

## ACS Webinars™: Small & Medium Business Series



Thomas Jefferson inspired us with his quote “Nothing can stop the man with the right mental attitude from achieving his goal...” But, what does it really take to build a successful company from scratch? What should you know beforehand? Join us to learn tips and strategies from a chemical entrepreneur who has lived the experience. In 2004 Brian Morin founded Innegrity LLC, a successful high performance fiber manufacturer focusing on the composites industry. He will provide a crash course for scientists on what it takes to build a successful chemical manufacturing company from scratch. [Register Free!](#)

*“Living with Vertigo: An Entrepreneurial Story in the Chemical Industry.” A short presentation followed by Q&A with speaker Brian Morin, CEO and Founder of Innegrity LLC, a high performance fiber manufacturer.*

### What You Will Learn

- The roller coaster ride of starting a company in four easy steps (without losing your lunch)
- Dropping seeds: Developing a business plan and launching your company
- Free fall: What could go wrong, anticipating it, and learning from the experience
- Rocket ship: What went right and how to seize the opportunity
- Soaring: Where we are now, planning for the next horizon
- And much more...

### Webinar Details

Date: Thursday, July 22, 2010

Time: 2:00-3:00 pm ET

Fee: Free

[Register here](#)

(<https://www2.gotomeeting.com/register/276212298>)

### Meet Your Expert

Dr. Brian Morin is currently CEO of [Innegrity LLC](#), a high performance fiber manufacturer. Brian previously spent nine years in the Research Division of Milliken & Company, where he served as a Team Leader for the Advanced Yarns Team, as Intellectual Property Champion, and as Safety Chairman. At Milliken, he saw the success of several key technical leaders and took a keen interest in business, product development and management. Desiring to have the opportunity to lead and make a difference, not just on a technical level but also with people and in markets, he left Milliken and founded the company Innegrity. Prior to working at Milliken, Brian received his Ph.D. and M.S. degrees in physics from The Ohio State University in Columbus Ohio. He received his B.S. degree in physics from the University of North Carolina in Chapel Hill, NC.

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### Upcoming Events

A list of upcoming ACS Webinars™ can be found at [www.boilthisdown.org/events](http://www.boilthisdown.org/events)

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