

# **SPI's 'Business of Plastics' Conference at NPE2009**

*Preliminary Schedule as of March 1, 2009*

*NOTE: All sessions break for 'on- your- own' lunch from noon to 1:00 pm*

**Monday June 22, 2009**

***11:00 am – 3:30 pm***

## **Technology**

**Integrated Injection Molding Simulation**, Giorgio Bertacchi, Vero Canada

**Technology for Sophisticated Mold Development**, Chuck Azzopardi, D-M-E Company

**Advances in High Speed Laser Marking Solutions for Thermoplastics**, John Bongers, DSM Micabs

**Thermoplastic Electronic Packaging: Low Cost – High Versatility**, Dennis Jones, microPEP

**Two-Shot Silicone - Thermoplastic Molding for the Medical Market**, Mark Simon, Saint-Gobain Performance Plastics

**Correlation Technology: Unlocking the Secrets to Plastic Injection Molding**, Steve W. Tuszynski, Algoryx, Inc. (60 mins)

***11:00 am – 3:00 pm***

## **Business Practices**

**The Fully Integrated Solution: Why Innovation Alone is not Enough**, John VanAkkeren and Bob Kelsey, Marketing and Strategic Services for Radius Product Development Inc.

**Survival Management of Closely Held Plastics Companies**, Joseph Scuralli, Berkeley College

**Resin Management - Optimizing Your Central System for Maximum Performance**, Joseph Fitzgerald, Wittmann Inc.

**M&A Activity in the U.S. Plastics Industry**, Tom Smith, Mason Wells

**An Innovative Approach to Evaluating Plastic Related Chemical Hazards in Consumer Products**, Jeff Gearhart & Hans Posselt, Ecology Center

**Becoming a Best-in-Class Manufacturer with Digital Prototyping**, Ted Balderree, Autodesk

**Computer Simulation of Compounding Processes on Intermeshing Co-rotating Twin-Screw Extruders**, Adam Dreiblatt, Century Extrusion and Eduardo Canedo, PolyTech

*11:00 am – 2:30 pm*

**Sustainability**

**Advances in Biodegradable Plastics**, Leslie Harty, Maverick Enterprises

**New Polyolefins Allow for Lightweight Packaging**, Owen Hodges, Total Petrochemicals

**Packaging is Critical to Global Sustainability! Who are we kidding?** Stephen DeHoff, Stress Engineering Services

**Curious about Recycled Rubber in Plastics?** Evan Piland, Midwest Elastomers Inc.

**Reevaluate, Rethink and Redesign: Carbon as a Key Performance Indicator**, Andy Leventhal, Planet Metrics

**Optimizing Resources for Profitable Compounding in the Global Market**, Stan Broadhead, Farrel Corporation

**Life Cycle Analysis of Hot Beverage Cup Technologies: Coated Paper, PS Foam, and Expanded Recycled PET**, Tom Malone, MicroGREEN Polymers Inc.

*11:00 am – 3:00 pm*

**Resin Trends**

**The Performance and Applications of New Butene-1 Based Product: Koattro Plastomer**, Omar Boutni, LyondellBasell Industries

**PVC 101**, sponsored by SPI's Science and Technology Department

**Tuesday June 23, 2009**

*9:30 am – 2:30 pm*

**Marketing**

**Innovation and Cost Trends in Private Label Packaging**, Stephen DeHoff, Stress Engineering Services

**The Role of the Internet, Certification and ROI in Maximizing Human Capital Management,** Scott Paulson, Paulson Training Programs Inc.

**Optimizing Your Website for Search Engines and How to Effectively Interact with Your Website Visitors,** Nathan Potter, IDES – The Plastics Web® (60 mins)

**Demonstrating Customer Value,** Waverly McFarland, PolyOne Corporation

**Advanced B2B-Only “Voice-of-the-Customer” Methods,** Dan Adams, Advanced Industrial Marketing, Inc. (60 mins)

**Technology Advocacy: Marketing and Selling Technical Innovations and Product Assets in the Polymer Industry,** Lorelle A P Gantt, Ph.D., L A Polymer Consulting, LLC

***9:30 am – 4:00 pm***  
**Business Practices**

**Clarifying the “Fuzzy Front End” of Product Development,** Dan Adams, Advanced Industrial Marketing, Inc. (60 mins)

**Automation Options to Lower Operating Costs to Stay Competitive,** Dave Nichols, Wittmann Inc.

**Monitoring the Use and Preventing Abuse of Technology by Employees: What You Don’t Know CAN Hurt You,** Babara Hoey, Kelley Drye (60 mins)

**Is your Organization Ready to Implement Real Changes,** Pierre Maillet, Cyframe

**Utilization of Ground Plastics to improve Process Efficiencies -Particle size ranges -ASTM specs -Applications,** Bill Jacobs, Midwest Elastomers Inc

**Does Your Dryer Really Save Energy? Facts you should know about Energy Savings Statements,** Sonny Morneault, Wittmann Battenfeld Inc.

**Advanced Product Development -Program Management System,** Richard A McLaughlin, T.P.D.S

***9:30 am – 2:30 pm***  
**Bioplastics,**  
***[Sponsored by SPI's Bioplastics Council]***

**Bioplastics 101,** Speaker TBD

**Terms and Misleading/eco-confusion Issues,** Keith Edwards, BASF

**Mirel – A Renewable Material Option for the Growing Bioplastics Marketplace**, Bob Findlen, Telles

**Bioplastics Panel Discussion: Bioplastics: An Opportunity for Everyone**, Panelist TBD

**Regulatory Perspective on Bioplastics: New and Future**, Steve Baker, FTC

**Bioplastics Partnerships - Ohio BioProducts Innovation Center**, Steven Myers, OBIC Director

**New Biopolymer Database**, Andrea Siebert-Raths, University of Applied Sciences, Dept of Bioprocess Engineering

**What Makes a Plastic Recyclable, Bio-Degradable, Bio-Based, Compostable and More?** Philippe Ravera, Cereplast Inc.

**9:30 am – 3:00 pm**

**Resin Trends**

**21st Century Resin Markets**, Michael Greenberg, The Plastics Exchange

**Plastics in the Automobile, Past, Present and Future**, Anthony Gasbarro, Advanced Composites, Inc.

**Metalocene Resine "Sparkle" in Rigid Packaging Applications**, Amit Gupta, LyondellBasell Industries

**Antimicrobials in Plastics: A Selection Criterion**, Chakra Gupta, PolyChem Alloy, Inc.

**London Metal Exchange**, presentations TBA

**9:30 am – noon**

**Plastic Packaging in a Sustainable World**

*[Sponsored by the SPI Processors Council]*

**Maintaining FDA Compliance for Sustainable Plastics**, Naeem Mady, Ciba Expert Services

**Living in a Bio-Material World: The Opportunities and Challenges We Face**, Wylie Royce, Royce Associates

**The 2009 Legislative Storm: How to Prepare Your Business to Defend Its Products, Markets, and Customers?** David Wawer, Massachusetts Chemistry & Technology Alliance, Inc.

**Wednesday June 24, 2009**

**9:30 am – 2:00 pm**

**Marketing**

**Capitalizing on Change - What Your Web Site Should and Shouldn't Say**, AJ Sweatt, MFG.com

**Search Engine Optimization – The Must-Have for Every Company Web Site**, Angela S. Charles, Prime Devices Corporation

**Moving Beyond Aesthetics and Feel**, Charles Page, GLS Corporation

**Marketing Strategies for Business Development**, John Berg, MGS Mfg. Group

**Internet Marketing - The Haves and Have Nots**, Greg Koski, Plastics.com LLC

**Softell® - Opening New Dimensions and Possibilities with Soft Touch Polypropylene Compounds**, Joan Glogovsky, LyondellBasell Industries

**Growing Your Business - A Strategic Plan for Success**, Mark Zelnick, Zed Industries Inc.

**9:30 am – 3:00 pm**

**Business Practices**

**Efficient Process Cooling: Saving Money, the Environment and Headaches for Processors**, Steve Petrakis, Frigel NA

**Operating in a Shrinking Market**, Jeff Mengel, Plante & Moran, LLP

**Automation Efficiency Audit: Are you using Robots to their Best Advantage?** Jason Holbrook, Wittmann, Inc.

**Smart Inventory Management: A Solution for Ensuring a Steady Supply of Custom Parts**, Richard Puglielli, ProMold Plastics

**Rebuilding a Plastics Engineering Career in your Fourth Decade**, James Gavin, GF Consulting, LLC

**Workplace Harassment: What Every Manager Needs to Know, to Protect Themselves and the Company**, Barbara Hoey, Kelley Drye (60 mins)

**The Potential Sale of Your Business**, Robert Billow, Billow Butler & Company, LLC

**Beyond Individual Expertise - Creating a Snap-Fit Capable Organization**, Paul R. Bonenberger, FasteningSmart, Inc.

**9:30 am – 3:00 pm**

**Global Economy**

**Global Marketing Manager Caps, Closures and Tubes**, Jon Shelton, LyondellBasell Industries

**Cost-Competitive Manufacturing - In North America!** Steve Braig, ENGEL North America

**Innovation through Co-operation in Europe: A New Innovation Approach for SMEs**, Werner Pamminger, Clusterland OÖ GmbH and Anke Merkl, OÖ Technologie- und Marketingges.m.b.H.

**Exporting 101**, Speaker TBD

**Exporting for the Small Business**, Speaker TBD

**Trade Finance**, Speaker TBD

**9:30 am – noon**

**Energy Efficiency**

*[Sponsored by SPI's Science and Technology Department]*

**US Department of Energy**, Elliott Levine

**Saving Energy with Combined Heat and Power**, Alexis Cain, EPA and Thomas P. O'Brien, Integrated Process Solutions (IPS) (90 mins)

**1:00 – 4:00 pm**

**Sustainability**

*[Sponsored by SPI's Science and Technology Department]*

**Green Means Business: Improving Sustainability through EPA Partnership Programs**, Melissa Hulting, United States Environmental Protection Agency

**Business of Sustainability**, sponsored by SPI's Science and Technology Department

**4:00 – 5:00 pm**

**Student Summit**

*[Sponsored by SPI and Gros Executive Recruiters]*

**Thursday June 25, 2009**

**9:30 am – 3:00 pm**

**Sustainability**

**The Environmental Advantages of Using Calcium Carbonate in Film Production: Reduced Costs and Energy to Make a More Environmentally Friendly Bag**, Holly Hansen, Heritatge Plastics, Inc.

**Lean Manufacturing & Your Carbon Footprint: Why Lean Manufacturing is Green Manufacturing**, Charles M. Cohon, Prime Devices Corporation

**A Rapidly Emerging New Plastics Market: Disposable Single-Use Biopharmaceutical Manufacturing Systems**, Kenneth Bibbo, HyNetics Corporation

**How to Improve Plastics Recycling**, Christopher Newman, United States Environmental Protection Agency (Panel Discussion) (60 mins)

**Energy Efficiency and Heat Recovery in Pipe and Profile Extrusion**, Walter Haeder, Cincinnati Extrusion GmbH

**Solid States Shear Pulverization and Chemical Recycling of Polymers**, Hossein Hosseini, University of Tabreze, Iran

**Making Biopolymers Work for You: Panel Discusses Current Trends**, John Moisson, Jamplast Inc. (60 mins)

**9:30 – 11:30 am**

**Resin Trends**

**Market Innovation using Modern TPE'S with Plastics and Composites**, Rob Banning, Trimax LLC (60 mins)

**A New Clarifying Agent for Polypropylene for Improved Aesthetics in Packaging and Durable Applications**, Brian Burkhart, Milliken and Company

**Trends in Plastics Parts Handling with Robotic End-of-Arm Tooling**, John Westbeld, SAS Automation LLC

**Polypropylene 101 - An Introduction to its Polymer Structure and Characteristics**, Timothy Brasel, LyondellBasell Industries (60 mins)

**Applications of Polypropylene**, Ronald Becker and Lorie Struzik, LyondellBasell Industries (60 mins)

**9:30 am – 4:00 pm**

**Nanotechnology**

*[Sponsored by SPI's Nanotechnology Group]*

**Nanotechnology 101**, Speaker TBD

**Impact of Nanotechnology in driving Growth Opportunities**, Dr. Sharell Mikesell, The Ohio State University

**Regulatory Issues and Considerations**, Chuck Geraci, NIOSH and Jim Alwood, EPA

**Nanotechnology Codes and Standards**, Keller and Heckman

**Product De-selection**, sponsored by SPI's Science and Technology Department

**9:30 am – Noon**

**Business Practices**

**Pricing for Profitability - Activity Based Pricing for Competitive Advantage**, Craig Carrel and John Daly, Team 1 Plastics (60 mins)

**Consider Private Equity in Succession Planning**, William Krugler, Mason Wells

**Best Practice Design Guides for Compressed Air Systems and Pet Blow Molding Plants**, Dean Smith, iZ Systems, LLC

**Bringing Function to Plastic Film**, Toan Ho, WEKO Biel AG

**9:30 – Noon**

**Safety**

**Safety - ANSI/SPI B151.1 – The New Requirements**, Tom Doyle, Industrial Safety Integration (60 mins)

**Safety - ANSI/SPI B151.29 – What to expect in 2010**, Tom Doyle, Industrial Safety Integration (60 mins)



**OSHA Update: Focus on Enforcement, Legislative, and Rulemaking Initiatives**, David E. Jones, Esq., Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

*1:00 – 4:00 pm*

**Technology**

**Noncontact Infrared Temperature Measurement Improves Plastics Business Performance**, Jimmie Earle, Raytek Corporation

**Effects of Static on Plastics Used in Medical Inhalers**, Joel Bell, RTP Company

**Closed Loop Process Control Systems for Injection Molding Based Upon Melt Front Detection**, Susan E. Montgomery, Priamus System Technologies, LLC

**Developments in Coiling Technology: Adding Value by Eliminating Ovality Problems in HDPE Pipes**, Lizzie Millar, Pipe Coil

**A New Technology for Modifying the Properties of Polypropylene to Produce Novel Products and Reduce Product Cost**, Philip Jacoby, Mayzo, Inc.

**Utilization of Injection Molding in the Changing Automotive Industry**, Jim Moran, ENGEL North America

**Friday June 26, 2009**

*9:30 am – 3:00 pm*

**Business Practices**

**Building a Dream Team . . . Developing the Next Generation of Engaged Leaders for Maximum Performance**, Karl Buchanan and Joe Barto, Training Modernization Group (full day workshop)

*9:30 am - noon*

**Student Summit**

Features tours of the Show Floor, Conference sessions focusing on Educators, and Networking Opportunities