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39. Arce, P. and M. Oyanader, "The Catalyst Pellet: A Very Rich POK in Progressive Learning Approaches for Transport and Reaction," *ASEE Annual Conference Proceeding* (2003)
40. Arce, P., "Topics in Transport and Reaction in Multiphase Systems," *Chem. Eng. Ed.*, **28**(4), 224 (1994)
41. Arce-Trigatti, M., and P. Arce, "The Parallel between the Sport Coaching and the Engineering Instruction," *ASEE Annual Conference*

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42. Cerro, R. L., "Levels of Physical Information: Axioms, Constitutive Equations, and Models," *ASEE Annual Conference Proceedings*, (1989)
43. Whitaker, S., *Fundamental Principles of Heat Transfer*, Krieger Publishing Company, Melbourne, FL (1983)
44. Feynman, R., *The Pleasure of Finding Things Out*, The Perseus Book, Cambridge, MA, (1999) □

ChE *letter to the editor*

The recent article "Turning New Faculty Members into Quick Starters"^[1] made a lot of sense to me on a first reading. New faculty members are under immense pressure and they need all the help they can get, but if I may be allowed to sound a note of criticism, the article contains no mention whatsoever of industry.

The great pioneers of chemical engineering education such as Donald F. Othmer had strong links with professional practice but in recent decades the academic community in chemical engineering has developed its own culture which has grown away from that of industry. This column^[1] gives the impression that young engineering faculty are expected to perform in the same way as their scientific and mathematical colleagues in terms of lectures and supervisions, publications and grants. Industrial contacts and practice, however, can provide many educational and research benefits.^[2] Such contacts should be encouraged among our "quick-starting" young faculty members, despite the pressures on their time.

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1. Brent, R and R.M. Felder, "Turning New Faculty Members into Quick Starters", *Chem.Eng.Ed.*, **41**(1), 51-52 (2007)
2. Baird, M.H.I., and S.W. Marcuson, "Industry/Academic Collaboration—Challenges and Rewards," *CIM Magazine*, **2**(9), 3-7 (Feb. 2007) □