



# AMERICAN CHEMICAL SOCIETY

## PERMIAN BASIN SECTION

Newsletter

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### Upcoming Local Meetings, Events, and Announcements

### Upcoming National and Regional Meetings and Programs

### Permian Basin News

On Monday, April 30, the ACS student group at ASU attended a “Math and Science Night” at Fort Concho Elementary. They performed several demonstrations, including Elephant Toothpaste, the Ketchup Diver, the Lava Lamp, the Nonburning Dollar, and Guncotton. We also handed out copies of the “Celebrating Chemistry” booklet from the ACS.



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On Friday, April 20, Midland College celebrated Earth day. Dr. Mario Kiran, Art professor from UTPB, gave a talk on “The Chemistry of Dyes in Printmaking,” in which he talked about the colors of dyes used in printmaking, how we can conserve these resources. On Friday, April 27, the Chemistry Club from Midland College had Earth Day celebrations at Jane Long Elementary.



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## **“Sparkle”: Local Section Public Relations Workshop**

Report submitted by Kathryn Louie

The Local Section Public Relations Workshop was held on April 27-29, 2012 at the ACS Headquarters, Washington, DC. The purpose of the workshop is “to equip volunteers with the skills necessary to be effective and confident public relations chairs for their local sections and to serve as a key resource for other section members participating in the “Chemistry Ambassadors” program”

The mission of the Local Section Public Relations (LSPR) is “To tell the public about the benefits of chemistry”. The purpose of the Chemistry Ambassadors is “To put a human face and voice on chemistry”.

The sessions began Friday afternoon and concluded Sunday noon. Friday began with registration check-in followed with a reception and dinner. We were provided an overview of the workshop that began the next morning. For the next day and a half, we covered various topics dealing with public relations.

Attendees were instructed on how to advertise our activities to the community and to understand how the media works so we would be able to convince them why they might be interested in covering our event. We were provided elements of a good press release and participated in an exercise in writing one that was then critiqued.

Other items on the meeting agenda included a media panel discussion to provide us with the reporters’ perspective, a demo of the new ACS Network, how to handle media interviews (what to do and not to do) and public relations planning.

The workshop was an information-filled one and the elements that were provided for all the participants will be very useful for promoting our events and other things as well. Additionally, we now have contacts with other local section public relation chairs that will be another source of ideas.

For all up-coming local section events, forward me the info at least 3 weeks before the event. This will give me time to get the information to the media. I would need the following: 1) Who is doing the event, 2) What the event is about, 3) Where the event will be held, 4) When the event is scheduled, and 5) the reason for the event.

## Chemists Just Want To Have pHun

### The SI(lly) System

#### Useful (?) Conversion Factors and Unit Relationships

Ratio of an igloo's circumference to its diameter = Eskimo Pi

365.25 days of drinking low-calorie beer because it's less filling = 1 lite year

Basic unit of laryngitis = 1 hoarsepower

Shortest distance between two jokes = a straight line

Time between slipping on a peel and hitting the pavement = bananosecond

453.6 graham crackers = 1 pound cake

1 kilogram of falling figs = 1 Fig Newton

16.5 feet in the Twilight Zone = 1 Rod Sterling

1 unit of suspense in a mystery novel = 1 whod unit

10 monologs = 5 dialogs

2 monograms = 1 diagram

4 nickels = 2 paradigms

2 wharves = 1 paradox

100 Senators = not one decision

## A Chemical Thought

The chemists are a strange class of mortals, impelled by an almost maniacal impulse to seek their pleasures amongst smoke and vapour, soot and flames, poisons and poverty, yet amongst all these evils I seem to live so sweetly that I would rather die than change places with the King of Persia.

Johann Joachim Becher, *Physica Subterranea* (1667)

## Permian Basin ACS Local Section Officers 2012

<b>Chair: Dr. Pat Nandakumar</b> Midland College phone: (432) 685-6738 e-mail: <a href="mailto:pnandakumar@midland.edu">pnandakumar@midland.edu</a>	
<b>Secretary: Mr. Kevin Boudreaux</b> Angelo State University phone: (325) 942-2181 ext. 6623 e-mail: <a href="mailto:kevin.boudreaux@angelo.edu">kevin.boudreaux@angelo.edu</a>	<b>Treasurer: Dr. Kyle Beran</b> University of Texas of the Permian Basin phone: (432) 552-2238 e-mail: <a href="mailto:beran_k@utpb.edu">beran_k@utpb.edu</a>
<b>Councilor: Dr. David Carter</b> Angelo State University phone: (325) 942-2181 ext. 6626 e-mail: <a href="mailto:david.carter@angelo.edu">david.carter@angelo.edu</a>	<b>Past Chair: Dr. Kathryn Louie</b> Angelo State University phone: (325)942-2181 e-mail: <a href="mailto:klouie@suddenlink.net">klouie@suddenlink.net</a>

If you have news about local activities, student activities, new employees, new members, good (or bad) science/chemistry jokes, or any other events related to the local section that you want to be included in the newsletter, please send the information to [Kevin.Boudreaux@angelo.edu](mailto:Kevin.Boudreaux@angelo.edu).