Pennsylvania Plastics Initiative
Pennsylvania Plastics SourceNet Symposium 2008

Progress Report
Submitted to CPWDC
April 15, 2008

Grant # HG-14846-0506

Final Report including January thru March 2008

Mission: To enhance the image and visibility of the Pennsylvania plastics industry and expand its ability to operate locally and compete globally.

Introduction/Background

Pursuant to Grant Number HG-14846-0506 from the Department of Labor, a statewide comprehensive program has been funded to maintain and grow the competitive advantage of Pennsylvania's plastic industry.

An important component of the program, to support and promote sustainability of the efforts under this grant, is to provide a venue for statewide Plastics professionals and key partners to network, be provided educational opportunities in the industry and respond to the needs of the plastics industry. A steering committee and partners planned the Plastics Symposium that brought together industry, academia, research organizations, technology companies and key partners to showcase the latest innovation, build upon the networks and resources engendered by these collaborative efforts and provide access to training and research partners.

The inaugural 2008 Pennsylvania Plastics SourceNet Symposium "Alliances for a Sustainable Future," was held March 12-14, 2008 at The Penn Stater Conference Center and provided approximately 170 prominent industry decision makers with the opportunity to network and discuss the future of Pennsylvania's plastics industry. At registration, each attendee received their name tag; a portfolio and pen with the Plastics SourceNet logo; symposium program; and attendee list. The name tags highlighted the speakers, sponsors and students.

Symposium Program

The Symposium was successfully held March 12 – 14, and the program consisted of the following:

Wednesday, March 12:

3 - 6 p.m. Registration – Registration Desk 2
3 - 5:30 p.m. Exhibitor Set-up – President's Hall 2–4
5:45 p.m.: Ribbon Cutting Ceremony
6 - 7 p.m. "Sustainability of the Plastics Industry in Pennsylvania"
Sandi Vito, Acting Secretary of the Department of Labor & Industry– President's Hall 1
7 - 9 p.m. Reception/Networking Event – President's Hall 2–4

Thursday, March 13:

7 - 8 a.m.: Welcome Breakfast - President's Hall 2-4
8 - 9 a.m.: "Continuous Innovation in Sustainable Development" - President's Hall 1
William Carteaux, President and CEO, The Society of the Plastics Industry
9 - 10 a.m.: "Innovation for Sustainable Growth" - President's Hall 1
Seetha Coleman-Kammula, Co-founder, Simply Sustain, LLC
10 - 10:30 a.m.: Break/ Networking
10:30 - 11:30 a.m.: "New Polymer Trends - An SPE Global Perspective" - President's Hall 1

Vicki Flaris, President, Society of Plastics Engineers

11:30 a.m. - 1:30 p.m.: Buffet Lunch/Networking with Exhibitors - President's Hall 2-4

1:30 - 2:15 p.m. Breakout Sessions

Industry Alliances: Best Practices - Product Development - Room 106
Tom Moyak, Project Engineer, Plastics Technology Center
Henry Thorne, Chief Technology Officer, Thorley Industries, LLC.

Government Alliances: Best Practices - Workforce Development - Room 105
Edward Stankus, Luzerne-Schuylkill County Workforce Investment Board

Education Alliances: Lehigh University; University of Pennsylvania - Room 104
Raymond Pearson, Director, Center for Polymer Science Engineering, Lehigh University
Mike Hugel, Director, Corporate and Foundation Relations, School of Engineering and Applied Science, University of Pennsylvania

Sustainability: Supply Chain Study Results - Room 108
Irene Petrick, Professor of Practice and Director, Enterprise Informatics and Integration Center, The Pennsylvania State University

2:15 - 3 p.m. Breakout Sessions

Industry Alliances: Best Practices - Material Characterization - Room 106
Hank White, Director, Plastics Manufacturing Center, Pennsylvania College of Technology
Roger C. Kipp, Vice President, Marketing and Engineering, McClarin Plastics, Inc.

Government Alliances: Best Practices - International Development - Room 105
Peter O'Neill, Executive Director, Center for Trade Development, Department of Community and Economic Development

Education Alliances: The Pennsylvania State University; Pennsylvania College of Technology - Room 104
Coray M. Colina, Co-Director, Center for the Study of Polymeric Systems, The Pennsylvania State University
Tim Weston, Department Head, Plastics and Polymer Engineering Technology, Pennsylvania College of Technology

Sustainability: Occupational Forecast Study - Room 108
David Passmore, Professor of Education, Workforce Education and Development Program, The Pennsylvania State University
Rose Baker, Professional Associate, Management Development Programs and Services, The Pennsylvania State University

3 - 3:15 p.m. Break - First Floor Break Area

3:15 - 4 p.m. Breakout Sessions

Industry Alliances: Best Practices – Supply Chain - Room 106
Michael Araten, President and COO, K'NEX Brands

Government Alliances: Best Practices - Recycling and Environment - Room 105
Robert Bylone, Executive Director, Pennsylvania Recycling Markets Center

Education Alliances: Carnegie Mellon University; Penn State Erie, The Behrend College
Tomasz Kowalewski, Assistant Professor, Carnegie Mellon University
Brad Johnson, Lecturer, Engineering, Penn State Erie, The Behrend College

Sustainability: ImaginePlastics.com - Room 108
Tim Weston, Department Head, Plastics and Polymer Engineering Technology, Pennsylvania College of Technology

4 - 5 p.m. Final Networking Session with Exhibitors - President's Hall 2-4

Friday, March 14: Friday was scheduled to have 4 separate workshops, however due to lack of registrants, only 1 workshop was hosted, which was *Managing Change in a LEAN Culture* hosted by Leo Gilroy of Northeastern Industrial Resource Center. This ran 8:30 – 11:30 a.m. in room 108.

The four tracks of *Alliances/Sustainability* had 3 separate 45-minute presentation breakouts. All breakouts and keynote speakers were well received with positive feedback. Surveys are currently available for attendees to complete online.

The committee spoke on conference calls held January 18, February 28, and March 6. The committee also met at the Penn Stater Hotel and Conference Center on February 11, to review layout for sponsor booths, presentation and breakout rooms, and registration set up.

Networking Events and Sponsorships

The Chair of the Network Events and Sponsorships committee was Roger Kipp from McClarin Plastics. Roger took the lead on contacting prospective companies and organizations to request sponsorships and exhibits. The exhibit area was a tremendous success. There were 28 companies and organizations that exhibited during the Symposium. In addition to the lead sponsors there were a total of 32 sponsors that supported the Plastics Symposium.

Lead Sponsors:

- U.S. Department of Labor/PA Department of Labor and Industry/PA Workforce Investment Board – Plastics SourceNet
- PA IRC Network

Gold Level Sponsorships:

- McClarin Plastics Inc. – Hanover, PA
- NWIRC – Erie, PA
- Quaker Plastic – Mountville, PA
- Spartech Corporation – Clayton, MO
- Pennsylvania College of Technology/Plastics Manufacturing Center – Williamsport, PA

Silver Level Sponsorships:

- Appreciative Strategies, LLC – Montoursville, PA
- Kleerdex Company, LLC – Bloomsburg, PA
- Penn State Erie, The Behrend College – Erie, PA
- PPL Corporation – Allentown, PA
- The Rodon Group – Hatfield, PA
- Tooling Technologies, LLC – Fort Loramine, OH

Bronze Level Sponsorships:

- A. Routsis Associates, Inc. – Dracut, MA
- Aerzen USA Corporation – Coatesville, PA
- Carma Industrial Coatings – New Oxford, PA
- Concordia International Freight Forwarding Corporation – Florence, NJ
- Conewago Construction – Hanover, PA
- Creative Pultrusions, Inc. – Alum Bank, PA
- Devcon – Malvern, PA
- Expeditors – Pittston Township, PA
- IMC – Williamsport, PA
- Milacron – Holden, MA
- MoJo Active, Inc. – Turbotville, PA
- New Penn Motor Express, Inc. – Lebanon, PA
- Northampton Community College – Bethlehem, PA
- Northstar Marketing – Lancaster, PA
- Penn State Management Development Programs & Services – University Park, PA
- Precision Cut Industries – Hanover, PA

- Rohm & Haas – Philadelphia, PA
- ThomasNet – Downingtown, PA
- Ultra-Poly Corporation – Portland, PA
- Universal Protective Packaging – Mechanicsburg, PA
- Waste Not Technologies, LLC – Saylorsburg, PA

During the evening reception entertainment was provided by a local magician, Richard Benninghoff. Richard provided wonderful, intelligent, humorous entertainment that spurred conversation among the attendees. There was a great deal of relationship building, company project exchanges and networking that took place in the exhibit area. These venues provided a tremendous opportunity for professionals in the plastics industry to communicate directly with other industry affiliates and service providers.

Marketing and Promotion

ABSTRACT

The referenced Plastic Industry grant is a statewide comprehensive, multi-agency, multi-disciplined approach to maintaining and growing the competitive advantage of Pennsylvania's plastics industry. The goal is for all participating partners to align their resources and leverage grant funds for the maximum benefit of industry. As part of a this three year grant by the U.S. Department of Labor to the Commonwealth of Pennsylvania and Penn State University and sponsored by the statewide network of industrial resource centers, Pennsylvania Plastics SourceNet2008 is a unique symposium targeted to promote and enhance the competitiveness of the Pennsylvania plastics industry and is currently planned for March 12-14, 2008. Its mission is to enhance the image and visibility of the Pennsylvania plastics industry and to expand the industry's ability to operate locally and compete globally by providing a forum for networking and sharing of vital industry information and best practices. This report outlines the progress against the tasks needed to market this event to the targeted industry participants.

Progress Outcomes

The prime objective of the marketing efforts for the was to drive attendance to the event, but also to co-brand with the Plastics SourceNet organization to create sustainability to support plans for ongoing events and other statewide efforts, such as the potential to hold this as a biennial conference in successive years. A copy of the event press release is included below:

Inaugural Event Focuses on the Future of Pennsylvania's Plastic Industry
National and Prominent Industry Leaders Speak on Sustainability

(STATE COLLEGE) ***For immediate release*** *- The inaugural 2008 Pennsylvania Plastics SourceNet Symposium "Alliances for a Sustainable Future," was held March 12-14, 2008 at The Penn Stater Conference Center and provided approximately 170 prominent industry decision makers with the opportunity to network and discuss the future of Pennsylvania's plastics industry.*

The Symposium began on Wednesday evening with a ribbon cutting ceremony followed by a presentation from Acting Secretary of the Pennsylvania Department of Labor and Industry, Sandi Vito, who was instrumental in the implementation of the Plastics Initiative that brought over $3.25 million dollars of federal support to this industry. A networking reception followed this presentation with a strolling magician that entertained the crowd including about 25 exhibitors.

Activities and events begin in earnest on Thursday, March 13 with presentations by national leaders and experts regarding issues surrounding the sustainability of the industry and its impact to include the tough challenges posed by global competition and protection of natural resources. Table top exhibits and other networking opportunities round out the main activities of the event with optional workshops and educational opportunities offered on Friday morning.

Some of the key presentations included:

Sustainability Efforts in the Plastics Industry

The latest information from The Society of Plastics Industry by (SPI) president William Carteaux on sustainability efforts by SPI members and their impact in Pennsylvania. SPI estimates that the Pennsylvania plastics industry accounted for approximately 58,000 workers, who produced products valued at over $19.4 billion, ranking Pennsylvania sixth in the nation for plastics production in 2006.

Sustain and Grow

New ideas and tools were discussed by Dr. Seetha Coleman-Kammula, retired senior vice president of Basell and now a principal with Simply Sustain, LLC, a consulting firm that guides plastics companies to sustainable growth, balancing the needs of the environment with societal demands. Dr. Kammula holds a PhD in chemistry, serves on the Corporate Environmental Advisory Council of Dow Chemicals and is affiliated with the Sustainable Development Consortium at MIT, Society for Organizational Learning, which brings companies together to exchange experiences and stories of company's change efforts.

The Global Demand for Plastics

Vicki Flaris, president of the Society of Plastics Engineers, shared her global perspective and the challenges facing Pennsylvania processors. According to the DeWitt Conference, global demand for commodity polymers is expected to increase nearly 25 percent between 2005 and 2010, from roughly 141 million tons to 175 million tons.

For more information on the events of the Symposium, please visit www.plasticssourcenet.org/08symposium where the presentations that were given will be available or contact ***Elizabeth (Liz) Webster, Plastics SourceNet Coordinator,*** *Pennsylvania College of Technology, One College Avenue, Williamsport, PA 17701, email: ewebster@pct.edu and phone 1-877-736-7527.*

This Symposium was funded in part by a grant awarded under the President's High Growth Job Training Initiative as implemented by the U.S. Department of Labor's Employment and Training Administration, (and this program does not necessarily reflect the official position of the Department nor should its funding be construed as an endorsement), administered by Pennsylvania's Department of Labor and Industry, through its Workforce Investment Boards. The Symposium is also made possible by the support of Pennsylvania's network of Industrial Resource Centers and is co-branded by the Plastics SourceNet, a full service resource supporting Pennsylvania's manufacturing competitiveness in the plastics industry established and financed by a grant from the Commonwealth of Pennsylvania, Department of Community & Economic Development.

All of the deliverables were achieved as listed below.

Deliverables

1. Email Marketing Campaign
   - Email Marketing Template
   - Email Message and schedule
   - Email List and management

2. Symposium Mailing and Brochures
   - Postcards
   - Symposium Program Brochure
   - Advertising Template and placements

3. Symposium Banners and placards
   - Thematic Design Template
   - Banners
   - Session placards and Notices

4. Public Relations
   - Press Releases and media management

In the final quarter, significant activity was planned and carried out to drive attendance and to assist in bringing together the elements of the marketing, publicizing and consistent thematic branding of the event A last minute change in the primary Keynote Speaker to Acting Secretary of Labor and Industry, Sandi Vito was made and appeared seamless to the attendees, but necessitated last minute changes to the program with only slightly increased revision costs.

Website Development and Email Marketing

Significant upgrades to the website were implemented to include an after action survey form to capture participant feedback. In addition, ongoing planning and implementation will be completed in the next quarter to include posting of speaker presentations and video streaming of key segments of the event. This feature will serve to capture not only the key findings from the Plastics Initiative, but will also serve as a continual source of information to the participants and others in the Plastics industry serving the mission of the event to serve as a rally point for this industry cluster.

Other Efforts

A final ad is planned in the next issue of the PA Manufacturer to thank and recognize the sponsors for the event and will be the one of last of the deliverables under this contract. Tabulation of the evaluation surveys will be compiled and included with the future Symposium planning materials.

Updated Symposium Marketing Project Schedule

2007-08	QTR 1 Apr-Jun 2007	QTR2 Jul- Sep 2007	QTR3Oct-Dec 2007	QTR4Jan-Mar 2008
Web Center		X		X
Postcard / Print Mailings		X	X	X
Email marketing		X	X	X
Advertising			X	X
Brochure				X
Placards, etc.				X

Budget and Finance

The Symposium budget submitted to CPWDC totals $50,000. Total event expenses:

Marketing/Website:	$35,500
Facilities:	$9,500
Conference Management:	$5,000

Project Schedule

Symposium Dates: March 12-14, 2008
Submit Final Report: April 15th, 2008

APPENDIX A – Plastics Symposium Program

APPENDIX B – Plastics Symposium Registration/Attendee List

Plastics SourceNet Symposium 08

ALLIANCES FOR A SUSTAINABLE FUTURE

March 12–14, 2008



Symposium Program

PLASTICS SOURCENET
Pennsylvania's Plastics Network



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Welcome

Welcome to the 2008 Plastics SourceNet Symposium, "Alliances for a Sustainable Future." Over the course of the next three days, you will have the opportunity to network with prominent industry decision makers, increase your company's visibility in the marketplace, and discuss the future of Pennsylvania's plastics industry.

This product was funded by a grant awarded under the President's High Growth Job Training Initiative as implemented by the U.S. Department of Labor's Employment & Training Administration. The information contained in this product was created by a grantee organization and does not necessarily reflect the official position of the U.S. Department of Labor. All references to non-governmental companies or organizations, their services, products, or resources are offered for informational purposes and should not be construed as an endorsement by the Department of Labor. This product is copyrighted by the institution that created it and is intended for individual organizational, non-commercial use only.

Keynote Speaker



Sandi Vito

Acting Secretary of the Department of Labor & Industry

Sandi Vito was appointed by Governor Edward G. Rendell as acting secretary of the Department of Labor & Industry on Feb. 4, 2008.

As acting secretary, Vito heads the fifth-largest agency of Pennsylvania state government, overseeing more than 6,000 employees in 200 offices statewide that serve the worker and business interests of the commonwealth. Through the administration of programs such as workers' compensation, unemployment compensation, job retraining and vocational rehabilitation, along with its numerous enforcement and regulatory responsibilities, the Department directly affects the daily lives of millions of workers, and the more than 250,000 employers in Pennsylvania.

Prior to her appointment, Vito served as the deputy secretary for Workforce Development where she helped to devise Job Ready PA, which greatly boosted Governor Rendell's economic growth strategy by expanding employment and training opportunities in high-skill, high-wage jobs. Job Ready PA, a complete overhaul of the commonwealth's workforce development system, was urgently needed to adapt skill development, training, and business service models to the global marketplace. As deputy secretary, Pennsylvania's workforce system has won several awards and distinctions, including:

- Best Workforce Publication for Pennsylvania's Targeted Industry Clusters;
- Named one of two "Demand Driven" workforce states by the U.S. Department of Labor;
- Selected by National Governor's Association as an incubator state to develop state policies to increase access to post-secondary education and lifelong learning for working adults and;
- **Awarded a $3.25 million grant from the U.S. Department of Labor to support innovative workforce training in the plastics industry.**

Vito was also awarded the first-ever Workforce Development Leadership Award by Pennsylvania Partners and the National Network of Sector Partners Trailblazer Award for Industry-Led Workforce Development efforts, recognizing her achievement in expanding career employment opportunities while meeting businesses' workforce needs.

Before coming to Labor & Industry, Vito served as Governor Rendell's deputy campaign manager for Field and Politics, was chief of staff to state Senator Christine Tartaglione, and was the Pennsylvania Democratic Party political director from 1999 to 2001.

In announcing her appointment, Governor Rendell said, "Sandi has proven to everyone that she has what it takes to help our hardworking men and women find better jobs and become the highly skilled employees for whom companies are looking, and to help Pennsylvania create record job growth. The commonwealth, the agency and the thousands of businesses and people it serves will be in good hands."

She holds a bachelor's degree in economics from Stockton State University and attended Temple University's Graduate School of Urban Studies.

Agenda and Schedule of Events

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3 - 5:30 p.m. Exhibitor Set-up – President's Hall 2–4
5:45 p.m. Ribbon Cutting Ceremony
6 - 7 p.m. ***"Sustainability of the Plastics Industry in Pennsylvania,"***
Governor Edward G. Rendell/Sandi Vito, Acting Secretary of the Department of Labor & Industry– President's Hall 1
7 - 9 p.m. Reception/Networking Event – President's Hall 2–4

Thursday, March 13:

7 - 8 a.m. Welcome Breakfast – President's Hall 2–4
8 - 9 a.m. ***"Continuous Innovation in Sustainable Development,"***
William Carteaux, President and CEO, The Society of the Plastics Industry – President's Hall 1
9 - 10 a.m. ***"Innovation for Sustainable Growth,"*** Seetha Coleman-Kammula, Co-founder, Simply Sustain, LLC – President's Hall 1
10 - 10:30 a.m. Break/Networking
10:30 - 11:30 a.m. ***"New Polymer Trends - An SPE Global Perspective,"*** Vicki Flaris, President, Society of Plastics Engineers – President's Hall 1
11:30 a.m. - 1:30 p.m. Buffet Lunch/Networking with Exhibitors – President's Hall 2–4

1:30 - 2:15 p.m. Breakout Sessions

- ***Industry Alliances: Best Practices - Product Development*** – Room 106
  -Tom Moyak, Project Engineer, Plastics Technology Center
  -Henry Thorne, Chief Technology Officer, Thorley Industries
- ***Government Alliances: Best Practices - Workforce Development*** – Room 105
  -Ed Stankus, Luzerne County Workforce Investment Board
- ***Education Alliances: Lehigh University; University of Pennsylvania*** – Room 104
  -Raymond Pearson, Director, Center for Polymer Science Engineering, Lehigh University
  -Mike Hugel, Director, Corporate and Foundation Relations, School of Engineering and Applied Science, University of Pennsylvania
- ***Sustainability: Supply Chain Study Results*** – Room 108
  -Irene Petrick, Professor of Practice and Director, Enterprise Informatics and Integration Center, The Pennsylvania State University

2:15 - 3 p.m. Breakout Sessions

- ***Industry Alliances: Best Practices - Material Characterization*** – Room 106
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  -Coray M. Colina, Co-Director, Center for the Study of Polymeric Systems, The Pennsylvania State University
  -Tim Weston, Department Head, Plastics and Polymer Engineering Technology, Pennsylvania College of Technology
- ***Sustainability: Occupational Forecast Study*** – Room 108
  -David Passmore, Professor of Education, Workforce Education and Development Program, The Pennsylvania State University
  -Rose Baker, Professional Associate, Management Development Programs and Services, The Pennsylvania State University

3 - 3:15 p.m. Break – First Floor Break Area

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  -Robert Bylone, Executive Director, Pennsylvania Recycling Markets Center
- ***Education Alliances: Carnegie Mellon University; Penn State Erie, The Behrend College*** – Room 104
  -Tomasz Kowalewski, Assistant Professor, Carnegie Mellon University
  -Brad Johnson, Plastics Engineering Technology, Penn State Erie, The Behrend College
- ***Sustainability: ImaginePlastics.com*** – Room 108
  -Tim Weston, Department Head, Plastics and Polymer Engineering Technology, Pennsylvania College of Technology

4 - 5 p.m. Final Networking Session with Exhibitors – President's Hall 2–4

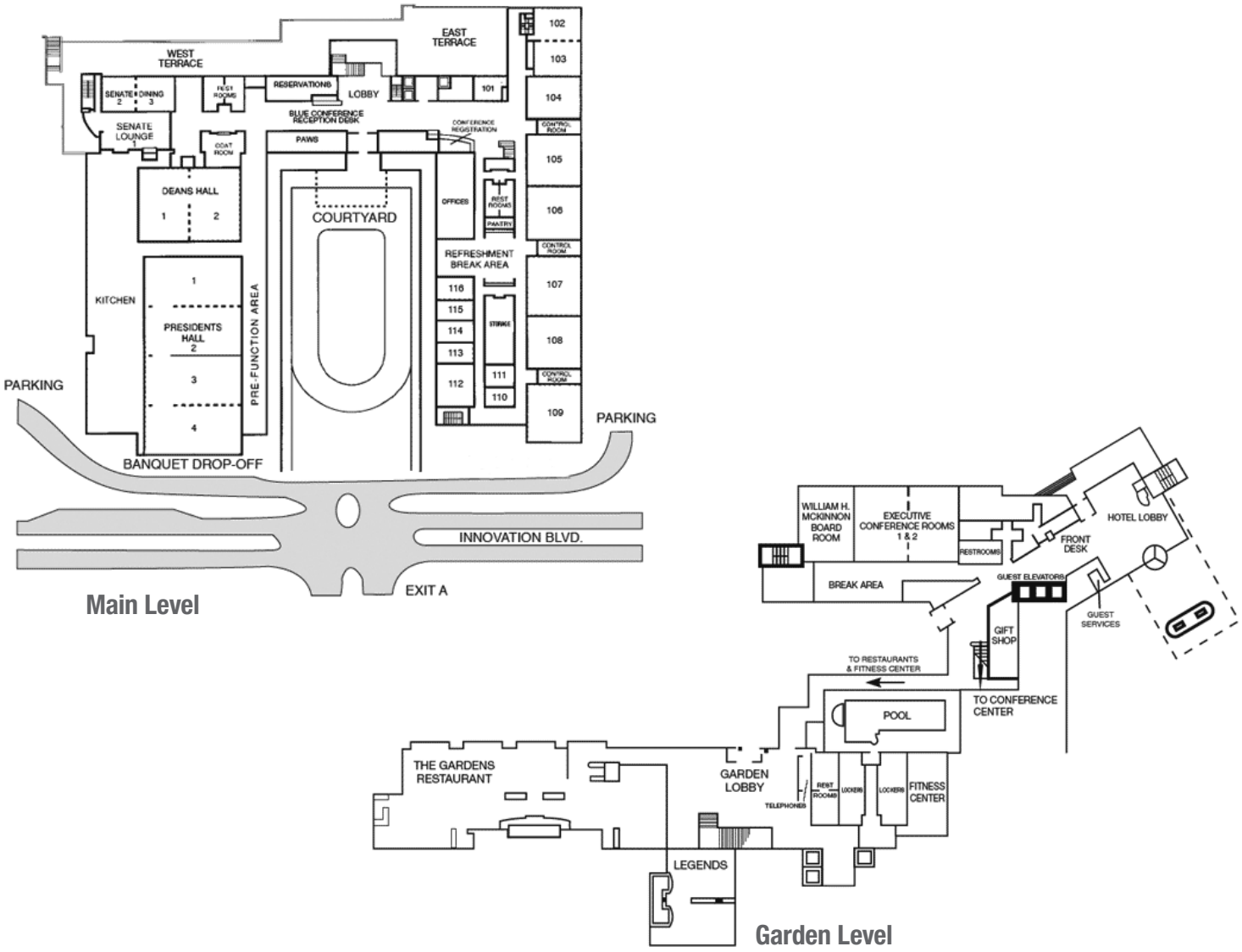
Workshops

Friday, March 14:

8:30-11:30 a.m.

- Measurably Smarter Choices for Growth Room 106
- Energy Assessment Room 105
- Competing in the 21st Century: The Nanotechnology Edge Room 104
- Managing Change in a LEAN Culture Room 108

Map of The Penn Stater Conference Center Hotel



About the Speakers



William R. Carteaux

President, The Society of the Plastics Industry

William Carteaux began his tenure at The Society of the Plastics Industry (SPI) in March 2005. Mr. Carteaux came to SPI from Demag Plastics Group Corp., where he was named president and chief executive officer in 2002. Based in the Cleveland area, Demag is one of the nation's top two manufacturers of injection molding machines for the plastics industry. Mr. Carteaux previously served as the company's vice president of sales and marketing. Prior to joining Demag, Mr. Carteaux spent eight years with a manufacturer of vertical injection molding machines, including four years as its president.

He has been actively involved in numerous leadership roles as an SPI member for more than 10 years, serving on the Machinery Board and as vice chair, then chair of SPI's Equipment Council. While a member, Mr. Carteaux also served as vice chair of SPI's Strategic Management Group for Industry Growth and Development, and chair of both the National Plastics Exposition (NPE) finance committee and the NPE operations committee. He's been active in standards development and on SPI's finance, administration and membership committee. Prior to accepting his post as president, Mr. Carteaux was slated to serve as vice chairman of SPI's Executive Board for the 2005 term.

Abstract

Continuous Innovation in Sustainable Development

SPI and its member companies continue to embrace the concept of sustainability. Sustainable development meets the needs of the present while allowing future generations to meet their own needs. Sustainability is defined as a balance of (1) protecting the natural systems of the planet and (2) providing a high quality of life for all people, while (3) fostering global competition, economic freedom of choice, and growing prosperity for all. With this balanced approach, sustainability leads to an improved quality of life for both present and future generations.



Seetha Coleman-Kammula, PhD

Founder, Simply Sustain, LLC

Seetha Coleman-Kammula, retired senior vice president of Basell/ Shell, co-founded Simply Sustain, LLC with her husband Dr. Brian Coleman. Simply Sustain is a consulting firm based in Newark, Del., that guides companies to be profitable by doing business in ways that benefit both the environment and society. The mainstay of their approach is to convene companies in a plastics supply chain to help them see the whole system and their role in improving sustainability.

Dr. Coleman-Kammula serves on the Corporate Environmental Advisory Council of Dow Chemicals and is affiliated with the Sustainable Development Consortium at MIT, Society for Organizational Learning, which brings companies together to exchange experiences and stories of company's change efforts. Dr. Coleman-Kammula is a board member at Developing Indigenous Resources – a non-profit organization that focuses on preventative health care.

Abstract

Innovation for Sustainable Growth

For many, sustainability is an issue of perceived risk, not of definitive proof. Are growth paths really threatening life-support systems? Will new and more efficient technologies not get us out of trouble? Choices must be made in the face of uncertainty both about the problem(s) and the effect of the interventions. Social and environmental protection will involve trade-offs against shareholder value. So why bother? While these dilemmas continue, consensus among business leaders is building, and though "collapse" is not proven, its possibility cannot be discounted. So what can plastics engineers do to improve sustainability?

In the context of sustainability, the three key choices that plastics engineers have to make in their day to day work are; which materials to use to lower environmental impact, how to reduce waste and litter to improve public acceptance of plastics and lower societal impact, and how to reduce costs to improve profits. In this presentation, Dr. Seetha Coleman-Kammula will present some tools and concepts which plastics engineers and businesses can use in research and development, product development, and marketing to innovate for sustainable growth.



Vicki Flaris

President, Society of Plastics Engineers

Vicki Flaris is a professor at Bronx Community College of The City University of New York teaching organic chemistry with a focus on polymer blends focusing in medical and automotive markets. Her last position was as industry marketing manager for the Styrenics Copolymers, BASF Corp. She worked as extrusion specialist and was subsequently promoted to marketing specialist, marketing manager to technical and marketing manager in the Foams business for Huntsman Corp. Prior to that she was a research scientist for DuPont Canada. Other companies include ICI and CSR.

Abstract

New Polymer Trends - An SPE Global Perspective

The applications of polymers are endless as we continue to address modern societal materials needs. Polymers are the backbone of plastics and their ability to create amazing products is simply fascinating. This presentation will examine both naturally produced polymers, as well as the latest developments for modifications to synthetic polymers. In addition, the dynamics of the increasing global marketplace will be explored and how it may shape these trends.



Tom Moyak

Project Engineer, Plastics Technology Center

Tom Moyak brings a complimentary mixture of plastics manufacturing and engineering experience to the Plastics Technology Center (PTC), a Plastics SourceNet partner. His industry experience was primarily in injection molding with a strong background in new tool and process development. Before joining the PTC in January 2000, he held various positions in industry including process engineer at Carlisle Engineered Products in Erie, Pa., and senior process engineer at Arkay Plastics in Alabama. He has handled a variety of responsibilities in the areas of injection molding process training, new mold sampling and qualifying, efficient mold setting techniques, mold, process and machine troubleshooting, production scheduling, and plant layout and inventory control. Mr. Moyak is experienced in using cavity pressure transducers as a tool for qualifying new molds and for process control, and monitoring of production molds. Mr. Moyak currently works as a project engineer at the PTC with responsibilities that include product design, development and enhancement, material selection and process, and tool troubleshooting.

Abstract

From Concept to Reality: Success in Product Development

This presentation will detail the steps required to avoid the common pitfalls of new product development in order to efficiently and effectively make your way to market. Building a strong and balanced development team is the first step in minimizing the obstacles that often prevent success. Also, the discipline to adhere to a structured product development path is an equally critical component of the process. We will demonstrate the important role that proper industry alliances played while chronicling the progression of the 4moms Cleanwater Infant Tub from conception through reality.



Henry Thorne

Chief Technology Officer, Thorley Industries

Henry Thorne is an innovator who enjoys great thoughts and trying to turn them into reality. A graduate of the Robotics Institute of Carnegie Mellon University in the early 80s, Mr. Thorne worked at General Motors (GM) for five years engineering robotic systems including the largest and most reliable robotic arc welding assembly line ever created producing five miles of linear arc weld per day for the frames of most of GM's cars. He founded Cycle Time Corp. in 1990 where he created the first Graphic User Interface for industrial robots now used on over 5,000 robots within the Big Three Automotive group and the first fully automated "Tool Center Point" calibration system, which is licensed exclusively to the largest robot company in the world, ABB Robotics, Inc.

In 1995, Mr. Thorne turned his attention to mobile robots and created the first personal robot, CYE, which was sold by Probotics, Inc. and then later by The Educational Robot Company. Mr. Thorne founded Aethon in 2001, to commercialize a larger and more capable mobile robot, the Tug, which is used to autonomously deliver supplies of all kinds from hospital ancillary departments to nursing units. In 2005, Mr. Thorne co-founded Thorley Industries to innovate and drive business in existing consumer markets where the continued decline in the cost of electronics enables the delivery of new benefits at standard price points. The first Thorley Industries creation is "4moms" (www.4momsonline.com), a juvenile product company with a line of revolutionary infant bathing products.

Abstract

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Edward Stankus

Luzerne County Workforce Investment Board

Edward Stankus currently serves on the staff to the Luzerne/Schuylkill Workforce Investment Board where he is involved in several industry partnership grants.

His professional experience includes tenure as director of operations for Ma's Old Fashioned beverage company as well as his service in the field of education. His experience in education ranges from parochial secondary to adult post secondary, having served as president of Career Preparatory Institute.

Mr. Stankus did his undergraduate work at King's College in Wilkes-Barre, Pa., and his graduate studies at the University of Scranton.



Raymond A. Pearson, PhD

Director, Center for Polymer Science Engineering, Lehigh University

Raymond Pearson received a bachelor's degree in chemistry from the University of New Hampshire in 1980 and a PhD in materials science and engineering from the University of Michigan in 1990. He joined the Materials Science and Engineering Department at Lehigh University, Bethlehem, Pa., in August 1990. Prior to graduate school, Dr. Pearson had worked for seven years with General Electric Company (Corporate Research and Development Center and GE Plastics Europe). He is currently a professor of materials science and engineering and the director of the Center for Polymer Science and Engineering at Lehigh University. His research interests include all aspects of processing, deformation, yield, and fracture of polymer blends and nanocomposites as well as adhesion issues in microsystems packaging.

Abstract

Lehigh University's Center for Polymer Science and Engineering (CPSE) offers a unique environment for graduate study—one that is large enough to boast world-class professors and research facilities, but is small enough to give each graduate student individualized attention. Lehigh University has been awarding interdisciplinary master's degree and PhD in polymer science and Engineering since 1975. CPSE was formally established at Lehigh University in July 1988. The Center provides a unique opportunity for faculty members and graduate students from traditional departments of chemistry, chemical engineering, materials science and engineering, mechanical engineering and mechanics, and physics to perform interdisciplinary research in polymers. Current course offerings include polymer synthesis and characterization, physical polymer science and organic polymer science, engineering behavior of polymers, rheology, polymer processing, emulsion polymers, biopolymers, polymer blends and composites, fatigue and fracture of engineering materials, and colloid science. In 1999, a new Master of Education degree program option was added as part of Lehigh University's Distance Education Program. This presentation will provide an overview of our graduate program in polymer science and engineering as well our industrial liaison programs.



Mike Hugel

Director, Corporate and Foundation Relations, School of Engineering and Applied Science, University of Pennsylvania

Mike Hugel is a graduate in business management of Ithaca College in Ithaca, NY. With a 17 year career in Development and Alumni Relations at the University of Pennsylvania, Mr. Hugel is currently the director of Corporate and Foundation Relations at the School of Engineering and Applied Science. He is responsible for developing and maintaining collaborative relationships with corporations and foundations that have an interest in the school's academic and research agenda. Mr. Hugel accomplishes this by identifying organizations whose research interests align with the school's faculty, determining what level collaboration is possible and, finally, negotiating a financial commitment and intellectual property agreement. Mr. Hugel is extremely focused on building relationships with faculty members to better target their research goals and needs. He is a key contact for Penn Engineering's annual Career Awareness Day, and the chief organizer of numerous research forums throughout the school.

Abstract

This presentation will focus on how Penn Engineering and the University of Pennsylvania are working to develop relationships between Penn and industry through specific faculty and student interactions.



Irene J. Petrick, BS, MA, PhD

Professor of Practice and Director, Enterprise Informatics & Integration (EII) Center,
The Pennsylvania State University

Prior to joining the College of Information Sciences and Technology, Irene Petrick spent three years as an assistant professor of Industrial Engineering. In addition to her professorial activities, she has over 25 years of experience in technology planning, management, and product development in both academic and industrial settings. She is author or co-author of more than 75 publications and presentations.

Dr. Petrick specializes in technology forecasting, digital road mapping, product and process development, and systems management, with particular interest in collaborative supply chain activities. Within the past five years she has had research funding from a diverse group of industry and government sponsors. She also advises private companies and non-profit agencies on technology planning and strategic road mapping. In summer 2005, Dr. Petrick was a Boeing Welliver Fellow where she focused on technology strategy, collaborative new product development, and supply chain integration.

Abstract

Enhancing Supply Chain Effectiveness in the Pennsylvania Plastics Manufacturing Industry

The Pennsylvania plastics industry is characterized by a large number of older firms, with over 90 percent of the companies included in this survey in operation ten years or more. Our findings indicate that older Pennsylvania plastics manufacturing firms are more likely to coordinate with other companies in their supply chains on activities to improve efficiency and reduce production costs. Though these findings make logical sense in an industry sector where there are growing material and energy costs, and increased competition, studies of other types of companies and their supply chain practices suggest that individual companies can actually gain more in the short and long term with an emphasis on coordination on new product development and marketing activities. Ultimately, companies that can lock others out of their supply chains create competitive advantage. The presentation will highlight trends in Pennsylvania plastics manufacturing, compare this sector's practices with other net-exporting sectors, and offer suggestions to improve the position of individual Pennsylvania plastics manufacturers and the sector as a whole.



Hank White

Director, Plastics Manufacturing Center, Pennsylvania College of Technology

Hank White is the director of the Plastics Manufacturing Center (PMC) at Pennsylvania College of Technology since 1997, as well as a plastics engineering consultant for the Plastics Resource Group. Mr. White has had various distinguished accomplishments including: business development manager and director of research and development for the West Company, and director of product and materials development for the Kerr Group. Mr. White currently serves on the board of directors for the rotational molding division of the Society of Plastics Engineers and as an instructor for Dale Carnegie Leadership Institute. Mr. White obtained a Bachelor of Science in chemistry from Fairmount State College and has participated in master's of business administration programs at Ohio University and the University of Southern California.

Abstract

Plastics Manufacturing Center of Excellence – Effective Resource for Pennsylvania's Plastics Industry

Responding to the growing demands of Pennsylvania's plastic producers, the PMC has developed a customized assistance program in alliance with the plastics industry and the state of Pennsylvania, to advance industry technology and to transfer the technology to private sector industry members.

The PMC is one of the top plastic technology centers in the country with extensive material testing laboratories, industrial scale process equipment, world-class training facilities, and highly skilled consulting staff.

This presentation will include a discussion of the rise of the PMC from local to regional to national prominence. Success stories will be provided that demonstrate outstanding plastics product commercialization abilities and superior training capabilities, along with the impact of Global Standards for Plastics Certification Program.



Roger C. Kipp

Vice President, Marketing and Engineering, McClarin Plastics, Inc.

Roger Kipp is vice president of marketing and engineering at McClarin Plastics, Inc., located in Hanover, Pa. McClarin Plastics is a leader in heavy gauge thermoforming and fiberglass molding.

As vice president of marketing and engineering, Mr. Kipp has made it a priority to be involved in strategic and functional initiatives to further the company as well as the plastics industry through affiliation with various professional organizations.

Mr. Kipp has been a member of the Society of Plastics Engineers' thermoforming division board since 1992. During his tenure on the board, he has served as chairman, conference treasurer, and division treasurer. As a member of the Society, he has served as the communications committee chair and on the foundation executive committee. The Society honored Mr. Kipp with the 2002 Outstanding Achievement Award and a Lifetime Achievement Award in 2003.

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Peter C. O'Neill

Executive Director, Center for Trade Development

As executive director of the Center for Trade Development (CTD) in the Department of Community and Economic Development, Peter O'Neill oversees the commonwealth of Pennsylvania's export promotion programs, services a network of 10 in-state regional partners and 21 foreign offices--the largest and most comprehensive trade promotion program in the country. CTD's mission is to expand the reach and capability of Pennsylvania's exporting community, with a particular focus on small to mid-sized businesses. In 2006, export sales facilitated by CTD were in excess of $253 million, with 220 clients reporting. From 1994 to 2004, Mr. O'Neill served as director of the state of Maryland's Office of International Business, where he was responsible for planning and executing the state's export assistance programs. He has counseled the business community on international market opportunities with a specific focus on northern Asia and the Arab Gulf states. He has led state trade missions throughout Asia, Africa, and the Middle East, and has worked closely with Maryland environmental technology firms seeking market assistance in markets throughout Asia.

Abstract

This breakout session will cover recent export trends in the Pennsylvania plastics industry including the increase of export sales and the leading countries that are importing Pennsylvania plastics. Where does Pennsylvania stand in comparison to other U.S. states? We will examine the export trends in some leading sectors within the plastics industry, as well as countries that offer the best trade potential. Finally, there will be a presentation of programs and services available to plastics exporters from Pennsylvania's Center for Trade Development including assistance at leading plastics trade shows, Market Access Grants, country-specific market research and others.



Coray M. Colina

Co-director, Center for the Study of Polymeric Systems, Associate Professor, Department of Materials Science and Engineering, The Pennsylvania State University

Coray Colina was a faculty member at Simón Bolívar University, Venezuela, (1995-2004) and joined the department of materials science and engineering at The Pennsylvania State University as associate professor in July 2006. She won the 1999 Award for Outstanding Teaching Achievement (at the assistant professor level) at Simon Bolivar University, as well as several other awards from the Venezuelan's National Committees from the Development of Higher Education and for Academic Advancement. She has several international collaborations and has presented the results of her research globally in more than 70 national and international conferences. She has published over 35 papers (including conference proceedings). Since January 2007 she has been co-directing the Center for the Study of Polymeric Systems (CSPS), as well as acted as guest editor of a special issue for the Journal of Physical Chemistry in 2007. Dr. Colina uses materials theory, modeling and computer simulation, methods ranging from molecular-based equation of state with a rigorous statistical mechanics basis to high-performance computer modeling.

Abstract

Alliances Opportunities with the Center for the Study of Polymeric Systems

CSPS at The Pennsylvania State University resides within two departments, Chemical Engineering and Materials Science and Engineering. The CSPS research specializes in the synthesis, characterization, modeling, and processing of polymeric systems. CSPS comprises professionals with expertise in polymer engineering and science and laboratories equipped for carrying out a diverse range of polymer studies. The experimental, modeling, and theoretical activities of the Center are of interest to scientists and engineers involved in the design, control, and operation of numerous polymer processes including the production of films, coating, paints, membranes, foams, composites, polymer reactors, and polymer devolatilization. Our mission is to conduct world-class competitive research under industrial and government sponsorship. CSPS fosters interdisciplinary research of a cohesive group of faculty within The Pennsylvania State University, where interdisciplinary technologies are developed, and transferred to our industrial partners. In this talk, an overview of the Center will be presented with emphasis on the educational alliances opportunities within the Center. The description of educational CDs, short-courses, as well as software and e-learning opportunities for a variety of polymer-related topics will be addressed.



Tim Weston

Department Head, Plastics and Polymer Engineering Technology,
Pennsylvania College of Technology

Tim Weston was a founder of the Plastics program and the Plastics Manufacturing Center (PMC) at Pennsylvania College of Technology. He serves as the principal investigator for the Plastics Resources for Educators Program (PREP). In 2006, the Society of Plastics Engineers named Mr. Weston the Fred E. Schwab, International Educator of the Year. Mr. Weston also worked on the development team for the "Imagine Plastics" project and serves on the steering committee for the 2008 Plastics SourceNet Symposium.

Abstract

Plastics and Polymer Engineering Technology at Pennsylvania College of Technology

Two of the five TAC/ABET accredited program in plastics can be found in Pennsylvania. Come hear how one of these programs offers hands-on, manufacturing oriented, education in your sector of the plastics industry.

Abstract

ImaginePlastics.com

Can you think like a 16 year old? Come see some innovative material developed to interest the next generation of plastics professionals in exploring career possibilities in our field.



David L. Passmore, BS, MEd, PhD

Professional Associate, Management Development Programs and Services,
The Pennsylvania State University

David Passmore is professor of education in the Workforce Education and Development Program at The Pennsylvania State University. He also is professor of operations research in the dual degree, intercollege Operations Research Program, director of the Institute for Research in Training and Development, and a professional associate in Management Development Programs and Services. He is an adjoint graduate faculty member in Human Resource Development and Technology for the College of Business and Technology at The University of Texas at Tyler.

Abstract

Employment and Competitiveness of the Pennsylvania Plastics Industry

Information is presented about the future employment and competitive position of the Pennsylvania plastics manufacturing industry. This information was derived from economic modeling, forecasting, and benchmarking research conducted by The Pennsylvania State University Workforce Education and Development Initiative. Between 2004 and 2017, Pennsylvania is forecast to lose employment and experience declining numbers of job openings in occupations in its plastics manufacturing industry as a result of manufacturing productivity increases and in spite of enjoying advantages relative to the entire U.S. in delivered prices and in costs of production (except fuel). The industry is driven by exports and by business-to-business sales, rather than by sales to Pennsylvania households and government. Disruptions of the export position of Pennsylvania plastics manufacturing or in increasing competition in Pennsylvania markets for Pennsylvania-manufactured plastics products would further degrade industry and occupational employment in the Pennsylvania plastics manufacturing industry.



Rose Baker, BA, MEd, PhD, PMP

Professional Associate, Management Development Programs and Services,
The Pennsylvania State University

Rose Baker brings nearly 20 years of instructional design, project management, and teaching experience and over 10 years of business experience to her position. Formerly, she worked as an instructional designer and project manager with General Motors, PricewaterhouseCoopers, Training and Educational Systems Associates, University of Phoenix, Huntingdon County Career and Technology Center, and the Pennsylvania Public School System. Within several of these organizations, she was also an instructor, performed benchmarking, and researched global trends for e-business and coaching strategies. Dr. Baker was employed by The Pennsylvania State University World Campus to perform and analyze survey and interview evaluations of courses. She was also a partner in a successful retail businesses for over 10 years.

Abstract

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Michael Araten

President and COO, K'NEX Brands

Michael Araten joined K'NEX and the Rodon Group in May 2005 to serve as their vice president and general counsel, and assumed his present position in January 2006. K'NEX Brands manufactures and/or distributes toys under the K'NEX, KID K'NEX, Lincoln Logs and BRIO brands, and manufactures high volume precision molded plastic parts for the pharmaceutical, medical, construction, food and many other industries.

Prior to joining K'NEX and Rodon, Mr. Araten served as senior vice president and corporate counsel to O'Neill Properties Group, as well as chief litigation counsel to Toll Brothers, Inc. In those capacities, Mr. Araten was responsible for risk management, regulatory approvals, human resource issues and the management of over 100 law firms in 21 states. Mr. Araten also formed numerous joint ventures, led due diligence and acquisition teams, and obtained land development approvals that created over one billion ($1 billion) in new home sales and land value.

Mr. Araten has been interviewed about toy industry issues, strategic alliances, and U.S. manufacturing, and has been quoted in *The Wall Street Journal, USA Today, Yahoo Finance*, and the *Philadelphia Business Journal*, along with numerous local newspapers. He has also appeared on The Today Show, Fox News, various radio shows and broadcasts and industry Web sites.

Mr. Araten is a founding member of a Vistage group in suburban Philadelphia. Vistage is the largest CEO organization in the country.



Robert Bylone

Executive Director, Recycling Markets Center

Before joining the Recycling Markets Center (RMC), Robert Bylone was employed by The Pennsylvania State University Harrisburg Environmental Training Center completing both research in and instruction for water and wastewater operations.

Prior to his current employment, Mr. Bylone gained experience in county government, industry, and consulting, serving briefly as the Schuylkill County recycling/environmental coordinator, Copperhead Chemical Company, as a project/environmental, health, and safety engineer, and Junkins Engineering as a project engineer, gaining industrial environmental experience in 18 different states and over 20 types of industry.

Abstract

The Pennsylvania Recycling Markets Center– Keystone to Recycling Markets Innovation

The Pennsylvania RMC is organized as a non-profit 501c(3) organization. Located at The Pennsylvania State University Harrisburg, the RMC serves Pennsylvania to facilitate the critical links that allow for additional or new use of secondary, recycled commodities in manufacturing. In securing this supply chain, the RMC offers many business assistance services that lead to business development, accelerated product commercialization, technical assistance opportunities, and occupational training. Mr. Bylone will offer a description of the RMC and how the RMC can and has provided innovative assistance to plastics manufacturers in the commonwealth.



Tomasz Kowalewski

Assistant Professor, Chemistry, Carnegie Mellon University

Tomasz Kowalewski received his PhD in physical chemistry of macromolecules from Polish Academy of Sciences. Following a period as postdoctoral associate and then research faculty at Washington University in St. Louis. In 2000, he joined the Department of Chemistry at Carnegie Mellon University, where he is now an associate professor. Dr. Kowalewski's main research interests are in the area of macromolecular self-assembly, nanotechnology, organic electronics, and proximal probe techniques.

Abstract

Macromolecular Engineering with Well Defined Polymers and Copolymers

This presentation will describe collaborative efforts in the area of macromolecular engineering taking place at Carnegie Mellon University. Special emphasis will be placed on the developments in controlled polymerizations and on their impact in the area of advanced materials, biomaterials, and organic electronics.



Brad Johnson

Lecturer, Plastics Engineering Technology, Penn State Erie, The Behrend College

Brad Johnson has been teaching in Penn State Erie, The Behrend College's plastics engineering technology (PLET) program since 1994. In addition to being a full-time faculty member, he directs the Plastics Training Academy activities for the PLET department. Prior to his current position, Mr. Johnson accumulated 11 years of industrial experience, most of which were spent as program manager, design engineer, project/processing engineer, and production supervisor at OSRAM SYLVANIA, Inc. His primary expertise is in injection molding and process optimization. Along with developing some of the processing classes, he has also taught plastic materials and quality control classes. Mr. Johnson holds bachelor's and master's degrees in chemical engineering from Virginia Tech. He is also an active board member of the Injection Molding Division of the SPE, serving as chairman in 2006-2007.

Abstract

Penn State Erie, The Behrend College - Servicing the Plastics Industry through Education and Research

In 1986 Penn State Erie, The Behrend College, was approached by industry leaders to develop a plastics program that would help the industry in Pennsylvania. The resultant collaborative effort resulted in a bachelor's Plastics Engineering Technology program with a clear focus on addressing the evolving needs of today. The initiative grew rapidly and resulted in not only a world class accredited degree program but also the Plastics Training Academy and multiple industry service centers. These industry focused centers include the Plastics Technical Center and the Plastics Computer Aided Engineering Center. Today the plastics programs at Penn State Erie, The Behrend College services hundreds of companies with various needs ranging from training, research, design, and project management. This presentation will provide an overview of what services are offered and how companies in Pennsylvania can benefit.

Workshop Descriptions

Measurably Smarter Choices for Growth

This highly interactive course will provide in-depth understanding of the key components of a new product development process. This workshop will also include exposure to the proven idea engineering methodology of the Eureka Winning Ways® system for guiding multi-department teams through the development of "Measurably Smarter Choices for Growth."

Presented by:

Karla Sexton

Solutions Business Manager, IMC Business Strategies & Solutions

As the IMC Solutions Network manager, Karla Sexton provides leadership and direction in identifying, developing and engaging resources, to include internal and third-party providers, who offer seminars, workshops and direct delivery of business strategy, business growth services, process improvement services and other solutions.

Ms. Sexton has over 20 years of practical knowledge and experience in counseling and assisting manufacturers and other business enterprises. Ms. Sexton has been involved in solving problems related to all facets of business development to include fiscal management, governmental compliance and regulatory requirements, human resource planning and administration, manufacturing process development and new product design and development to include market assessments, product liability issues and opportunity risk management.

Hal Fullmer

Practicing Patent Lawyer and Partner, Woodcock Washburn, LLP

This workshop will also feature Hal Fullmer, a practicing patent lawyer and partner in the intellectual property law firm Woodcock Washburn,LLP who is a frequent speaker on IP law and strategy, and is an adjunct professor of law at Temple, where he has taught courses in patent prosecution and in international intellectual property. Mr. Fullmer represents engineering and technology companies and manufacturers in many fields, including large and small plastics companies, from the earliest stages of developing an IP strategy through patent prosecution, litigation, and licensing.

Energy Assessment

This workshop will discuss energy and cost models for various applications, performance of process analyses and process/energy audits, and the services of ETAC in assisting customers in deploying electrotechnologies to solve process problems using microwave, radio frequency, electric induction, electron beam, plasma, and infrared technologies for heating, curing, drying, heat treating, and melting.

Presented by:

Preston Roberts

Applications Engineering Consultant

Co-developer and co-editor of the IHEA Industrial Process Heating distance learning course at ETAC/NCC, Preston Roberts assists customers with these services as well as conducts market research, and is responsible for business and technology development for ETAC. Pete has 34 years experience in aerospace, automatic control, investor-owned utility, industrial process applications, and research and development. He managed the Electric Power Research Institute R&D Centers including the EPRI Foundry Office, The EPRI Center for Materials Production at Carnegie Mellon University (primary and secondary metals industries), and The EPRI Center for Materials Fabrication. Mr. Roberts has over 20 years experience managing marketing and applied R&D at a Fortune 50 electric utility company for the industrial and commercial sectors. He also has design experience in digital and analog process control and telemetry engineering, and established the EPRI National Microwave Materials Processing Center at The Pennsylvania State University. Mr. Roberts was the recipient of the R&D Magazine “R&D 100” Awards for development of Low Dross Plasma Aluminum Melter in 1997, and Microwave Treatment of Steel Mill Sludge in 1998 both while at EPRI. Mr. Roberts holds a master’s in electrical engineering from Villanova University and a bachelor’s in physics from The Pennsylvania State University.

Competing in the 21st Century: The Nanotechnology Edge

Nanotechnology has often been thought of as playing a key role in the next industrial revolution. Nanotechnology is not an industry; it is an enabling technology that is impacting a growing number of industry sectors, which now include wood products, electronics, biotechnology, biomedicine, pharmaceuticals, textiles, building and construction materials, agriculture and food production, printing and publishing, plastics, metals, information technology, and many others. How effectively companies in these industries utilize nanotechnology in the years ahead will be crucial to their competitiveness.

Unfortunately, one overriding problem exists. A lot of people still have no idea what nanotechnology is. Company personnel, from management and sales to the manufacturing workforce, must have a better understanding of nanotechnology and of its far-reaching implications—or risk the loss of the competitive opportunities available.

With this in mind, the Center for Nanotechnology Education and Utilization (CNEU) has developed a workshop series entitled "Competing in the 21st Century: The Nanotechnology Edge" designed to acquaint Pennsylvania industry personnel with fundamentals of nanotechnology and expected impacts of nanotechnology on their industries.

The desired outcome of this workshop is for participants to understand:

- What nanotechnology is and why it is important
- The uniqueness of nano-scale materials
  - Opportunities to solve seemingly impossible issues
- Why industry cares about nanotechnology
  - How nanotechnology is impacting us today
  - Nanotechnology applications across industry sectors
- Basic nano-scale processing and characterization techniques
- The importance of nanotechnology workforce training
- What are the next steps

Presented by:

Robert K. Ehrmann
Director of Education and Outreach
The Pennsylvania State University Center for Nanotechnology Education and Utilization

Robert Ehrmann is the director of Education and Outreach at The Pennsylvania State University Center for Nanotechnology Education and Utilization (CNEU) and also serves in this same capacity for The Pennsylvania State University site of the National Nanotechnology Infrastructure Network (NNIN). The CNEU is the home of the Pennsylvania Nanofabrication Manufacturing Technology Partnership (NMT), the nation's leading program in associate and baccalaureate level nanotechnology education. The Partnership offers the NMT Capstone Semester which is an integral part of 54 degree programs at 27 post secondary institutions across the Commonwealth of Pennsylvania. The CNEU focuses resources on addressing the incorporation of nanotechnology into K-12 education, post secondary education, and industry applications.

Prior to joining Pennsylvania State University in 2004, Mr. Ehrmann was employed in industry. During his 23 year tenure with Corning Inc., he held multiple positions in engineering, engineering /design management, production management, project management, and product development. Mr. Ehrmann earned a bachelor's degree in ceramic engineering from Rutgers University and a master's in business administration from West Virginia University.

Presented by:

Phi-Oanh R. Pham
Project Engineer/Outreach Associate
The Pennsylvania State University Center for Nanotechnology Education and Utilization

Prior to joining Pennsylvania State University in 2001, Phi-Oanh Pham was employed in industry as a R&D and Process Engineer. Ms. Pham earned a bachelor's degree in chemical engineering and a master's in business administration from The Pennsylvania State University.

Managing Change in a LEAN Culture

Lean transformation changes the current culture of the organization into one that believes in and works towards continuous improvement. Anyone that has any experience or knowledge of culture change knows that this is no easy task because most people are naturally resistant to change.

This program discusses how to implement LEAN throughout an organization. You will become familiar with an eight-step process for driving change at all levels. We will discuss how an organization trains managers, designs operations and develops rules to sustain continuous improvement. You will learn the importance of creating a sense of urgency and modeling new behavior. Finally, we will discuss the need for a clear and well-developed LEAN implementation plan that supplements strategy.

Presented by:

Leo Gilroy
Project Manager, Northeastern Industrial Resource Center

Leo Gilroy has over 20 years of diverse industrial and DoD experience with professional positions in engineering, product/business development, marketing and sales. He has extensive international marketing and sales experience that includes working with organizations in Europe, the Far East and Southeast Asia. He currently works with executives and front line supervisors on a variety of culture building topics including leadership, effective communication, dealing with conflict and driving change. Other areas of expertise include project management, product development, and strategic planning. He also possesses a bachelor's degree in engineering from Temple University and a master's in business administration from the University of Scranton.

Dining In State College

Dining

Allen Street Grill
100 W. College Ave.
(814) 231-GRIL

All-American Rathskeller
108 S. Pugh St.
(814) 237-3858

Anthony's
129 1/2 S. Pugh St.
(814) 231-4590

Baby's Burgers & Shakes
131 S. Garner St.
(814) 234-4776

Beulah's Bar-B-Que
112 S. Garner St.
(814) 237-0374

Big Bowl Noodle House
428 E. College Ave.
867-1534

Brother's Pizza
204 E. College Ave.
(814) 234-9951

The Brewery
233 E. Beaver Ave.
(814) 237-2892

Cereality
134 W. College Ave.
(814) 867-3801

Chili's Grill and Bar
139 S. Allen St.
(814) 234-5922

Chinese Kitchen Express
430 E. College Ave.
(814) 238-0655

Chopstick Express
134 E. College Ave.
(814) 237-1717

The Corner Room
100 W. College Ave.
(814) 237-3051

Dee's Restaurant
234 E. College Ave.
(814) 231-8878

The Darkhorse Tavern
128 E. College Ave.
(814) 237-0490

The Deli Restaurant
113 Hiester St.
(814) 237-5710

DP Dough
401 E. Beaver Ave.
(814) 237-4747

The Gardens Restaurant
215 Innovation Boulevard
(814) 863-5090

Gingerbread Man/G-Man
130 Hiester St.
(814) 237-0361

Golden Wok
332 W. College Ave.
(814) 234-1102

Green Bowl
131 W. Beaver Ave.
(814) 238-0600

Herwig's Austrian Food
132 W. College Ave.
(814) 238-0200

India Pavilion Exotic Indian Cuisine
222 E. Calder Way
(814) 237-3400

KAARMA
120 E. Beaver Ave.
(814) 861-5761

Lion's Den
118 S. Garner St.
(814) 237-5081

Mad Mex
240 S. Pugh St.
(814) 272-5656

Margarita's Pizzeria
222 West Beaver Ave.
(814) 235-3060

Mr. C's grill specialties
119 South Pugh St.
(814) 235-1000

The Phyrst
111 1/2 E. Beaver Ave.
(814) 238-1406

Rotelli Pizza and Pasta
252A E. Calder Way
(814) 238-8463

Seoul Garden Korean Restaurant
129 S. Locust St.
(814) 237-7444

Shandygaff
212 E. College Ave.
(814) 237-9973

Sharkies Bar
110 Sowers St.
(814) 238-3566

Spats Cafe and Speakeasy
142 E. College Ave.
(814) 238-7010

Tarragon at the Atherton
125 S. Atherton St.
(814) 231-2100

The Tavern Restaurant & Adam's Apple
220 E. College Ave.
(814) 238-6116

Tony's Big Easy Bar and Bistro
129 S. Pugh St.
(814) 231-4590

Union Street Marketplace/ HUB-Robeson
33 HUB-Robeson Center
(814) 865-7623

Uncle Chen's
157 S. Garner St.
(814) 238-1985

The University Club of State College
331 W. College Ave.
(814) 237-2251

Ye Old College Diner
126 W. College Ave.
(814) 238-5590

Zola New World Bistro
324 W. College Ave.
(814) 237-8474

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March 12-14, 2008
www.plasticssourcenet.org
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