



# AMERICAN CHEMICAL SOCIETY KENTUCKY LAKE SECTION

## March 2010 Kentucky Lake Section Meeting

@

***The Fresh Market***

**Paris, TN**

**Thursday, March 18, 2010**

**Social @ 5:30, Dinner @ 6:00, Presentation @ 7:00**

*The Fresh Market is located at 2255 East Wood St*

*The price is \$10 (Students \$5)*

*Menu:*

*Choice of pork chop or grilled chicken with sides  
or vegetarian plate*

### **Presentation:**

***“It’s all Natural and Chemically Free?”***

By

**Richard Pagni**

University of Tennessee @ Knoxville

See Reverse Side for Biographical Sketch and Abstract

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Charles Baldwin  
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Dear Members

Although it has been a long winter, spring is nearly here. It is hard to believe but the section’s programming for 2010 is almost a quarter over. The annual report has been submitted to national, thanks to Brent and S.K., so we should be receiving our allotment check soon. If you have a chance please visit the section’s website at <http://kentucklake.site.acs.org> for additional information on activities in the section. Additionally, if you wish to receive meeting announcements by email rather than post to save the section the postage cost, please contact Brent at [montgomeryjb@pgdp.usec.com](mailto:montgomeryjb@pgdp.usec.com). I hope to see you at the March meeting.

## **Biographical Sketch**

Richard Pagni, a native of Chicago, received his B.A. degree in chemistry from Northwestern University in 1963 and Ph.D. in organic chemistry from the University of Wisconsin in Madison in 1968, where he specialized in organic photochemistry. After a short stint as an NIH postdoctoral fellow at Columbia University in New York City, he started his academic career at the University of Tennessee in Knoxville in 1969. He became Professor Emeritus in the summer of 2007. He has published extensively in several areas involving mainly physical and mechanistic organic questions including biradicals, carbocations, superacids, ionic liquids, and chirality.

## **ABSTRACT**

### **It's All Natural and Chemically Free**

We are constantly bombarded with advertising, be it on TV, the radio, newspapers, magazines or other venues. A good many of these ads involve food, health and beauty, all of which involve chemistry to some degree. Advertisers, of course, play up the advantages of their products, often to the extent of making exaggerated or even incorrect statements. Foods are said to be chemically free and beauty products all natural, neither claim being true. This talk will discuss these issues from several perspectives including the public's unwarranted chemophobia, bogus health products, prescription and over-the-counter drugs, and scientists themselves make exaggerated and incorrect public statements about their discoveries.