

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

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 CO<sub>2</sub> 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 28<sup>th</sup>.

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.

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

#### **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 21<sup>st</sup> and closes on December 1<sup>st</sup>. 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 1<sup>st</sup>.

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>

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.

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.

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