



produced by **spi**

‘Business of Plastics’ Conference at NPE2012

**Organized by SPI: The Plastics Industry Trade
Association**

Sessions will take place concurrently with the NPE trade show and be held in meeting rooms of the South Building of the Orange County Convention Center in Orlando, Florida. For general information on the conference, use [this link](#). For details on each presentation and speaker, use [this link](#). A fee applies for each presentation, payable at the time of registering to attend NPE2012. To register, visit www.npe.org.

Agenda as of January 6, 2012

Advocacy, Regulatory Issues, and Safety / Monday, April 2, 1:00 to 5:00 pm

Successful Strategies for Fighting Regulatory Battles

Jeffrey R. Ellis, *Consultant in Chemicals and Plastics Technology*

Strategic Intellectual Property Portfolio Planning: Capturing the Full Value of Innovation

John T. Haran, *Associate, Sterne, Kessler, Goldstein & Fox P.L.L.C.*

Certifications and Standards in Recycling and Bioplastics

George Kipouras, *Business Development Manager, Metabolix, Inc.*, and **Robert Whitehouse**, *Metabolix, Inc.*

What Is Happening in California? How Does It Affect the U.S.?

Laurie Hansen Sheets, *The Houston Group*

Bioplastics / Tuesday, April 3, 8:30 am to 12:00 pm

Bioplastics 101

Edwin Tam, *Manager, New Strategic Initiatives, Teknor Apex Company*

BioPreferred: Creating New Markets for Bioplastics

Kate Lewis, *Deputy Manager, BioPreferred Program, US Dept. of Agriculture*

Bioplastics 201: Bioplastics in The Market-Challenges and Opportunities

Steve Davies, *Director – Communications and Public Affairs, NatureWorks LLC*

Making Sense of Bioplastics Regulation and Legislation

Keith Edwards, *North American Business Manager, BASF*

Bioplastics Panel Discussion: Bioplastics: An Opportunity for Everyone

SPI Bioplastics Council

A Bioplastics Industry CEO Perspective: The Global Industry Today, and Where It's Going

Marc Verbruggen, *President & CEO, NatureWorks LLC*

BioPlastics- What Bin Does this go in?! Options for Disposal

Kelly Lehrmann, Consultant, *FKuR Plastics Corporation*

A Business Guide – Sorting Through the Growing Bioplastics Marketplace

Daniel Gilliland, Director, Business Development, *Mirel™ Bioplastics by Telles*

Sustainability / Wednesday, April 4, 8:00 am to 1:00 pm

10 European Plastics Trends Not to Miss

Christian Altmann, Cluster Manager Plastics Cluster, *Clusterland Oberösterreich GmbH*

Enhancing Plastic Recycle Stream Performance

Lana Spencer, *The Dow Chemical Company*

Tandem Moulding Technology Increases Output While Decreasing Production Costs

Peter Kuchar, Sales/Marketing, *Technoject Machinery Corp.*

Portland, Oregon, and Polystyrene Foam: Why Sustainability and Product Bans Are Incompatible

J. Michael Martinez, Regional Manager, Government Affairs & The Environment, *Dart Container Corporation*

All-Electric Machines and the Future of Energy-Efficient Processing

Andy Stirn, *Milacron*

Marketing / Wednesday, April 4, 1:00 pm to 5:30 pm

Don't Be Out-Marketed: Selling in the New Reality

Mary Scheibel, Principal Owner, *Scheibel Halaska*

Five Manufacturer Marketing Moves to Make NOW

Jon Goldman, President, *Brand Launcher*

Global Consolidation in the Plastics Industry

Thomas Blaige, Chairman and CEO, *Blaige & Company*

Branding Steps for the Plastics Processor

Teresa Schell, President, *Strategic Marketing Partners*

Free Online Marketing Opportunities

Linda Sampson, CEO, *Kent Systems, LLC*

Knowledge Management: Work Instructions Using iPads

Maureen Steinwall, President, *Steinwall, Inc*

Medical Products & Healthcare / Thursday, April 5, 8:00 am to 12:00 pm

Automation in Medical Plastics Molding

David Preusse, President, *Wittmann Battenfeld Inc.*

Integrated New Product Development

Jason Williams, Head, Medical Plastics Center of Excellence, *Penn State Erie, The Behrend College*

Key Trends in the Healthcare Industry and Their Effect on Materials Technology Development

Larry Johnson, Global Director Healthcare Marketing, *PolyOne Corporation*, and **Roger Avakian**, Vice-President Technology, *PolyOne Corporation*

Increasing Productivity and Profitability in High-Volume Medical Tubing Extrusion

Bob Bessemer, Sales Manager, Medical Extrusion, *Conair*

Special Effects in Thermoplastics for Patient Safety

Tom O'Brien, *SABIC Innovative Plastics*