



Keynote Speakers & Topics Announced for Spring Convention...

***Industry experts and top companies share their knowledge
& experience to tackle the important issues affecting
YOUR business!***

No other event brings together, in one place, the leaders, experts, government agencies and end user companies in our market to share their thoughts, needs, solutions, innovations, the challenges they share and the unlimited potential in our industry.

****Register by February 24th
and **SAVE \$100*****

Come west to Denver and listen to Nike, Green Chemistry Institute, ICIS, the Department of Energy, Boeing, ExxonMobil and other leaders discuss how adhesives and sealants impact their businesses and organizations.

Focus areas will include...

- End user trends & requirements
- Raw material development and sustainability
- Formulation
- Global trends & economic conditions
- Energy outlook
- Envelope systems
- Electronics & Non woven markets
- Regulatory & safety issues
- Academia
- Capital investment and M&A

Hear from executives at leading multinational companies about how and why these areas play an important role in their organizations and how adhesive and sealant companies can respond.

Emerald Performance Materials

MONDAY OPENING GENERAL SESSION BREAKFAST & KEYNOTE

The 2012 Economic Update: How to Profit in a Crummy Economy

Dr. Ken Mayland, President, ClearView Economics, LLC

This presentation will analyze whether the current recovery is still on track, the "arithmetic" of the 2012 outlook, and why recent economic growth has been so disappointing. Dr. Mayland will go on to examine why business had a good year in 2011, despite the feeble recovery, to uncover the probable keys to success for business in 2012. Dr. Ken will also touch on some good business practices in general. Lastly, he will explore some of the possible economic implications resulting from the 2012 Presidential/Congressional elections.

Dr. Ken Mayland is President of ClearView Economics, LLC, a firm specializing in economic research and forecasting. Ken was previously the Chief Economist of two major financial institutions. Dr. Mayland graduated with degrees in economics from MIT and the University of Pennsylvania (M.A. and Ph.D.). He has spent more than 35 years studying the business cycle and providing economic analyses to a variety of constituencies, he is widely quoted by the media, and he has won numerous prestigious awards for forecasting accuracy.



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TUESDAY GENERAL BREAKFAST & KEYNOTE

The Outlook for Energy: A View to 2040

Vincent Yuskiewicz, Energy Advisor, Corporate Strategic Planning, ExxonMobil Corporation

ExxonMobil's Outlook for Energy: A View to 2040, our long-term forecast of global energy supply and demand trends. What do we see over the next 30 years? ExxonMobil will share key findings of this year's outlook to include global energy demand, population growth, growing electricity demand, what oil will remain the most widely used fuel worldwide, demand for coal will peak and begin a gradual decline, and gains in efficiency across economies worldwide through energy-saving practices. ExxonMobil will share this outlook publicly to encourage a broader understanding of energy issues that affect us all.

Vincent Yuskiewicz is an Energy Advisor in ExxonMobil's Corporate Strategic Planning Department. He is a principal contributor to ExxonMobil's long-term global energy outlook, including the identification of potential implications for energy markets and the corporation's strategic plans. Vincent has worked in the energy industry for over 14 years in a variety of technical and management positions involving ExxonMobil's activities in the United States and around the world. He holds a Bachelor of Science in civil engineering from Drexel University.



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TUESDAY GENERAL SESSION LUNCH & KEYNOTE

The Shifting Tide of Chemistry in the 21st Century

Dr. Robert Peoples, Director, ACS Green Chemistry Institute

Population growth, urbanization and rising standards of living continues to place increasing demands on our finite supply of natural resources. Evidence is mounting that we cannot achieve a sustainable future by the linear extension of our existing technology platforms. This presentation will focus on proven methods of design and manufacturer of chemicals using the new paradigm of green chemistry. It is possible to meet the three criteria's of success: benign impacts, functionality and economics.

Dr. Peoples is currently the director of the ACS Green Chemistry Institute, he drives the implementation of green chemistry principles across the global chemical enterprise. Dr. Peoples is a 30-year veteran of the chemical industry and has been an ACS member for 35years, giving him valuable experience and insight into the global chemical market. He has also been a key driver in the development of several ANSI standards.*



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TUESDAY CLOSING SESSION

US DOE Building Envelope R&D Activity and Opportunities for the Adhesive and Sealant Industry

*Mark LaFrance, Technology Development Manager,
U.S. Department of Energy*

This presentation will provide an overview about the latest research at the U.S. Department of Energy related to building envelope systems. Also discussed is the large opportunity for energy savings from reduced air infiltration and the relationship to the adhesive and sealant industry. The Department's aggressive goal to reduce the energy consumption of the building sector in half by the year 2030 would require unprecedented retrofits with air sealing and window upgrades playing a leading role. The session will be interactive and will seek input from participants to help influence DOE's R&D priorities.

Mr. LaFrance currently is the manager for Building Envelope and Windows R&D programs at the Department of Energy in the Office of Building Technology. The program portfolio is funded approximately US\$16 million annually and is attempting to development the next generation of technologies that will contribute to buildings that use very low energy. Mr. LaFrance received his BS Degree in Mechanical Engineering in 1985 from the University of Massachusetts, Dartmouth, and a MS Degree in Urban Systems Engineering in 1998 from George Mason University.



Other featured speakers include:

- **Kay Youndahl Blohowiak, Boeing**
Topic: Adhesive and Sealant Technology Needs for the Aerospace Industry
- **Ignacio Sotolongo, ICIS**
Topic: Changing Crude Oil Landscape & an Update on the Keystone Pipeline Factor
- **Martha Moore, American Chemistry Council (ACC)**
Topic: The Potential Impact of Shale Gas for U.S. Manufacturing

- **Scott Echols, Nike Sustainable Business & Innovation**
Topic: Initiatives with Green Chemistry at Nike
- **Thomas Blaige, Blaige & Company**
Topic: Trends with M&A in the Chemical Segment
- **Mark Morgan, Chemical Market Associates, Inc. (CMAI)**
Topic: Alternative Petro Chemical Feedstocks

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