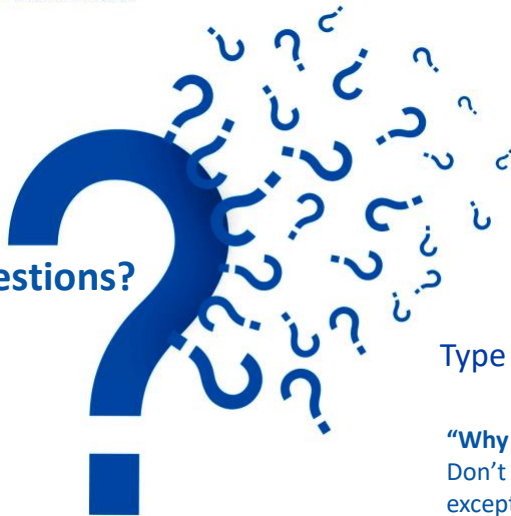




Have Questions?



Type them into questions box!

“Why am I muted?”

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

Contact ACS Webinars® at acswebinars@acs.org

1



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<https://www.linkedin.com/company/american-chemical-society>

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2

Check out the Archive!

An ACS member exclusive benefit



Hundreds of presentations from the best and brightest minds that chemistry has to offer are available to you on-demand. The Archive is divided into 6 different sections to help you more easily find what you are searching.

Professional Development

▶ View the Collection

Learn how to write better abstracts, deliver more engaging presentations, and network to your next dream job. Brush up on your soft skills and set a new career path by mastering what can not be taught in the lab.

Technology & Innovation

▶ View the Collection

From renewable fuels to creating the materials for the technology of tomorrow, chemistry plays a pivotal role in advancing our world. Meet the chemists that are building a better world and see how their science is making it happen.

Drug Design and Delivery

▶ View the Collection

The Drug Design Delivery Series has built a collection of the top minds in the field to explain the mechanics of drug discovery. Discover the latest research, receive an overview on different fields of study, and gain insight on how to possibly overcome your own med chem roadblocks.

Culinary Chemistry

▶ View the Collection

Why does food taste better when it is grilled or what molecular compounds make a great wine? Discover the delectable science of your favorite food and drink and don't forget to come back for a second helping.

Popular Chemistry

▶ View the Collection

Feeling burdened by all that molecular weight? Listen to experts expound on the amazing side of current hot science topics. Discover the chemistry of rockets, how viruses have affected human history, or the molecular breakdown of a hangover.

Business & Entrepreneurship

▶ View the Collection

How do ideas make it from the lab to the real world? Discover the ins and outs of the chemical industry whether you are looking to start a business or desire a priceless industry-wide perspective.

<https://www.acs.org/content/acs/en/acs-webinars/videos.html>

3



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Learn from the best and brightest minds in chemistry! Hundreds of webinars on diverse topics presented by experts in the chemical sciences and enterprise.

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Live Broadcasts of ACS Webinars® continue to be available to the general public on Tuesdays, Wednesdays, and Thursdays from 2-3pm ET!

A collection of the best recordings from the ACS Webinars Archive will be broadcast on Mondays and Fridays from 2-3pm ET!

www.acs.org/acswebinars

4

What is ACS on Campus?



ACS visits campuses across the world offering FREE seminars on how to be published, find a job, network and use essential tools like SciFinder. ACS on Campus presents seminars and workshops focused on how to:

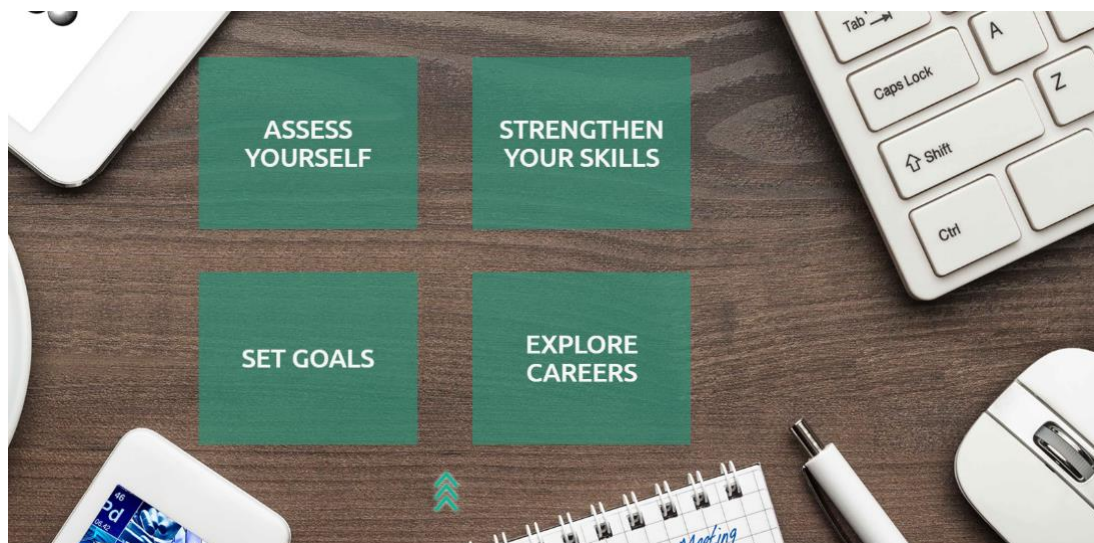


- Publish in top journals
- Find a job
- Effectively use research tools like SciFinder® and ACS ChemWorx
- Communicate your science
- Write grant proposals
- Build industry partnerships
- Prepare for a changing employment landscape

<http://acsoncampus.acs.org>

5

An individual development planning tool for you!



<https://chemidp.acs.org>

6

From ACS Industry Member Programs

◆ Industry Matters Newsletter

Exclusive interviews with industry leaders and insights to advance your career

Preview & Subscribe: acs.org/indnews



Connect, collaborate, and stay informed about the trends leading chemical innovation

Join: bit.ly/ACSinnovationhub



ACS Career Consultant “Virtual Office Hours”

Thursday's @ 12:00 EDT

Register at:
acs.org/careerconsulting

Free ACS Webinars Every Weekday!

Tomorrow



co-produced with: ACS Professional Education

ACS Chemistry for Life®

CANNABINOIDS

STUMBLING THROUGH CHALLENGING SEPARATIONS

FREE Webinar | Thursday, May 21 at 2pm ET

ACS Webinars
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9

Free ACS Webinars Every Weekday!

Upcoming Broadcasts



COFFEE

A CHEMICAL AND PHYSICAL PERSPECTIVE

Friday Rebroadcast

Friday, May 22, 2020 at 2-3pm ET
Speaker: Christopher Hendon, University of Oregon
Moderator: Brian Guthrie, Cargill

Register for Free!

What You Will Learn

- How water chemistry impacts the perceivable flavors in a cup of coffee
- How the temperature of whole coffee beans determine the particle size distribution produced by a grinder
- How to systematically improve coffee production (focusing on espresso, but applicable to all brew methods), while reducing wasted coffee mass

Co-produced with: ACS Division of Agricultural & Food Chemistry

FAILURE

WHY SCIENCE IS SO SUCCESSFUL!

Monday Rebroadcast

Monday, May 25, 2020 at 2-3pm ET
Speaker: Stuart Firestein, Columbia University
Moderator: Darren Griffin, University of Kent

Register for Free!

What You Will Learn

- Why failure in science plays a crucial role in continued progress
- How we can include failure in science education
- How do we best fund scientific research with the knowledge that failure is crucial

Making a BIG CAREER CHANGE

TURNING ADVERSITY INTO OPPORTUNITY

Tuesday, May 26, 2020 at 2-3pm ET
Speaker: Allen Claus, CTI Consulting
Moderator: Tom Halleran, American Chemical Society

Register for Free!

What You Will Learn

- How to put career change risk into perspective and take reasonable risks for positive change
- How to take advantage of career disruption, embrace change, and invest in yourself
- The importance of using networking to make successful career changes

Co-produced with: ACS Career Navigator

www.acs.org/acswebinars

10



Maximizing Your Digital Presence

LinkedIn Profiles for Chemists

Co-produced with the ACS Career Navigator

ACS
Chemistry for Life®

THIS ACS WEBINAR WILL BEGIN SHORTLY...

11



Maximizing your Digital Presence: LinkedIn Profiles for Chemists



Sandra Long
President,
Post Road Consulting



Tom Halleran
Career Consultant Program,
American Chemical Society

Presentation slides are available now! Edited recordings are an exclusive ACS member benefit.

www.acs.org/acswebinars

This ACS Webinar is co-produced with the ACS Career Navigator.

12

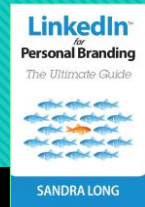
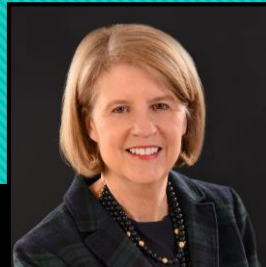
Maximizing Your Digital Presence: LinkedIn Profile for Chemists

Sandra Long
May 20, 2020



cc: Julien Halter - <https://www.iStock.com/photos/24571874/0900>

About Sandra Long



- Owner, Post Road Consulting LLC
- Author of *LinkedIn for Personal Branding: The Ultimate Guide*
- LinkedIn Consultant, Trainer, Speaker
- TEDx Speaker



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Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



What is your experience level with LinkedIn?

- I have not signed up yet, but I want to find out more
- Beginner or new user
- Intermediate
- Advanced
- I am a LinkedIn Consultant



** If your answer differs greatly from the choices above tell us in the chat!*

Resume > LinkedIn?

Lingering online affliction of
"copy and Paste"



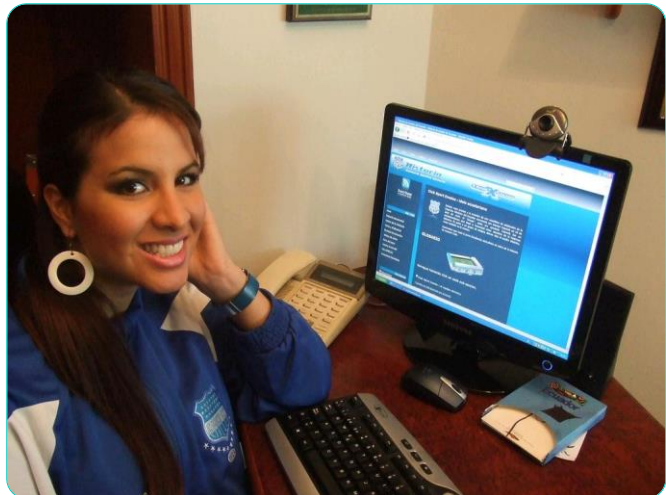
Personal Brand



cc: mhumphrey - <https://www.flickr.com/photos/79523403@N00>

Your Brand:

- Experience – Specific
- Personalized and Personality
- Company or University Brand



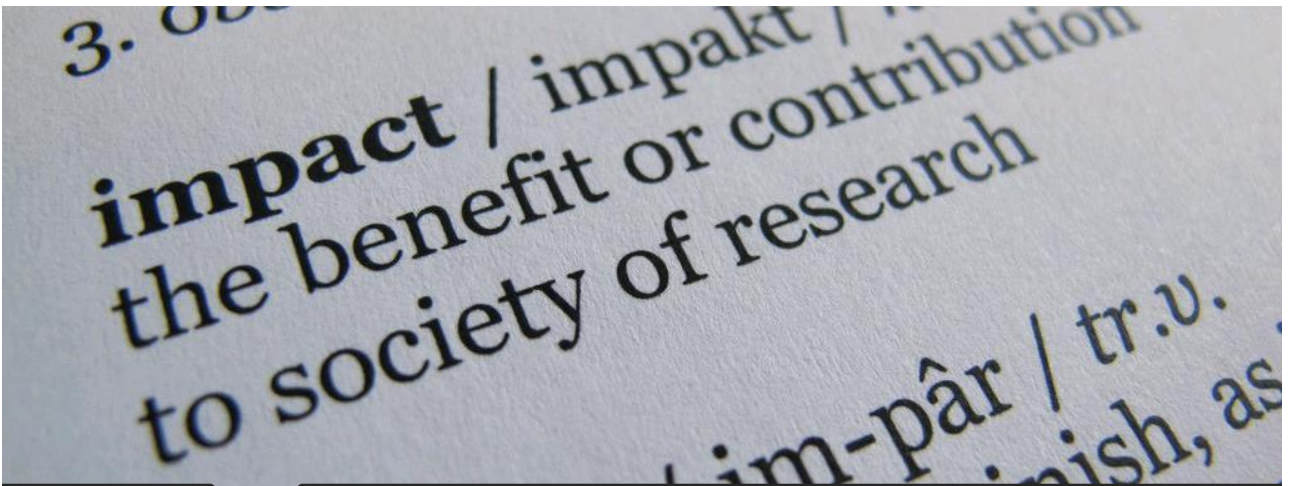
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Search Engine



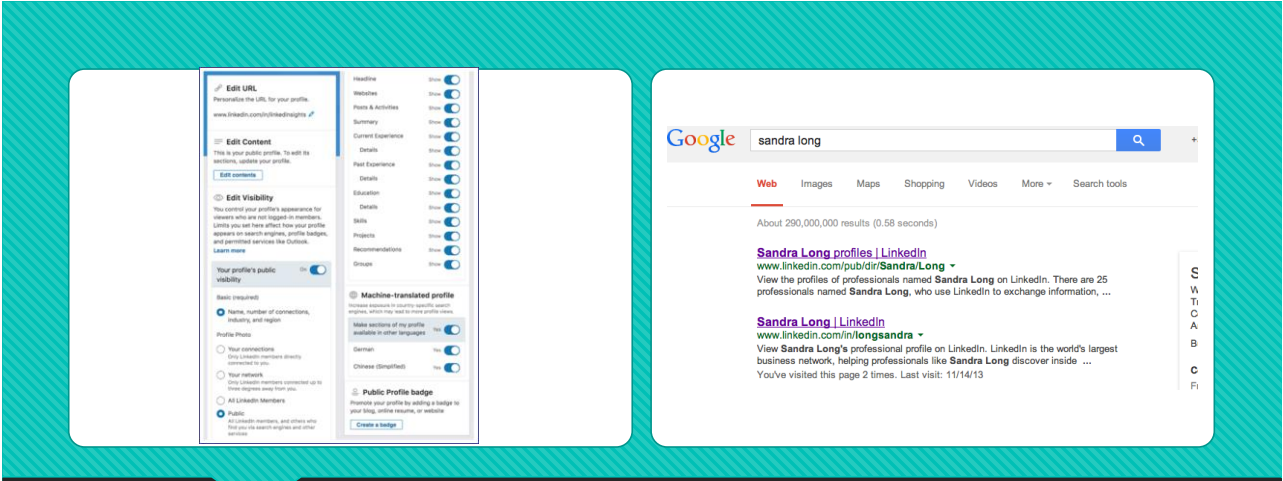
cc: stuck in Customs - <https://www.flickr.com/photos/70527272@100>



Keywords

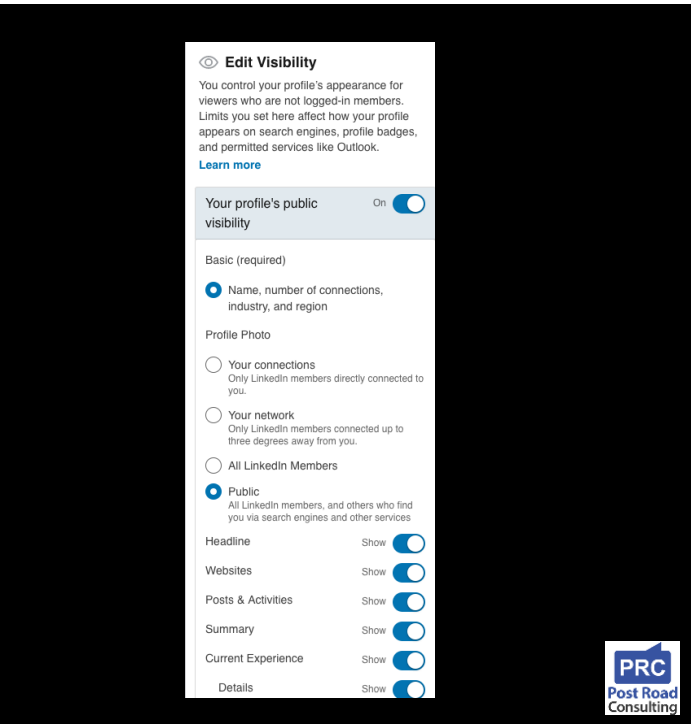
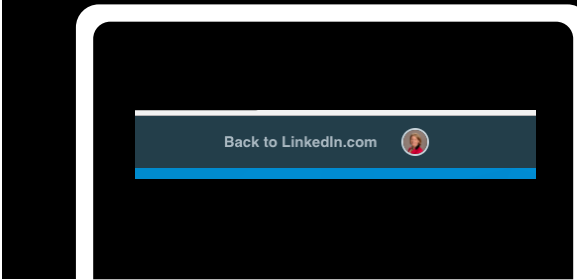
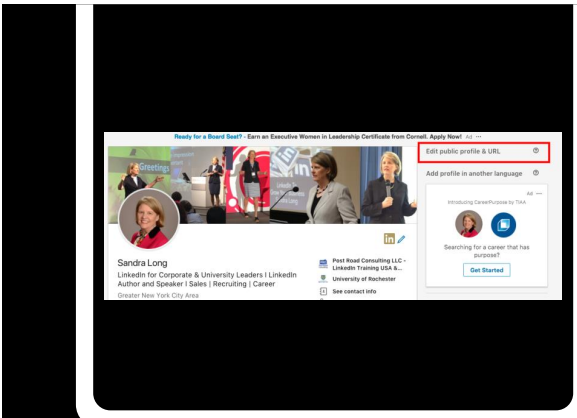


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BE FOUND ON GOOGLE - EXAMPLE

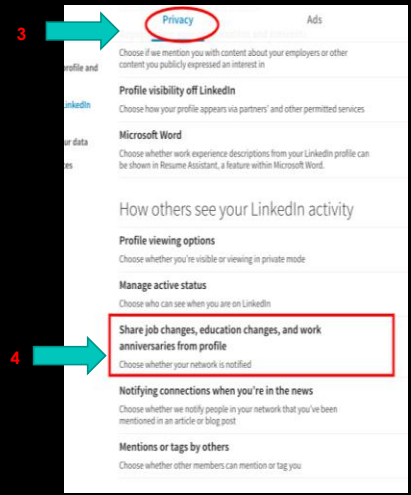
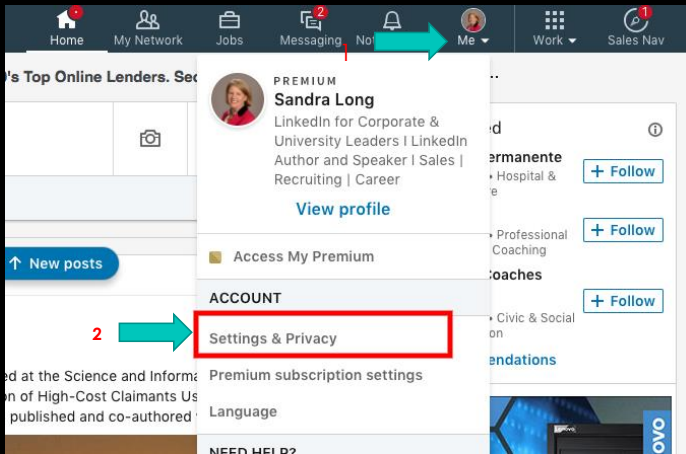
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The image shows two screenshots of a LinkedIn profile for Sandra Long. The top screenshot shows the profile header with a red box around the 'Edit public profile & URL' link. The bottom screenshot shows the 'Profile settings' page with a red box around the 'Edit your custom URL' link. The custom URL is shown as 'www.linkedin.com/in/longsandra'. The profile information includes 'Sandra Long', 'LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career', and 'Greater New York City Area'. The company listed is 'Post Road Consulting LLC - LinkedIn Training USA &...' and the university is 'University of Rochester'. The bottom of the page has a 'Back to LinkedIn.com' button and the PRC Post Road Consulting logo.

A graphic featuring a dark grey background on the left and a white laptop keyboard on the right. On the dark background, the text 'CUSTOM URL' is written in large white capital letters. Below it, three items are listed in a dark grey rounded rectangle, each preceded by a white circle: 'Resume', 'E-mail signature', and 'Marketing documents'. The PRC Post Road Consulting logo is in the bottom right corner.

Broadcast? Start With "Me"



Back to LinkedIn.com



Contact info

- Phone
- Twitter Handle
- 3 Websites
- Address



The image shows two screenshots of a LinkedIn profile for Sandra Long. The left screenshot is the main profile view, and the right screenshot is a detailed contact information pop-up.

Main Profile View (Left):

- Name:** Sandra Long
- Headline:** Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer
- Location:** Greater New York City Area
- Connections:** 500+
- Current Position:** Post Road Consulting LLC - LinkedIn Training
- Education:** University of Rochester
- Contact Info:** A red circle highlights the "Contact info" link, with a red arrow pointing to it.
- Skills:** Open to job opportunities, Providina Marketing services

Contact Info Pop-up (Right):

- Name:** Sandra Long
- Contact Info:** Edit
- Your Profile:** [linkedin.com/in/longsandra](https://www.linkedin.com/in/longsandra)
- Websites:**
 - bit.ly/linkedinbooksandra2 (My LinkedIn Book)
 - bit.ly/2PmrDCI (Social Selling Stats For You)
 - bit.ly/2LdDu2a (Wow Your LinkedIn Network)
- Phone:** 203-221-2649 (Work)
- Address:** 191 Post Road West Westport CT 06880
- Email:** sandra@postroadconsulting.com
- Twitter:** [SandraGLong](https://twitter.com/SandraGLong)

PRC Post Road Consulting

Be Found and First Impressions

- Name
- City and industry
- Headline
- Photo and Banner

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Ready for a Board Seat? - Earn an Executive Women in Leadership Certificate from Cornell



Edit pencil for name, industry, location, more >>

Sandra Long

LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career
Greater New York City Area

- Post Road Consulting LLC - LinkedIn Training USA &...
- University of Rochester
- See contact info
- See connections (500+)

Add profile section More...

I am among the early pioneers of women in field sales. I started my sales career with a sea of men. Many of them taught me the ropes. But there were many other things I had to learn on my own

Edit intro



First Name * Sandra Last Name * Long

Headline * LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career

Locations within this area
Greater New York City Area

Industry * Professional Training & Coaching



Edit intro



< Headshot

Banner Upload or change





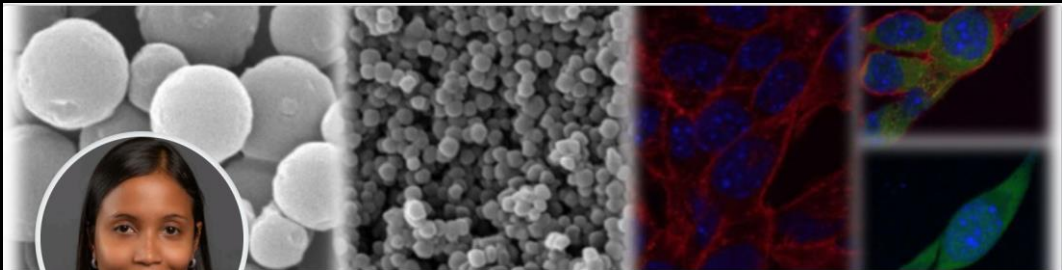
[Message](#) [View in Sales Navigator](#) [More...](#)

Cole Meier · 1st

 **Vanderbilt University**

PhD Candidate in the Department of Biological Sciences
Syracuse, New York Area · [493 connections](#) · [Contact info](#)

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[Message](#) [View in Sales Navigator](#) [More...](#)

Vanessa Barcelo Bovea · 1st

 **Johnson Matthey**

PhD candidate, Analytical Chemist at Johnson Matthey
Greater Philadelphia Area · [186 connections](#) · [Contact info](#)

 **Universidad de Puerto Rico**

Open to job opportunities
PHD Candidate roles
[See all details](#)





[Message](#) [View in Sales Navigator](#) [More...](#)

Brent V. Powell, Ph.D. · 1st
Research Scientist at Nitto Denko AVECIA Inc.
Greater Boston · 500+ connections · [Contact info](#)

-  Nitto Denko AVECIA Inc.
-  University of Connecticut

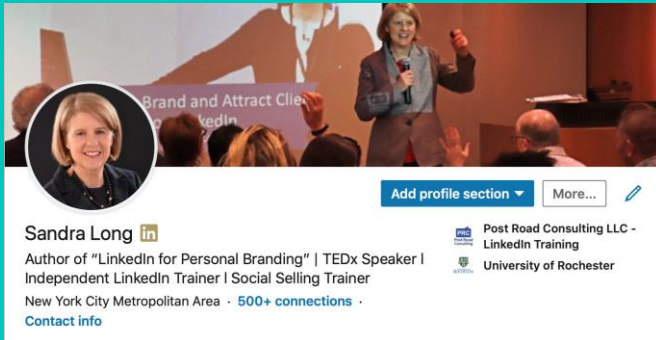


[Message](#) [View in Sales Navigator](#) [More...](#)

Erika Stopler · 1st
Associate Scientist at The Estée Lauder Companies Inc.
Greater New York City Area · [500+ connections](#) · [Contact info](#)

-  The Estée Lauder Companies Inc.
-  Miami University





38

Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



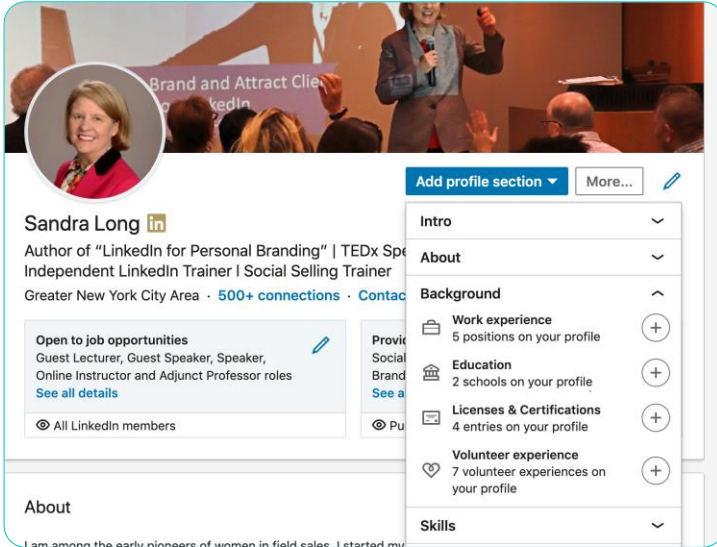
I need to do the following on LinkedIn:

(Select all that apply)

- Get a better headshot
- Upload a background banner
- Change or adjust my name field
- Change or adjust my city and/or industry
- None of the above



** If your answer differs greatly from the choices above tell us in the chat!*



A screenshot of the 'Add licenses & certifications' form. The form has a title bar with a close button (X). It contains the following fields:

- Name ***: Text input field with placeholder 'Ex: Cisco Certified Network Associate Security (CCNA)'. Below it is a small icon of a document.
- Issuing Organization ***: Text input field with placeholder 'Ex: Cisco'. Below it is a small icon of a document.
- This credential does not expire
- Issue Date**: Two dropdown menus for 'Month' and 'Year'.
- Expiration Date**: Two dropdown menus for 'Month' and 'Year'.
- Credential ID**: Text input field.
- Credential URL**: Text input field.

 At the bottom, there is a note: 'We no longer share changes to licenses & certifications with your network. Learn what's shared'. Below the note are two buttons: 'Save and add another' and 'Save'.



Cole Meier



Licenses & Certifications



Biomedical research with human subjects and handling of human samples

State University of New York Upstate Medical University
Issued Jun 2016 - Expired Jun 2017



Laboratory safety for BSL 2 research

State University of New York Upstate Medical University
Issued Jun 2016 - Expired Jun 2017



Responsible Conduct of Research

State University of New York Upstate Medical University
Issued Jun 2016 - Expired Jun 2017



Training on bloodborne pathogen

State University of New York Upstate Medical University
Issued Jun 2016 - Expired Jun 2017

Show less ^



Brent Powell



Volunteer Experience



State Competition Judge

National History Day
Mar 2018 - Present • 2 yrs 3 mos
Education

Review and rank exhibits
Provide written feedback to students



National Science Bowl Moderator

U.S. Department of Energy (DOE)
Jan 2017 • 1 mo
Children



Education

- School
- Location
- Date
- Degree
- Major
- Activities
- Grade or GPA?



Brent Powell



Education



University of Connecticut

Doctor of Philosophy - Ph.D, Biological Organic Chemistry
2014 – 2019



Morgan State University

Bachelor of Science - BS, Chemistry, Magna Cum Laude
2010 – 2014



Work Experience

- Current and past
- Use Keywords
- Add Your Title
- Add Company name, city, dates
- Logo - by association



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Brent Powell



University of Connecticut

5 yrs 2 mos

Graduate Researcher

Nov 2014 – Dec 2019 · 5 yrs 2 mos
Storrs, Connecticut

- Executed multi step synthesis of modified nucleosides and phosphoramidites
- Performed oligonucleotide synthesis of site-specifically modified oligomers
- Developed HPLC and LC-MS methods to purify modified and unmodified oligomers
- Design and constructed recombinant DNA vectors and viral genomes containing ... [see more](#)

Graduate Teaching Assistant

Nov 2014 – Dec 2018 · 4 yrs 2 mos

- Instruct and supervised students in Organic Chemistry Laboratory
- Read and evaluate lab reports
- Provide office hours for one-on-one discussion with students



Alyssa Blake



Experience



Graduate Research and Teaching Assistant

Georgia Institute of Technology
Aug 2013 – Present · 6 yrs 9 mos

Graduate Research Advisor: Prof. Paul Russo

Silica polypeptide composite particles consisting of an inorganic silica core and an organic polypeptide shell can be used as model systems for studying biological and physical particle interactions. The polypeptide conformational transitions can be used to study the dynamics of vesicles and virus like particles to better understand how proteins undergo their transitions. Jamming studies of the polypeptide composite particles can be conducted to determine how responsive polymers effect the jamming phase transition

Teaching Assistant Lab Coordinator: Dr. Christy O'Mahony

- Chem 3211: Analytical Chemistry Lab (2014-present)
- instruct undergraduate students during lab experiments
 - answer questions about lab reports and concepts taught in the lab
 - grade lab reports
 - grade lecture exams
 - help with rewriting/fixing protocols
 - help fix instruments when they malfunction

- Chem 2380: Synthesis Lab (Summer 2017)
- instruct undergraduate students during organic synthesis lab experiments
 - answer questions about reaction mechanisms and lab procedures
 - grade lab reports
 - grade lecture exams



Experience



Post Road Consulting LLC - LinkedIn Training USA & Canada

5 yrs

Independent Consultant & Solutions Provider for Employer Branding, LinkedIn, and Recruiting.

Jun 2013 – Present · 5 yrs 5 mos
Stamford CT

My team and I help our clients improve and accelerate sales, recruiting, branding, student outcomes, and leadership. A majority of our work is directly connected to LinkedIn specifically. We guide our clients to help them understand all the options available from LinkedIn with an independent expert perspective. We also provide proprietary solutions and support tools for companies and universities that wish to educate their employees or students; and extend their brand with LinkedIn. Our custom online support tools allow this to happen at scale.

We also pride ourselves in our online Talent Brand Audit and other Employer Branding... See more

LinkedIn Speaker and Author

2013 – Present · 5 yrs
Westport and Stamford Connecticut - United States

I speak and write about LinkedIn, personal branding, social selling, sales, talent acquisition, career, and social recruiting. My book is "LinkedIn for Personal Branding: The Ultimate Guide." I also blog for Workology and LinkedIn. As a speaker, I travel from NYC airports.

My goals as a speaker and author:

- ▶ Inspire and engage the audience and readers
- ▶ Always be completely up to date with the newest LinkedIn features, trends, and ideas
- ▶ Make my clients look great to their coworkers and customers See less



Position Yourself on LinkedIn

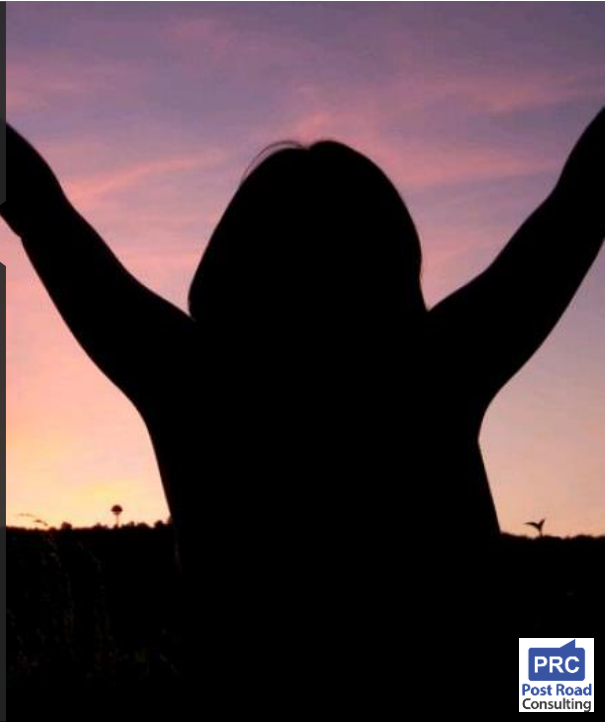


Be Referred for Your Next Great...



Accomplishments

- Publications, Awards, Projects, Patents, Organizations, Courses, Languages



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Accomplishments Add Accomplishments +

- 11 Publications**
 - 7 Ways to Wow Your Network • Social Selling Stats you need to Know Now • Sell Yourself
 - LinkedIn For Personal Branding: The Ultimate Guide • Top Tips for a LinkedIn Profile • LinkedIn Personal Branding for Attorneys: Top 10 List • Indeed Adding to Workforce • Help Wanted: Search Savvy Pros (Written by Betty Wong) • My Blog Posts on "BloggingJobs" • My LinkedIn Author Page...
- 7 Projects**
 - Employer Branding Services and Projects • Job Seeker Services • LinkedIn Training • LinkedIn Workshops and Events • Marketing Support Services and Projects • Social Selling Support Services and Training • University and Career Services
- 3 Organizations**
 - Bergson Pro Speakers Group • Association of Talent Development • Danbury Speakers League
- 2 Courses**
 - LinkedIn Career Power (Online self paced membership course for job seekers) • LinkedIn Personal Best (An Online Membership Course for Sales & B2 Dev)
- 2 Honors & Awards**
 - Generosity and Sales Leadership Club Award • LinkedIn Expert • Extra Publisher • Profile Builder Beta

Andrea Long

Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer
Greater New York City Area • 500+ connections • Contact info

Open to job opportunities
Event Lecturer, Guest Speaker, Speaker, Online Instructor and Adjunct Professor roles
[See all details](#)

Providing Marketing services
Social Media Marketing, Content Strategy, Brand Marketing, Marketing Consulting, Lead...
[See all details](#)

Public

Accomplishments

- Publications**
11 publications on your profile
- Patents**
Showcase your innovation and expertise
- Courses**
2 courses on your profile
- Projects**
8 projects on your profile
- Honors & Awards**
3 honors & awards on your profile
- Test Scores**
If you excelled in an exam, you can list your score here
- Languages**
Show how you can be a fit for a job or overseas opportunity
- Organizations**
3 organizations on your profile



Vanessa Barcelo Bovea



Accomplishments

5 Courses

Advanced Topics in Cancer: Emerging Technologies for Detection and Treatment of Cancer
 • Biochemistry techniques • Electron Transfer Reactions in Chemistry and Biology • Enhancing verbal, analytical reading and writing skills for cancer research • Metals in biology

5 Publications

Candida rugosa lipase nanoparticles as robust catalyst for biodiesel production in organic solvents
 • Comparison of nanoparticle and nanoparticle-free formulations for the active delivery of cytochrome c by targeting folate receptors. Poster presentation. • Targeted Delivery of Nanoparticulate Cytochrome C into Glioma Cells Through the Proton-Coupled Folate Transporter • Optimization of chitosan nanocapsules using a two-step nanoprecipitation process for the delivery of a-casein to cancer cells overexpressing folic acid receptor • Targeted drug delivery system for ribonuclease A

2 Languages

English • Spanish

2 Organizations

American Chemical society • Chemistry Graduate Students Association of the University of Puerto Rico, Rio Piedras Campus

1 Honor & Award

Continuity track grant to continue research projects with collaborators outside the Caribbean region



52

Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



I wish to add or enhance these accomplishments or special sections on my LinkedIn profile:

(Select all that apply)

- Publications
- Languages
- Certifications and Licenses
- Organizations
- Awards

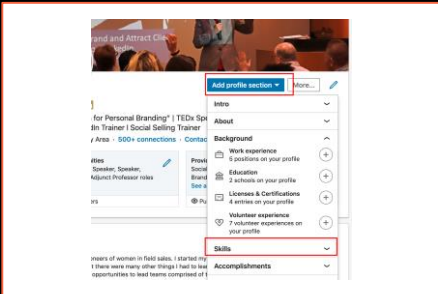
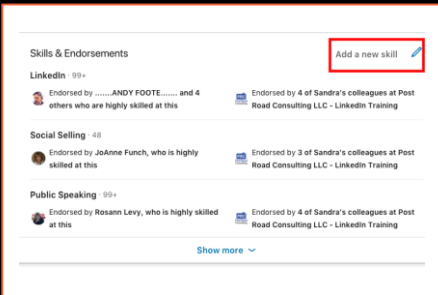


** If your answer differs greatly from the choices above tell us in the chat!*



Prioritize! Add, Delete, Move Skills



Reorder Skills & Endorsements (35) ✕

Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

Top Skills	
LinkedIn	🗑️ ☰
Social Selling	🗑️ ☰
Public Speaking	🗑️ ☰
Industry Knowledge	
Sales	🗑️ ☰
Social Media	🗑️ ☰
Sales Management	🗑️ ☰
B2B	🗑️ ☰
Writing	🗑️ ☰
Business Development	🗑️ ☰
Solution Selling	🗑️ ☰
Online Marketing	🗑️ ☰



Alyssa Blake



Skills & Endorsements

+ Research · 9



Endorsed by David Hanna, who is highly skilled at this



Endorsed by 6 of Alyssa's colleagues at Georgia Institute of Technology

+ Chemistry · 6



Endorsed by 4 of Alyssa's colleagues at Georgia Institute of Technology

+ Public Speaking · 6



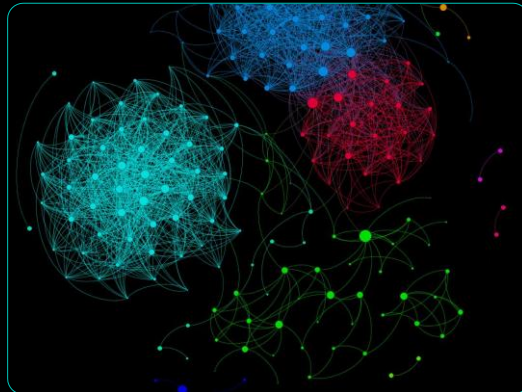
Endorsed by 2 of Alyssa's colleagues at Georgia Institute of Technology

[Show more](#) ▾



About Essay

- An introduction
- Professional and well-written
- Written in the 1st person POV
- Personal
- Unique value
- Enthusiasm or story.... vs boastful





About

Combining my passion for cosmetics and chemistry as an Associate Scientist at Estée Lauder.

I am a recent graduate of my master's degree program at Miami University for Chemistry with a focus in Polymer and Materials Science.

When I was a young girl, I loved crafting recyclable materials together to make items for my family and friends that they could use in their everyday lives. It was through that love of creativity, sustainability, and innovation, that I wanted to be the chemist behind important practical products for people to use and enjoy today.



Job Seeker – New feature before activation

Sandra Long

Author of "LinkedIn for Personal Branding" | TEDx Speaker |
 LinkedIn Consultant | LinkedIn Trainer | Social Selling

Greater New York City Area · 500+ connections · [Contact info](#)

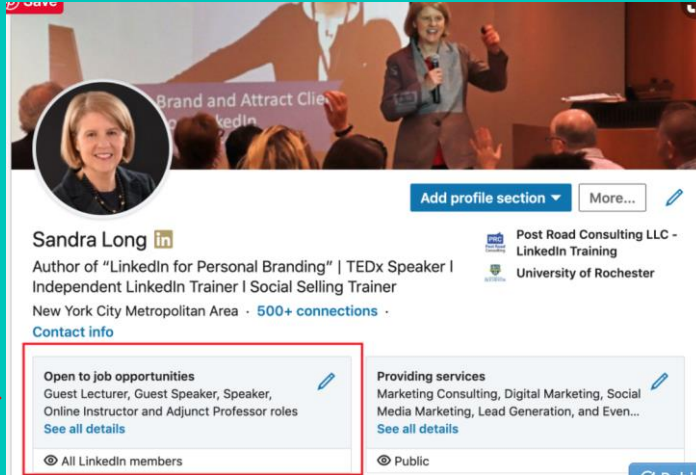
Providing Marketing services
 Social Media Marketing, Content Strategy, Brand Marketing, Marketing Consulting
[See all details](#)

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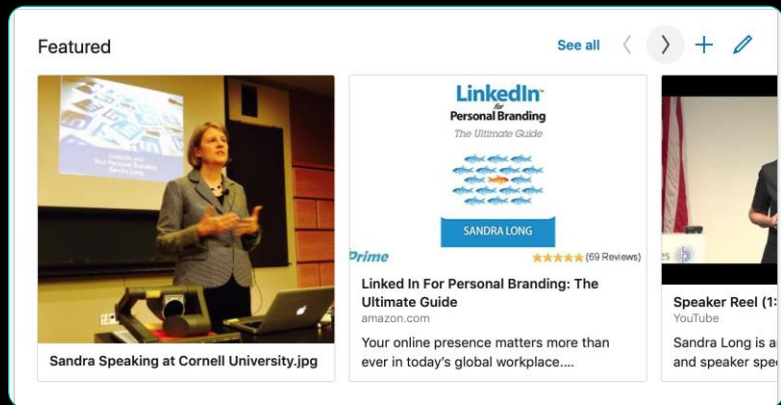
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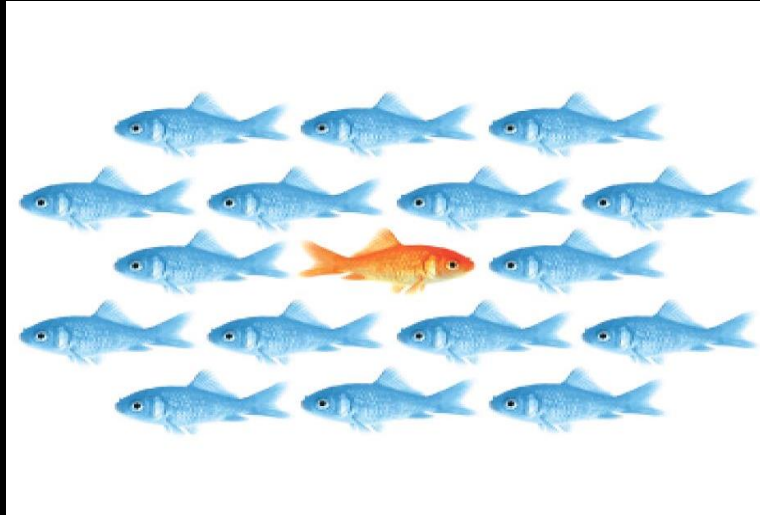
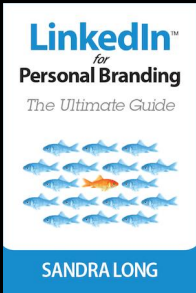


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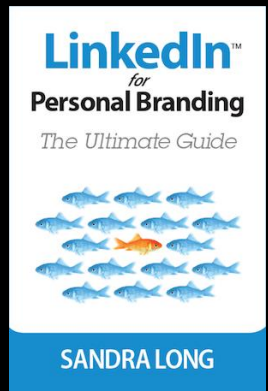
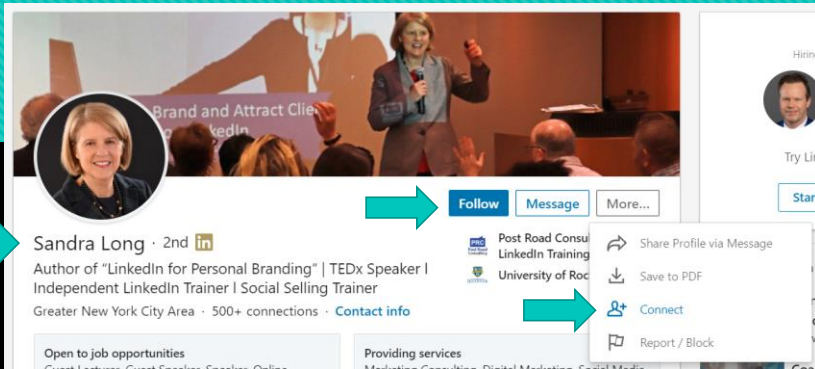


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- How water chemistry impacts the perceivable flavors in a cup of coffee
- How the temperature of whole coffee beans determine the particle size distribution produced by a grinder
- How to systematically improve coffee production (focusing on espresso, but applicable to all brew methods), while reducing wasted coffee mass

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Monday, May 25, 2020 at 2-3pm ET
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Moderator: Darren Griffin, University of Kent

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- How we can include failure in science education
- How do we best fund scientific research with the knowledge that failure is crucial

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Moderator: Tom Halleran, American Chemical Society

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- How to take advantage of career disruption, embrace change, and invest in yourself
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