Notes for Prof. Ted Astleford

Agenda: Prof. Ted Astleford Marketing Course

1. **Top level Purpose:**
   a) Recruit new members
   b) Retain current members
   c) Have at least 10 industry members each at each site – UF and CU
   d) Substantial Enhancement projects, sponsored projects, confidential projects
   e) Very active top-level R&D programs

2. **CPaSS Competency Areas:**
   a) Anti-scaling
   b) Surfactant-enzyme interactions
   c) Corrosion inhibition
   d) Particle transport in foams and froths
   e) Removal of microbes from surfaces
   f) High solid content slurries

3. **Goals:**
   a) Recruit new members in current competency areas
   b) Recruit new members in new emerging areas (will have to build new team, equipment, laboratory facilities etc.)
   c) Meet contacts, given by current IAB members, in other divisions of member companies or new members.

4. **What does success look like?**
   a) Retaining current members
   b) Doubling or at least 50% increase in new members
   c) Having at least 10 industry members at each site.
   d) Each site working on ten projects
   e) Surplus money – membership, enhancement etc. at each site
   f) Industry members get value for their money – R&D benefits the industry members
   g) Lots of students and post-docs getting trained on projects

5. Possible Marketing methods:

a) Electronic marketing
b) Advertisement
c) CPaSS should be so well known and accomplished that industry companies come to become members
d) Marketing CPaSS at conferences, conventions, meetings
e) Having Booth presence at Colloids Symposium in New York
f) "Hook" project flyers

6. Beginning of Marketing Message:

a) If industry wants to understand what is going on in their process, technology, products, develop new products – then come to CPaSS
b) If your process deals with particles and surfactants, then come to CPaSS.

7. Benefits for Company Members:

a) Increased Revenue
b) Reducing Cost
c) Reducing Risk
d) Recruiting Well Trained Graduates
e) Solving Company-Specific Problems
f) Technical Training and Continuing Education
g) Some free consulting
h) Invite faculty on site to give courses and training programs
i) Get instrumentation analysis done at University
j) Come and work in the lab with students for a few days on your project

8.List of Companies to Contact (contact names will be given later):

a)Huntsman (Chemical company making surfactants)
b)Stepan (Surfactant Manufacturer)
c) 3M (Conglomerate covering filtration systems, health care products)
d) Donaldson Filtration Solutions (They manufacture filters for any application)
e) Pilot Chemical Company (Surfactants)
f) Danisco (Enzymes)

g) Genencor (Enzymes)
h) Novo Nordisk (Enzymes)
i) Novozymes (Enzymes)
j) BASF (Largest Chemical Company)
k) AkzoNobel (Surfactants, Chelants, Polymers)
l) Croda (Surfactants)
m) Lonza (Biocides)

9. Materials to be given to Prof. Ted Astleford:

a) Notes for Prof. Ted Astelford
b) CPaSS Website http://cpass.mse.ufl.edu
c) CPaSS Strategic Research Plan (take excerpts from it)
d) CPaSS Trifold
e) Three top research areas (given by IAB members)
f) CPaSS Presentation Slides
g) CPaSS Fact Sheet
h) Research Proposal on Photocatalytic Nanocomposite Based Sprays for Destruction of Microbes on Indoor Surfaces
i) Research Proposal on Multifunctional Particles for Air borne Allergen Control