Battery Council International
125th Convention + Power Mart Expo
April 28 – May 1, 2013
Baltimore Marriott Waterfront
Baltimore, Maryland, USA

www.batterycouncil.org
The leaders of the battery industry are gathering at Battery Council International’s 125th Convention and Power Expo, and we want to see you there! Join us in Baltimore, Maryland, from April 28-May 1, 2013.

Innovate, Interact, Exchange is the theme of this year’s Convention, but it is much more than just a tag line for the event. These three words embody what we must do today to move our products, our companies, and our industry successfully into the future. The BCI Convention is, without a doubt, the best place in the world to accomplish all three of these business imperatives.

I look forward to connecting with you at the Convention to explore new ways to advance our products, keep up with emerging technologies, and do business more effectively in the global marketplace. As the forces affecting our industry continue to change dramatically, the analysis and forecasts provided at the Convention will arm you with the knowledge you need to plan for growth and success in the coming years.

The Convention will give you the chance to hear leading authorities talk about critical regulatory activities affecting the lead acid battery industry throughout the world. We’ll cover issues that have a direct impact on your company, including permissible emission levels, blood lead levels, and health care reform. From sourcing to transport to recycling, the Convention will give you the most up-to-date and comprehensive perspective on the various authorities that govern our industry.

At the Power Mart Expo, you’ll have the chance to meet face-to-face with your long-time partners while finding out what potential new partners can do for your business. This is the best place to meet the people and learn about the tools that can improve your products, streamline your processes, and drive profit margins.

You won’t want to miss this high-powered 125th Convention and Power Mart Expo. Register today and make the most out of how you Innovate, Interact, and Exchange!

Sincerely,
Alex A. Molinaroli, BCI President

Suppliers’ Reception
Sunday, April 28, 5:00 – 7:00 p.m.
Host and entertain your customers at this unique networking event. Sponsoring suppliers, BCI members and their guests are invited to Rusty Scupper Restaurant located above Baltimore’s Inner Harbor Marina. Local seafood and a beautiful view await at this distinctive waterfront location.

“Quote similar to last year from one of the attendees?? voluptium, optatusci audant. Ovidis et et untum volest ex ceat hillignam entem quiatur sandici ligendit”
HEV, P-HEV and EV Market – Impact on the Battery Business

Christophe Pillot, Director, Avicenne Energy
Gain a glimpse into the coming worldwide Hybrid Vehicle (HEV), Plug-in (PHEV) & Electric Vehicle (EV) market and its impact on the Battery Business (Lead acid, NiMH and Lithium ion batteries). In 7 years, from 2004 to 2011, the HEV market increased from 165,000 to almost one million vehicles sold. Total stop/start car sales achieved 3 million in 2011. Some analysts forecast that the market for stop-start vehicles will increase at a compound annual growth rate (CAGR) of 32% between 2011 and 2020, reaching a total market of 37 million vehicles sold annually by the end of the forecast period.

This session will cover several important questions impacting this important market, such as: With the financial and economic crisis, what will be the strategy of automobile manufacturers? Will stop/start applications thanks to advanced lead acid batteries succeed? What power technology will support these vehicles - lead acid, supercapacitors, ultrabatteries, advanced flooded batteries, or AGM? What will be the Market for micro-hybrid or HEV batteries in 2015 and 2020? Will the Li-ion battery with lower price cathode succeed? What is the price level to compete with NiMH technology? Will the HEV battery suppliers be the same as electronic device battery suppliers? Can European or US battery players have an opportunity in the HEV battery market? How will Ford, General Motors, Chrysler, Renault, Peugeot, Volkswagen or BMW manage their battery needs if there are no battery suppliers in the US or Europe?

Christophe Pillot joined AVICENNE 17 years ago, and as its current Director he is a recognized expert in marketing, strategy analysis, technology and financial studies for the battery and power management fields. The battery market analysis that Christophe developed tracks more than 160 customers worldwide. He conducts several annual surveys and publishes critical reports including “The Rechargeable Battery Market 2011-2020.” He is also the founder and chairman of the Batteries Congress, based in France since 1999.

An Affordable Care Review

William Sullivan, Managing Director, Neace Lukens-AssuredPartners
The Patient Protection and Affordable Care Act (PPACA) seems here to stay and January 1, 2014 is looming large! How are you preparing for the inevitable budget constraints associated with this Law? Have you started working towards a three-year strategy? Have you conducted a Pay vs. Play Impact analysis? Employee Benefits Practice Leader William “Bill” Sullivan will walk you through the maze that is the PPACA. Bill will offer an overview of the law and provide recommendations on whether it will make sense for you to Pay (and send your employees to the exchange) or Play (and retain your own health plan).

Knowledge of PPACA compliance points and their application to your business is the key to avoiding costly penalties, taxes and fees under the new regulations. Bill will examine these policies and provide insight into various options for your company to consider. You will also have the opportunity to ask questions in an open forum setting! It will prove to be a valuable and informative session.

With more than 20 years of industry experience as an independent consultant to middle market employers, Bill Sullivan’s expansive knowledge of alternative funding methods has resulted in financial savings and targeted benefit spending for his clients. He has become a trusted advisor on Health Care Reform, Micro-Captives, Compliance, Worksite Benefits and Results Based Wellness. Bill has achieved the designation of Managed Healthcare Professional through the Health Insurance Association of America.

Industry Forecasts and Reviews

Monday, April 29 - Tuesday, April 30

State of the Industry
Presented by BCI President Alex A. Molinaroli, President, Power Solutions, Johnson Controls, Inc., Milwaukee Wisconsin Monday, April 29, 8:00 a.m.

2012 Battery Shipment Review & Forecast Report
Presented by Mitch Bregman, President and General Manager, Lead-Americas Johnson Controls, Inc., Milwaukee Wisconsin Monday, April 29, 9:45 a.m.

What’s Happening in North American and Around the World: A Global Regulatory and Legislative Update
Presented by David B. Weinberg, Esq., Wiley Rein LLP, Washington, DC Monday, April 29, 10:45 a.m.

The Lead Market/Technologies/Secondary Smelters
Presented by Richard A. Amistadi, Consultant, Hammond Group, Inc., Cherry Hill, North Carolina Tuesday, April 30, 8:30 a.m.

Industrial Battery Three-year Forecast Report
Presented by Mitchell Greshman, President, Battery Division, Hollingsworth & Vose Co., East Walpole, Massachusetts Tuesday, April 30, 9:30 a.m.

South American Forecast
Presented by Johnson Controls, Inc., Monterrey Mexico Tuesday, April 30, 2:00 p.m.

State of the European Battery Industry
Tuesday, April 30, 2:30 p.m.
SCHEDULE of EVENTS
(This schedule is tentative and subject to change.)

Saturday, April 27
2:00 p.m. – 6:00 p.m.  Registration Desk Open
3:00 p.m. – 4:00 p.m.  Convention Program & Arrangements Committee Meeting

Sunday, April 28
8:00 a.m. – 11:00 a.m.  BCI Board of Directors Meeting
8:00 a.m. – 5:15 p.m.  Registration Desk Open
8:30 a.m. – 12:30 p.m.  Tour: Welcome to Baltimore Historical Tour
5:00 p.m. – 7:00 p.m.  Welcome to Baltimore Suppliers’ Reception
Indulge in local seafood on the waterfront at the Rusty Scupper Restaurant.

Monday, April 29
7:00 a.m. – 5:00 p.m.  Registration Desk Open
7:00 a.m. – 8:00 a.m.  BCI Product Safety Committee Breakfast Meeting
8:00 a.m. – 8:45 a.m.  Convention Opening and BCI Annual Business Meeting
WELCOMING REMARKS
BCI Executive Vice President Mark O. Thorsby, CAE  |  Chicago, Illinois
ELECTIONS
BCI Nominating Committee Chairman John Craig  |  President & CEO, EnerSys, Reading, Pennsylvania
STATE OF THE INDUSTRY
BCI President Alex A. Molinaroli  |  President, Power Solutions, Johnson Controls, Inc., Milwaukee, Wisconsin
8:45 a.m. – 9:45 a.m.  Keynote Address
At Press Time, Our Keynote Speaker Was Not Yet Confirmed. Visit BatteryCouncil.org for updates.
9:45 a.m. – 10:15 a.m.  2012 BATTERY SHIPMENT REVIEW & FORECAST REPORT
Michael Carr  |  Vice President and General Manager, Lead-Americas Johnson Controls, Inc., Milwaukee, Wisconsin
10:15 a.m. – 10:45 a.m.  Coffee Break
10:45 a.m. – 11:45 a.m.  WHAT’S HAPPENING IN NORTH AMERICA AND AROUND THE WORLD: A GLOBAL REGULATORY AND LEGISLATIVE UPDATE
David B. Weinberg, Esq.  |  Wiley Rein LLP, Washington, DC
11:00 a.m. – 3:00 p.m.  Tour: Fells City Food Tour
12:00 p.m. – 3:00 p.m.  POWER MART 2013 (lunch from 12:00 p.m. – 1:30 p.m.)
2:30 p.m. – 4:30 p.m.  SUPPLIERS’ MARKETPLACE (private meetings with Power Mart exhibitors)
2:30 p.m. – 4:00 p.m.  BCI Technical Committee Meeting
4:00 p.m. – 5:00 p.m.  BCI Deep Cycle and Electric Vehicle Battery Committee Meeting
4:00 p.m. – 5:00 p.m.  BCI Product Information Committee Meeting
Evening – Open

Tuesday, April 30
7:00 a.m. – 5:00 p.m.  Registration Desk Open
7:00 a.m. – 8:00 a.m.  BCI Industrial Battery & Charger Committee Breakfast Meeting
8:30 a.m. – 9:30 a.m.  THE LEAD MARKET / TECHNOLOGIES / SECONDARY SMELTERS
                   Richard A. Amistadi  Consultant, Hammond Group, Inc., Cherry Hill, North Carolina
9:30 a.m. – 10:00 a.m. INDUSTRIAL BATTERY THREE-YEAR FORECAST REPORT
                      Mitch Bregman  President, Battery Division, Hollingsworth & Vose Co., East Walpole, Massachusetts
10:00 a.m. – 10:30 a.m. Coffee Break
10:30 a.m. – 11:00 a.m. HEV, P-HEV AND EV MARKET 2011-2025: IMPACT ON THE BATTERY BUSINESS
                      Christophe Pillot  Director, Avicenne Energy, Pateaux Cedex, France
11:00 a.m. – 12:00 p.m. Materials Committee Workshop
                      Moderator: BCI Materials Committee Chairman Daniel Breidegam  Title, East Penn Manufacturing Co., Inc., Lyon Station, Pennsylvania
12:00 p.m. – 2:00 p.m. Open (lunch on own)
12:00 p.m. – 2:00 p.m. SUPPLIERS’ MARKETPLACE (private meetings with Power Mart exhibitors)
2:00 p.m. – 2:30 p.m. SOUTH AMERICAN FORECAST
                      Jaime Vargas  Title, Johnson Controls, Inc., Monterrey, Mexico
2:30 p.m. – 3:00 p.m. STATE OF THE EUROPEAN BATTERY INDUSTRY
                      To Be Determined
3:00 p.m. – 4:30 p.m. AFFORDABLE CARE ACT FINANCIAL ANALYSIS
                      Speakers: William F. Sullivan  Managing Director, Neace Lukens, An AssuredPartners Company, Columbus, Ohio
5:30 p.m. – 7:00 p.m. BCI President’s Reception

Wednesday, May 1
7:00 a.m. – 9:00 a.m.  Registration Desk Open
7:00 a.m. – 8:30 a.m.  Breakfast Honoring Quarter Century Club Members
                      Co-chairs: Roger Winslow and Hal Hawk
                      Speaker: Dr. David Boden  Consultant, Hammond Group, Inc., Hammond, Indiana
8:30 a.m. – 11:00 a.m. BCI Marketing Committee Meeting
9:00 a.m. – 11:00 a.m. BCI Data Book Committee Meeting
9:00 a.m. – 12:00 p.m. ALABC Steering Committee Meeting
12:00 p.m. – 5:00 p.m. Global Communications Task Force Meeting

*Find additional information at www.batterycouncil.org.*
Registration
Completed registration forms with payment should be mailed or faxed to BCI Headquarters no later than Monday, April 1, 2013. For questions about conference registration, contact BCI Headquarters at +1.312.644.6610 or info@batteryCouncil.org.

REGISTRATION FEES
Member Delegate ................................................................. $725 USD
Non-member Delegate .......................................................... $925 USD
Non-member Delegate .......................................................... $1,125 USD
(if attendee has attended three or more BCI conventions)
Spouse/Companion ............................................................. $225 USD

Hotel
The Marriott Baltimore Waterfront is located in the Harbor East neighborhood, within blocks of an array of top dining and entertainment options. Easily set out on foot or water taxi to explore the National Aquarium, Maryland Science Center and more. Please contact the Marriott Baltimore Waterfront directly to make your room reservations. Reservations should be made no later than Friday, April 5, 2013. Be sure to mention that you are with the BCI Convention in order to receive the group-discount rate. You may book your room online by visiting https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=11331142 or by phone at +1.800.266.9432. International attendees call +1.410.385.3000.

Room Rates: $219 plus tax per night single/double
Check-in Time: 4:00 p.m. Check-out Time: 12:00 p.m.
Hotel Cancellation Policy: Reservations must be cancelled within (24) hours of arrival date or one night deposit will be kept.
Marriott Baltimore Waterfront
700 Aliceanna Street
Baltimore, MD 21202, USA
Phone: +1.800.266.9432
Fax: +1.410.895.1900
www.marriott.com/hotels/travel/bwiwf-baltimore-marriott-waterfront

International Attendees
Please check with the U.S. customs office or embassy in your area to confirm whether or not you are required to obtain a visa and allow 60 days prior to the convention to begin the application process. The U.S. State Department rules regarding visas change regularly. Not every international visitor is required to obtain a visa to enter the U.S., however, some countries is required to do need a visa prior to a few years ago, may need one now. If you require a visa, you may need a letter of invitation to attend the convention. To receive this letter, please contact BCI Headquarters by phone at +1.312.644.6610 or by email to Ann Noll at info@batteryCouncil.org.
For U.S. customs information, visit www.customs.ustreas.gov. For a list of U.S. embassies or consulates, visit www.usembassy.state.gov.

Ground Transportation
Discounted shuttle service from area airports to the Baltimore Marriott Waterfront is available for BCI Convention attendees through SuperShuttle and ExecuCar, from April 22, 2013, through May 7, 2013. To receive your group discount, make your roundtrip reservation by following this link: http://www.supershuttle.com/default.aspx?GC=8P877
You may also call 1.800.258.3826 to make reservations, and be sure to mention the group code 8P877. While you do not have to have an advance reservation to ride SuperShuttle, you will have to pay the full fare at the airport ticket counter.

Driving Directions

From Baltimore/Washington International Thurgood Marshall Airport (12 miles NE)
Take Route 170 to Interstate 295 North/Baltimore-Washington Parkway. The parkway will become Russell Street in downtown Baltimore. Follow Russell Street to Pratt Street and turn right. Continue on Pratt Street through ten traffic lights to President Street and turn right again. Follow President Street through four traffic lights moving into the right hand lane after the second light (Eastern Avenue). At the third light, drive straight ahead towards the Katyn Memorial and enter the traffic circle. Take the first right exit (about 50 feet into the circle) onto Aliceanna Street. The hotel entrance will be 100 yards on the right. Estimated taxi fare: $45 USD (one way)

From Ronald Reagan Washington National Airport – DCA (61 miles NE)
Take the George Washington Parkway North to Interstate 495 and continue to Interstate 95 North. Follow Interstate 95 North to Interstate 395 and exit at Pratt Street in downtown Baltimore. Turn right and exit to President Street. Continue right then again onto Aliceanna Street. The hotel will be on the right. Estimated taxi fare: $110 USD (one way)

From Washington Dulles International Airport – IAD (52 miles NE)
Take the Dulles Toll Road East to Interstate 495 North and continue to Interstate 95 North. Follow Interstate 95 North to Interstate 395 and exit at Pratt Street in downtown Baltimore. Turn right and proceed to President Street. Turn right then again onto Aliceanna Street. The hotel will be on the right. Estimated taxi fare: $110 USD (one way)

Parking
(parking garage does not accommodate oversized vehicles)
Onsite parking: $8.50 USD hourly; $26 USD daily
Valet parking: $40 USD daily

Ground Transportation: ExecuCar, rail, taxis, and Super Shuttle are available at the Baltimore/Washington International Airport. Please call to make arrangements. Note that prices are approximate and subject to change.

ExecuCar: 410.859.1680; approximately $34 USD one way per car, plus gratuity (limit four people with minimal luggage). Please call for reservations and exact pricing.

Super Shuttle: 800.258.3826; approximately $22 USD per person one way, $43 USD for two people, one way. Please note that the shuttle is shared with other riders. Please call for reservations and exact pricing.
**PREPARE to INNOVATE**

**Power Mart 2013**
The most complete display of new technology, products and services await you in Power Mart 2013! View product demonstrations, pose questions to exhibiting experts and learn about what is new in the lead battery industry. For your convenience, Power Mart 2013 is scheduled around all education sessions to avoid conflict.

**Power Mart 2013 Hours**
Monday, April 29  
12:00 p.m. – 3:00 p.m. ...................... Power Mart Open  
12:00 p.m. – 1:30 p.m. ...................... Luncheon at Power Mart

**BCI Suppliers’ Marketplace**
Make plans to discuss new products and strategies with current and potential customers. The Suppliers’ Marketplace offers space for private, one-on-one meetings that may be arranged on a first-come, first-served basis, prior to arriving in Baltimore. Arrangements may be made by contacting BCI Headquarters.

**Suppliers’ Marketplace Hours**
Monday, April 29 ........................................ 2:30 p.m. – 4:30 p.m.  
Tuesday, April 30 ................................. 12:00 p.m. – 2:00 p.m.

**Optional Tours**
*Tours meet in the hotel lobby approximately 30 minutes before the tour time noted.*

**Star Spangled Banner Tour**
*Sunday, April 28.................................................... 8:30 a.m. – 12:30 p.m.*  
Price: $95 USD per person (includes lunch)  
Your first stop on this guided tour will be at Fort McHenry National Monument to get a realistic glimpse inside the lives of early American soldiers and what they endured. Next, drive down fashionable Charles Street with its art galleries and mansions. Along the way, hear fascinating commentary from your experienced Capitol Services guide. Guests will also have time to enjoy the Harbor Gallery Shops overlooking the water view on the Inner Harbor Pier.

**Fells City Food Tour**
*Monday, April 29................................. 11:00 a.m. – 3:00 p.m.*  
Price: $115 USD per person (includes lunch)  
On this guided, narrated walking tour, you will experience and learn about the significance of the small town once separated from Baltimore. During the tour, you will stop at three family-owned restaurants to sample a variety of specially made dishes. The restaurants are no more than a 10 minute walk from one another, through a town of narrow row houses and cobbled streets. This tour is a six-course progressive meal served at three critically acclaimed local restaurants.

**Need more time to connect?**
Meet your industry contacts during networking coffee breaks held daily between education sessions.
*Monday, April 28................................. 10:15 a.m. – 10:45 a.m.*  
*Tuesday, April 29................................. 10:00 a.m. – 10:30 a.m.*
Early Bird Incentive
Win $100! Convention attendees arriving early or on time Monday, April 29 and Tuesday, April 30 will have a hole punched on their ID badge. On Tuesday afternoon, all attendees who have received two punches will receive a ticket. Ten $100 cash prizes will be awarded. Winners will be drawn and announced on Tuesday, April 30.

Attire
Business casual attire is recommended during all conference events. High temperatures in Baltimore in late April/early May average between 65-74 degrees Fahrenheit. Low temperatures range from 43-52 degrees. Dressing in layers is recommended to accommodate varying outside and indoor temperatures. Be sure to bring comfortable walking shoes should you choose to participate in any optional tours.

Conference Proceedings
Conference proceedings are provided in CD-ROM format and will be mailed approximately one month after the event to those individuals who request a copy. Simply drop off your business card at the BCI registration desk prior to the end of the conference.