



Table of Contents

Monday, October 13, 2008 - 7:30am to 9:15am
Opening Session Keynote

[Managing at the Margin: Creating Employee Trust, Customer Value and Sustainable Profits in a Global Economy](#)

John Brandt, The MPI Group

Monday, October 13, 2008 - 9:30am to 12:00pm
Green - Moving the Industry Forward

[Green Design - Making Cost-Effective Sealants and Adhesives with Natural Fiber Reinforcement](#)

Edward Schut, CreaFill Fibers

[Update on the Volatile Organic Compound \(VOC\) Exemption of Tert-Butyl Acetate \(TBAC\) and an Overview of Its Potential Uses in Low-VOC, Solvent-Based Adhesives and Sealants](#)

Daniel Poureau, LyondellBasell Industries

[High Renewable Content-Based Polyurethane for Adhesives and Sealant Applications](#)

Bindu Radhakrishnan, The Dow Chemical Company

[A Market Opportunity Study for Soy-Based Adhesives in Wood Composites](#)

Leland Orr, Omni Tech International

Monday, October 13, 2008 - 9:30am to 11:30am
On the Horizon - Academic Research Update

[Membrane Contact Geometry for Adhesion Measurement of Industrial Paints](#)

Garret DeNolf, Northwestern University-Material Science and Engineering Department

[Mixed Mode Fracture Testing of Adhesively-Bonded Steel and Wood Specimens Using a Dual Actuator Load Frame](#)

Hitendra Singh, Virginia Tech

Monday, October 13, 2008 - 9:30am to 12:00pm
Small Business Executives Session

[How to Turn Your Website Visitors into Customers](#)

Travis Sherbine, ThomasNet

Tuesday, October 14, 2008 - 9:30am to 11:30am
Eye on the Industry: Pressure Sensitive and Hot Melt Adhesives

[Structural Bonding Tapes](#)

Mike Zajackowski, Avery Dennison Performance Polymers

[Emulsion Styrene Butadiene Rubber in Pressure Sensitive Adhesive Applications](#)

Zamin Shah, ISP Elastomers

[High Strength Prepolymers for Hot Melt Adhesives](#)

Eric Pohl, Momentive Performance Materials Inc.

[Novel Tailor-made Styrene Block Copolymer Family for Superior Productivity and Mechanical Properties](#)

Alejandro Esquivel de la Garza, Dynasol, LLC

[Adhesives Made with Styrenic Block Copolymers and Ingredients from Renewable Resources](#)

Rick Gelles, Kraton Polymers

Tuesday, October 14, 2008 - 9:30am to 12:00pm
Industry Pipeline: Analyzing Market Research

[Effective Ways to Use and Analyze Market Information](#)

David Nick, DPNA International, Inc.

[The Best Way for Building Product Manufacturers to Reach Architects with a Message About Their Products](#)

Michael Peretz, Al Paul Lefton Company

[Understanding the Design Engineer - Summary Results of a New Market Survey](#)

John Thomas, Clear Seas Research

Tuesday, October 14, 2008 - 9:30am to 12:00pm
Toolbox for Tough Times

[Using E-Business to Streamline Transactions with Business Partners](#)

Oliver Majumdar, Wacker Chemical Corporation

[Lean - Six Sigma Techniques: An Invaluable Tool For Tough Times](#)

Kevin Reid, Orr and Boss, Inc.

[Maintaining Your Margins](#)

Sean O'Donnell, DATACOR, Inc.

[Developing a Corporate Sustainability Strategy To Ensure Long-Term Prosperity](#)

Scott Detiveaux, Orr and Boss, Inc.

Tuesday, October 14, 2008 - 9:30am to 11:30am

Advances in Formulation 1

[Novel Nano-Material Technology - Mechanism of High Viscosity Development of a Nano-Particle Dispersion in Adhesives and Sealants](#)

Yoshisada Kayano, Shiraishi Kogyo Kaisha, Ltd.

[Troubleshooting Problems With Adhesives and Sealants](#)

G. Fred Willard, CAS-MI Laboratories

[Introduction of Rheology as a Tool for Solving Formulation and Processing Problems](#)

Gina Paroline, Anton PAAR USA

[Reactive Adhesives Simplified with Novel Silane-Terminated Prepolymers](#)

Michael Austerberry, Wacker Chemical Corporation

[Select SBC Polymers for Lower VOC Solvent Based Adhesives](#)

Lydia Salazar, Kraton Polymers U.S. LLC

Tuesday, October 14, 2008 - 1:30pm to 4:00pm

Business Solutions: Getting the Edge

[How and Why New Technologies are Successfully Brought to Market](#)

Phillip Phillips, The CHEMARK Consulting Group

[A Chemical Information Management Software Solution](#)

Chris Nowak, Actio Corporation

[Implementation and Benefits of Sustainability and Corporate Social Responsibility Programs in a Multi-National Corporation](#)

Mary Lynn Burke, Henkel Corporation

[Customer Relationship Management in the 21st Century](#)

Sean O'Donnell, DATACOR, Inc.

[How to Build an Online Marketing Machine](#)

Bob DeStefano, SVM E-Business Solutions

Tuesday, October 14, 2008 - 1:30pm to 3:30pm
Eye on the Industry: Sealants and Dispensing Technologies

[Silane Terminated Prepolymers: Non-Foaming Sealants for Concrete Repair](#)

Jay Johnston, Bayer MaterialScience LLC

[Achieving Sustainability Through Adhesive Dispensing Technology](#)

Richard Pallante, Nordson Corporation

[The Affect of Strain on the Modulus of Sealant Exposed Outdoors](#)

Christopher White, National Institute of Standards and Technology

[Sealing a Path to Grid Parity with Solar Energy - Automating Adhesive and Dispensing Technology to Improve Payback of Photovoltaic \(PV\) Module Assembly](#)

Todd Romanski, Nordson Corporation

Tuesday, October 14, 2008 - 1:30pm to 3:00pm

F.Y.I.

[George Street - St. Albans, UK - A Case Study in the Repair of Historic Timber Structures Using Bonded-In Pultruded Plates](#)

Dave Smedley, Rotafix Ltd

[Quantitative Assessment of Surface Preparation Quality for Adhesive Bonding of Composite Materials](#)

Brietta Oakley, Brighton Technologies Group, Inc.

Giles Dillingham, Brighton Technologies Group, Inc.

[EPA's Proposed Ruling on n-Propyl Bromide](#)

Margaret Sheppard, US Environmental Protection Agency - Stratospheric Protection Division

Advances in Formulation 2

Tuesday, October 14, 2008 - 1:30pm to 3:30pm

[High Strength Prepolymers for Adhesive Markets](#)

Misty Huang, Momentive Performance Materials Inc.

Bruce Waldman, Momentive Performance Materials Inc.

[Crosslinking Technology for Latex or Acrylic Emulsions](#)

Katie Skok, Huntsman Polyurethanes

Roeland Tuinman, Huntsman Polyurethanes

[Smartcure Adhesives](#)

Guido Kollbach, Henkel America

[New Ways of Curing Adhesives Using Novel Photolatent Initiators and Catalysts](#)

Eugene Sitzmann, Ciba Corporation, Business Unit Adhesives & Sealants

Tuesday, October 14, 2008 - 4:30pm to 5:30pm
Tuesday Closing Session Keynote

[The Changing World of Raw Materials](#)
Tom Brewer, DeWitt & Company