




Meeting Notes

Center for Particulate & Surfactant Systems (CPaSS)

Strategic Planning Committee teleconference; 24-Feb-2017

Connection details: US toll-free: 866-692-3158; participant passcode: 5285103
 Participating: Brij Moudgil, Premal Shukla, DR Nagaraj, Greg Spontak, Ray Farinato
 Absent: P. Somasundaran, Reg Davies, Steve Bolkan,

Objectives: Assemble materials for Dr. Astleford to use with his students in developing a marketing plan for CPaSS

Item	Discussion & Decisions	Action Items
Review Minutes of the SPC Meeting February 14, 2017	<ul style="list-style-type: none"> ▪ NOT DISCUSSED  <p>Minutes of the CPaSS Strategic Plan</p>	
Review Minutes of the Closed Door IAB Meeting February 16, 2017	<ul style="list-style-type: none"> ▪ NOT DISCUSSED   <p>Minutes of the CPaSS IAB Meeting Closed Door IAB Meet Notes_20170216.doc</p>	
Marketing project by Dr. Ted Astleford's students	<ul style="list-style-type: none"> ▪ Briefing by Dr. Brij Moudgil; measures of success for marketing project <ul style="list-style-type: none"> ▪ Main goal is to attract new companies ▪ 100% retention of current sponsors ▪ Secure >50% new sponsors ▪ Materials immediately available for the marketing students who will convene on Mar.1 include: <ul style="list-style-type: none"> ▪ Mission & vision statement (included in by-laws) ▪ CPaSS Trifold ▪ Distillate of Strategic Research Plan ▪ CPaSS Website http://cpass.mse.ufl.edu ▪ CPaSS Strategic Research Plan <ul style="list-style-type: none"> ▪ Please read the research plan and send comments to Brij & Som ▪ Top research areas <ul style="list-style-type: none"> ▪ Control of scale formation ▪ Enzyme-surfactant interactions ▪ Particle-laden foams – stability and transport ▪ Management of finely divided solid waste (e.g. mining tailings) ▪ Output requested from marketing project: 	<ul style="list-style-type: none"> ➤ Brij send compiled materials to Dr. Astleford before 3/1/2017 ➤ All send potential sponsor company names and contact information to Brij and Dr. Shukla for collection

Item	Discussion & Decisions	Action Items
	<ul style="list-style-type: none"> ▪ Advertising materials <ul style="list-style-type: none"> ▪ Updated tri-fold ▪ Format for 1-page ‘Hook projects’ ▪ Strategy for online presence & media campaign ▪ Expanded target audience; potential sponsors <ul style="list-style-type: none"> ▪ Given the following market segments, which companies would benefit from the type of research carried out at CPaSS, and thus constitute marketing targets? <ul style="list-style-type: none"> • Food (General Mills, ADM, Kraft Heinz), Oil & Gas (Baker Hughes), Pharma (Merck, Pfizer, Bristol Myers, Lilly), Surfactants (Huntsman), Automotive (General Motors, Ford, Chrysler, Toyota), Energy (ExxonMobil, BP, Chevron, Shell, Total, Suncor, Canadian Natural Resources Limited), Mineral Processing (Freeport McMoRan, Barrick, Vale, Newmont, Anglo), Aerospace (Boeing, Airbus), Nanotechnology • Consider also that some companies will service multiple business segments; identify the appropriate business unit in each company. ▪ In addition to soliciting interest directly from companies, we can advertise at industry meetings such as the ACS Colloid Symposium (July 9-12 at CCNY) ▪ Greg Spontak’s remarks regarding marketing effort (sent prior to meeting) <ul style="list-style-type: none"> ▪ Our Mission and Goals ▪ NSF alliance, what does this bring? ▪ Our capabilities (surfactants, particles, pilot plants, analytical, etc.) ▪ Our Value Proposition to join (include our CPaSS Value Proposition document) ▪ Who are our Target Industries and why (current members, prospective members) ▪ Who is our competition (other research centers, etc.). What do customers get at CPaSS vs. others ▪ Emphasize our capability in new technology areas (Nano particles, Green Surfactants, etc.) Why are we unique? ▪ What are some of our key projects (e.g. Hook Projects) 	

Item	Discussion & Decisions	Action Items
	<ul style="list-style-type: none"> ▪ Share our Strategic Research Plan (draft) with the Marketing group. ▪ Nag's comments (sent prior to meeting): <ol style="list-style-type: none"> 1. We undersell our achievements. Significant advances made in understanding and knowledge in the past 10 years. I feel that these are not widely advertised and disseminated. Publishing in journals does not always get everybody's attention, especially industry folks. They also tend to be too technical. Not easy to see implications and impact. Same with conf papers and presentations. What would be better ways to get more visibility and recognition? How do we communicate scientific/technical stuff to a wider audience? 2. When a company has a big challenge or a problem related to particles and surfactants in their systems, and they are looking for a univ or research group for help, would they think of CPaSS? If not, why not? How do we ensure that CPaSS is widely known? And that it would appear when someone googles? I can certainly comment on the mining industry perspective. My feeling is that in general they do not think of CPaSS. They are not familiar with it. They do not associate CPaSS with mining related topics or processes. 3. Should we have a compendium of achievements and make it widely available? In the past when I googled something, presentations/reports/papers from Ian Wark, Melbourne, New Castle et al showed up. 4. A compendium of Univ and industry partners of renown? A bio sketch perhaps? 5. Case studies of how knowledge/insights have been helpful to industry. 	

Any corrections or additions should be sent to: Raymond.Farinato@solvay.com

Respectfully submitted,

R.S. Farinato
 CPaSS IAB co-chair
 24-Feb-2017