

# Center for Particulate and Surfactant Systems

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



International Partner Site  
Dharmsinh Desai University

## Spring 2014 Industrial Advisory Board (IAB) Meeting February 4-6, 2014 University of Florida, Gainesville, FL

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### ~ Meeting Highlights and Minutes ~

The CPaSS Spring 2014 IAB Meeting took place in the J. Wayne Reitz Union at the University of Florida in Gainesville, FL, on February 4-6, 2014. The three-day program consisted of technical presentations, affiliated & supplemental project updates, an interactive research project ideas discussion, 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*

**Fall 2014 IAB Meeting (see <http://iucrc.perc.ufl.edu/> for additional meeting details)**

- August 6-7, 2014, at Columbia University, New York, NY

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

### **Welcome Reception**

*Mr. Bill McElroy, Vice-President and GNV Area Manager, CH2M HILL*

*Spotlight: Discussion topic: Does Ethical and Moral Upbringing Change with Time and Space*

Bill gave a presentation about morals and ethics and how ethics exist in business along with numerous statistics on ethics as a function of space (different countries) and as a function of time (different age groups).

### **Welcome & Introduction**

*Dr. Jennifer S. Curtis, Associate Dean for Research and Facilities, College of Engineering, University of Florida*

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

*Dr. Shashank Priya, I/UCRC Program Director, NSF*

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

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

Brij presented an updated overview of the Center (facilities, research expertise, etc.) and the most recent outcomes, enhancements and initiatives. He also detailed the UF site project portfolio. Som continued the presentation by summarizing the research efforts at the CU site.

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

*Morning Technical Sessions moderated by*

*Afternoon Technical Session moderated by*

Projects 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. Greg Spontak (P&G, Ret.), IAB Executive Committee Vice Chair*

*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)
- Lokendra Bengani (CPaSS Researcher)
- Tahmid Ibnat (CPaSS Student)
- Greg Spontak (IAB Executive Committee Vice Chair)
- Reg Davies (CPaSS Consultant)
- Vida Scarpello (NSF)
- Vipul Bansal (IMERYS)
- Ray Farinato (Cytec Industries)
- Chuck Hodge (ECOLAB Inc.)
- Wendy Chan (ECOLAB Inc.)
- Pat Macy (Kemira)
- Altony Miralles (ECOLAB Inc.)
- Guenter Stroh (Evonik)
- Teleconference: Pete He (Dial-Henkel)

**Greg called the meeting to order at 8:35 A.M.**

### **Membership Recruitment**

*Spotlight: Recruitment can be improved in the form of new members or multiple memberships with same member and there is a need to rebrand CPaSS image under a broader theme or a bigger umbrella name*

- The issue of membership recruitment was discussed
- Greg created a list of sectors (document attached) to which our current members belong to and noted that we need to reach out to sectors like foods, defense/aerospace, medical/conglomerates
- Brij and Vida stated that most other IUCRCs have members with multiple memberships i.e. under different technological units that helps serve the interest of those individual units
- Vida noted that a single company can have up to two memberships but if different technological areas are involved, they can have more than 2 memberships
- Ray stated that a rebranding of the center was needed under a different and a broader name as well as development of a technology consultancy roadmap and a list of core competencies would help in bringing new members and multiple memberships
- Reg discussed that having cohesion between projects is important in order to have better selling points and a broader theme or “umbrella concept” should help
- Brij and Som agreed that broadening the brand is necessary and a theme like “Interfacial Science and Engineering” could be more attractive than “Particle” and “Surfactant”
- The umbrella theme could include certain buzz words. However, Vida noted that it will good to check the names of other centers so as to ensure there is minimum to no overlap
- Elena noted that creating a list of services or “consulting services” could be useful where the members can bring in the experts from the university to their industry for a seminar or problem discussion
- For recruiting roadmap, Ray suggested that the members look at their suppliers and customers to find common areas of research and perhaps nucleate around a project
- Greg would create a recruiting document and email it to all members where the members can fill in the details of other units in their respective companies along with contacts. This is going to be a living document and to be updated as and when needed

### **Membership fees**

*Spotlight: Increase in membership fees to \$35,000 to compensate increasing costs as well as come closer to other centers*

- Brij and Vida stated that CPaSS has the lowest membership fees and it is necessary to increase it to compensate the rising costs
- It was suggested by many members that \$35,000 is reasonable
- It was also suggested to have a 2 year membership fee for the companies that can commit where the total fee would be less than the addition of fees for 2 individual years
- Pete stated that there could be some hesitation from their side due to internal competition

- It was discussed and noted that having dual fee structure where the fees would be different for companies having and not having enhancement project would be complex and cause a lot of problems

### **Suggestions for future meetings**

- Reg stated that there was a reduced number of participants in the closed door meeting as compared to the participation during presentations and that there is a need to bring in more IAB members to the meeting
- Pete stated that having more remote access and use of other technology tools could be useful and it could also be beneficial that a member company could hold a meeting at their venue
- Brij noted that such a meeting would have high costs of travel, especially for students
- It was suggested that the companies could have 5-10 min presentation about them or could introduce themselves before introducing a student
- Elena requested that the presentations in the CDs should be more detailed with slide notes, perhaps with audio notes by the students. This could make it useful in sending it to other units in companies, useful for members who could not attend and in general useful for members to go back and read the presentation
- It was suggested to have the presentations video recorded. However Rodney felt that the logistics would be difficult to handle and the detailed audio presentations make better sense
- It was suggested to have monthly/bimonthly teleconference calls to have updates where the data/presentations could be emailed ahead of time
- To improve recruiting opportunity for students, it was suggested to have student info available (in form of a para) so as to have more recruiting opportunities as well as update the website with the same informations

### **Current Projects Discussion**

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

### **Next meeting dates**

- The next meeting dates are as follows:
  - Fall Meeting at Columbia University: Aug 6-7, 2014
  - Spring Meeting at University of Florida: Feb 10-12, 2015

### **Meeting Was Adjourned At 11:30 A.M.**

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