

# The Blue Ridge Chemist

The Blue Ridge Chemist, since 1947 the  
Official Local Section Publication of the  
Virginia Blue Ridge Section, American Chemical Society



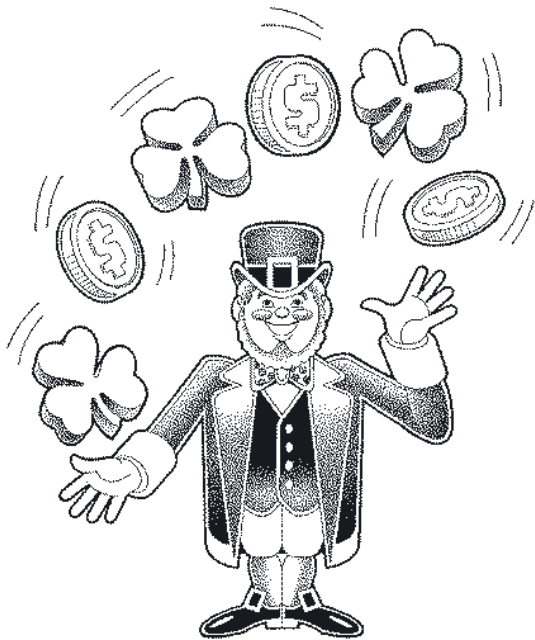
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No. 3

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**Consulting?**

**Virginia Tech Hosts the March Meeting**

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<http://membership.acs.org/v/vbr>

## VIRGINIA BLUE RIDGE SECTION AMERICAN CHEMICAL SOCIETY

### 607th SECTION MEETING Hosted by Virginia Tech

Thursday, March 22, 2007

#### PROGRAM:

- 6:00-7:30 Dinner, Ryan's Family Steak House,  
Christiansburg
- 7:30-8:30 Talk, Davidson Hall, Room 003,  
Virginia Tech

The social time and dinner will take place at Ryan's Family Steak House in Christianburg. The talk will take place in Davidson Hall, Room 003. Dr. Peter Lantos, The Target Group, Inc., Erdenheim, PA, will be talking on "Consulting 101"

Dinner will be a buffet featuring traditional American fare. The cost per person, excluding beverage and gratuities is around \$10.

Reservations for the dinner are not required, but are requested. Paul Deck would like to know if you are attending the dinner by 5 PM on Tuesday, March 20 so that the restaurant can be alerted if the attendance is likely to be unusually large or small. Call him at 540-231-3493 (voice mail) or e-mail him at [pdeck@vt.edu](mailto:pdeck@vt.edu)

## Consulting 101

Consulting appears to be an easy profession to enter. But making it into a successful business, that is another issue. Depending upon the specific interests of the audience (which I explore at the onset), we will explore a number of issues related to what it takes to be a successful consultant as well as how to operate such a business. Specific topics which can be explored, depending upon the interest of the audience include: In what areas are there opportunities for profitable consulting? Do you really know what a consultant does? Do you need more than specialized knowledge? What makes for a credible consultant? What personal traits does it take and why are they important? How do you start a consulting business? Pitfalls to avoid! Where and how do you find clients? Do you give your client steak or sizzle? How do you make the business grow? What are the obstacles and how do you overcome them? What are the elements of a winning proposal? How do you price your services? How to present the results of your work. Ethical behavior in consulting. The beautiful and the ugly of consulting



## Dr. Peter R. Lantos

Peter Lantos is president of The Target Group, an industrial consulting firm in Philadelphia. He has a Ph. D. in chemical engineering from Cornell University, is a licensed Professional Engineer and has served as adjunct professor at New Jersey Institute of Technology and at Drexel University. His professional experience comprises over twenty years in senior-level management positions in industry. He was vice president at Arco Polymers and at Sun Chemical, and held management positions at DuPont, Celanese, Rhodia and General Electric Plastics. His responsibilities have included research and development, market research, commercial development, economic analysis, and strategic planning. As the head of a small consulting firm since 1980, he has completed over 155 single-client assignments for some 70 clients including Fortune 500 companies, medium and smaller companies and off-shore corporations. These assignments have focused on helping the clients assess new-product opportunities, and to improve profitability and growth through strategic actions. He was chairman of ACS's Chemical Marketing and Economics Division, chairman of the Plastics Institute of America, and president of the Philadelphia Research Management Group. He is a member of the American Chemical Society, the American Institute of Chemical Engineers, the Institute of Management Consultants, the Commercial Development Association, the Society of the Plastics industry, the Society of Plastics Engineers, the Association of Research Directors, the Philadelphia Innovation Network, the Philadelphia Technology Council, and the American Management Association's Packaging Council.

## Fifteenth Annual Undergraduate/High School Poster Session

The Virginia Blue Ridge Section of the ACS is sponsoring its annual poster session as a part of the April 25, 2007 meeting at Radford University. The poster board will be 8' high by 4' wide.

If you have a student or students, who will be participating, submit the following information to Chris Hermann by April 6, 2007 via e-mail [chermann@radford.edu], by fax [540-831-6615], or by mail [Box 6949, Department of Chemistry and Physics, Radford University, Radford, VA 24142]. If you have any questions, call Chris Hermann at 540-831-5413 (office), or 540-818-2431 (cell). All students and faculty will get e-mail confirmation

Name of Project:

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Name(s) of Student(s):

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Affiliation (name of high school, college, or university):

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Class of Student(s) (circle) (freshman, sophomore, junior, senior)

Student(s) e-mail address: \_\_\_\_\_

Advisor's Name, Address, Telephone Number, and e-mail address:

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## Directions to Ryan's Family Steak House, Christiansburg

Follow I-81 to Exit 118. There is one exit ramp for all three of the exits (118 A, B, and C). Take Exit 118B onto U.S. 460 West. If you have not been to Blacksburg for several years, note that there is a new limited-access highway (we call it "the bypass") that runs directly from I-81 to the campus entrance. (\*) Drive about 3 miles and exit onto VA 114 (Pepper's Ferry Road) heading West. Drive through the first light at Lowe's. Just after the second light ("Business" US-460 or Franklin St.), turn into the NRV Mall Complex on your right. Ryan's is on your right at the perimeter of the mall complex (2580 N. Franklin St., phone 381-4605).

- # Ryan's restaurant is in the NRV Mall complex at VA 114 and Franklin St.
- # Davidson Hall is in the Virginia Tech Central Campus near Prices Fork Road

## Map of Christiansburg/Blacksburg



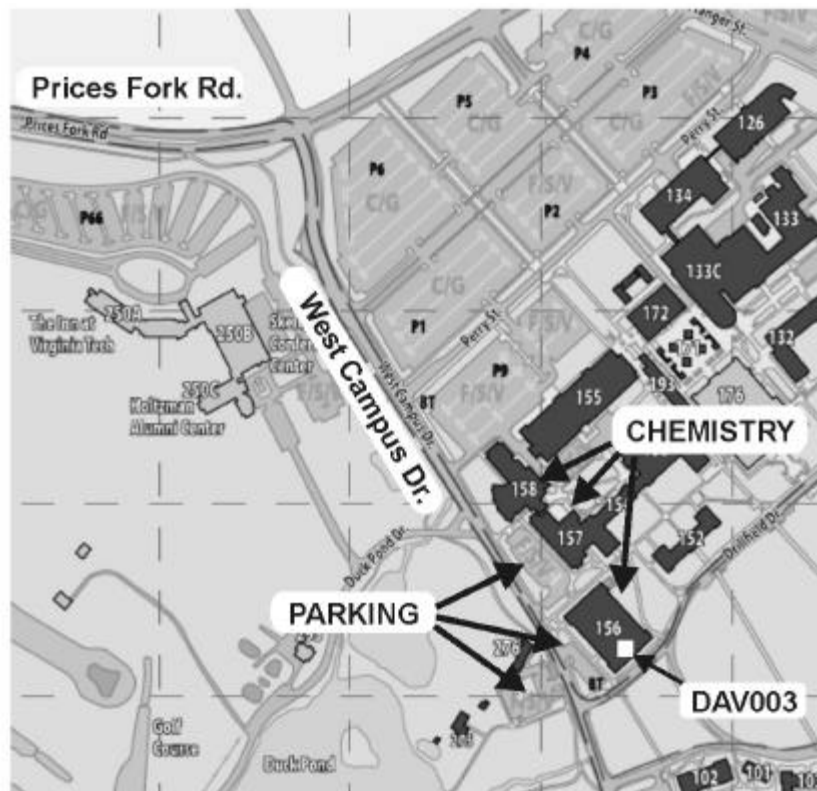
## Directions to Davidson Hall, Virginia Tech

If you are coming from Ryan's, head back out to the US-460 (the bypass freeway, not Franklin St.) and continue West. If you are coming directly to the meeting, follow the directions for Ryan's Steak House up to the asterisk (\*). At the south end of Blacksburg, stay on U.S. 460 West, signed for

"Virginia Tech, Bluefield." (Do NOT take "Business" US 460 which is also called South Main Street in Blacksburg.) Drive through the first traffic light at VA 314 (Southgate Drive), continue another mile to Prices Fork Road, and take the first exit (bearing northeast), signed for Downtown Blacksburg.

Drive through the first light at University City Blvd. You will see the new Inn on your right. At the second light, turn right onto West Campus Drive. As you drive down the hill, you will see a large parking lot on your left, and the first three buildings are Chemistry-Physics, Hahn Hall (Chem), and Davidson Hall (Chem). The small parking lots adjacent to Hahn and Davidson - and right across the street from Davidson - are good for parking. No permit is needed in Faculty/Staff (F/S) lots after 5 PM, but note that parking on Drillfield Drive requires a permit until 8 PM. The meeting is in Room 003 of Davidson Hall, which is most easily located by entering through the large doors on the Drillfield side of the building.

### Map of Virginia Tech



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### THE BLUE RIDGE CHEMIST

Vern Miller, Editor  
Roanoke College  
Salem, VA 24153

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The next Virginia Blue Ridge Section meeting will be held Wednesday, April 25, at Radford University. The contact person is Chris Hermann.