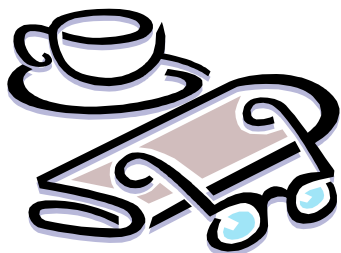


The Reactor Turnaround

New Orleans Section
American Institute of
Chemical Engineers

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Editor

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This month's issues will focus on some of the lessons learned from the Leadership Development Conference (LDC) I attended last month. The LDC is the conference formally known as the Officers Conference. After about a three year absence, finances have improved to where the conference has been revived.

The topics covered were: Presentations from various AIChE board members on the status of the Institute, Division/Forum and Local Section Best Practices, Use of Electronic Media, Fund-Raising Lessons from the South Texas Section, Fund-Raising Methods, Local Section Governance, Volunteer Management, Personality Profiles, Starting a Young Professionals Advisory

Board (YPAB), Presentation from the Boston Local Section ("the *Ichthyologists*") and a keynote presentation on Effective Board Leadership. We even managed to squeeze in going to a Houston Astros baseball game (the Astros lost)!

Clearly there is too much to write about in these pages, but I hope to give you some of the highlights of the conference in several of the following articles.

The conference started on Friday evening with a social gathering and dinner. One of the organizers of the conference turned out to be a former college classmate of mine that I had not seen in (gulp) 19 years! She also gave the presentation on the use of electronic media.

The conference began in earnest on Saturday morning starting at 8:00 a.m. following a continental breakfast. We ended the day at 4:00 p.m. with dinner on our own. About 30 people signed up to attend the baseball game that evening. The local YP

group had made transportation arrangements to get the group to and from the game and had purchased a block of tickets. A great time was had by all, even though the home team lost.

The conference reconvened on Sunday morning starting at 9:00 a.m. again following a continental breakfast. The final session concluded at 12:00 p.m. with a review of the conference and discussion of the lessons learned. A critique of the conference was conducted and survey forms filled out in

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order make improvements to following conferences.

This is one of the best conferences sponsored by AIChE and I look forward to sharing the information with the officers and members of the section.

Future Meeting Programs

If you have any suggestions for programs that you would like the section to schedule—Please contact Jim Dean at:

jidean1@entergy.com

New Orleans Section Officers 2005-2006

Anthony Fregosi — Cytec Ind. — 504-431-6598	Chair
Jim Dean — Entergy — 504-576-7174	Vice-Chair & Program Chair
Rachel Wiggins — Albert-Garaudy and Assoc. — 504-846-6581	Secretary
Dr. John Prindle, P.E. — Tulane University — 504-865-5774	Treasurer
Dr. Paul Fanning, P.E. (Relocated to West Virginia)	Immediate Past Chair
Bill Boutall — Wink — 504-243-4539	Membership Chair & Director
Open	Finance Chair & Director
Courtney Frawley — Dow — 985-783-4303	Young Professional Chair
Anthony Fregosi — Cytec Ind. — 504-431-6598	Newsletter Editor
Dr. Brian Mitchell — Tulane University — 504-862-8257	Web Master

Company Contacts

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Cytec Industries—Anthony Fregosi 431-6598	Nalco/Exxon— <u>Contact Needed</u>
DEQ (B.R.)—Freddie Touro 225-219-3122	Occidental Chem.—Linda Bergeron 783-7365
Dow Chemical—Courtney Frawley 985-783-4303	Petro-Marine Eng.— <u>Contact Needed</u>
Entergy—Jim Dean 576-7174	Shell Chemical— <u>Contact Needed</u>
EDG, Inc.—Leon Barnett 455-0858	Tulane Univ.—Dr. Brian Mitchell 862-8257
ExxonMobile—Tom Doolin 281-6154	URS (Walk)—Jay Hendrickson 599-4926
KBC Advanced Tech.—Don Hoppens 837-9228	W.H. Linder—Herb Roussel, P.E. 835-2577 (Ext. 3143)
Monsanto, Luling—Ralph Zamora 785-4580	Wink Engineering—Bill Boutall 246-7924

LEADERSHIP DIFFERENCES: HOW TO MEASURE AND HOW TO USE



Jack Hipple
Innovation-TRIZ
Tampa, FL

This presentation turned out to be one of the more enjoyable and also one of the most enlightening. It easily could have been entitled “To thy own self be true”. Early in the conference, Mr. Hipple handed out two personality assessment tools. One was a Myers-Briggs type of tool and the second was called the Kirton KAI™. The Myers-Briggs measures peoples’ style of interacting socially with each other while the KAI measures STYLE of creativity (or how we interact with problems). Most of us have probably heard of the Myers-Briggs and know our “personality type”, but the KAI is a little less known.

The KAI measures STYLE of creativity (from Adaptive to Innovative) in three subscales:

- Originality
- Rule and Group Conformity
- Efficiency

Adaptors

Generate ideas that fit into the current paradigm

They tend to *associate* existing elements to optimize current systems

They are seen as:
Disciplined
Precise

Reliable
Efficient
Sound

- They seek solutions using tried and understood ways
- Are liable to make goals of means
- See authority within a given structure
- Are able to maintain high accuracy in long spells of detailed work

Innovators

Generate ideas that may not fit into current paradigms

They tend to *bisociate* elements from all over to develop a new way of looking at things

They are seen as:
Spontaneous
Energetic
Unconventional
Catalyst

- They approach tasks from unexpected angles
- They cut across current paradigms
- They treat the means with little regard
- They tend to take control in unstructured situations
- Are capable of detailed routine work for short bursts of time

Understanding the subscales provides valuable insight into the behavioral manifestation of creative styles.

Originality

Creation of Ideas: Approach to new technology

Adaptors

- Offer a sufficient number of ideas.

- Will self-censor irrelevant ideas

Innovators

- Generate large numbers of ideas.
- Toy with ideas that may or may not be relevant.

Rule/Group Conformity

Sensitivity to Rules and Group Consensus: Trust and Strategizing

Adaptors

- Seek to build and maintain group consensus.
- Demonstrate respect and appreciation for rules and norms.

Innovators

- Prefer to rock the boat.
- Are irreverent/insensitive to norms and rules.

Efficiency

Development of Systems and Structures: Collaboration

Adaptors

- Create systems that are external to the creator (and visible to others)

Innovators

- Create systems that are internal to the creator (and invisible to others)

Implications of KAI Theory

Problem-Solving Style

- Why some people can't hear ideas that others express
- Why some people can't express ideas so others can hear them

Leadership Implications

Adapting Style

- Accepts corporate orientation

- Prefers challenges that are low risk
- Focuses on the implementable and profitable

Innovating Style

- Challenges corporate orientation
- Prefers challenges that are high risk
- Focuses on long-term profitability (Survival)

Impact of KAI Differences

- Difficulty in agreeing on objectives
- When someone says they want innovation, do they mean faster delivery of existing product or an entirely new business concept?
- Impact of Corporate KAI profile
- Closure on issues
- Is there a time frame or deadline?
- Meeting and process protocols
- Caring about what others think

Conclusions

- Aspects of how people deal with their external world and problems can be measured
- These characteristics can be proactively applied in organizational leadership

In Summary

- An organization's intellectual strength is embodied in its people.
- People are different and these differences can be measured and used proactively to improve project and team results.
- Using these tools must be done intelligently

Starting a YPAB

One of the goals for the section in the coming year—is to establish a Young Professional Advisory Board (YPAB) for the section.

Here is some information from the LDC about how to do it and why it is important.

A YPAB serves the purpose of:

- Focuses on transition
- Sponsors events to help transition Young Professionals (YP's) to the work force
- Host events of interest to YP's
- Serves as a conduit for change at National

Who are YP's?

- Student Chapter members and students
- Regional professionals up to age 35

What can a local YP group can do for the section?

- Networking!
- Bridge the gap between Student/National sections and Regional sections
- Company tours
- Employment help
- Support network
- Professional growth opportunities

Potential YP Events

- Pump Basics
- Local sports games
- Incident War Stories
- Networking: Making the most of your technical society membership

- Picnics
- Financial Planning
- AIChE running club

YP Event Do's

- Facilitate Networking by getting people to interact – Ice Breakers, etc.
- Involve other local sections like: ASME, IEEE, SWE, ASQ, ACS, and any others you can think of.
- Remember the YPAB age range may not be as interested in Academic topics
- Have events at locations where people can easily stay longer than the formal event time.
- Have interactive, hands-on events
- Run ideas past the national YPAB board for past experiences



YP Event Do Not's

- Do not pre-purchase tickets to events
- Do not make events expensive – get corporate sponsors
- Do not leave out your student chapters
- Do not assume you know what your section likes for events – try a variety of events

Courtney Frawley is the sections YP contact, see Pg. 2.

Local Sections and Divisions—How Can They Work Together to Improve AIChE?

There are 18 Divisions and Forums in AIChE. They are:

- Catalysis and Reaction Engineering Division (CRE)
- Computational Molecular Science & Engineering Forum (CoMSEF)
- Computing & Systems Technology Division (CAST)
- Environmental Division (ENV)
- Food, Pharmaceutical & Bioengineering Division (FP&BE)
- Forest Products Division (FP)
- Fuels & Petrochemicals Division (F&PD)
- Management Division (MGT)
- Materials Engineering & Sciences Division (MESD)

- Nanoscale Science Engineering Forum (NSEF)
- North American Mixing Forum (NAMF)
- Nuclear Engineering Division (NE)
- Particle Technology Forum (PTF)
- Process Development Division (PD)
- Safety & Health Division (S&H)
- Separations Division (SEP)
- Sustainable Engineering Forum (SEF)
- Transport and Energy Processes Division (TEP)

In addition, AIChE is comprised of:

- 110 Local Sections, including five international

sections

- 10,000+ members
- Diverse
- Many challenges
 - Large geography
 - Declining membership
 - Lack of volunteers or inactivity
 - Decline in local industry, employment

Divisions and Forums provide:

- Technical and related programming
- Information exchange
- Communication and networking
- Coordinates with related societies

- Focus education in relevant areas
- Promotes publications and encourages technology
- Provides leadership, assistance and education in the area
- Promote skill development in members
- Educates the public
- International/interdisciplinary
- Awards

Local Section provide:

- Networking/Social Events
- Local programming
- Education
- Support Student Chapters

(See Local Sections on Page 5)

Local Sections and Divisions (Cont'd)

(Continued from page 4)

- Community outreach
- Work with local industry/ Plant Tours
- Support Annual Meetings

Our challenge: Improve AIChE

- What value can Divisions bring to local sections?
- What value can local sections bring to Divisions?
- Combined value for AIChE members?
 - Build membership
 - Effectively communicate benefits to existing members
 - Build reputation in community
- Difficulties
 - Geography
 - Lack of time/resources

Local Section Officers Survey:

25 Local Section Officers Responded

- 84% want help finding speakers-Divisions can provide these
- 60% interested in Web seminars on developments in chemical engineering – many Divisions already give Web seminars
- 48% asked for more contact with AIChE leaders and staff – Opportunities at local meetings, Divisions meetings and Annual/Spring meetings
- Career Services mentioned on all surveys – Divisions can help with contacts/networking
- Clear call for Leadership Conference

Tools from National AIChE

- AIChE Web
- Annual and Spring Conferences
- Student Conferences
- Local Conferences
- Membership Lists/ Member Directory
- Resource Guides/Best Practices

Examples of Best Practices

- Chicago Symposium-Refinery Processing and Energy
- Local section provides audience-location at a local college
- Re-use presentations from Spring meeting plus seek additional papers
- Participation from local Industry
- Possibility to replay Symposium in other local areas
- Division participation in Student Conferences
- Liaisons to Divisions/ Local sections
- Share newsletters/websites
- Recognition/Awards
- Locate meeting locations/times

Ideas from the LDC Workshop:

- Webcast Annual and Spring sessions and local Symposium – available to “distant” local sections
- Videotape/DVDs of sessions/symposium
- Assign local sections to Divisions- cover all 110 sections

- CTOC-Communicate Division and local events to other sections/divisions
- Divisions – set goals and metrics-make sure meeting them
- Marketing – Use local newspapers, journalists for meetings/events
- “What’s New” section on AIChE Webpage
- “Customizable” AIChE Webpage
- Use local radio/TV to publicize events-get community involve
- Social events for Families (not just spouse) associated with meetings
- Local Sections-Involve student chapters
 - Free dinners/meetings
 - Trivia contests
 - Awards and award dinner
 - Interview workshops
 - Scholarships – HS, Jr. College
 - Use internet/radio to contact students

Electronic Media

The use of electronic media has exploded over the last several years. There is more use of the e-mail and web based content than ever before. AIChE is no different in its ever increasing use of the internet to provide service to its members.

The local section is not going to be left behind in this information age.

We are currently a beta test site for AIChE’s new web

hosting service. Here is further information from the LDC about the new service.

Why should the section use this new service?

- Unlimited Content – No limit
 - Web pages
 - Document uploads
 - Images
- Unlimited Bandwidth
 - Bandwidth usage is included with the hosting package
 - Flat rate
- Professional Design
 - Choose your own images
 - Colors
- Content Management System
 - Ektron
 - Powerful Web Based Tool – Browser Interface
 - Easy to use – MS Word like interface
- Training
 - Web site basics
 - Ektron CMS
 - Best Practices
- Search
 - Powerful search functionality
 - Atomz – now WebSideStory
- Web Casting
 - Webinars
 - PowerPoint
 - VOIP
 - Screen sharing
- Support
 - 24/7
 - Managed backup
 - 1- hour hardware replacement
 - Monitoring of ports and services

(See Electronic Media on page 6)

Electronic Media

(Continued from page 5)

- Adaptable
 - Integrate with your current third party vendors
- Auto population of AIChE content

Costs and Startup Date

How much does the hosting package cost?

- \$499 per year – No commitment
- \$1099 for three years – One time payment

When does the hosting begin?

- July 1st
- You can submit your order at any time

What are the Limitations?

- Template can be restricting
- At this time no support for application hosting
 - Help is provided for resolving this issue.

What Additional Features are Planned?

- SharePoint
- Blogging
- Membership Lists
- Discussion Boards
- Document sharing

A relatively new (2005) member benefit is the e-library powered by Knovel. The benefits are as follows:

- On-line access to hundreds of titles and databases in the Knovel Chemistry and Life Sciences Collection
- AIChE members register for access through the AIChE website (Users need to know their AIChE membership number)
- Knovel has digitized the content of over 200 titles from dozens of publishers including CCPS and Perry's
- Charts and graphs have been made interactive
 - Run the right calculation using your own real-world data
- Typically offered to corporate or institutional libraries at thousands of dollars a year
- Free to current AIChE members

CareerTool Plus®

Are you thinking about changing the focus of your career?

Do you want to start your own business? Would you like to update your resume? Thinking about working abroad?

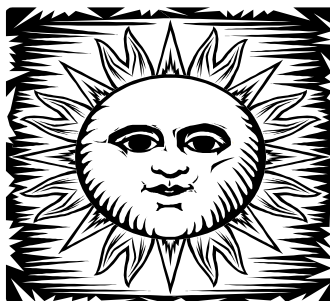
Then CareerTool Plus® may be the resource for you.

A benefit available to all current AIChE members is access to CareerTools Plus® a product of Lee Hecht Harrison, LLC.

CareerTools Plus® may be accessed from the AIChE webpage by following clicking on the box at the top that says "Careers & Education" then "Career Development". Then click on the "Sign Up Free" link.

Currently, you will need to register to use the site. Many of the tools on the site are offered without charge, however there are some products for which a fee will be charged.

Career Planning, Company Research, Resume Writing, Job Searching, Advice from "coaches", how to start your own business and international job resources are just some of the tools available on this comprehensive site.



Conference Calendar

Here are a few upcoming conference remaining in 2006.

International Heat Transfer 13 Conference (IHTC-13)
August 13-18, 2006
Sydney, Australia

2006 TMS Fall Extraction Processing Meeting
August 21-31, 2006
San Diego, CA

17th International Congress of Chemical and Process Engineering (CHISA 2006)
August 27-31, 2006
Prague - Czech Republic

Distillation and Absorption 2006
September 4-6, 2006
Imperial College
London, UK

2nd International Conference on Bio-engineering and Nanotechnology
September 5 - 7, 2006
The University of Santa Barbara
Santa Barbara, California

Safety in Ammonia Plants and Related Facilities Symposium
September 10 – 14, 2006
Hyatt Regency – Vancouver Canada

ECI's "Process Intensification and Innovation Process (PI) 2 Conference
"Cleaner, Sustainable, Efficient Technologies for the Future,"
September 24-29, 2006
Christchurch, New Zealand

SERMACS 2006 (Southeast Regional Meeting of the American Chemical Society) "Linking Chemistry in the Southeast"
November 1-4 2006
Augusta, GA

2006 Annual Meeting
November 12-17
San Francisco Hilton, San Francisco, CA



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Serve the World

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<http://www.aiche.org/NewOrleans>

New Orleans Section, Winner of:

1995 "Randall D. Sheeline Award", for excellence in public relations activities.

1999 "Catalyst Grassroots Award", for support of the grassroots advocacy program.

2001 "Marx Isaac's Award", for excellence of a small local section newsletter.

