



SPE® AUTO TPO SHOW SHAPING UP WITH STRONG TECHNICAL PROGRAM

Planning for the twelfth-annual **SPE® Automotive TPO Global Conference**, the world's leading automotive olefins forum organized by the **Detroit Section** of the **Society of Plastics Engineers (SPE®) International**, is well underway and, despite a still-challenging global automotive market, a strong technical program is shaping up for the two-and-a-half-day annual event. Four keynote speakers, a panel discussion, two networking receptions, and special new technical sessions on polypropylene compounding, olefin-based thermoplastic elastomers and thermoplastic vulcanizates (TPEs/TPVs), and thermoforming of olefins join traditional sessions on materials development, surface enhancements, and process enhancements, and applications. The event's preliminary technical program will be published shortly.

Conference festivities begin Sunday evening, October 3, as the SPE Detroit Section welcomes sponsors and exhibitors who are setting up their displays before the conference begins with a networking reception that runs from 6:30-8:00 p.m.

Monday, October 4, 2010: Day 1 Highlights

After opening remarks by 2010 **SPE Automotive TPO Global Conference** chair, Bill Windschief, Advanced Innovative Solutions, Ltd., the event's first keynote address – *Greening the Blue Oval: Ford's Vision for a Sustainable Automotive Industry* – will be given by Debbie Mielewski, technical leader-Plastics Research at Ford Motor Company. This will be followed by brief comments by technical program chair, Norm Kakarala, Inteva Products LLC, on the event's technical program, and then the **Olefin Materials Development** session will begin. Moderated by Mitesh Shah, LyondellBasell Industries and Anthony Gasbarrow, Marubeni Specialty Chemicals, the three-segment technical session will feature eight presentations. After lunch, a second keynote entitled *Braskem, A Continued Commitment to the TPO Marketplace* will be presented by Robert Nadin, vice-president-Innovation & Technology, Braskem SA. After a break, the first of two planned sessions on **Polypropylene Compounding** will be moderated by Mike Balow, Asahi Kasei Plastics N.A. Inc., Jeff Smart, Mitsui Plastics, Inc., and Patti Tibbenham, Ford Motor Co. and features five talks. The day ends with an open networking reception sponsored by ExxonMobil Corp. to which all conference participants are invited.

Tuesday, October 5, 2010: Day 2 Highlights

The second day of the conference opens with a keynote by Dietmar Ostermann, director-Global Automotive Practice, PRTM Management Consultants on *Bankruptcy and Consolidation in the Global Automotive Supply Industry*. Immediately following this talk, two concurrent technical sessions will begin. The first, **Polyolefin-Based TPEs/TPVs**, will be moderated by Bob Eller, Robert Eller Assoc., LLC and Jeff Valentage, ExxonMobil, and features six presentations. Running alongside will be a second concurrent session with three presentations on **State-of-the-Art in Olefin Thermoforming**, moderated by Ed Bearse, Advanced Plastic Consultants LLC and David Okonski, General Motors Co. (GM), followed by a case study of four thermoformed olefin components: heavy-truck bumpers, chrome film on TPO parts, thermoformed parts for import, and TPO fender flares. After lunch, a panel discussion on *The "New Normal" – Challenges and Opportunities* will be moderated by Bob Eller and Ron Price, Global Polymer Solutions. To date, five panelists have been named: Simon Holmes, ExxonMobil, Kathy Minnich, Ford, Dale Gerard, GM, Larry Sak, Chrysler Group LLC, and Rose Ryntz, International Automotive Components (IAC) Group. The panel will be followed by two more concurrent technical sessions. Rose Ryntz of IAC will moderate the first of two sessions on **Surface Enhancements for High-Quality Parts**, which features five presentations; and concurrently Mike Balow, Jeff Smart, and Patti Tibbenham return for the second **Polypropylene Compounding** session, which features five presentations. The day ends with a second networking reception open to all attendees and sponsored by SABIC Innovative Plastics.

Wednesday, October 6, 2010: Day 3 Highlights

The conference's last day begins with a keynote address on *Feedstock Drivers & Their Impact on Automotive Plastics* by Bryan W. Milton, vice-president-Basic Chemical Global Business Unit at ExxonMobil. Immediately following the talk, two parallel technical sessions will begin. The **New Applications & Process Development** session is moderated by Bob Eller, Tom Pickett, GM, and Suresh Shah, Delphi Corp. and features six presentations. Next door, Rose Ryntz returns with part two of **Surface Enhancements for High-Quality Parts**, which also features six talks. The conference ends at 11:45 a.m.

Sponsorship

Invaluable support for the 2010 event is provided by **Platinum-Level Sponsors**, ExxonMobil Corp.* and SABIC Innovative Plastics*; **Gold-Level Sponsors**, Advanced Composites*, Applied Minerals*, Inteva Products LLC, LyondellBasell Industries*, Milliken & Co.*, Mitsui Plastics, Inc.*, NYCO Minerals*, Rio Tinto Minerals*, Robert Eller Associates LLC*, Specialty Minerals*, Sumitomo Chemical America, Inc.*, The Dow Chemical Co.*, and Washington Penn*; **Exhibit-Only Sponsors**, Adchem Corp., Advanced Plastic Consultants LLC, Americhem, Inc., Asahi Kasei Plastics North America, Inc., A. Schulman, Axel Plastics, BASF Corp., Brentwood Industries, Inc., DME, DSM Engineering Plastics, Flint Hills Resources, Honam Petrochemical Corp., IMI Fabi LLC, Macro-M, Milacron, Nobel Polymers, Reliable Analysis, Inc., and Techmer PM; and; and **Media / Association Sponsors**, Automotive Design & Production, Automotive NewsWire, Journal of Automobile Engineering, Plastics Engineering, Plastics Technology, Polymotive, Rubber World, and Ward's AutoWorld magazines.
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About the TPO Conference

Since 1998, the ***SPE Automotive TPO Global Conference*** has highlighted the importance of rigid and flexible polyolefins throughout the automobile – in applications ranging from semi-structural composite underbody shields and front-end modules to soft-touch interior skins and bumper fascia. Polyolefins have been the fastest-growing segment of the global plastics industry for a decade owing to their excellent cost / performance ratio. The polyolefin supply chain has experienced major changes in recent years, which are providing both challenges and opportunities for OEMs and the entire supply community. Three special sessions have been developed this year: *Thermoforming* returns for the first time since 2008, and completely new sessions on *Polypropylene Compounding* and *Olefin-Based Thermoplastic Elastomers & Vulcanizates (TPEs & TPVs)* have been added to help processors and end users learn about the latest technologies available from the rapidly changing world of automotive olefins.

For more information about the ***SPE Automotive TPO Global Conference***, to view the conference's preliminary program, or to register to attend the event, please visit <http://auto-tpo.com/> or www.speautomotive.com/tpo.htm , or contact the group at +1.248.244.8993, or write SPE Detroit Section, Division, 1800 Crooks Road, Suite A, Troy, MI 48084, USA. For more information on the Society of Plastics Engineers International or other SPE events, visit the SPE website at www.4spe.org, or call +1.203.775.0471.

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