



Flashpoint

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Summer 2009

The Newsletter of
AIChE's Fuels and
Petrochemicals Division

The Chair's Corner By Ralph Pike

Inside this issue:

The Chair's Corner	1
F&P Programming Update	2
Writing Tips from an Engineer	2
Young Professional Prospective	3
Notes from the Editor	3
Upcoming Meetings	3
F&PD Executive Committee	4

The keynote speaker at the Spring National Meeting is sponsored and selected by the Division. At the Tampa National Meeting this spring, Alan Boeckmann, CEO of Fluor Corporation gave an outstanding presentation on "Restoring Public Trust - Why Ethics Transparency and Accountability are Vital to Business" which was attended by about 400 persons, and his talk is on the Division's web site <http://www.aiche-fpd.org>. James Turner, Chair of the Division at that time, arranged for Mr. Boeckmann to be the keynote speaker.

With James Turner's leadership, the way the Division communicated with members reorganized, and Lori McDowell of Praxair volunteered to be the Communications Director. She is assisted by Jayce Mathews, and the web site now has the latest information on meetings and events, a members center, awards, resources and webinars. <http://www.aiche-fpd.org>

The Webinar Program Committee is actively soliciting topics and speakers for webinars that would be valuable to the members. The chair of the committee, Stuart

Shih, of ExxonMobil is the person to contact if you have a topic or can recommend topics and speakers. Please use this opportunity to give recommendations to the committee and volunteer to assist if you have an interest in webinars.

(stuart.s.shih@exxonmobil.com) There is an AIChE webinar committee that has had webinars presented recently on various general topics and is considering more webinars as people and topics develop. Rick Mallinson (mallinson@ou.edu) is on both committees and is helping coordinate offerings. Let Ric know if you have input for these committees, and more details are given on the AIChE web site, <http://www.aiche.org/webinars.aspx>.

One, if not the most important, activities of the Division is developing and executing programs for sessions and topical conferences at the annual and national meeting. The Division has traditionally concentrated on the spring national meeting, and Tim Olsen of Emerson (Tim.Olsen@emerson.com) is the Programming Chair for the Division. There are five programming areas in Group 16, and the area chairs and vice-chairs are given on the AIChE web site at <http://www.aiche.org/Conferences/Resources/Group16.aspx>.

The Division has about 1,220 members currently. The monthly membership for May showed that the number of regular and student members increased by 23, of which 14 were new student members. Encouraging students to join AIChE has been very successful for both the Institute and the students. The students receive access to the AIChE e-library with its wealth of information and other benefits, and the Institute has new members that will continue after graduation.

So Long to a Friend I Never Met submitted by Bob Dye

Kenneth M. Reese, writer for ACS's C&EN passed away recently (Mar. 3) at the age of 85. Reese, a long-time writer friend that your truly has cited many times over the last 30 years was a genuine friend, yet we never really met. When he came to ACS he took over writing an inside back cover page "Department of Obscure Information." In time. The title was switched to "Newscrips."

Several items of interest:

"The aluminum ore, bauxite, is named after the village of Les Baux near Marseillr, France." (Dec. 4, 2000);

"The city of Chicago boasts 1,674 golf holes." (Mar. 12, 2001);

"Then there was the slide rule, which in Reese's words, seemed to have a death grasp on the recollections of some people who have used them very much."

Fuels and Petrochemicals Programming Update

By Tim Olsen

The Fuels & Petrochemicals Division (FPD) is looking forward to the upcoming Annual Meeting at the Gaylord Opryland Hotel in Nashville later this year followed by the Spring Meeting at the Grand Hyatt in San Antonio next year in March. Please join us to learn more about current and future challenges along with the ideas and solutions that impact and shape the fuels and petrochemicals industries.

Spring 2009 Meeting, last April in Tampa

The FPD hosted many great sessions last April. I found the sessions within the CO₂ Reduction Tutorial to be very informative. Unfortunately, many people were unable to attend due to company travel restrictions in this down economy. I have great news if you were not able to attend; many of the presentations were recorded and available online at: <http://www.aiche.org/conferences/springmeeting/webcasts/overview.aspx>.

Annual 2009 Meeting, November 8-13 in Nashville

The “Call for Papers” is closed, but the online event registration is open. Early registration fees apply until September 28th.

The sessions are driven more from an academic focus, so the presentation material includes non-traditional refining. I would encourage people to have an open mind and learn more about how these technologies are advancing and how they will integrate with traditional fuels refining.

Fuels & Petrochemicals Track:

<http://aiche.confex.com/aiche/2009/webprogrampreliminary/16.html>

Spring 2010 Meeting, March 21-25 in San Antonio

The “Call for Papers” opens July 21st and closes on December 1st. The deadline is a firm date since the meeting will take place in March rather than April.

The FPD programming committee encourages you to participate as a presenter for one of our session tracks (web links listed below). We are anticipating a larger regional audience with the San Antonio location, thus more peers to interact with during the event. Even if you do not plan to be a presenter, we hope you attend to learn more about industry trends, challenges, ideas, and solutions.

Please consider submitting an abstract within the FPD programming by December 1st.

Topical 7 on Refinery Processing:

<http://aiche.confex.com/aiche/s10/webprogrampreliminary/T7.html>

Topical 6 on Gas Utilization:

<http://aiche.confex.com/aiche/s10/webprogrampreliminary/T6.html>

Group 16 on Aromatics:

<http://aiche.confex.com/aiche/s10/webprogrampreliminary/16.html>

Writing Tips from an Engineer submitted by Bob Dye (source: CEP Nov. 2000)

Looking back at my agony with English teachers and graduate school, several items become apparent. First, to write well, one needs to have a purpose and a need to write. When I was in high school, essays on what I did last summer and Shakespeare’s sonnets did not provide me a sense of purpose nor create a need in me to burst forth with fantastic prose. However, when I became a practicing engineer and had to eat I learned to write because I had to. **First tip: Have a need and purpose.**

Sitting down with a blank sheet of paper is one of the worst ways to attempt to write. It is simply awful. A topic sentence with three supporting sentences and a conclusion is not a logical format. A paragraph evolves, moving through ideas. Paragraphs start at point A and move to point B. When I am writing, I usually think scattered thoughts, which evolve over time. I write these down on anything available—napkins, newspapers, my calendar, a

spot on the wall. I do this at any time—after lunch, in the middle of the night, just recording ideas as they come to me. **Second tip: Gather material in the correct manner: randomly.**

Organization is the next key. You need to tell a good story. You have to say the right thing at the right time. This requires cutting and pasting the scattered thoughts into an organized, coherent arrangement that flows well. A misplaced item can stick out like a sore thumb. **Third tip: Tell a good story and organize it well.**

In engineering, writing is often a summary of what has been done. Many people take a historical approach and record the exact sequence. This is ok, but it is far better to tell a good story than to write a historical account. After you have written the piece, consider setting it aside for several days, then look at it again. Rewrite until you get it.

Young Professional Perspective: Refining and Petrochemicals Industries

By Tim Olsen

I consider myself fortunate to have worked in the fuels and petrochemicals industry since graduating in 1990 with a BS in Chemical Engineering. I had the opportunity to travel around the world and manage refinery and petrochemical unit startup projects followed by a career of consulting to help optimize these refineries and petrochemical facilities. The refining landscape has changed over the past two decades and I was curious how the younger generation feels about the industry as they enter the workplace.

Although finding skilled resources is not a problem today in the down economy, it will remain a challenge as the economy turns around. Attracting younger professionals and training them will be one of the biggest challenges for fuels and petrochemicals over the next several years as many seasoned employees retire. I communicated with two AIChE “Young Professionals” and asked them their opinion on fuels and petrochemicals industries; their perspectives are below.

Eric Fleming, ISP Chemicals – *“The refining and petrochemicals have been a staple to American Industry for the past 50 years. As a young professional, this industry has been the standard of which to compare other industries to. With the API Standards, the industry has always been leaders in safety and guidelines which other industries also use as guidelines. I think the refining and petrochemicals industry, despite alternative fuel research, will continue to be one of the staples of the American Industry.”*

David Wishnick, CESCO Solutions – *“The refining and petrochemical industry represents an interesting topic to any recent college graduate and even more so to a young professional with a little bit of industry insight. My perspective is that in the short and medium future the supply side will shrink and drive unusually fast technical advances to do more with less. Further the shrinking supply will be compounded with an increasing demand for products from the refining and petrochemical industry by developing countries as they begin to become more industrialized. This intense doing more with less focus will create a large opportunity for the chemical engineering community. Chemical Engineering will need to address this need with innovations in sustainability and energy efficiency technolo-*

gies in the short and medium future.”

I want to thank Eric and David for their input. In closing, I would like to point out that Chemical Engineers will be in the forefront of development, implementation, and operation of more efficient and improved energy sources for both fuels and petrochemicals.

Notes from the Editor by Lori McDowell

Welcome to the first electronic issue of Flashpoint! I hope you like the new format. Trying to change something that has been constant and successful for so long is always a challenge, But moving to an electronic newsletter gives us many options we didn't have before. First, we are no longer limited in size, I can easily add a page and don't have to worry about printing, etc. This will also save the Division on printing and mailing fees, money which can then go to more important things like scholarships, awards, webinars and programs for our members. Also, we can be more timely, we will start with a three issues a year schedule, but in the future, we can update more frequently if the need arises. And as I learn to use the new software, we can incorporate web links, surveys and much more! So let me know what you think—the only bad comment is the one that was never shared!

As you can see from this newsletter, F&PD has been busy. A slow economy certainly hasn't slowed anyone down. We are working on new ways to help all our members, from students to faculty to young professions to those at the end of their careers. We are always looking for new ideas and new volunteers, so join in! The next issue of Flashpoint should be out in October, 2009—so if you have anything to contribute, are an expert in Microsoft Publisher and have format input or have any comments or suggestion, send them to me at communications@aiche-fpd.org. Enjoy the rest of the summer!

Upcoming Meetings

2009 Regional Meeting

October 1-2, 2009

Moody Gardens Hotel, Galveston, TX

2009 Annual Meeting

Gaylord Opryland Hotel—Nashville, TN

November 8-13, 2009

2010 Spring National Meeting

Grand Hyatt—San Antonio, TX

March 21-25, 2010

2010 Annual Meeting

Salt Lake City, UT

October 17-22, 2010



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INTRODUCING THE

Arctic

TECHNOLOGY CONFERENCE

November 2010 | Houston, Texas, USA

The Arctic is one of the few places on the globe which still holds enormous new petroleum reserve potential. A recently completed USGS survey estimated that 20% of the world's remaining reserves are trapped beneath the Arctic Circle.

Organized by the Offshore Technology Conference, this new conference will address the cutting-edge technologies and innovative practices needed for exploration and production in the Arctic region.

CALL FOR VOLUNTEERS!

Contact tech-prog@otcnet.org if you'd like to be a part of this event.

Sign-up for email updates at www.otcnet.org as more information becomes available.

