruce Keiser, Pat Macy, and Greg) will continue to serve on the committee until the next IAB Meeting
- Election of new committee members will take place at the Spring 2013 IAB Meeting - those interested in serving may inquire with Steve regarding Chair and Committee Member responsibilities.

### **Meeting Items Related to NSF Proposal for Five-Year Renewal**

#### Justification for Membership

*Spotlight: Steve presented a few slides showing how he takes his company's interaction with CPaSS and translates that interaction into a justification for membership*

- Steve presented slides how his company frames the problem, looks for open innovation, brings back research 'gold nuggets', and emphasizes scientific thinking
- These were presented across the spectra of the business/consumer groups and the technology gaps
- Steve then cited a few example projects (Effect of Colloids on Protein Structure and Function, Design of Optimum Sampling Plans) that have brought value to C&D and demonstrated how membership in the Center was justified

#### Return On Investment

*Spotlight: Greg will lead an effort in the next six months to create a standard ROI template for IAB Members which can be used to convince management of membership in the Center*

- Greg noted that, when asking for money, a written justification which summarized return on investment was immensely helpful during his time at P&G
- Greg also reminded IAB Members to take advantage of all the Center has to offer - research facilities, laboratories and seminar/training programs (particularly those on-site)
- Greg offered to help create a standard template which IAB Members can use when approaching upper management for membership payments - the Strategic Planning Committee and Denis will assist Greg in the development phase
- Deadline for completion of the template will be by or before the Spring IAB Meeting
- Pete noted that the justification for membership needs to show the incremental increase in company benefits due to any increase in fees

#### Center Marketing and Visibility

*Spotlight: Members felt the Center could do a much better job marketing and highlighting the research output of the Center - many agreed that some of the push for this visibility must come from the champions at each company*

**The information shared during the Fall IAB Meeting is confidential and solely for the use of CPaSS Researchers and Industry Members**

- Pete noted the need for better networking and marketing/business development of the Center, and highlighted joining other conferences (e.g., AOCS) to bring more visibility to the Center
- Naga posed the question of how do we package the Center's research as a marketable item - he pointed out that the Center needs to better articulate the research output (he cited AMIRA as a good example of highlighting and packaging of research output)
- Steve and Greg agreed that packaging the information is good, but may not be management summary material - they suggested it might be better to create a brief management summary comprised of public knowledge information
- Ananth pointed out the need of internal champions at the company to assist in this - Naga agreed that the IAB champions should work directly with the PIs on the projects to improve marketability
- Brij and Som agreed that improved marketing and visibility of the Center is needed and that the marketing expectations need to match the resources of the Center
- Brij and Som are open to hearing about ideas and examples for how best to leverage the Center's limited dollars in order to maximize the Center's marketing, whether it be trade shows (where most of the attendees are industry) or more posters/presentations at conferences
- Steve suggested even reaching out to the English and Journalism departments for help on marketing matters

### Membership Fees

*Spotlight: The membership fee for the last year of Phase I will continue to be \$25K and the mechanism for any change starting in Phase II will be discussed and decided upon at the Spring 2013 IAB Meeting - in the meantime, enhancements to projects (ranging from \$2K-\$5K) were encouraged*

- The Center leadership will keep the membership fee at \$25,000 for large companies for the last year of the Center's Phase I award
- The Spring 2013 IAB Meeting will be used as the discussion platform for deciding upon the mechanism for how (and if) to increase the membership fee beginning with the first year of Phase II operation
- Brij and Som reiterated the hurdles involved in an outright doubling of the membership fees (which would require re-signing membership agreements, cause membership count to decrease, etc.) and laid out an enhancement option per NSF suggestion where an additional \$2K-\$5K could be given by companies to individual projects

### \*\*\*Action Items\*\*\*

*Spotlight: Immediate action items for follow up of the meeting include immediate responses to the LIFE form comments/questions/suggestions and a teleconference with all IAB Members to further discuss the Phase II renewal proposal*

- Naga and Kevin suggested that a quick follow up is needed to the LIFE form comments/questions/suggestions and should be posted to the Members Area of the CPaSS website ASAP
- A teleconference regarding the Phase II renewal is needed in the coming weeks
- Posters will be made available in the Members Area of the CPaSS website
- IAB Members requested that they would like to receive a copy of the LIFE forms
- IAB Members requested that the Spring IAB Meeting dates be sent as a calendar invitation

### **Current Projects Discussion**

- Denis led a discussion regarding comments, questions and suggestions on the LIFE forms for each of the projects presented at the meeting

### **CU Site Budget Approval**

- IAB Members were asked to approve the CU site's annual budget - Naga moved for approval and Ray seconded

### **Future Meeting Dates**

- The Spring 2013 IAB Meeting is scheduled for **February 12-14, 2013**, at the University of Florida in Gainesville, FL

### **Meeting Was Adjourned At 12:00 P.M.**

- Minutes as recorded by Jackie Pavlik, Rodney Guico, and Brij M. Moudgil/P. Somasundaran