FINAL PROGRAM

A Focus on NEW Innovations & Technologies

- Daily Program
- Educational Sessions
- Keynotes
- Speaker Bios
- Sponsors
- Schedule at a Glance
- And More!

PHILADELPHIA MARRIOTT DOWNTOWN
WELCOME FROM THE ASC BOARD OF DIRECTORS & ASC STAFF

Welcome to the 2019 Spring Convention & EXPO. Should you need assistance during the convention, do not hesitate to ask one of the following:

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Henkel Corporation

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Senior Manager, Technical Services

Myranda Nickoloff  
Project Manager, Membership and Education Services

Mike Socha  
Consultant, KDG Advertising & Marketing

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ASC would like to recognize the generous support of our sponsors! As you interact with them throughout the event, please personally thank them for their continued support of ASC and the industry.

2019 Spring Convention Sponsors

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ExxonMobil
- EXPO Reception

EASTMAN
- Tuesday Opening General Session Keynote & Breakfast

Petrol, a division of SINOPEC
- Badge Kiosk & Lanyards

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**SILVER LEVEL**

KRATON
- ASC Gives Back Community Service Project
- iPad EXPO Raffle — Booth 101 & 103

INGEVITY
- Notepads

BYK Additives & Instruments
- Convention T-shirts

**BRONZE LEVEL**

TIBCHEMICALS
- New Technology & Innovation/Application- Tuesday AM
- New Technology & Innovation/Application- Wednesday AM

Ashland
- New Technology & Innovation/Application- Education Session—Tuesday AM

Jowat
- New Technology & Innovation/Application- Education Session—Tuesday PM

ChemQuest
- Business Development & Market Trends Education Session—Tuesday PM

**ASC GIVES BACK**

Community Service Project
- Apple Watch EXPO Raffle — Booth 302

Business Development & Market Trends Education Session—Tuesday AM
- Digital Camera EXPO Raffle Booth 510 & 512
- Charging Station

**ASC AWARDS**

NatureWorks
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Registration/Information Hours
Salon Ballroom Foyer, 5th Floor
Monday, April 8 6:30 a.m. – 6:30 p.m.
Tuesday, April 9 6:30 a.m. – 5:30 p.m.
Wednesday, April 10 6:30 a.m. – 3:00 p.m.

Speaker Ready Room
Meeting Room 501, 5th Floor
AVPG is the audio-visual needs provider. Speakers may prepare
for and/or make changes to their presentations in the Speaker
Ready Room. Check with the ASC staff at the Registration Desk if
audio/visual technicians are unavailable to assist you.

PROGRAM PLANNING COMMITTEE
Thanks to the following Program Committee volunteers
for another outstanding Program:

Bill Arendt — Arendt Consulting
Bill Coggio — Natureworks
Chad Fiedler — IMERYS Carbonates
Dale Haner — DHM Adhesives
Monica Sandhu — Covestro
David Speth — Evans Adhesives
Ingo Stohrer — Evonik Corporation
Julie Vaughn-Biege — Emerald Performance Materials
Stacey Wagner — 3M Industrial Adhesives & Tapes
Malinda Armstrong & Connie Howe — ASC Staff Advisors
Please Welcome Our Newest 2019 Members*

- Alberdingk Boley USA (Supplier)
- Dupont (Manufacturer)
- JNC America Inc. (Supplier)
- Morchem (Manufacturer)
- TL Squire and Company (Supplier)
- Toagosei America Inc. (Manufacturer)

*as of February 27, 2019

Convention App
Great for viewing session info, speaker bios, scheduling, networking, and viewing the attendee list. To download the App, visit your devices’ App Store and search “ASC Convention & EXPO,” visit the convention page at ascouncil.org, or stop by the ASC registration desk for assistance.

Coffee & Networking Lounges
Salon Ballroom Foyer, 5th Floor
Tuesday, April 9 and Wednesday, April 10
9:00 – 11:00 a.m. and 1:00 – 3:00 p.m.

Please recycle this program when done.
Monday, April 8

7:30 a.m. – 5:00 p.m.
CAULKS & SEALANTS SHORT COURSE
(registrants only)
Meeting Room 303-304, 3rd Floor

7:30 a.m. – 5:00 p.m.
PRESSURE SENSITIVE ADHESIVES (PSA) SHORT COURSE
(registrants only)
Room 305-306, 3rd Floor

8:00 a.m. – Noon
ASC BOARD OF DIRECTORS MEETING
Salon D, 5th Floor

12:30 p.m. – 4:30 p.m.
ASC VOLUNTEER SERVICE PROJECT PROGRAM
Join Kraton, ASC Board of Directors and staff as we give back to the Philadelphia community. In partnership with Fairmount Park Conservancy, we will help with spring maintenance on the native plantings, including weeding, mulching, and edging at Concourse Lake, a manmade lake and native plant park in West Fairmount Park. The project will take place on Monday, April 8 from 12:30 to 4:30 p.m. Registered attendees should meet in the hotel lobby at Noon.

5:00 – 5:30 p.m.
FIRST TIME ATTENDEE & NEW MEMBER WELCOME RECEPTION
Salon D, 5th floor
Are you a first-time attendee or new member? Come and meet the ASC Board of Directors and staff before commencing with the spring convention and meeting fellow attendees at the Monday night welcome reception.

5:30 – 8:30 p.m.
MONDAY WELCOME RECEPTION
Liberty Room located in Head House Tower – connected from the 3rd floor of the hotel by sky bridge.

Join ASC and the Board of Director’s as we kick off the Annual Spring Convention & EXPO. PLEASE PICK UP YOUR BADGES FROM ASC REGISTRATION DESK PRIOR TO ARRIVING. Business casual attire.

5  2019 Annual Spring Convention and EXPO Final Program
Tuesday, April 9

7:30 – 9:00 a.m.
OPENING GENERAL SESSION BREAKFAST & KEYNOTE
Salon EF, 5th Floor
Winning Organizations of Tomorrow
Matt Thornhill, Founder and Managing Partner, SIR’s Institute for Tomorrow

In this relevant, informative and engaging keynote, futurist and generations expert Matt Thornhill will take you on a trip into the future. Matt spoke at ASC’s Leadership Conference in October and was so well received, he’s back to share key trends in demographics, society, and culture. He’ll also share key implications of the trends for our industry and your organization. Inspiring and entertaining, Matt’s keynote will have you thinking like a futurist and provide specific learning, including: the top traits of best-in-class organizations and why what they’re doing works; how to fully leverage multiple generations in the workplace; and the importance of developing and sharing your organization’s “story.”

7:30 a.m. – 1:00 p.m.
CAULKS & SEALANTS SHORT COURSE
(registrants only)
Meeting Room 303-304, 3rd Floor

7:30 a.m. – 1:00 p.m.
PRESSURE SENSITIVE ADHESIVES (PSA) SHORT COURSE
(registrants only)
Room 305-306, 3rd Floor
Tuesday Morning Education Sessions
9:15 – 11:45 a.m.

Education Track 1:
Business Development and Market Trends
Key Feedstocks in A&S
Salon D, 5th Floor

9:15 to 10:00 a.m.
Clearing the Fog - Monomers and Polymers in the Age of Trade Wars and Shifting Production Base
Vitaly Rogachevsky, VP C5 Monomers and Polymers, Argus Media Inc.
This presentation will update the audience what is happening in the monomer market which supplies feeds to tackifying resin and block copolymer segments. Focus of this update will be on continuing woes of the local US producers affected by light cracking slates and their growing dependence on imports from Asia.

10:00 – 10:30 a.m.
Global Acrylates – The Rollercoaster of Feedstock Market Dynamics
Kevin Chin, Principal Analyst, IHS Markit
In the last two years, acrylates pricing have been a roller coaster of volatility capable of sudden and steep increases or sharp declines. Many consumers of acrylates were unprepared for the sudden price hikes of 2018, and being so close to the end-user, found it difficult to pass forward costs. This is evidenced by multiple companies reporting higher top-line revenues, while suffering lower bottom-line earnings, with higher than expected raw material costs cited as the culprit. The acrylates market is very delicately balanced and can shift with little notice. By understanding the economic drivers to the fluctuations on this ride, businesses can better anticipate market movements and prepare for success.

10:30 – 10:45 a.m.
BREAK

10:45 – 11:30 a.m.
Biofuels Production Trends and Impacts on Petrochemicals
Paul Niznik, Senior Consultant - Energy, Argus Consulting Services
Global policies are driving a slow but steady wedge of new fuels into the market. Fuels production drives the economics of petrochemicals production, so how will rapidly increasing role of alternative fuels shift the chemicals markets? What types of low-carbon and bio-based fuels are likely to be produced to meet global demand from intense fuels policies? How might all this biofuel production impact feed stock markets for adhesives and sealants?
9:15 – 9:45 a.m.
TSCA Implementation: Where Are We At?
Lynn Bergeson, Managing Partner, Bergeson & Campbell, P.C.
The U.S. Environmental Protection Agency (EPA) has been vigorously implementing the many Congressional mandates required under the Frank R. Lautenberg Chemical Safety for the 21st Century Act (Lautenberg). Of special relevance to Adhesive and Sealant Council members is EPA’s new chemicals review process and the status of and key issues pertinent to the risk evaluation process for existing chemicals. This presentation will provide an overview of Toxic Substance Control Act (TSCA) implementation measures with a focus on Section 5 (new chemicals) and Section 6 (existing chemicals), especially the first ten risk evaluations now underway.

9:45 – 10:15 a.m.
Coalition for Accurate Product Labels
Andrew Harker, Vice President, The Russell Group
The Coalition for Accurate Product Labels (CAPL) is a coalition of 88 national trade associations representing producers, manufacturers, and retailers of consumer products, including The Adhesive and Sealant Council. The group is seeking federal legislation to address industry concerns with state and locally mandated warning labels and disclosure requirements, such as California’s Prop 65, that are not science or risk based. The Coalition is co-chaired by the American Chemistry Council and the National Council for Farmer Cooperatives. The presentation will provide background on the Coalition’s make-up, and its efforts to advance the Accurate Labels Act in the 116th Congress.

10:15 – 10:45 a.m.
BREAK

10:45 – 11:15 a.m.
The Circular Economy, The New Strategic Reality
Philip Bruce, Secretary General, FEICA
There is a growing focus globally to reduce the amount of the world’s resources that we are consuming! The presentation will provide background to the European Commission’s Roadmap for establishing a circular economy in Europe and to explain why this is a strategic issue to be worked on at the highest levels of the adhesive and sealant companies globally! Philip will present FEICA’s outline action plan to enable circularity and support societal change.
10:45 – 11:15 a.m.  
**Brexit, USMCA, & More: What You Need to Know**  
*Jim DeLisi, President, Fanwood Chemical, Inc*  

Multiple developments are underway across the globe potentially impacting product sales and the availability of raw materials. What is the latest on Brexit? What are the key provisions in NAFTA 2.0, or “USMCA”? This session will provide insightful perspective on global trade developments that could have positive or negative consequences for the North American adhesive and sealant industry. Learn more about where these developments are headed and how to prepare.

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**Education Track 3:**  
**New Technology and Application**  
**Life Cycle Analysis: Value Proposition & Practice**  
Salon B, 5th Floor  

sponsored by:  

![Ashland](image)

**9:15 – 9:45 a.m.**  
**Stakeholder Engagement: Using LCA to Change the Conversation and Drive Value**  
*Tanis Marquette, President, Sapheyr, LLC*  

During this session, that introduces participants to the day, we will engage in an interactive discussion on how companies could, should, and are using LCA discussions to drive business value both internally and externally. Whether seeking data, funding, or competitive advantage, practitioners and professionals will view LCA from each stakeholder’s perspective.

**9:45 – 10:15 a.m.**  
**Verification of a Life Cycle Assessment of a Polyurethane Sealant on a Residential Structure with 5 Years of Energy Use Data**  
*Jay Johnston, Senior Scientist, Covestro*  

A Life Cycle Assessment (LCA) was conducted to verify the benefits of sealing a residential house with a moisture-curing polyurethane sealant. Energy use data has been collected at the structure for 5 years. This case study based on measured energy use verifies that sealing a house saves energy.

**10:15 – 10:45 a.m.**  
**BREAK**
From Product Life Cycle Assessment (LCA) to Whole Building LCA
Paul Bertram, President, PRB Connect
The session will historically review how the product LCA discussion has morphed over the last 20 years through “Green Building” certification programs. Fundamentals of Process-based Life Cycle Assessment Methodology are revisited for the purpose of setting baselines for further discussion about Product LCA.

Measuring the Value of Durability Testing
Chris White, Research Chemist, Polymeric Materials Group, NIST
Knowledge of durability affects the value proposition in three areas: residual value of existing installations, commercial transactions, and risk associated with new product introduction.

Lactide Polyester Resins as Solvent-borne Adhesives in 3D-Printed Applications
Matt Tjosaas, Applications Development Chemist, NatureWorks
This presentation will describe the PLA resin and its impact on key formulation and adhesion attributes such as compatibility, viscosity, set time and adhesion properties on PLA and other materials used in fused-filament fabrication (FFF).

Engineered Polysaccharides: Alpha-1,3-Glucan Polymer as a Performance Enhancing Additive for Latex Adhesives
Joseph Marcinko, Principal Scientist & President, Polymer, Synergies, LLC
This presentation will focus on the incorporation of alpha-1,3-polyglucose as a performance enhancing additive in polyvinyl alcohol stabilized polyvinyl acetate copolymer latexes.

Education Track 4: New Technology and Application
New Frontiers in Adhesives
Salon A, 5th Floor

TIBCHEMICALS

2019 Annual Spring Convention and EXPO Final Program 10
10:45 – 11:15 a.m.
Anomalous Crystal Growth in an Epoxy-ionic Liquid Systems
Ruel McKenzie, Assistant Professor, University of Akron
This presentation is aimed towards elaborating on aspects of this discovery through studies of nucleation, growth, morphology and activity. It is anticipated that this study will contribute towards the development of epoxy-based reactive nanostructures for next generation adhesive and structural applications.

11:15 – 11:45 a.m.
Functional Polymers Derived from Biomass; Development, Study, and Performance Enhancement
Mammad Nasiri, Senior Research Chemist, Henkel Corporation
This presentation demonstrates functionality of the biomass feedstock for developing practical polymeric materials and allows for improved design of sustainable, sugar-derived polymers as high performance TPEs and PSAs.

Noon – 1:00 p.m.
TUESDAY 2019 INNOVATION, ASC HONORS & SCHOLARSHIP AWARDS LUNCH
Salon EF, 5th Floor

ASC’s prestigious Innovation Award recognizes outstanding companies that differentiate and make significant impacts in the marketplace through innovation. Be sure to join us as we announce the “2019 Innovation Award” recipients.

Also, for the first time ever, we will honor industry “giants” for their lasting contributions by inducting them in the new ASC Hall of Fame.

Recipients of this year’s ASC Scholarship Program will be announced. Directly after the presentation, take the opportunity to network with your industry peers.
Tuesday Afternoon Education Sessions
1:15 – 3:15 p.m.

Education Track 1: Business Development and Market Trends
Building & Construction: Trends Influencing Architects, Specifiers and the A&E Community for Adhesive and Sealants
Salon D, 5th Floor

1:15 to 2:30 p.m.
Understanding the Duty to Provide Objective, Transparent Information of Architects and Engineers to the Owner
Ujjval Vyas, Principal, Alberti Group, LLC
Architects and Engineers are asked to provide the core information by which building projects are estimated, bid, constructed, and maintained. This is primarily done via the delivery of drawings, and more importantly, specifications that set out the instructions and selection of materials, assemblies, and systems for the project. Emergent changes in the core duties of the A/Es are in the process of changing both the quality and necessary objectivity of this information and the kinds of sales/marketing/technical materials manufacturers and supply chain members must affirmatively provide. The core of this change is based on the coming of a new core duty for A/Es called the fiduciary duty, and this presentation begins to outline not only this duty but its implications for members of ASC and the construction markets.

2:30 to 3:15 p.m.
Why is Architecture Practiced as it is Practiced?... A Look at the Architectural Firm from the Inside
Fred Butters, Attorney at Law, Comprehensive Legal Services for the Design & Construction Professional
Why are design decisions made the way they are? To answer that question, we take a look inside the architectural firm and examine the reasons why it operates the way it does. Much of that process is a product of the reiteration of a past approach. Unfortunately, what is usually done is evidence of what likely was done in a particular instance, but it isn’t evidence of what should be done. The idea that design can somehow affect social, climate, or some other sort of change (rather than simply solving a problem) engenders the notion that the Design Professional should favor or even advocate for a particular result instead of educating the client so the client can make an informed decision on their own often prevails. Economic pressures that thinking engenders exacerbate a circumstance where meaningful decision making often falls by the wayside in favor of the pursuit of an elusive principle enshrined in the topic of the day. To the
contrary, good design principles are a fixture and have changed little through the last several decades. This presentation takes a realistic look at how design is practiced today and the reasons why it sometimes falls short of delivering the quality service the client should expect.

3:15 to 4:00 p.m.
Design Decision Making – It’s Not Rocket Science!
David Stutzman, Owner, Conspectus, Inc.
The project design approach matters. Design decisions and decision management is scattershot, hardly science at all, and certainly not systematic to ensure decisions are made at an appropriate time and in an appropriate order. “Ooh, shiny” always gets design attention each time the next shiny object is discovered. Meanwhile basic decisions with global project importance may be delayed, embedding the risk of rework when finally decided. When owners manage design, decisions guided by a formal structure and time-tested checklists, information gaps and embedded risk disappear. Documenting project requirements enables informed product selection to serve the owner’s interests rather than adding another shiny object to the design. Learn how actively managing and documenting design decisions in a transparent process will ensure nothing is forgotten and will ensure the owner is always informed.

1:15 – 1:40 p.m.
Silane Modified Polymers (SMP), a Universal Bonding and Sealing Technology for Industrial and Craftsmen Applications
Matthias Kohl, AG Product Development and Johann Klein, Fellow, Henkel Europe
Silane Modified Polymer (SMP) technology was first introduced to the Japanese market in the 1980s, and since then, this elastic adhesive/sealant and coating technology has spread all around the globe. In this presentation, the basic chemical principles of this humidity curing technology are shown. In addition, advantages, versatility and limitations of environmentally friendly SMP technology are presented as well as examples in Industrial and Craftsmen applications.
1:40 – 2:05 p.m.

2K SMP/Epoxy Hybrid Structural Adhesive Concept

*Chris Verosky, Lead Development Chemist, Henkel Corporation*

Single component polyurethane adhesives are widely used in structural bonding applications in construction and automotive markets. Their main advantages are excellent physical properties at low cost. However, good adhesion is often only achieved after extensive surface preparation including primer, surface abrasion and cleaning. A relatively new hybrid technology, the SMP/Epoxy hybrid, is a two- component structural adhesive system which matches polyurethanes in physical property performance with the added cure speed benefits of a two-component system. The presentation will highlight performance comparison between the hybrid adhesive and single-component polyurethane and SMP products. Also, basic hybrid formulation is shown with the focus on the tunable aspects of the formulation and their effect on performance.

2:05 to 2:30 p.m.

New Silyl Modified Polymer Based Adhesives and Coatings

*Wenwen Li, Technical Market Development Manager and Ruolei Wang, Sr. Technical Market Development Manager, Kaneka North America LLC*

This presentation will be divided into two portions: in the first part we will discuss Kaneka’s recent development work on single-ply adhesives; in the second part a brief introduction of Kaneka’s two-component Silyl modified polymer/Epoxy technology and its application in coatings will be covered.

2:30 to 2:55 p.m.

Frozen and Wet Lumber Bonding Using Silane Modified Polymers (SMP) via DOE

*Daniel Mania, Development Chemist, Wacker Chemical Corporation*

This presentation will focus on SMP technology used to bond wet and/or frozen lumber, as well as lumber that is later exposed to wet boiling conditions. The experimental design will be derived from a DOE using Minitab 17.

2:55 to 3:20 p.m.

Advances Towards Non-Yellowing Optically Clear SMP Based Formulations

*Sheba Bergman, Applied Technology Manager – NAFTA Functional Silanes, Evonik Corporation*

The presentation will focus on some new surface treated fumed silica fillers and novel amino-functional silane adhesion promoters that enable the formulation of optically clear non/low-yellowing SMP based formulations.
1:15 to 1:45 p.m.
Climbing the Summits of HMAs in Assembly Applications
Gregory Hall, Senior Staff Scientist- ExxonMobil Chemical Company
Assembly applications are often neglected in the literature and hot melt adhesive conferences, overshadowed by the larger segments of packaging and hygiene. In this presentation, a fresh look at market trends and formulation challenges will be discussed. Simple binary blends of metallocene polyolefins themselves or in combination with a range of waxes have been explored designing a model uniquely tuned for assembly applications performance optimizations.

1:45 to 2:15 p.m.
An Electron Beam Curable Resealable Adhesive that Only Sticks to Itself
Chris Orilall, R&D Manager, Sartomer Americas
This presentation will discuss our findings on structure-property relationships with regard to both processing and formulation for E-beam curing. Moreover, these relationships will be evaluated for their ability to tune tack, adhesive strength and open/reclose ability of the adhesive.

2:15 to 2:45 p.m.
Winning in Adhesives & Sealants from Idea Generation to Commercialization
Marios Hatzikyriakou, Senior Consultant, Nexant
An adhesive & sealants company’s innovative capability is a determinant of its future growth potential. Innovation emerges now as the most critical determinant of corporate success as product cycles compress and competitive pressures increase. Successful innovative capability embodies a full complement of integrated strategy, organization, process, and people initiatives. Market driven product innovation is used to identify key target market segments, and effectively develop competitive, high quality offerings that meet customer needs. This can significantly reduce the time-to-market, improve customer satisfaction, reduce costs, and increase organizational productivity.
1:15 to 1:45 p.m.
Correlating Lab Testing and Wear Characteristics for Skin Contact Pressure Sensitive Adhesive Products
Michael Krejsa, Technical Service Manager, Henkel Corporation
This presentation will discuss lab testing and clinical trials (wear characteristics) of medical PSA products and how to best predict and design adhesives for this application and market.

1:45 to 2:15 p.m.
Characterizing Interactions between Seam Sealers and Topcoat Systems
Kar Tean Tan, Research Associate, PPG
In this presentation, we will share our understandings on interactions between seam sealers and topcoat systems.

2:15 to 2:45 p.m.
Lactide Polyester Polyols in Polyurethane Adhesive Applications
Bill Coggio, Applications and Technology Manager, NatureWorks
This presentation will highlight the performance attributes of PLA polyols in urethane adhesive and will summarize the structure-property relationship of the PLA segment on key processing and adhesive properties such as adhesion to films, plastics and metal.

2:45 to 3:15 p.m.
Properties and Applications of Coater Ready Aqueous Pressure Sensitive Adhesives
Raj Hariharan, Senior Group Leader, MAPEI Americas
Coater ready aqueous emulsions play a big role in permanent and temporary adhesive label applications. The focus of this presentation is to introduce and demonstrate coating process and utility of these Pressure Sensitive Adhesives (PSA). An attempt is also made to understand Rheological behavior and explain how viscoelastic properties could be correlated to modulus and performance characteristics of these PSA emulsions. Focus on environmental and sustainability advantages of these waterborne PSA emulsions are also elucidated while maintaining critical performance attributes.
The ASC EXPO represents a critical opportunity to help you stay at the forefront of innovation and competitiveness! This exclusive networking opportunity allows you to interact one-on-one with colleagues, exchange information on the latest developments in the industry, win some of the terrific prizes in the EXPO raffle and mingle during the reception, which begins at 5:00 p.m. For a complete list of exhibitors, see the 2019 Annual Spring EXPO Guide.

**EXPO Reception Sponsor:** ExxonMobil

**EXPO Raffle Prize Sponsors:**

- **Kraton**
  - Apple iPad
  - Booth 101 & 103

- **Wacker**
  - Digital Camera
  - Booth 510 & 512

- **VelSicOll Chemical LLC**
  - Apple iWatch
  - Booth 302

**CONNECT WITH THE INDUSTRY!**

Jack Shaw, Co-founder & Executive Director, American Blockchain Council

The world will change more in the next 5 – 10 years than it has in the past fifty. Perhaps no technology will drive that change more than Blockchain. It will affect every manufacturer – just as the Internet has. Executives are becoming aware that Blockchain is important, but it is still not well understood by most. Blockchain technologies extend the concept of Digital Transformation beyond individual process and specific geographical locations. They enable the Digital Transformation of entire business and social ecosystems. Combined with Artificial Intelligence, the Internet of Things (IoT), 3D Printing, and Augmented / Virtual Reality, Blockchain will change the way Manufacturers manage their business and how they work with customers and suppliers up and down the supply chain. Jack is one of the world’s leading experts on Blockchain and Digital transformation. Come learn from him how to prepare for a challenging and exciting future with Blockchain Enabled Digital Transformation.
9:15 to 9:45 a.m.
Build an Innovation Culture Focused on Value Proposition
Marc Benevento, President, Industrial Market Insight
This presentation will focus on improving new product success rate and build a culture of innovation by focusing on the fundamentals of value proposition - targeting, benefits, and differentiation – when developing new products and services.

9:45 to 10:15 a.m.
Targeted Innovation in Business Strategies for Small- and Mid-Size Companies
Robert Wanat, President- Innov8 Chem, LLC
If you don’t set your innovation strategy, the market will do it for you. This presentation will review the strategic options available and will help to guide participants to a sound and profitable business innovation strategy. Real-world cases will be used as examples.

10:15 to 10:45 a.m.
Re-Inventing Corporate Growth: Implementing Open Innovation
Gene Slowinski, Director, Open Innovation Research, Rutgers University
This presentation will focus on how open innovation is transforming the nature of commercial development. To compete effectively in today’s business environment, firms are using strategic alliances to link their resources with the complementary resources of other world-class organizations.

10:45 to 11:15 a.m.
Big Data and Machine Learning
Mark Travis, CEO, Mark Travis & Company, Inc.
The fourth industrial revolution is upon us and is revolutionizing manufacturing, supply chain, distribution, and retail by harnessing the density of data that is now available. Data analytics and the emerging field of machine learning is enhancing the connection to our customers while displacing traditional business processes and reducing costs. Innovative companies are harnessing the data generated by sensors embedded in manufacturing equipment to increase quality, create more efficient processes, and boost production. This session will introduce Big Data, data analytics, machine learning, and, the broader industry 4.0 revolution that will shape how consumers and businesses use and will be impacted by big data, internet of things, machine learning and artificial intelligence.
9:15 to 9:35 a.m.
Innovation Award Winner
Runner Up #1

9:35 to 9:55 a.m.
Innovation Award Winner
Runner Up #2

9:55 to 10:15 a.m.
Innovation Award Winner

10:15 to 10:35 a.m.
Can Your Company Keep a [Trade] Secret?
Mareesa Frederick, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

The presenters will engage in a dynamic conversation that will explore trends on trade secret enforcement in the US and in some key foreign countries and identify lessons that can be learned for strengthening trade secret protection and minimizing the risk of misappropriation.

10:35 to 10:55 a.m.
Avoiding ‘Sticky’ Situations—Strategic Management of IP Assets in Joint Business Collaborations
Clara Jimenez, Attorney, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Geared toward adhesive and sealant professionals, the presenters will discuss best practices for protecting intellectual property assets in business collaborations and share common pitfalls and strategies to minimize risk before, during, and after the business collaboration ends.

10:55 to 11:15 a.m.
IP Diligence in Mergers, Acquisitions, and Spin-Offs
Jeffrey Wolfson, Chair, Patent Prosecution Section, Haynes and Boone, LLP

This presentation will discuss the legal risks, opportunities, and strategies in considering mergers, acquisitions, spin-offs of chemical technology companies and assets, and practical suggestions on developing and maintaining IP assets during ordinary operations.
9:15 to 9:35 a.m.
New Silane Oligomers -- Improve Adhesion and Beyond
Misty Huang, Principle Scientist, Momentive Performance Materials
New Silane Oligomers – Improve Adhesion and Beyond New silane oligomers as additives to improve adhesions on different substrates.

9:35 to 9:55 a.m.
New Blown-ion™ Plasma Treaters for Improving Adhesion
Wilson Lee, Director, Business Development, Enercon Industries
Two New Plasma Surface Treating Technologies are being introduced for specialty treating applications. One product innovation increased the width a that a single treater head can effectively cover in one pass. The other system offers a gentle treatment for sensitive surfaces.

9:55 to 10:15 a.m.
The Advantages of Sustainable, Collapsible Film-Based Technology for Two-Component (2K) Fluid Packaging
Peter Kuzyk, Business Manager - Fluid Formulators & Packagers, Nordson EFD
In this presentation we’ll discuss the cost savings, application benefits, and environmental advantages of migrating to this new technology.

10:15 to 10:35 a.m.
Styrenic Block Copolymers in Hot-Melt Adhesives: A Comparison between Sequential and Via-Coupling Polymer Structure for the Optimization of Hot-Melt Performances in Non-Woven Application
Davide De Santi, R&D, Coordination, Versalis SPA
In this presentation, we compared two different polymer structures, sequential and via-coupling, in the same HMA formulation for non-woven applications. Moreover, the effect of the di-block content of an SBC with 40% styrene has been evaluated.
10:35 to 10:55 a.m.
Improved Rheological Profile and Stability for Waterborne Polychloroprene Dispersion Adhesives
Otto Soidinsalo, Technical Application Manager, Borregaard
The potential as well as compatibility of bio based micro fibrillated cellulose (MFC) as a rheology modifier for waterborne polychloroprene dispersion adhesives was evaluated in terms of rheology and adhesive properties. MFC showed excellent performance in polychloroprene dispersions.

10:55 to 11:15 a.m.
A Practical Approach to Common Problems with Processing Additives in Adhesives
Tom Vetterly, Director of Technology, Mayzo
With the use of case studies, we will present creative approaches to using, feeding and handling additives in the manufacture of adhesives. We will discuss how changes in product form or packaging can make a large impact on performance, safety, hygiene, and quality. Examples will include improved dispersion using micronization, improved safety, hygiene, and quality using micro-sphere forms and inclusion bags.
11:00 a.m. – Noon
MEMBERSHIP COMMITTEE MEETING
Franklin Hall 1, 4th Floor
MARKETING COMMITTEE MEETING
Franklin Hall 2, 4th Floor
GLOBAL RESOURCES
COMMITTEE MEETING
Franklin Hall 3, 4th Floor
GOVERNMENT RELATIONS
COMMITTEE MEETING
Franklin Hall 4, 4th Floor

12:30 – 2:00 p.m.
TECHNICAL COMMITTEE MEETING
Meeting Room 413, 4th Floor

Noon – 1:00 p.m.
WEDNESDAY MEMBERSHIP
UPDATE & TAC GRADUATES
AWARDS LUNCH
Salon EF, 5th Floor

ASC Chair Brian McSwigan,
Vice President, Pressure
Sensitive Adhesives, Henkel
Corporation and Bill Allmond,
ASC President

Join Chairman Brian
McSwigan of Henkel
Corporation and President
Bill Allmond as they
summarize how ASC is delivering value
to the membership through strategic
long range initiatives. Recipients of this
year’s training Academy Certificate
Program will be honored.
Wednesday Afternoon Education Sessions
1:15 – 2:15 p.m.

Education Track 1: Business Development and Market Trends
Maximize Effectiveness in Multi-generational Workforce
Salon D, 5th Floor

1:15 to 1:45 p.m.
Mastering the Millennial Mindset and Beyond: How to Attract and Retain Your Emerging Leaders
Lisa Ryan, Chief Appreciation Strategist- Grategy.com
When you understand the REAL differences between the generations in the workplace today, you’ll discover how to get your Baby Boomers and Millennials to “play nice” with each. You’ll leave the session with simple tools to overcome this significant communication challenge.

1:45 to 2:15 p.m.
Team Communications: It’s More Than Millennials vs. Everyone Else
Charlie Hauck, President & Owner, Growth Dynamics, LLC
What if we said the year you were born is not the driving force between your communication success with those of other generations? What if we said it was COMMUNICATION STYLE and BEHAVIORS of you and those around you that make or break effective communication?
1:15 – 1:45 p.m.
Oilseed Adhesive Research: A Glimmer of Hope?
Chris Hunt, Research Chemist, USDA Forest Products Lab
In the search for formaldehyde free, renewable adhesives, oilseed meals such as soy are natural candidates. However commercial uptake of oilseed adhesives has been slow, in large part because of performance. We provide a critique and suggest possible fruitful research directions.

1:45 to 2:15 p.m.
Assessing Chemical Reactivity Safety in New Material Development
Michael Carolan, Manager, Operational Excellence - PS Testing, Dekra Process Safety
This presentation will provide an overview of the process for identifying reactive chemical hazards as new materials are developed.

1:15 – 1:45 p.m.
The Benefits and Advancement of Polyolefin Elastomers for Hot-Melt Adhesives and the Role of Pellet Flow Characteristics for Increased Efficiency
Ryan Schneider, Global Product Technology Leader, Dow Chemical Company
Hot-melt adhesives based on low viscosity ethylene olefin copolymer elastomers (POE) deliver superior performance compared to EVA only based systems and incompatible EVA/POE polymer blends. Patented product and process technology is used to produce free flowing and easily transferable pellets.
1:45 to 2:15 p.m.
Strategies to Increase the Heat Stability of Polyurethane Reactive Hot Melt
Michael Qin, Senior Development Chemist, Henkel Corporation
The adhesives for large pieces of panel lamination (such as for RV sidewall lamination) need to have desired open time and green strength. In this presentation we report a formulation strategy for a filled polyurethane reactive hot melt which provides a long open time and high green strength good for RV panel lamination.

2:30 to 4:30 p.m.
WEDNESDAY CLOSING KEYNOTE & RECEPTION
Salon D, 5th Floor
Architects and Adhesives – A Perspective on Designing the HAUS of the Future
Joseph Wheeler, Co-Director; Center for Design Research & Professor of Architecture, Virginia Polytechnic Institute and State University
The FutureHAUS research proposes the future of how we will build and how we will live in the digital age. The research team proposes that in the future homes will be manufactured much like cars and will fully engage CNC processes for fabrication. The industrialized process provides the quality control necessary to integrate advanced smart technologies in homes but also improves efficiency in the construction process. The team also explores the future of smart technology in the home and how we will ultimately interface with it. The presentation will provide an overview of this research and address how, in the proposed prefabrication and manufacturing process, adhesives are becoming the “hardware” of the future.
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WORLD ADHESIVE & SEALANT CONFERENCE

April 20 – 22, 2020
Hilton Chicago • Chicago, Illinois

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Short Course: April 20 – 21
EXPO: April 21

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SPEAKERS

MARC BENEVENTO
President, INDUSTRIAL MARKET INSIGHT
Marc Benevento is the founder and managing director of Industrial Market Insight, a consultancy focused on identifying organic growth opportunities for manufacturers and distributors of industrial products and materials. His experience encompasses over 20 years with global multi-national manufacturers of industrial products in product development, business management, and marketing leadership roles.

LYNN BERGEson
Managing Partner, Bergeson & Campbell, P.C.
Owner of Bergeson & Campbell, P.C. (B&C®), Lynn L. Bergeson has earned an international reputation for her deep and expansive understanding of TSCA, the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), the European Union’s (EU) Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) regulation, and especially how these regulatory programs pertain to nanotechnology, industrial biotechnology, synthetic biology, and other emerging transformative technologies. Her knowledge of and involvement in the policy process allows her to develop client-focused strategies whether advocating before Congress, EPA, the U.S. Food and Drug Administration (FDA), or other governance and standard-setting bodies. Ms. Bergeson counsels corporations, trade associations, and business consortia on a wide range of issues pertaining to chemical hazard, exposure and risk assessment, risk communication, minimizing legal liability, and evolving regulatory and policy matters pertinent to conventional, biobased, and nanoscale chemicals, particularly with respect to TSCA, FIFRA, Food Quality Protection Act (FQPA), REACH and REACH-like programs, and U.S. Occupational Safety and Health Administration (OSHA) matters.

SHEBA BERGMAN
Applied Technology Manager - NAFTA Functional Silanes, Evonik Corporation
Dr. Sheba D. Bergman obtained her PhD in Chemistry from Tel Aviv University in 2005. She has over a decade of international working experience in R&D for the Pharmaceutical, Personal Care and Fine Chemical industries. She joined the functional silanes applied technology team at Evonik in 2014 as a senior scientist, and in 2017 took over the management of the functional silanes applied technology team in NAFTA.
PAUL BERTRAM  
President, PRB Connect  
Paul is a Fellow of the Construction Specifications Institute and a Past Institute President. His focus is on envelope first energy efficiency strategies with pathways to zero energy for a low carbon world. His current work includes advocacy for resilient High Performance building energy efficiency. He served on the Board of Directors for the Business Council of Sustainable Energy for two years and was part of their delegation at the 21st Conference of the Parties (COP21) of the U.N. Framework Convention on Climate Change. In January 2016, he was named to the Board of Directors of the National Institute of Building Sciences and serves as liaison in Government Affairs, the Building Enclosure Technology and Environment Council and participates in the Off-Site Construction Council. He is also a participant in the GSA Green Advisory Committee. As a Vietnam veteran, his community service is devoted to participation in the advisory committee for the Guardian Angels Medical Service Dogs and the veterans they support.

PHILIP BRUCE  
Secretary General, FEICA  
Philip Bruce has been the Secretary General of FEICA (the Association of the European adhesive and sealant industry) since 2016 and is a Director of PJB Chemical Consulting Ltd. Prior to joining FEICA, Philip had a broad career in the chemical, construction and consulting sectors. Philip worked for 23 years for ICI in the polyester, olefins and polymers businesses. After nearly 5 years in Accenture in the supply chain group, in 2005 he became CEO of Scott Bader in the United Kingdom, where he led the company producing specialty chemicals, resins and adhesives. At FEICA, Philip’s ambition is to ensure that the Association delivers the highest possible value for its members and the industry as a whole.

FREDERICK BUTTERS  
Attorney at Law, Comprehensive Legal Services for the Design and Construction Professional  
Frederick Butters is admitted to practice law in all Michigan courts, the U.S. District Court, Eastern District of Michigan, the United States Court of Appeals for the 6th Circuit, the Federal Court of Claims, and the United Stated Supreme Court. He holds a Bachelor of Science degree in Architecture, a Bachelor of Architecture degree and a Master of Architecture degree from Lawrence Technological University, as well as a Juris Doctor from Wayne State University. He is licensed as an Architect in Michigan, and is NCARB certified.

MICHAEL CAROLAN  
Manager, Operational Excellence - PS Testing, Dekra Process Safety  
Michael is the Manager, Operational Excellence – PS Laboratory Testing. He manages the Chemical Reaction Hazards and the Flammability Laboratories of DEKRA Process Safety in the USA. These laboratories provide standardized and customized testing of the chemical reaction hazards of materials and the flammability of gases, liquids and solids to a range of clients spanning the process industries.
KEVIN CHIN
Principal Analyst – Acrylic Acid, Acrylates, and SAPs, IHS Markit Chemical
Kevin Chin is the Principal Analyst responsible for North and South America of the Global Acrylates and Superabsorbent Polymers (ASAPs) team. He works closely with the Olefins team at IHS Markit to understand the feedstock impacts on the acrylic acid value chain and give back commentary on propylene demand from acrylic acid derivatives.

BILL COGGIO
Application and Technology Manager, Nature-Works
Dr. Bill D. Coggio is the Application and Technology Manager for NatureWorks. He earned his Ph.D. in chemistry from The Pennsylvania State University in 1991. Prior to joining NatureWorks, he was the Global Applications Development Lead for BioAmber and a Senior Research Scientist with 3M Company. He holds more than 25 issued US patents, has 12 peer reviewed journal publications and has given numerous professional seminars and lecturers.

JIM DELISI
President, Fanwood Chemical, Inc
Jim DeLisi is President of Fanwood Chemical, Inc., where he looks after the sale of organic intermediates in North America, South America, and Europe, as well as tariff and trade affairs, monitoring of imports and exports and REACH. He is Chairman of SOCMA’s International Trade Committee and Chairman of the Industry Trade Advisory Committee on Chemicals, Pharmaceuticals, Health/Science Products, and Services, which advises the United States Trade Representative. He has a B.A. in Business Administration from Rutgers College and an MBA in Chemical Marketing from Fairleigh Dickinson College.

DAVIDE DE SANTI
R&D Coordination, Versalis SPA
Davide De Santi graduated in Industrial Chemistry at the University of Bologna (Italy). In 2006, he joined ENI group, where he developed his professional experience, focusing on different aspects of the thermoplastic elastomers (TPR) business. During the years, he covered different positions in R&D, Coordination of Productions and Technical Service. He is now responsible for TPR Technical Service in Versalis SpA, Business Unit Elastomers.

MAREESA FREDERICK
Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Mareesa Frederick focuses on complex, high-stakes intellectual property litigation and has extensive experience counseling clients on pre-trial strategy, strategic licensing opportunities, and patent portfolios. She has litigated numerous cases in a broad range of technologies including adhesives, polymers, cosmetics, pharmaceutical products, manufacturing processes, biotechnology, etc.
GREGORY HALL
Senior Staff Scientist, ExxonMobil Chemical Company

Gregory K. Hall received B.S. (‘91) / Masters (‘98) degrees in Polymer Chemistry from North Carolina State University. Gregory is currently Senior Staff Scientist at ExxonMobil Chemical Company. Gregory’s last 13 years have been in technical and marketing roles in the area of adhesives, nonwovens, films and other applications. Earlier in his 28 year career, he held scientists positions with Kimberly-Clark, 3M Company. He currently holds 15 granted US patents and over 30 applications.

RAJ HARIHARAN
Sr. Group Leader, MAPEI AMERICAS

Dr. Raj Hariharan is a Sr. Group Leader with MAPEI Corporation, where he works on research, development, production and application of products for floor coverings such as adhesives, coatings and primers. Before Joining MAPEI, Raj worked for Rohm and Haas/Dow Chemical. Raj has a Ph.D. in Polymers from Baylor University, TX. He has authored several United States and International patents and published several articles in peer reviewed journals. Raj currently teaches a course on Surfactants and Polymers for University system of Georgia.

ANDREW HARKER
Vice President, The Russell Group

The Russell Group is managing the Coalition efforts in Washington, D.C. Founded in 1985, The Russell Group is a premier food and agriculture lobbying firm, with a strong history of successful coalition management. Andrew Harker is Vice President of The Russell Group, and previously helped lead the firm’s management of the Coalition for Safe Affordable Food in its efforts to preempt Vermont’s GMO labeling law.

MARIOS HATZIKYRIAKOU
Senior Consultant, Nexant

A Senior Consultant in Nexant’s Energy & Chemicals Advisory in New York. He leads the firms M&A Transaction Support initiative in the Americas and as been Nexant’s Engagement Manager for many Independent Engineer (IE) and Feedstock & Market Consultant (IFMC) due diligences. He has over a decade of experience in transaction due diligence support, techno-economic analysis, and strategic planning across the value chain of energy and chemicals. His knowledge extends to plant design, construction, and operations. He has created significant value combining engineering judgment and financial expertise to advise on multi-billion dollar investments from inception through completion in EMEA, Asia, and the Americas.
**CHARLIE SHAUCK**  
*President & Owner, Growth Dynamics, LLC*

Drawing on more than 25 years of experience working with leaders focused on both personal and professional growth, Charlie shares his experience, creativity and savvy in understanding his clients’ particular challenges. By respecting the differences in the wide variety of businesses and industries his clients represent, Charlie believes it is the people rather than any of their technologies that create the most lasting successes. By making that the foundation of all his work with both individuals and teams, Charlie’s clients have been successful in all types of industries and organizations, ranging from healthcare providers, manufacturing, distribution, non-profits and a diverse group of companies at all levels of the business world.

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**MISTY HUANG**  
*Principle Scientist, Momentive Performance Materials*

Dr. Huang has Ph.D in Polymer Science, and then continued in post-doctor at NYU. She joined Momentive Performance Materials (was a part of GE Advanced Materials) in 1996. She as a senior technical leader and principle scientist, her primary contributions have been on silane applications and SPUR+ technology developments for adhesives and sealants. She held more than 30 patents, and presented numerous times in global conferences.

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**CHRIS HUNT**  
*Research Chemist, USDA Forest Products Lab*

Dr. Hunt is a research chemist at the USDA Forest Products Lab. He is interested in understanding why adhesive work–and don’t–and works closely with the manufacturer of Soyad™ soy adhesive. His larger program concerns how wood cell walls interact with chemicals such as water, adhesive components, or solvents, and how these influence wood properties and product performance.

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**CLAARA JIMENEZ**  
*Attorney, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

Clara Jiménez works closely with clients of all sizes, including Fortune 100 companies and startups in the chemical and medical device industries to develop intellectual property solutions tailored to their business needs. She counsels clients on patent portfolio management and trade secret protection policies. Clara has experience with a broad range of technologies including consumer, industrial, pharmaceuticals products, adhesives, polymers, catalysts, and advanced materials, etc.
Jay Johnston
Senior Scientist, Covestro
Dr. Jay Johnston Jay is a Senior Scientist in Covestro’s CAS (Coatings Adhesives and Specialties) business. He is responsible for applications development in the sealants, non-automotive adhesives and floor coatings markets. He holds a Ph.D. from the University of Akron and completed postdoctoral fellowships at General Electric’s Corporate R&D center and at the University of Akron’s Institute of Polymer Science. Jay is active in several industry associations.

Matthias Kohl
AG Product Development, Henkel KGaA
Dr. Matthias Kohl has 30 years of industry experience developing rubber-based elastomers and silane-modified polymer adhesives and sealants for the automotive and industrial markets for both Ems-Togo and Henkel. He has a PhD in Organic Chemistry from the Pharmaceutical-Chemical Institute of the University of Heidelberg, Germany. He resides in Heidelberg, Germany with his wife Rita.

Michael Krejsa
Technical Service Manager, Henkel Corporation
Dr. Michael Krejsa is the Customer Facing Technical Service Manager for Henkel’s Pressure Sensitive Adhesives business in the United States. He has been in the industry since 1992, and with Henkel since 2012. Dr. Krejsa has a Ph.D. in Polymer Science from Case Western Reserve University, and has been active in the medical adhesives market for many years.

Peter Kuzyk
Business Manager - Fluid Formulators & Packagers, Nordson EFD
Education: MBA - Rensselaer Polytechnic Institute, BA - Environmental Science. Currently: Business Mgr. with Nordson EFD. Previously: - Vice President - Plas-Pak Industries. - Managing Director of Enthone-OMI Australia (Div. of Cookson electronics). - Director of Global Marketing Enthone-OMI (Div. of Cookson Electronics).

Wilson Lee
Director, Business Development, Enercon Industries
Wilson Lee has extensive experience in Surface Treating applications over a wide variety of industries. Manufacturers rely on Wilson’s application knowledge expertise to implement plasma and flame surface treating solutions to improve adhesion consistency and workflow efficiency. His unique ability to understand the technical aspects of an application and the business implications make him a valued resource in the industry. Wilson Earned an Electrical Engineering Degree and an MBA from Clemson University.
WENWEN LI
Technical and Marketing Development Manager, Kaneka North America LLC
Wenwen Li is Technical and Marketing Development Manager at Kaneka North America, working on MS polymer formulation and application development. Dr. Li holds a Ph.D. in chemistry from Carnegie Mellon University as well as a M.S. in Materials Science and a B.S. in chemical engineering from Shanghai Jiao Tong University in China. Dr. Li has over 30 peer reviewed journal articles, and 11 patent applications.

DANIEL MANIA
Development Chemist, Wacker Chemical Corporation
Dan Mania is a Development Chemist working for Wacker in the Construction Sealants and Adhesives Business Team. He has over 20 years of experience with formulating and development within the chemical construction industry. He has Bachelor’s Degrees in Biology, Polymers and Coatings Technology and Mathematics from Eastern Michigan University, as well as a Masters Degree in Polymer Science and Engineering from the University of Southern Mississippi. He has over twenty publications with patents.

JOSEPH MARCINKO
Principal Scientist & President, Polymer Synergies, LLC
Dr. Marcinko has over 30 years of academic and industrial experience in the areas of adhesion science and polymer characterization. He is the President and Principal Scientist of Polymer Synergies, LLC.

TANIS MARQUETTE
President, Sapheyr, LLC
Tanis Marquette, CSP ISSP-CSP SMCP, has over 25 years of experience in Environmental Health Safety and Sustainability. In 2018, she was the proud recipient of the ASSPs Council on Practices and Standards “Safety Professional of the Year”, the ASSPs Manufacturing Practice Specialty group’s “Safety Professional of the Year”, and the Environmental Leader’s EL75, a group of esteemed and innovative global sustainability leaders. She was also recognized in the Top100 John Maxwell Innovative Leaders for 2018. Tanis has a technical diploma in Occupational Health and Safety from the British Columbia Institute of Technology. She has attended courses at Harvard and Cambridge University’s Institute for Sustainability Leadership.
Ruel McKenzie
Assistant Professor, University of Akron

Ruel McKenzie is an assistant professor in the Department of Polymer Engineering at The University of Akron. His primary research interest is experimental soft matter physics towards understanding molecular mobility over a broad range of length and time scales and its influence on macroscopic behavior. Prior to joining The University of Akron, Dr. McKenzie was an NRC Postdoctoral Fellow at the Air Force Research Laboratory (AFRL) and a postdoctoral researcher at the Institute of Electronic Structure and Laser (IESL) of the Foundation for Research and Technology-Hellas (FORTH). Dr. McKenzie received his B.Sc. and Ph.D. degrees from the Department of Chemical and Biomolecular Engineering at New York University-Tandon School of Engineering and an M.Sc. degree from the Department of Chemical Engineering at Columbia University.

Mammad Nasiri
Senior Research Chemist, Henkel Corporation

Mammad received his Ph.D in polymer chemistry from University of Minnesota in 2017. His graduate studies focused on block copolymers, self-assembly and polymeric microstructures, monomer and polymer synthesis, and sustainable material development. Upon graduation, he joined Henkel as a Sr Research Chemist, where he enjoys working on a wide variety of innovative technologies in the adhesive and polymer industry. Outside of the polymer world, Mammad enjoys playing soccer, biking, watching sports, traveling, and outdoor activities.

Paul Niznik
Senior Consultant - Energy, Argus Consulting Services

Paul Niznik has two decades of experience in biofuels and alternative fuel development. He applies his broad knowledge of biofuel economics – including RINs and LCFS markets – to assist refiners, biofuels producers, financial institutions, automakers and government agencies with strategic planning in alternative fuels markets and policy compliance. His due diligence work has been used in the financing of the some of the most capital-intensive biofuels projects in the nation. Paul is an alumnus of Yale University, where he received a degree in astrophysics.

Chris Orilall
R&D Manager, Sartomer Americas

Chris Orilall is currently R&D Manager for the Growth Platform at Sartomer Americas (Exton, PA, U.S.A). Prior to joining Sartomer, Chris was a Member of the Technical Staff at Applied Materials Inc. in Silicon Valley, California in the office of the CTO and CMP divisions. Chris completed B.A. in ACS Chemistry and Mathematics at Concordia College in Moorhead, Minnesota. He received his doctorate at Cornell University (Ithaca, NY) with his dissertation based on nanostructured materials for energy conversion and storage devices. Chris did at a post-doc at the Institute of Fuel Cell Innovation in Vancouver, Canada, collaborating with Nissan Research Center to develop membranes for hydrogen fuel cell technologies. Outside from materials science, Chris loves the outdoors and sports.
Michael Qin
Development Scientist, AG Product Development, Henkel Corporation

Michael Qin earned his PhD in polymer chemistry in 2001 in Peking University and joined Henkel in 2006, working on the formulation of PURHM since then.

Vitaly Rogachevsky
VP C5 Monomers and Polymers, Argus Media Inc

Mr. Rogachevsky has been with Argus Media since 2015 and has previous 27 years of experience in the adhesives business. He worked for H.B. Fuller Company, a $3bn global adhesive company. Mr. Rogachevsky served in multiple roles at H.B. Fuller, including 20 years sourcing raw materials for the hot melt business. As a part of his strategic procurement duties, his responsibilies exposed him to many raw material suppliers and developed his knowledge on upstream and downstream operations.

Lisa Ryan
Chief Appreciation Strategist, Grategy.com

Lisa Ryan helps organizations develop employee engagement strategies that keep their top talent and best customers from becoming someone else’s. Lisa is a gratitude expert, award-winning speaker, and best-selling author of ten books, including “Manufacturing Engagement: 98 Proven Strategies to Attract and Retain Your Industry’s Top Talent.” She is Past President of the National Speakers Association, Ohio Chapter, and received her MBA from Cleveland State University.

Ryan Schneider
Global Product Technology Leader, The Dow Chemical Company

Joined Dow in 1993. Worked in R&D with a variety of specialties within the electronics industry, including interlayer dielectrics; vacuum-insulating silica materials; and silicone based lithium-ion batteries. As an Application Specialist for Electronics, developing functional surfaces using spray-on and physical-vapor-deposited coatings; electronic adhesives and protection materials. Currently North American hot-melt adhesives technology leader and global product technology leader.
Jack Shaw is Co-Founder and Executive Director of the American Blockchain Council. As such, he is a leading expert on the strategic business implications of Blockchain technology who has spoken and consulted on Blockchain around the world. He is a world-renowned Keynote Speaker. He was recently voted one of the World’s Top 25 Professional Speakers by over 27,000 meetings planners, executives and conference attendees – the only Technology speaker to be accorded this recognition. Jack has been a Technology Futurist for over 30 years – helping others to understand the impact of emerging technologies. In addition to Blockchain, he is widely recognized for his expertise in such breakthrough business technologies as: Artificial Intelligence, Internet of Things, and 3D Printing. He has advised such Fortune 500 Companies GE, Coca Cola, Johnson & Johnson, IBM, Oracle, and SAP as well as hundreds of small to mid-sized businesses. A charismatic speaker, he’s delivered more than 1000 keynote speeches and executive presentations in 23 countries and every U.S. state. Jack graduated from Yale with a degree in Business Administration and has an MBA from Kellogg in Finance and Marketing.

Gene Slowinski is the Director of Strategic Alliance and Open Innovation Research at the Graduate School of Management, Rutgers University and Managing Partner of the Alliance Management Group

Otto Soidinsalo, Technical Application Manager, Borregaard Dr. Otto Soidinsalo holds a Ph.D. in organic chemistry from the University of Helsinki. Currently he works as a Technical Application Manager at Borregaard. Before joining Borregaard, Otto has been working in various positions in pharma and cellulose derivatives related industries, ranging from R&D to product and application development and technical services.

David Stutzman is the founder of Conspectus, the construction industry’s premier independent specifications consulting firm. He is an architect and a certified construction specifier and has been writing specifications since 1978 and as an independent specifier for more than 25 years. Dave focuses on developing methods to improve construction documentation and communications among the owner, design, and construction teams. Currently he is developing new software to provide a collaborative, transparent method to document owner project requirements, performance and design criteria, construction specifications, and commissioning and facility operations criteria, all in a single, unified application designed to eliminate inherent data gaps and risk imbedded in traditional methods.
**KAR TEAN TAN**  
*Research Associate, PPG*

Kar Tean Tan is a research associate at PPG's Coatings Innovation Center, specializing in adhesion and adhesives. He holds a PhD from Imperial College London. He has worked extensively in the field of adhesive bonding for over 10 years. He has published over 30 academic articles and book chapters, and was awarded the first Outstanding Young Adhesion Technologist Award from the Adhesion Society.

**MATT THORNHILL**  
*Founder and Managing Partner, SIR’s Institute for Tomorrow*

Matt Thornhill is founder and managing partner of the research-based think tank, the Institute for Tomorrow, based in Richmond, Virginia. Matt is a futurist whose insights are rooted in understanding how generational dynamics are impacting trends in the marketplace and in work cultures today and tomorrow. Matt doesn’t predict the future but equips organizations and leaders on how to win tomorrow. Matt has spoken about generations and the future at over 300 conferences and company events in the United States, Canada, Spain, Brazil, Australia, and even Panama. He has delivered insights to Walmart, Google, P&G, General Mills, Hershey Foods, and even the rocket scientists at NASA. He has been the keynote speaker at national events for the National Governors Association, National League of Cities, the Social Security Administration, and various transportation, builder, and packaging organizations. Matt’s opinions and insights are sought by media around the world. He has appeared on NBC, CBS, CNBC, and in articles in BusinessWeek, TIME, The Washington Post, The New York Times and countless others. He is also the co-author of the acclaimed business book, Boomer Consumer.

**MATT TJOSAAS**  
*Applications Development Chemist, NatureWorks*

Matt Tjosaas is the Application and Development Chemist within Performance Chemicals at NatureWorks. He earned a B.A. in Chemistry from Gustavus Adolphus College and a M.S. in Chemistry from the University of MN-Duluth in 2005. Matt has held chemist positions at Valspar, Segetis, Haviland, and Amyris, prior to joining NatureWorks in 2017. He is an inventor on multiple patents involving Segetis’ process and product technology and is a member of the American Chemical Society.

**MARK TRAVIS**  
*CEO, Mark Travis & Company, Inc.*

Mark helps leadership teams and their boards accelerate profitable growth. He helps strengthen strategy and execution by identifying, evaluating, and integrating innovative practices and technologies as well as mitigating associated risk. He balances the organization’s strategic direction with its ability to tactically execute infrastructure and innovation priorities. He helps companies achieve success through speaking, executive coaching, and mentoring. Mark is a global strategy consultant with over 25 years experience who has helped leaders of Fortune 500 companies solve critical issues at the intersection of people, business process and technology. He has worked with companies such as IBM, Coca Cola, Raytheon, McDonalds, Red Hat, and Georgia Tech to name a few.
Chris Verosky
Lead Development Chemist, Henkel Corporation
Chris Verosky has 25 years of experience in the adhesive and sealants industry in technical service and product development roles for Henkel. His current focus is product development of silicone, silane modified polymer, and water-based adhesives for industrial customers. He has a B.S. in Chemical Engineering from the University of Connecticut and an M.S. in Metallurgy and M.B.A. from Rensselaer Polytechnic Institute. He resides in Coventry, CT with his wife Karen and two children.

Tom Vetterly
Director of Technology, Mayzo
Tom is currently supporting Business Development for Mayzo, Inc. He obtained his B.S. in Chemistry from University of Pittsburgh. He has spent over 18 years of his career working in sales and product development of antioxidants, HALS and UV absorb- ers. He also has prior experience with antioxidants as a chemist at Quaker Chemical in the development of lubricants where he developed methods for the evaluation of antioxidant systems.

Ujjval Vyas
Principal, Alberti Group
Ujjval K. Vyas, Ph.D., J.D. is an independent business consultant and scholar, and principal of Alberti Group. He has lectured and published extensively in the AEC arena, focusing on legal and public policy issues associated with green building rating systems, high-performance buildings, and building specifications. He is a licensed attorney and practiced construction law for a decade. Dr. Vyas also taught architectural history, theory, and design at the graduate and undergraduate levels. He received his J.D. with honors from the Chicago-Kent College of Law, Illinois Institute of Technology, holds a Ph.D. from the University of Chicago’s interdisciplinary Committee on the History of Culture, and is the founder of the Fiduciary Duty Initiative.

Robert Wanat
President, Innov8 chem, LLC
With 34+ patents granted to him and his group and 30 years of experience, Dr Wanat has led innovation initiatives around the world. He served as global director of research and as CTO for large, chemical companies. He has served on the Board of Directors for the Adhesives and Sealants Council. Dr Wanat is an expert in R&D leadership, new business development, business and commercialization strategy, and intellectual property research. He is currently the President of Innov8 Chem, LLC.

Ruoli Wang
Kaneka North America
Ruoli Wang is Sr. Technical and Marketing Development Manager at Kaneka North America, providing technical support for customers on MS polymer formulation and application developments. Dr. Wang holds a Ph.D. in Chemical Engineering from University of Akron as well as a M.S. and a B.S. in Chemical Engineering from Tianjin University in China.
JOSEPH WHEELER  
Co-Director; Center for Design Research &  
Professor of Architecture, Virginia Polytechnic  
Institute and State University

Joe Wheeler is a professor of architecture at Virginia Tech, co-director of the university’s Center for Design Research, and a globally recognized innovator in the areas of housing industrialization, environmental sustainability, and technology integration. As leader of Virginia Tech’s FutureHAUS project, Wheeler has spent over a decade helping student researchers and industry, government, and academic partners explore solutions to the world’s global housing challenges. He has lead Virginia Tech’s interdisciplinary Solar Decathlon projects in 2005, 2009 and 2010 and 2018 to build the world’s best solar home. The 2010 Virginia Tech entry, Lumenhaus, won first place overall in the international competition in Madrid, Spain, as well as the first national Honor Award for a university from the American Institute of Architects. Most recently, further validating his future building concept, his FutureHAUS Dubai won first place overall in the 2018 Solar Decathlon Middle East. In 2016 he was received the HIVE 100 Award as one of the top innovators in housing in the country by Builder Magazine. Other awards include a national design honor award from the AIA, the NCARB Prize for creative collaboration between the academy and the profession, the Virginia Society AIA Research Prize, and the Xcaliber University Prize for Excellence in Outreach. He has offered testimony before Congress regarding national energy issues and worked with U.S. international government agencies on issues of sustainability, affordable housing, disaster relief, and modular construction.

CHRIS WHITE  
Research Chemist, NIST

Dr. White has organized conferences, published books, written standards and authored many articles on measuring service life prediction. Dr. White is an expert in understanding how rheology, thermal transport, and moisture diffusion affects the adhesive and cohesive failure of materials. Additionally, Dr. White has a business perspective on the science (MBA and successful entrepreneur) surrounding durability. Dr. White has a Ph.D. (Wisconsin, 1994) and a MBA (Maryland, 2007).

JEFFREY WOLFSON  
Chair, Patent Prosecution Section, Haynes and Boone, LLP

Jeff Wolfson, Chair of the Patent Prosecution Section at Haynes and Boone, helps clients from Fortune 500 enterprises to start-ups manage their intellectual property and related legal risk, both in obtaining and managing portfolios of U.S. and foreign patent and other IP rights, including patent prosecution and IP-related commercial agreements, and in counseling clients regarding their key product and service launches and related design-around opportunities.
SCHEDULE AT A GLANCE

Your guide to ASC educational tracks during the 2019 ASC Convention

**LEGEND:**

- **BD** = Business Development & Market Trends Track
- **T/GR** = Technical & Government Regulations Track
- **NT/A** = New Technology & Application Track

PHILADELPHIA MARRIOTT DOWNTOWN
### MORNING Education Sessions by Time Slot

**Tuesday, April 9**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Track</th>
<th>Speaker and Details</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15 a.m.</td>
<td>T/GR: TSCA Implementation: Where Are We At?</td>
<td>BD</td>
<td>Lynn Bergeson, Managing Partner, Bergeson &amp; Campbell, P.C.</td>
<td>Salon C, 5th Floor</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>NT/A: Stakeholder Engagement: Using LCA to Change the Conversation and Drive Value</td>
<td>NT/A</td>
<td>Tanis Marquette, President, Saphey, LLC</td>
<td>Salon B, 5th Floor</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>NT/A: Lactide Polyester Resins as Solvent-borne Adhesives in 3D-Printed Applications</td>
<td>NT/A</td>
<td>Matt Tojasas, Applications Development Chemist, NatureWorks</td>
<td>Salon A, 5th Floor</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>BD: Clearing the Fog - Monomers and Polymers in the Age of Trade Wars and Shifting Production Base</td>
<td>BD</td>
<td>Vitaly Rogachevsky, VP CS Monomers and Polymers, Argus Media Inc.</td>
<td>Salon D, 5th Floor</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>T/GR: Coalition for Accurate Product Labels</td>
<td>BD</td>
<td>Andrew Harker, Vice President, The Russell Group</td>
<td>Salon C, 5th Floor</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>NT/A: Verification of a Life Cycle Assessment of a Polyurethane Sealant on a Residential Structure with 5 Years of Energy Use Data</td>
<td>NT/A</td>
<td>Joy Johnston, Senior Scientist, Covestro</td>
<td>Salon B, 5th Floor</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>NT/A: Engineered Polysaccharides: Alpha-1,3-Glucan Polymer as a Performance Enhancing Additive for Latex Adhesives</td>
<td>NT/A</td>
<td>Joseph Marcinko, Principal Scientist &amp; President, Polymer, Synergies, LLC</td>
<td>Salon A, 5th Floor</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>BD: Global Acrylates – The Rollercoaster of Feedstock Market Dynamics</td>
<td>BD</td>
<td>Kevin Chin, Principal Analyst, IHS Markit</td>
<td>Salon D, 5th Floor</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>T/GR: The Circular Economy, The New Strategic Reality</td>
<td>BD</td>
<td>Philip Bruce, Secretary General, FEICA</td>
<td>Salon C, 5th Floor</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>NT/A: From Product Life Cycle Assessment (LCA) to Whole Building LCA</td>
<td>BD</td>
<td>Paul Bertram, President, PBB Connect</td>
<td>Salon B, 5th Floor</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>NT/A: Anomalous Crystal Growth in an Epoxy-ion Liquid Systems</td>
<td>NT/A</td>
<td>Ruel McKenzie, Assistant Professor, University of Akron</td>
<td>Salon A, 5th Floor</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>BD: Biofuels Production Trends and Impacts on Petrochemicals</td>
<td>BD</td>
<td>Paul Niznik, Senior Consultant – Energy, Argus Consulting Services</td>
<td>Salon D, 5th Floor</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>T/GR: Brexit, USMCA, &amp; More: What You Need to Know</td>
<td>BD</td>
<td>Jim Delisi, President, Fanwood Chemical, Inc</td>
<td>Salon C, 5th Floor</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>NT/A: Measuring the Value of Durability Testing</td>
<td>BD</td>
<td>Chris White, Research Chemist, Polymeric Materials Group, NIST</td>
<td>Salon B, 5th Floor</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>NT/A: Functional Polymers Derived from Biomass; Development, Study, and Performance Enhancement</td>
<td>BD</td>
<td>Mammad Nasiri, Senior Research Chemist, Henkel Corporation</td>
<td>Salon A, 5th Floor</td>
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</tbody>
</table>

**BREAKS:**
- 10:30 a.m. — BREAK: BD
- 10:45 a.m. — BREAK: T/GR & NT/A

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**Legend:**
- **BD** = Business Development & Market Trends Track
- **T/GR** = Technical & Government Regulations Track
- **NT/A** = New Technology & Application Track

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**SCHEDULE AT A GLANCE**

**43 2019 Annual Spring Convention and EXPO Final Program**
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<th>Time</th>
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| 1:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:15 to 1:40 p.m.**  
T/GR: Silane Modified Polymers (SMP), a Universal Bonding and Sealing Technology for Industrial and Craftsmen Applications  
Matthias Kohl, AG Product Development and Johann Klein, Fellow, Henkel Europe  
Salon C, 5th Floor |-----------|
| 1:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:15 to 1:45 p.m.**  
NT/A: Climbing the Summits of HMAs in Assembly Applications  
Gregory Hall, Senior Staff Scientist- ExxonMobil Chemical Company  
Salon B, 5th Floor |-----------|
| 1:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:15 to 1:45 p.m.**  
NT/A: Correlating Lab Testing and Wear Characteristics for Skin Contact Pressure Sensitive Adhesive Products  
Michael Krejsa, Technical Service Manager, Henkel Corporation  
Salon A, 5th Floor |-----------|
| 1:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:15 to 2:30 p.m.**  
BD: Understanding the Duty to Provide Objective, Transparent Information of Architects and Engineers to the Owner  
Ujjval Vyas, Principal, Alberti Group, LLC  
Salon D, 5th Floor |-----------|
| 1:40 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:40 to 2:05 p.m.**  
T/GR: 2K SMP/Epoxy Hybrid Structural Adhesive Concept  
Chris Verosky, Lead Development Chemist, Henkel Corporation  
Salon C, 6th Floor |-----------|
| 1:45 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:45 to 2:15 p.m.**  
NT/A: An Electron Beam Curable Resealable Adhesive that Only Sticks to Itself  
Chris Orihail, R&D Manager, Sartomer Americas  
Salon B, 5th Floor |-----------|
| 1:45 p.m.    | Afternoon Education Sessions by Time Slot                                | **1:45 to 2:15 p.m.**  
NT/A: Characterizing Interactions between Seam Sealers and Topcoat Systems  
Kai Tam Tan, Research Associate, PPG  
Salon A, 5th Floor |-----------|
| 2:05 p.m.    | Afternoon Education Sessions by Time Slot                                | **2:05 to 2:30 p.m.**  
T/GR: New Silyl Modified Polymer Based Adhesives and Coatings  
Wenwen Li, Technical Market Development Manager and Ruolei Wang, Sr. Technical Market Development Manager, Kaneka North America LLC  
Salon C, 6th Floor |-----------|
| 2:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **2:15 to 2:45 p.m.**  
NT/A: Winning in Adhesives & Sealants from Idea Generation to Commercialization  
Marios Hatziyiannou, Senior Consultant, Nexant  
Salon B, 5th Floor |-----------|
| 2:30 p.m.    | Afternoon Education Sessions by Time Slot                                | **2:30 to 2:55 p.m.**  
T/GR: Frozen and Wet Lumber Bonding Using Silane Modified Polymers (SMP) via DOE  
Daniel Manta, Development Chemist, Wacker Chemical Corporation  
Salon C, 5th Floor |-----------|
| 2:30 p.m.    | Afternoon Education Sessions by Time Slot                                | **2:30 to 3:15 p.m.**  
BD: Why is Architecture Practiced as it is Practiced?... A Look at the Architectural Firm from the Inside  
Fred Butters, Attorney at Law, Comprehensive Legal Services for the Design & Construction Professional  
Salon D, 5th Floor |-----------|
| 2:55 p.m.    | Afternoon Education Sessions by Time Slot                                | **2:55 to 3:20 p.m.**  
T/GR: Advances Towards Non-Yellowing Optically Clear SMP Based Formulations  
Sheba Bergman, Applied Technology Manager – NAFTA Functional Silanes, Evonik Corporation  
Salon C, 5th Floor |-----------|
| 3:15 p.m.    | Afternoon Education Sessions by Time Slot                                | **3:15 to 4:00 p.m.**  
BD: Design Decision Making – It’s Not Rocket Science!  
David Stutzman, Owner, Conspectus, Inc.  
Salon D, 5th Floor |-----------|
MORNING Education Sessions by Time Slot

9:15 to 9:35 a.m.
NT/A: New Silane Oligomers – Improve Adhesion and Beyond
Misty Huang, Principle Scientist, Momentive Performance Materials
Salon B, 5th Floor
T/GR: Innovation Award Winner
Runner Up #1
Salon C, 5th Floor

9:15 to 9:45 a.m.
BD: Build an Innovation Culture Focused on Value Proposition
Marc Benevento, President, Industrial Market Insight
Salon D, 5th Floor
T/GR: Innovation Award Winner
Runner Up #2
Salon C, 5th Floor
NT/A: New Blown-ion™ Plasma Treaters for Improving Adhesion
Wilson Lee, Director, Business Development, Enercon Industries
Salon B, 5th Floor

9:45 to 10:15 a.m.
BD: Targeted Innovation in Business Strategies for Small- and Mid-Size Companies
Robert Wrona, President- Innov8 Chem, LLC
Salon D, 5th Floor

9:55 to 10:15 a.m.
T/GR: Innovation Award Winner
WINNER
Salon C, 5th Floor
NT/A: The Advantages of Sustainable, Collapsible Film-Based Technology for Two-Component (2K) Fluid Packaging
Peter Kuzyk, Business Manager - Fluid Formulators & Packagers, Nordson EFD
Salon B, 5th Floor

10:15 to 10:35 a.m.
T/GR: Can Your Company Keep a [Trade] Secret?
Mareesa Fledenrich, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Salon C, 5th Floor
NT/A: Styrenic Block Copolymers in Hot-Melt Adhesives: A Comparison between Sequential and Via-Coupling Polymer Structure for the Optimization of Hot-Melt Performances in Non-Woven Application
Davide De Santt, R&D, Coordination, Versalis SPA
Salon B, 5th Floor

10:15 to 10:45 a.m.
BD: Re-Inventing Corporate Growth: Implementing Open Innovation
Gene Slowinski, Director, Open Innovation Research, Rutgers University
Salon D, 5th Floor

10:35 to 10:55 a.m.
T/GR: Avoiding ‘Sticky’ Situations—Strategic Management of IP Assets in Joint Business Collaborations
Clara Jimenez, Attorney, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Salon C, 5th Floor
NT/A: Improved Rheological Profile and Stability for Waterborne Polychloroprene Dispersion Adhesives
Olfje Sautenio, Technical Application Manager, Borregaard
Salon B, 5th Floor

10:45 to 11:15 a.m.
BD: Big Data and Machine Learning
Mark Travis, CEO, Mark Travis & Company, Inc
Salon D, 5th Floor

10:35 to 11:15 a.m.
T/GR: IP Diligence in Mergers, Acquisitions, and Spin-Offs
Jeffrey Wolfson, Chair, Patent Prosecution Section, Haynes and Boone, LLP
Salon C, 5th Floor
NT/A: A Practical Approach to Common Problems with Processing Additives in Adhesives
Tom Vetterly, Director of Technology, Mayzo
Salon B, 5th Floor

SCHEDULE AT A GLANCE Wednesday, April 10

45 2019 Annual Spring Convention and EXPO Final Program
1:15 to 1:45 p.m.

**BD:** Mastering the Millennial Mindset and Beyond: How to Attract and Retain Your Emerging Leaders  
Lisa Ryan, Chief Appreciation Strategist, Grategy.com  
Salon D, 5th Floor

**T/GR:** Oilseed Adhesive Research: A Glimmer of Hope?  
Chris Hunt, Research Chemist, USDA Forest Products Lab  
Salon C, 5th Floor

**NT/A:** The Benefits and Advancement of Polyolefin Elastomers for Hot-Melt Adhesives and the Role of Pellet Flow Characteristics for Increased Efficiency  
Ryan Schneider, Global Product Technology Leader, Dow Chemical Company  
Salon B, 5th Floor

1:45 to 2:15 p.m.

**BD:** Team Communications: It’s More Than Millennials vs. Everyone Else  
Charlie Hauck, President & Owner, Growth Dynamics, LLC  
Salon D, 5th Floor

**T/GR:** Assessing Chemical Reactivity Safety in New Material Development  
Michael Carolan, Manager, Operational Excellence - PS Testing, Dekra Process Safety  
Salon C, 5th Floor

**NT/A:** Strategies to Increase the Heat Stability of Polyurethane Reactive Hot Melt  
Michael Qin, Senior Development Chemist, Henkel Corporation  
Salon B, 5th Floor