



SOCMA Member Spotlight Winter 2017

As part of our mission to bring world-class support uniquely tailored to enhance the operational excellence of specialty chemical companies, the Society of Chemical Manufacturers and Affiliates (SOCMA) welcomes affiliate members that provide products and services to the chemical industry and benefit our members.

In this issue of the SOCMA Member Spotlight, we learn about five affiliate members. Two of these members are in the financial services sector, providing valuable assistance to SOCMA members looking to make significant changes. Their services range from acquisitions and divestitures to leveraging R&D tax credits to establishing a line of succession or moving their operations to new locations.

Like many SOCMA members, both of these firms - Anchin, Block & Anchin LLP and Grace Matthews - are smaller organizations. Each has groups of highly qualified experts focused on providing services tailored to the chemical industry and to SOCMA members. And both discovered SOCMA and the benefits of membership through interactions with their clients.

We also meet a legal services firm. Husch Blackwell helps SOCMA members achieve their business goals by providing tailored legal support backed by a team of lawyers with in-depth industry experience. Also included in this edition is an information resources company that helps connect buyers and sellers of chemicals and pharmaceuticals. ChemicalInfo provides verified information on producers and products that helps SOCMA members streamline sourcing and sales and marketing efforts.

And finally, this issue focuses on affiliate member Federal Equipment Company, which provides quality used equipment for the manufacture of chemicals, pharmaceuticals, plastics and rubber. The company enjoys detailing its services at various networking and trade shows through its SOCMA membership.

A Unique Recipe for Serving the Specialty Chemical Industry



SOCMA Member Spotlight

Yair Holtzman, R&D Tax Credits Practice Leader at Anchin Accountants and Advisors







Anchin recognizes the role research and development plays in the success of its chemical clients' businesses.

Qualifying R&D Activities – New to the company does not need to be new to the industry.

n the time Anchin, Block & Anchin LLP has been in business it has remained an independent, full-service tax, audit, and advisory firm working from a single location in New York City and serving primarily middle-market companies with valuations from startup to several billion dollars. Anchin, which was established in 1923, is the largest single office accounting firm in the country, according to Partner Yair Holtzman.

The R&D Tax Credits and Incentives, Chemicals and Energy, and Life Sciences practices, headed by Holtzman, have been developed over the past five years to support specialty chemical, pharmaceutical, medical device, biotech, food and beverage and other companies that use chemistry and biology to produce their products. In addition to performing general audits and tax-related work, these groups help companies take

advantage of relevant R&D tax credits, commercialize great ideas, select plant sites that take advantage of tax and financial incentives, make acquisitions, and much more, according to Holtzman. Anchin joined SOCMA after speaking with several clients that were members of the organization, and, as an affiliate, values the extensive network of member companies and the responsive support it receives.

"We are proud to be an independent and financially strong firm with 56 partners driving the decision making," says Holtzman. Anchin also has a very low turnover rate for a public accounting firm, which Holtzman notes is not a coincidence. "Firm leadership makes it a point to ensure that their employees are happy, and, as a result, we have many great people who stay with the firm for their entire careers. That means we can continue to leverage their increasing knowledge and expertise for our clients," he observes.

Holtzman has also successfully grown three practice areas from scratch, which he says was made possible by the use of a unique recipe and tremendous support from firm leadership. "Whereas most other firms only have CPAs and attorneys, our team is made up of chemists, engineers and other scientists, as well as CPAs and attorneys. As a result, we have the ability to ask industry-specific detailed granular questions that allow us to effectively marry-up tax law with our clients' scientific endeavors to not only establish a solid case for the eligibility and use of tax credits and incentives, but also ensure that no money is left on the table," he adds. This recipe has enabled Anchin to emerge as a national powerhouse in servicing the chemicals industry with respect to R&D tax credits and incentives services, according to Holtzman.

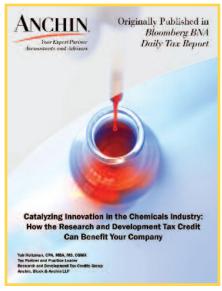
There are, in fact, a large number of credits and incentives offered to companies in the energy, chemicals and related sectors, and Anchin is expanding its portfolio of credits and service offering to provide enhanced support to clients. There has also been a steady increase in the number of requests for expanded services, according to Holtzman. "Clients are looking for help determining the best path forward for commercializing new products and finding funding for these efforts. They are also coming to us for strategic management consulting services," he explains.



Yair Holtzman, Practice Leader, presenting on the R&D tax credits available to chemical companies at InformEx.

Holtzman learned about SOCMA from clients and through the association's sponsorship of InformEx, which he attends regularly. "Each year we meet many more interesting and innovative companies when attending the show, and many of them are SOCMA members. Becoming an affiliate was a natural move, given that SOCMA members are largely middle-market firms that we are ideally positioned to help in the form of reducing tax liabilities, taking advantage of domestic manufacturing incentives or incentives related to the use of clean energy or co-generation technology, streamlining operations, facilitating product development efforts, and so on," notes Holtzman. He adds that over the past 10 years, Anchin has helped SOCMA members obtain \$40-50 million from federal, state and local governments. This infusion of cash has served to further catalyze the refueling of many companies' R&D development efforts.

Since joining SOCMA, Anchin has also hosted two webinars and spoken at trade shows about how to leverage R&D tax credits in the chemical industry. Membership makes it possible for Holtzman to stay up to date with the latest trends and issues and what concerns are on the minds of



Anchin's R&D Tax Credits Group consistently puts out thought leadership on Tax Credits and Incentives as it relates to the chemical industry.

clients that Anchin could potentially help with. He has also found SOCMA staff to be very warm and responsive in connecting him to helpful resources. The networking opportunities provided by SOCMA are also valuable to Holtzman and provide a mechanism for not only meeting new people but hearing about the challenges middle-market companies face with respect to achieving desired level of growth, supply chain issues, and what type of assistance they are looking for from financial advisors. "Being part of the collective SOCMA brain power is incredibly valuable," he asserts. ■■■

"Clients are looking for help determining the best path forward for commercializing new products and finding funding for these efforts. They are also coming to us for strategic management consulting services."

Connecting Buyers and Sellers for Nearly 50 Years



SOCMA Member Spotlight



The ChemicalInfo team volunteering at Operation Kindness, Animal Care and Adoption Center,

ourcing may not be the most glamorous activity performed by chemical manufacturers, but it is a critical function that has a direct impact on a company's bottom line. With the globalization of the chemical industry, sourcing has become an increasing challenge, particularly for smaller firms with limited resources. Charles Schwartz recognized this need nearly 50 years ago and founded ChemicalInfo to help buyers find producers of bulk chemicals.

The Directory of World Chemical Producers (DWCP) was developed as a result, and by 2014, the last edition of the printed book was two inches thick. Today the DWCP is offered as an online subscription-based searchable platform containing information about companies well beyond the chemicals they produce - certifications, trade data, production data, regulatory data, and, where possible, proof of onsite audits, according to ChemicalInfo CEO Ernie Cote. Buyers

can search by chemical name, CAS number, company name, reaction type and other attributes to find verified suppliers of the chemicals they need.

"The simplest way to put it is that we are connecting buyers and sellers of chemicals," Cote says. The service has been growing in importance as production has moved to emerging countries where it can be difficult for individual buyers to find the infor-



Ready for a busy day at the InformEx Show.

mation they need to be assured that a producer is a reputable and reliable supplier of the chemicals they are seeking. "Buying chemicals from a production facility in a mature economy where regulatory bodies oversee the performance of the company and what they are allowed to publish about their products is much easier than purchasing chemicals from producers in less-regulated regions," Cote observes.

The DWCP helps cover the gap in knowledge. It includes more than 13,000 producers and more than 300,000 different chemicals. ChemicalInfo also offers a guarantee to buyers who use the database. "Based on results from extensive customer surveys, we have learned new customers are concerned that even though our in-house Research team verifies all data, it is still difficult to determine true manufacturing capability of listed producers. Many returning customers use multiple services because they understand it is virtually impossible to gather information and validate it for all manufacturers around the world," says Cote. The Proof of Manufacturing Guarantee, introduced in 2017, is designed to address these concerns; if a user finds a company included in the DWCP is not an actual manufacturer, ChemicalInfo will provide credit toward the customer's future purchase. "Our research team works diligently to verify the information we include in our products, and we are willing to stand behind our data," Cote adds. Users also have access to that research team as part of their subscription, with a research



ChemicalInfo employees and their families enjoying the annual trip to the State Fair of Texas.

request button included on every page of the website. "We are more than a directory; ChemicalInfo provides a service," asserts Cote.

The company also offers other products beyond the DWCP. "Our products span the supply chain, and we help businesses find chemicals and raw materials, locate contract manufacturers (ContractManufacturing directory), and even find new leads, "Cote explains. For instance, its Pathfinder and FinishedForms databases include U.S. patent data for chemicals and formulated products, respectively, and enable companies to identify potential customers that might be using the chemicals they sell.

in bulk from different producers. "There are many things that should be factored in to the cost of a chemical beyond the quoted price from the supplier - insurance, shipping requirements and transportation costs, plus risk factors such as the region or country where the producer is located and whether there is potential for geopolitical events or natural disasters that could disrupt supply. "To develop an effective factor requires many different pieces of data. We are working to bring them all together so our users can make side-by-side comparisons of different producers and be able to consider the overall long-term cost of purchasing from any given company," he comments.

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Statistics support his position. Approximately 90 percent of ChemicalInfo customers return each year, and around three-quarters of clients have been with the company for more than 15 consecutive years. "We believe these numbers indicate that buyers find our service to be quite valuable," states Cote.

The company continues to develop new offerings to further assist buyers in making better-informed purchasing decisions. For instance, Cote points to an effort under way to develop a "total cost of procurement factor" that will enable buyers to compare the total cost of buying a chemical ChemicalInfo is also expanding. The company is looking to recruit agents in more locations around the world and is establishing a number of new partnerships. In addition to the relationships forged in 2017 with pharmaceutical industry group RX360, trade data company Datamyne, chemical search firm Molbase, and SOCMA, Cote says the organization will be announcing additional partnerships in 2018.

The relationship with SOCMA has given ChemicalInfo greater insight into manufacturing best practices and helped the company improve



ChemicalInfo CEO Ernie Cote accepting the DFW Torch Award for Ethics.

"As a longtime information provider in the chemical industry, we are always interested in partnering with other industry leaders like SOCMA. We spoke to the team at SOCMA and quickly realized there was a perfect synergy: SOCMA members need a detailed directory, and we have the ability with our SourceFinder tool to meet that need."

the way it displays listed company information to subscribers, according to Vice President of Marketing Jennifer Herriford. "As a longtime information provider in the chemical industry, we are always interested in partnering with other industry leaders like SOCMA. We spoke to the team at SOCMA and quickly realized there was a perfect synergy: SOCMA members need a detailed directory, and we have the ability with our SourceFinder tool to meet that need," she observes. Access to the online SOCMA SourceFinder Directory is free to all members, and the information is laid out in a similar manner to that used in the DWCP.

ChemicalInfo members expect detailed and accurate manufacturing information that has been verified by the company's in-house research team, and SOCMA was able to provide verified member-company data for inclusion in SourceFinder and ChemicalInfo's subscriber portal. Furthermore, the SOCMA team and its members provide regular updates, allowing the company to keep its data accurate. In return, SOCMA members have access to ChemicalInfo's products at a discounted price. "Each offering helps

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streamline sourcing, sales and marketing processes so SOCMA members can find accurate producer information," Herriford notes.

"As a SOCMA member and partner, attending trade shows is a great way to showcase our SourceFinder for the SOCMA Member Directory and explain why we choose to partner with the association. SOCMA is a wonderful organization with more than 90 years of experience in bringing together chemical manufacturing leaders. The SOCMA team regularly provides key industry updates and offers a variety of events for networking for its members. We would encourage any company looking to expand their network to contact the SOCMA team and discuss membership options." ■■■



Employees celebrate winning the DFW Torch Award for Ethics. Photo Credit BBB Serving North Central Texas.

Delivering Value in Equipment Transactions



roduction equipment is a necessary and significant investment for chemical manufacturers of all sizes. Access to the right equipment is essential for meeting quality expectations and getting final products to customers on time. Properly functioning equipment is also needed to ensure the safety of operators, the community and the environment. While in some cases new equipment is required for various reasons, in many instances the purchase of appropriate, clean, high-quality used processing and

packing equipment can provide both cost and time savings, according to Matt Hicks, Chief Operating Officer of SOCMA affiliate member Federal Equipment Company. "There are huge savings opportunities when considering used equipment versus new. The first is the purchase price savings – used equipment is generally 30

percent to 40 percent the price of new equipment. The second is time – new equipment is generally delivered in a fraction of the time required for new equipment," he explains. To deliver price and time savings, however, used machines must be produced by top equipment manufacturers and be in acceptable condition for resale.

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Almost one million square feet of indoor warehouse space, including 180,000 square feet dedicated to pharmaceutical manufacturing equipment. Chemical equipment space includes approximately 25 acres of outdoor storage.



That is where Federal Equipment Company comes in. "Our focus is on delivering the value people expect in equipment transactions," says Hicks. The company has been in business for more than 60 years, offering used processing and packing equipment required for the manufacture of chemicals, pharmaceuticals, plastics and rubber in 275 different equipment

"We can really add value by being consulted early in in the process of equipment buying - even if it is just getting an idea of what equipment is available and how much it costs. And we can supply cash for projects by buying surplus equipment." categories – everything needed to manufacture products from incoming raw material dispensing through final packaging. Because everything Federal sells has been used, or at least had a prior owner, the company is also continually looking to buy equipment, from full plants and facilities to single machines.

"We understand that not every requirement can be supported by used equipment, either because the process is sensitive or the equipment has a high-demand, but we strive to be the first equipment resource considered for any process and packaging equipment requirement," Hicks notes. "We can really add value by being consulted early in the process of equipment buying even if it is just getting an idea of what equipment is available and how much it costs . And we can supply cash for projects by buying surplus equipment. On the other end of the spectrum, no one is happy when a plant closes, or shuts down part of production, but we do have a robust service offering for plant sales and liquidations. Finally, we want to continue to add value to our customers through training and troubleshooting services provided by our soliddose experts at Techceuticals," he continues.

In fact, Federal Equipment Company has developed customized programs to help some of the world's largest pharmaceutical and chemical manufacturers reuse or dispose of surplus manufacturing assets in ways that "Through continual innovation and our commitment to providing real value we have developed trust, not only among our customers with the chemical and pharmaceutical manufacturing industries, but also the original equipment manufacturers and our network of resellers and auctioneers."

realize significant internal savings or generate cash for the business. "As an example, we develop the webbased platforms used to track surplus equipment, market it internally and externally, and then manage the sales channel and process," Hicks explains. "Through continual innovation and our commitment to providing real value we have developed trust, not only among our customers with the chemical and pharmaceutical manufacturing industries, but also the original equipment manufacturers and our network of resellers and auctioneers," he adds. "All three groups are essential to our work as a reliable supplier of equipment and services."

The company is also committed to supporting customers around the world. In recent years, regional offices have been added in Canada and India. For pharmaceutical manufacturers, Federal Equipment Company has also installed a solid-dose manufacturing training and formulations facility that is run by Techceuticals, which has also developed a complete solid-dose etraining offering available for customers to use in their own facilities.

Joining SOCMA as an affiliate member was a way for Federal Equipment Company to support its customers who are members of the trade group by supporting the organization as a whole, as well as the various events and programs SOCMA offers, according to Hicks. "Our staff enjoy networking with customers and industry professionals at trade shows, for instance, and we periodically sponsor round-



Federal Equipment Company buys and sells anything from a single machine to entire facility liquidations like the chemical storage tank farm seen here.

tables when they are appropriate to our business," Hicks said. "These gatherings are great opportunities to meet with many different customers face-to-face."

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A Focus on Chemical Value Chain M&A



SOCMA Member Spotlight

Kevin Yttre, a chemical engineer, held a number of engineering and management positions in chemical businesses, prior to joining Grace Matthews.



Grace Matthews has advised on more than 100 chemical transactions since its inception in 1999.

race Matthews is unique for an investment bank – it is a Midwest-based group of long-tenured professionals who are completely focused on the chemicals and materials value chain, according to its President, Kevin Yttre. Its merger and acquisition (M&A) professionals actively work on 8-10 transactions per year, with the company successfully completing more than 100 deals since its founding.

Grace Matthews' team, which comprises a mix of former chemists, engineers and material scientists with chemical industry experience as well as individuals with backgrounds in capital markets and corporate finance, was built specifically to be the leader in middlemarket chemical M&A advisory services, according to Yttre. For Grace Matthews, participating in SOCMA as an affiliate member is an effective mechanism for supporting the long-term health and growth of the industry.

"We often see ourselves as guides for our clients. In many cases, business owners will have the opportunity to sell or purchase a business only once or twice in their lifetimes. The M&A world is not easy to navigate, particularly in the chemical industry where environmental and regulatory issues add to transactional complexity. We take our clients through every step of the process, helping them to understand all of their options," Yttre observes. That includes determining

what a business might be worth, how to maintain confidentiality when speaking to potential buyers, considering what life will look like for employees and customers after the deal has closed, and other delicate questions. "By addressing these questions upfront, clients are in a much better position to make the critical decisions best suited for them, their company, their employees and their customers," adds Yttre.

Transactional work can be difficult. and buying or selling a business may be among the most important projects a business executive will ever undertake. Even accounting for the fact that every business situation is unique, there is a right way to run a transaction process, according to Yttre. "Thorough preparation and identification of all of the factors that impact valuation and the shareholders' other goals may be challenging, but they are essential for success, "he adds. "An advisor's role is to make sure that the decision makers understand all of their options at every stage of the process. In fact, properly executing a transaction is a very rigorous exercise that can take from five to eight months and must be done right because it often is a one-time event for the client in which mistakes can be both painful and costly." It's common for Grace Matthews professionals to spend several thousand hours on a project.

The majority of Grace Mathews' clients – consisting approximately one-third each of large multinationals, private equity portfolio companies and privately owned business – are looking to find buyers, but chemicals and materials firms looking to grow through acquisitions are also supported. "Because we support these different types of firms, each of which has very different needs with respect to communication and incentives, we are essentially trilingual," Yttre says. More fundamentally, he notes



Kevin meets with Tom Osborne, the former CEO of both The Tnemec Company and ICI Paints North America / The Glidden Company. Tom is now a senior advisor with the firm.

that the team at Grace Matthews is the key to the company's success. "We are very proud of the long-tenured people who work at our company and the culture we have created. Our employees bring serious intellectual horsepower and impressive pedigrees to their jobs, and we all work collaboratively to leverage those capabilities for our clients," Yttre asserts. Three of those colleagues will be joining the partnership beginning in 2018, raising the number of partners to nine.

All of Grace Matthews' team will continue to be very busy in the coming years given the ongoing high level of M&A activity in the chemical industry. For the most part, the chemical industry is very healthy and valuations remain strong, with many businesses doing quite well. Yttre cannot discuss specific projects, but does note the company will broaden its reach in the industry as it has done in recent years, during which time it has added fine and custom chemicals, distribution, water treatment chemicals, petrochemicals and lubricants, among other sectors, to its experience. Grace Matthews has advised a number of SOCMA members on transactions, including MFG Chemical, Syrgis, Gabriel Performance Products and BASF.

As an affiliate member, Grace Matthews will continue to participate in SOCMA

events such as the Annual Dinner and yearly golf outing, not only to demonstrate the company's commitment to the chemical industry, but also to support SOCMA. "We learn from the members and are also an informal, collegial resource for them it is a very valuable two-way street. SOCMA as a trade association for the specialty chemical industry plays a crucial role in helping its members establish a commitment to excellent environmental, health and safety (EH&S) performance as a core value. SOCMA members recognize that such a commitment is critical to the growth and success of both chemical companies and the industry overall. Excellent EH&S performance is also valuable when it comes to M&A transactions: it provides reassurance to the other side that they are dealing with a thoroughly professional organization. It has been quite clear for the clients we have advised that are SOCMA members, commitment to EH&S is engrained," Yttre explains.

Indeed, the ability of SOCMA to help its members achieve this level of commitment was one of the key reasons Grace Matthews joined as an affiliate member. SOCMA is also a valuable resource for information on current trends in the industry and offers extensive networking opportunities as well, according to Yttre. "Service-based companies dedicated to the specialty chemicals industry must think long-term and support organizations that are going to further drive the health and growth of the industry. SOCMA is one such organization," he concludes. ■■■

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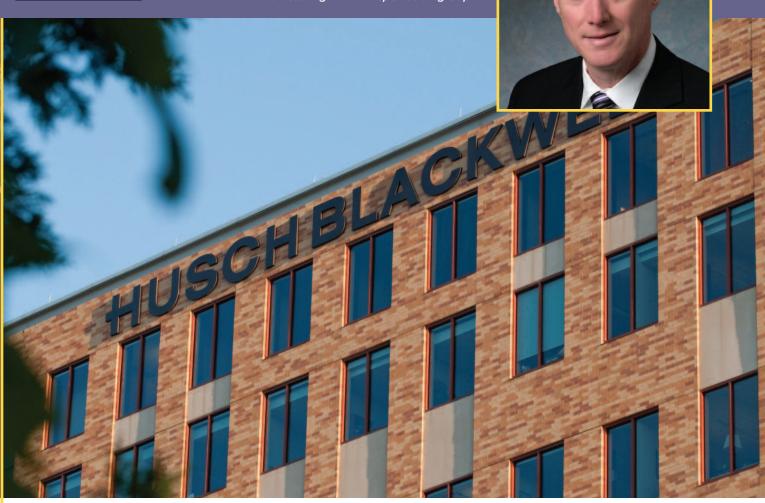
Legal Support Targeting the Chemical Industry

HUSCH BLACKWELL

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Joe Orlet, head of Husch Blackwell's Technology, Manufacturing and Transportation group



anufacturers of both commodity and specialty chemicals face substantial regulatory and market uncertainties arising from multiple factors, including energy costs and continued globalization. In particular, smaller specialty chemical producers and custom manufacturing firms generally do not have the in-house legal resources needed to account for day-to-day operational risks or longerterm strategic considerations. In order to bridge that gap and address other client concerns, law firm Husch

Blackwell underwent a major restructuring of its own operations five years ago, moving from a traditional "legal practice" structure for its services to an industry-centered approach that focuses the firm's attention on gaining a deeper understanding of its clients' businesses.

"Our clients are not organized by legal practice area, so we find it makes much more sense to be organized by industry," says Joe Orlet, head of Husch Blackwell's Technology, Manufacturing and Transportation group. "With this approach we have developed a much deeper understanding of our clients' businesses than is possible in a traditional law firm." He manages approximately 175 lawyers around the country who work primarily for manufacturing firms, many of whom are chemical manufacturers.

"Husch Blackwell's Chemical Manufacturing team consists of lawyers who practice in many different areas of the law, all working together to

solve our clients' very specific problems and challenges," Orlet says. "By focusing on and organizing ourselves around our clients' industries, we have opened up valuable opportunities to collaborate, both internally and externally, such that clients are able to assess in a far more meaningful way the collective expertise of the firm. Ultimately, this drives our ability to develop comprehensive, tailored and effective solutions that help our clients achieve their business goals."

Husch Blackwell was born from the mergers of more than 10 different regional law firms over the past 25 years. With offices in 17 cities across the U.S., the firm today provides fullservice legal counsel for a roster of companies large and small within the manufacturing sector. For smaller and mid-sized chemical companies that have no internal legal department, Husch Blackwell essentially serves as their in-house legal staff, delivering mission-critical advice and guidance on everything from health, safety and environmental law to labor and employment programs to intellectual property protection. "We have represented specialty chemical manufacturers for more than 20 years, and many of our attorneys worked in the industry before joining the firm," Orlet says.

Husch Blackwell's adopted industry focus has garnered accolades from both clients and legal industry commentators. For instance, the firm was listed as a 'Core Law Firm' for the chemicals industry by BTI Consulting Group in its 2017 BTI Industry Power Rankings, a report that queried nearly 1,000 corporate decision-makers about their law firm relationships.

"We are pleased that chemical manufacturers view us not just as knowledgeable lawyers, but also as true business partners who understand their businesses and who provide advice that is practical and actionable."

"We are pleased that chemical manufacturers view us not just as knowledgeable lawyers but also as true business partners who understand their businesses and who provide advice that is practical and actionable. The ranking is the result of work we have done for commodity and specialty

the environmental and health and safety groups at Husch Blackwell are active on SOCMA committees and attend various SOCMA conferences and workshops. "Attending these events provides our lawyers with access to cutting-edge information they can then put to use for our clients.

chemical companies around the country over many years," he adds.

It may also reflect the willingness of Husch Blackwell to work with chemical industry clients on a flat-fee basis, rather than an hourly basis. "Traditionally, law firms are paid on an hourly rate, but this structure can potentially lead to a misalignment of interests and lead to costs that exceed a client's expectations," observes Orlet. "For many types of projects, including acquisitions and litigation, we are working with clients to set flat fees in advance of projects, giving them cost certainty. Companies with tight legal budgets are highly appreciative of this approach." In some cases, he notes, clients have been able to achieve huge cost savings, such as the chemical companies Husch Blackwell is supporting through national or regional coordination of their asbestos liabilities.

The law firm joined SOCMA as an affiliate member five years ago when it reorganized along industry lines. "Many of our clients are members of SOCMA, and as an affiliate we have access to the same information they are receiving. Participating in SOCMA activities is also a very effective way to learn about our clients' businesses and get a deep understanding of the industry," notes Orlet. "Understanding the issues of importance to our clients makes it possible for us to provide our clients with useful information," he adds. For instance, the firm recently posted an analysis of new EPA regulations under the Toxic Substances Control Act on the SOCMA blog, partly out of its contact with industry leaders who sought insight in this area of law. Lawyers in

"Overall, being a member of SOCMA makes us better lawyers for our chemical company clients."

SOCMA's eblasts on agency actions also provide timely information that is relevant when developing advice for clients. "Overall, being a member of SOCMA makes us better lawyers for our chemical company clients," Orlet concludes.



Husch Blackwell attorneys serve as national coordinating counsel and regional trial counsel for a number of specialty chemical companies.



Husch Blackwell

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Society of Chemical Manufacturers & Affiliates

