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We will start momentarily at 2pm ET



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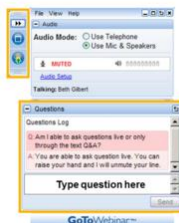
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Have Questions?



Use the Questions Box!



Or tweet using #acswebinars

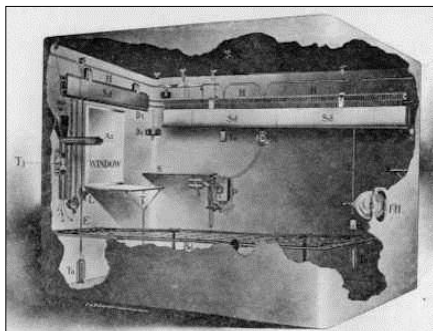


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Today in Chemical History



Inside the Atwater-Benedict human calorimeter.



Wilbur Olin Atwater
(1844-1907)

Chemical physiologist, Born May 3, 1844, Johnsbury, N.Y.; died September 22, 1907, Middletown, Connecticut.

Co-inventor of the Atwater-Benedict-Rosa Calorimeter, A respiration calorimeter constructed 1892-1897 which proved the law of conservation of energy in human beings and made it possible to calculate the caloric values of different foods.

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Next in Business & Innovation:



Thursday, June 14, 2012

Green Chemistry and Global Access to Medicines in Developing Countries

Dr. Joseph Fortunak, Professor at Howard University.

www.acswebinars.org/green-medicine

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Upcoming ACS Webinars™

www.acswebinars.org



Thursday, May 17, 2012

From Cocoa Buds to Taste Buds – The Chocolate Process and Sensory Experience

Greg Ziegler, Professor of Food Science at Penn State,



Thursday, May 24, 2012

Creating Successful Research Proposals: Tips from the Trenches

Celia Elliott, University of Illinois at Urbana-Champaign

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Know of a Dynamic Speaker?



Recommend them for ACS Webinars!

Nominate, recommend and tattletale at:

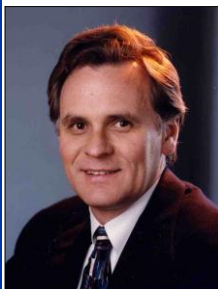
<http://acswebinars.org/Chemists-Got-Talent>

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ACS WEBINARS™
May 10, 2012



Building an Innovative Research Culture: The Case of DNA Sequencing



George Trainor
Trainor Consulting, LLC



David Harwell
ACS Careers

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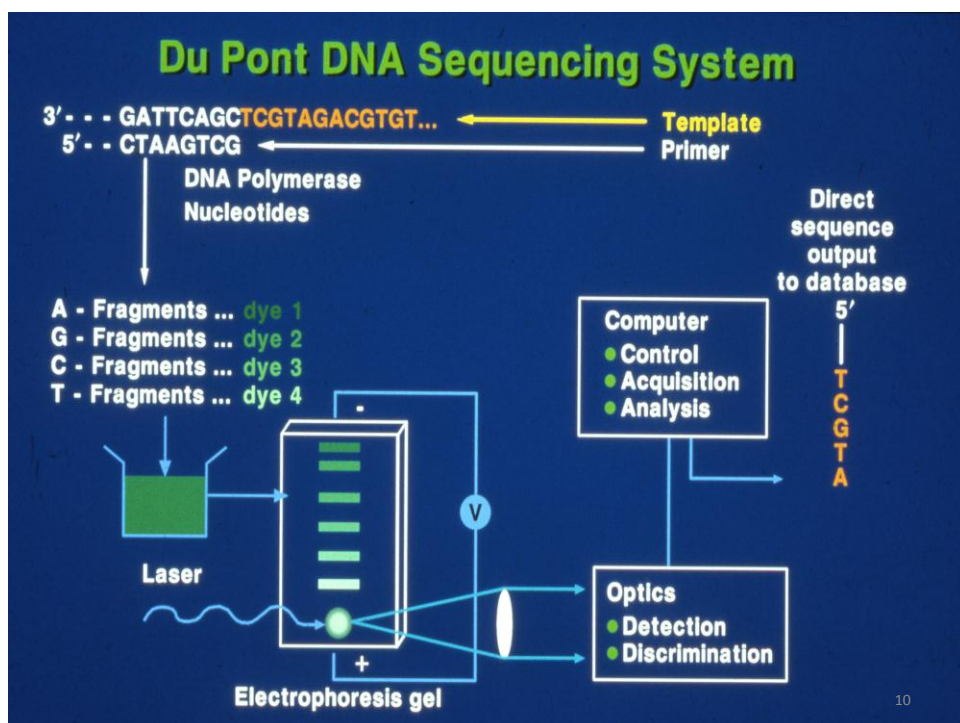
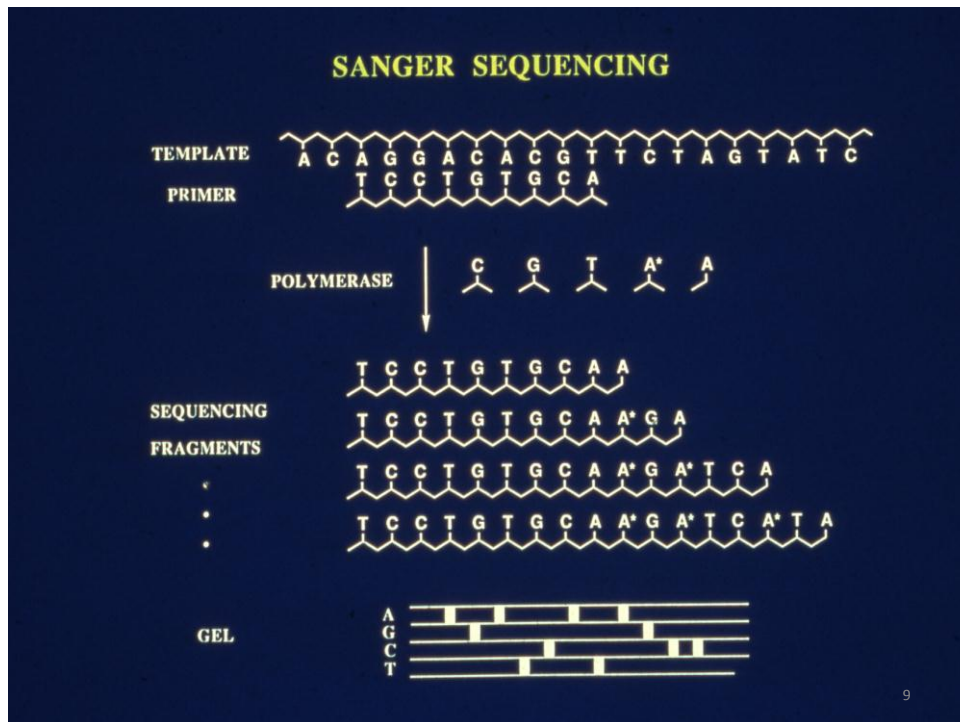
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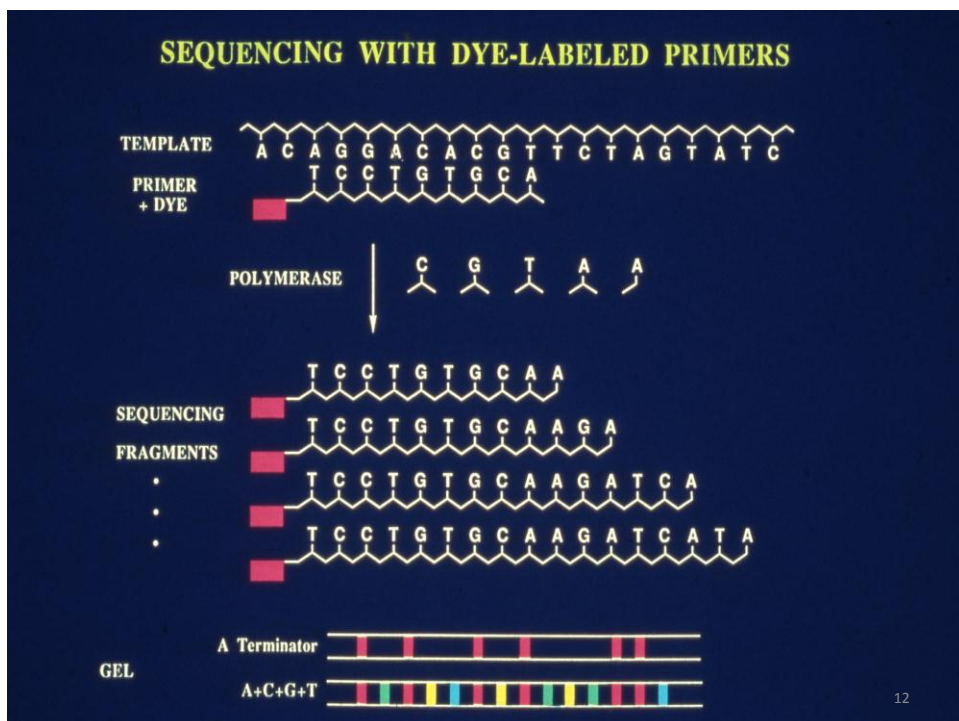
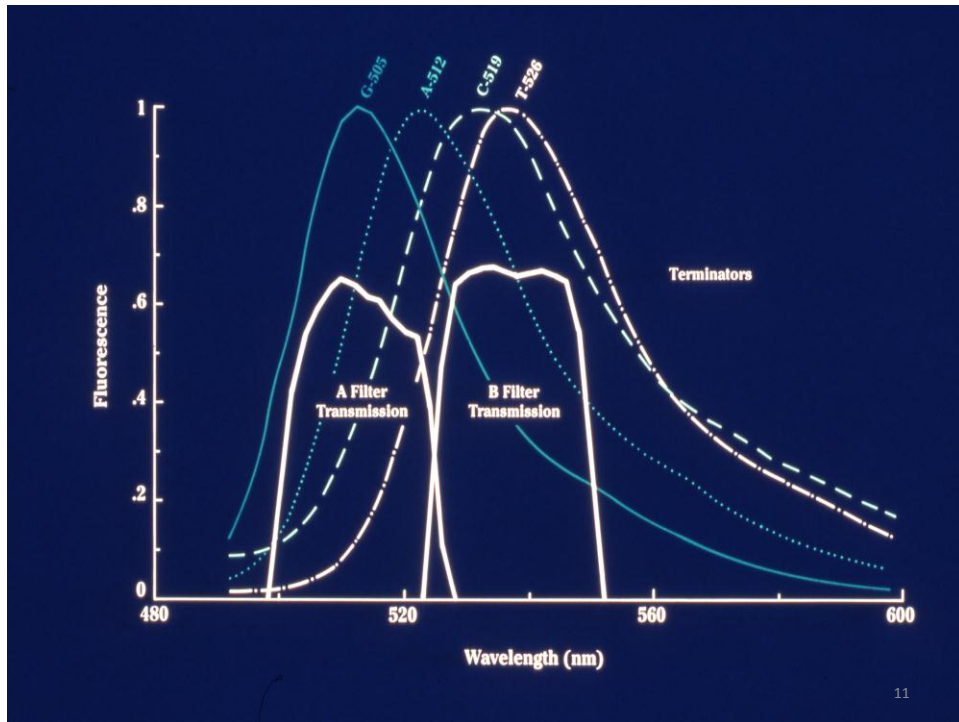
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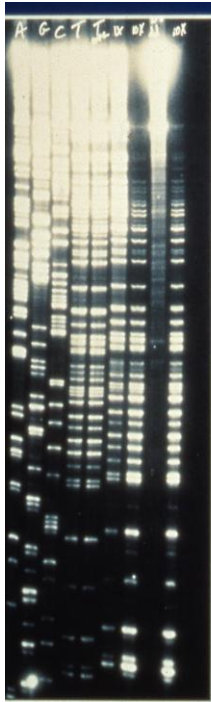
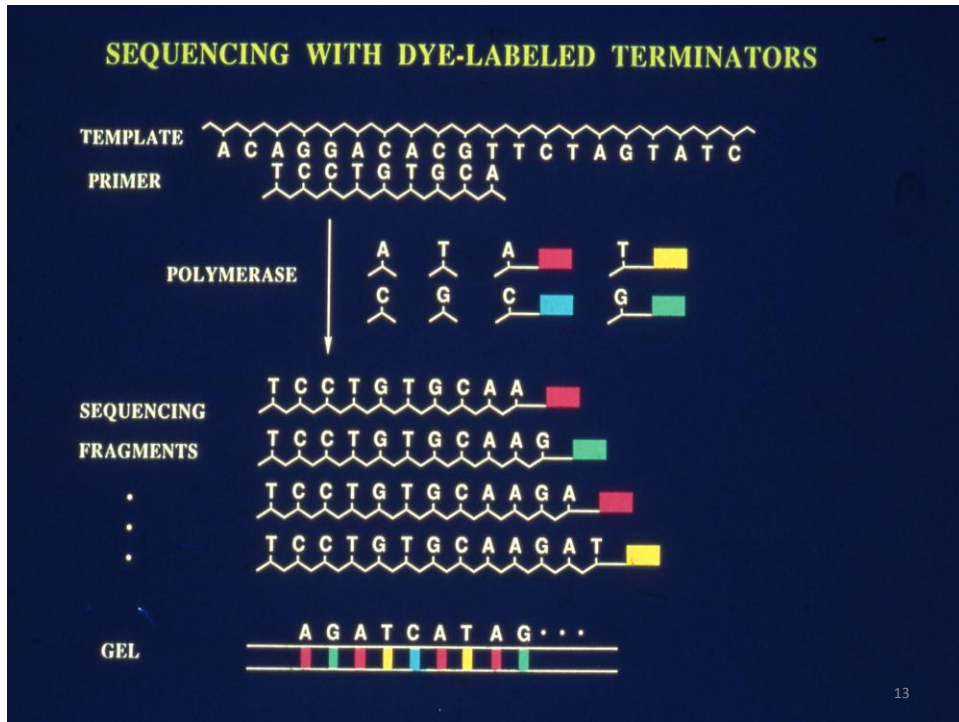
What you will learn today . . .

- The principles of traditional Sanger DNA sequencing
- How a multidisciplinary project arose and flourished in a corporate research environment
- How anticipated performance outcomes as opposed to short-term expedience led to superior design
- How dye-labeled terminator sequencing was accomplished
- How a key innovation survived beyond its immediate commercial embodiment

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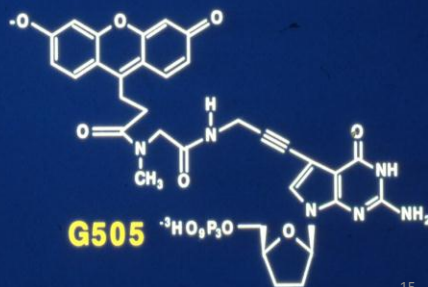
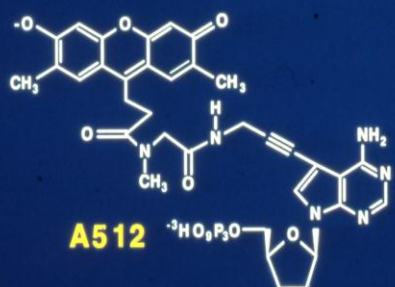
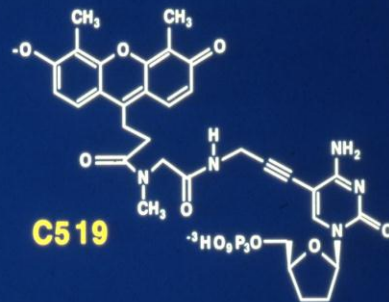
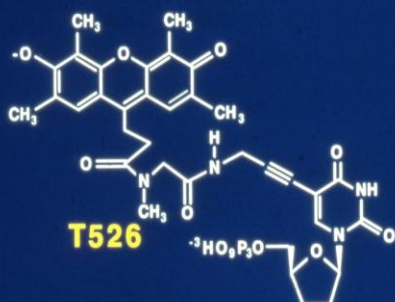






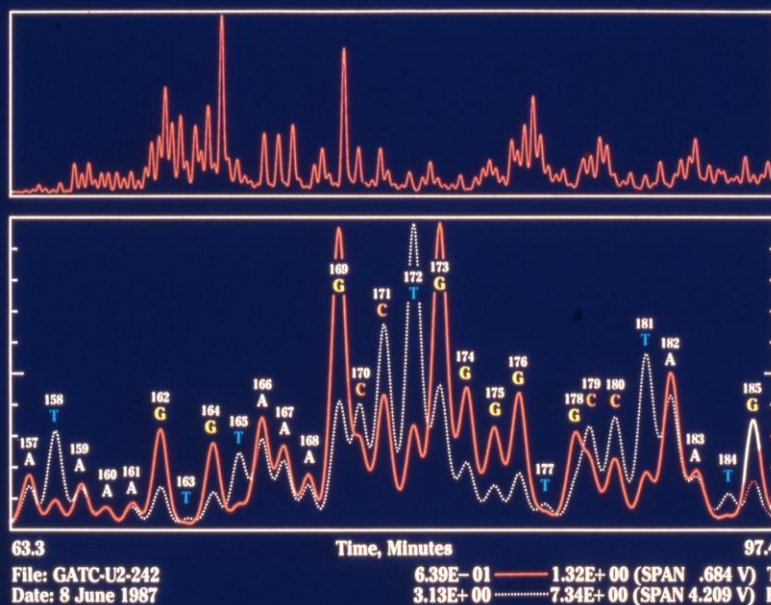
**Incorporation of a
Fluorescence-Tagged
T-Terminator by AMV
Reverse Transcriptase**

Fluorescence-Tagged Chain-Terminators for DNA Sequencing



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Total Signal



16

Factors that supported innovation . . .

- Originating team with no previous experience with the application
- Facile institutional interaction between scientists/engineers from different disciplines/organizations
- Willingness of management to recognize opportunities for innovation and support unscripted projects
- Willingness to rank anticipated performance above “degree of technical challenge” in choosing approach
- Willingness to work facing world-class competition
- Ability to engage world-class talent as needed at key stages
- Ability to rapidly engage manufacturing/commercial/marketing to bring an unscripted project to market

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Research Team

Rudy Dam

Jim Prober

George Trainor

Frank Hobbs

Charlie Robertson

Bob Zagursky

Tony Cocuzza

Mark Jensen

Ken Livak

Kirk Baumeister

Peter Korolkoff

George Emmet

Julie Clemens-Bunville

Debbie Ornstein

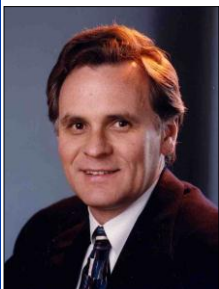
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My Final Webinar As Host



ACS Webinars Host
2010 - 2012



Grad Student
2012 - 2014



Private John Christensen

By: Kate Sellar & Brittany Vesce

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