



# ACS Webinars™

We will start momentarily at 2pm ET



*Slides download at:*

<http://boilthisdown.org/?p=1636>



## **ACS WEBINARS™** ***Success Factors for a Consulting Practice in Chemistry***



Speaker: William Golton  
Chemical Consultants Network



Moderator: Dave Vahlsing  
Becht Engineering Company

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# SUCCESS FACTORS FOR A CONSULTING PRACTICE IN CHEMISTRY

William C. Golton  
Vice President (ret.)  
The CECON Group, Inc.  
And  
Founding Member and Past Chairman  
Chemical Consultants Network

## WHAT WE WILL DISCUSS

- What chemical consultants do
- Clientèle
- Defining your expertise
- Résumés
- Marketing Your Services
- Fees
- Legal Considerations
- Tax Considerations

## WHAT DO WE DO?

- Training
- Process design and development
- Product design and development
- Patent searches
- Expert witness
- Documentation
- Licensing
- Lab work
- Customer or vendor visitations
- Market research
- Compliance audits

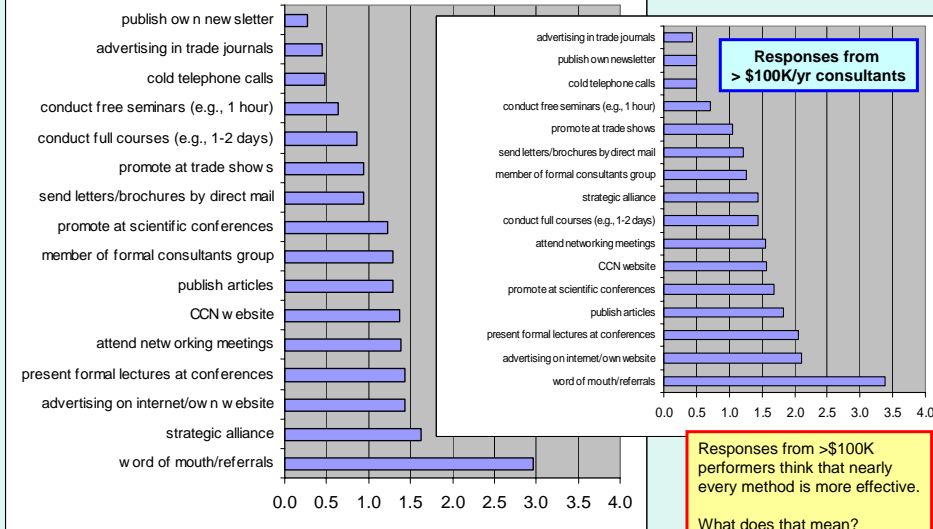
## TYPICAL CLIENTS

- Chemistry related companies
- Law Firms
- Insurance companies
- Government agencies
- Venture capital firms
- Institutions
- Entrepreneurs

# MARKETING

- Networking
- Web page
- Literature
- Direct mail or E-mail
- Advertising
- Publish papers
- Presentations and seminars
- Courses
- Strategic alliances

**Effective Marketing Methods for CCN Members**



## RÉSUMÉS

- Emphasize what you can do for the client and your qualifications for doing it
- Give examples if possible
- Keep it short!
- (But not too short)
- Publications and patents on request

## EXAMPLES OF EXPERTISE

- Protective clothing
- Papermaking
- Hydrocarbon engineer
- Paint testing expert
- Environmental remediation
- FDA requirements
- LIMS expert

WILLIAM C. GOLTON, Ph.D.

THE CECON GROUP, INC.  
242 N. James St. #202  
Wilmington, DE 19804  
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**EDUCATION**

Ph.D., Analytical Chemistry, University of Iowa

B.S., Chemistry, University of Kentucky

**PROFESSIONAL EXPERIENCE**

**Expertise:**

Paint and Polymer Analysis and Testing  
Measurement of Volatile Organic Compounds (VOC) in Paints & Related Materials  
Expert Witness  
Laboratory Certification  
Administrative Support  
Project Management  
Laboratory Information Management Systems (LIMS)  
Quality Management/Continuous Improvement  
Streamlining Laboratory Operations  
Improving Laboratory Measurement Results  
Managing and Standardizing Pharmaceutical Stability Testing  
Pharmaceutical Analytical and QC Laboratories

1994 - Present CONSULTANT

Expert witness support and insurance claims support involving coatings and polymers, teach short course in VOC in paint, formed volunteer consultant network, manage consulting and marketing activities for a consulting firm, developed benefit package and employee manual for a non profit foundation

## NETWORKS

- Chemical Consultants Network (CCN)  
[www.chemconsultants.org](http://www.chemconsultants.org)
- Association of Consulting Chemists and Chemical Engineers (ACC&CE)  
[www.chemconsult.org](http://www.chemconsult.org)
- The CECON Group, Inc. [www.cecon.com](http://www.cecon.com)
- Internet social networks – LinkedIn.com



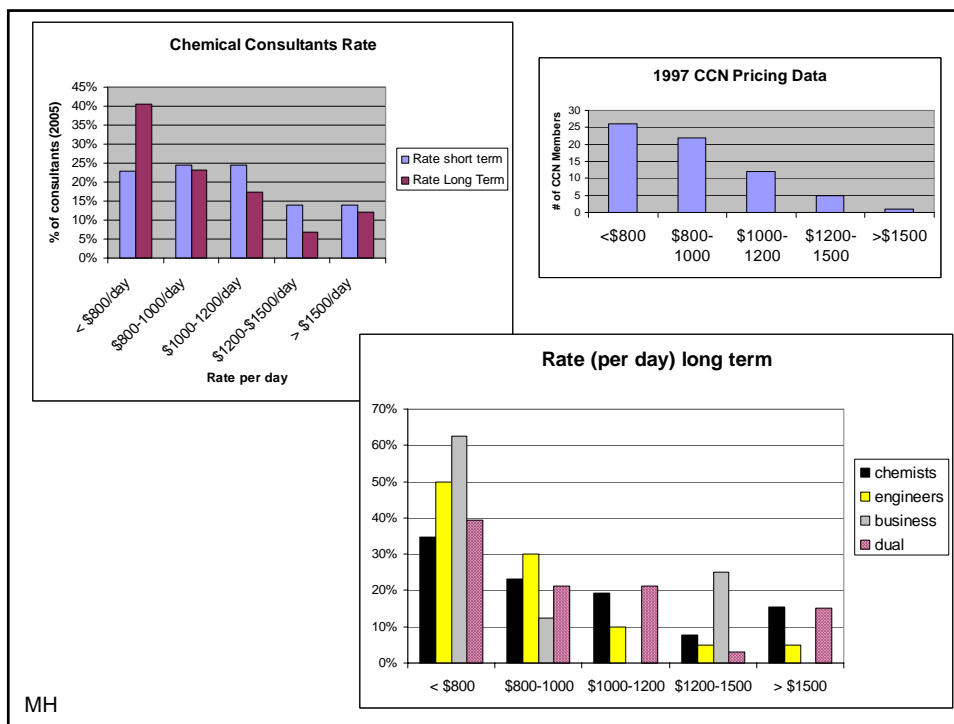
## MISSION of the CHEMICAL CONSULTANTS NETWORK

To form a volunteer organization to support members in expanding the meaningful use of their expertise by:

- \* Advising and training via talks, seminars and workshops.
- \* Establishing and maintaining a database of the membership and of the members' areas of interest.
- \* Providing a networking environment via monthly meetings and distribution of the database.
- \* Maintaining a website for the benefit of its members.
- \* Developing and implementing a publicity program

## FEES

- Value your services
- How much work do you want to do?
- How much do you want to make?



## LEGAL CONSIDERATIONS

- Should I incorporate?
- Risks: getting paid, liability
- Contracts
- Ethical considerations; conflict of interest
- Liability insurance: Consider the ACS Consultant's insurance

## TAX CONSIDERATIONS

- W-2 income: employee
- 1099 income: self employed, sole proprietor
- **SCHEDULE C!!**

## READING MATERIAL

- *Consulting for Dummies* by Bob Nelson and Peter Economy
- *Flawless Consulting* by Peter Block
- *Spare Room Tycoon* by James Chan
- *Inside the Technical Consulting Business* by Harvey Kaye

# Expert Witnessing

- K.S. Cohen: Expert Witnessing and Scientific Testimony - CRC Press
- S. Babitsky and J.J. Mangraviti: The Biggest Mistakes Expert Witnesses Make and How to Avoid Them – SEAK



## **Q&A SESSION**

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Please submit your questions for the speaker via the  
Chat Panel in GoToWebinar

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Upcoming Event:  
May 6, 2010. 2-3pm ET

***“From a Beaker to a Bottle: Overview of the Drug Discovery and Development Process for Small Molecule Therapeutics”***



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