

Meeting Program

Date	Start	End	Event
Monday, 10/19/09	9:00 AM	5:00 PM	Conference Registration
	1:00 PM	1:15 PM	Welcome and Introductions
	1:15 PM	2:00 PM	<p>Issues Management Committee Update <i>Jonathan Kurrle, Senior Vice President, Government and Industry Affairs</i></p> <p>Mr. Kurrle will provide an update on SPI's Advocacy Activity and focus. In general terms, SPI's new structure is designed to make it easier for you to get involved while allowing the organization to be more nimble as we work on your behalf to protect and promote plastics, grow the marketplace and maintain an active voice within government. For example, the following three important issues outlined below will come before Congress this fall. Each would dramatically impact the way you do business and each require the strong, united voice of the U.S. plastics industry because they will affect your business.</p> <ul style="list-style-type: none"> • The National Call for Health Care Reform • "Cap and Trade" Climate Change Legislation • Union "Card Check" Legislation <p>Action: We Need Your Involvement As you can see, there is a lot of work to be done. In order to succeed, we need you.</p>
	2:00 PM	2:30 PM	<p>Polymer Technology, "FLUORINATED ELECTROLYTES FOR PEM FUEL CELLS AND LITHIUM ION BATTERIES" <i>Dr. Darryl DesMarteau, Tobey-Beaudrot Professor of Chemistry, Department of Chemistry, Clemson University</i></p> <p>This lecture will focus on some recent research seeking to find new single ion conductors for lithium ion batteries and improved proton exchange membranes for fuel cells.</p>
	2:30 PM	2:45 PM	Break
	2:45 PM	3:45 PM	<p>Speaking on the media coverage of BPA – Science and Media <i>Trevor Butterworth, Investigative reporter</i> (The following is from his July 22, 2009 Forbes.com article)</p> <p>Now that global warming has been addressed by Congress, some politicians are gearing up to take on a no-less fearsome local menace. "We already have tough regulations for pesticides and pharmaceuticals," explained Sen. Frank Lautenberg, D-N.J., to the Environmental Working Group, an activist organization that wants chemical regulation in the U.S. radically overhauled, "it's common sense that we also have tough regulations for chemicals that end up in our homes."</p>

This goal sounds eminently sensible. There have been hundreds of stories and studies warning us that virtually every affliction imaginable, from cancer to obesity, can be linked to tiny amounts of chemicals in our blood--chemicals we appear to absorb, with ne'er a care from industry, from using such mundane items as frying pans, air fresheners, iPod earbuds and lipstick.

Why are we even taking these kinds of risks when we could follow Canada and Europe and adopt the precautionary principle, forcing industry to prove that the chemicals they use are safe before they reach the public? This is the aim of Sen. Lautenberg's Kids-Safe Chemical Act, which he hopes to reintroduce in Congress sometime in the next year. And who could possibly disagree with this bold attempt to protect children from chemicals, except, of course, the chemical industry?

But common sense does not always reflect sensible science or lead to rational science policy. And there is one rather important constituency that doesn't see the warnings by activists or their legislative recommendations as the triumph of scientific thinking--namely, the scientists who study the risks of chemicals. This is one of the surprising conclusions that emerge from taking conventional wisdom as it has bubbled up in public debate and pricking it with a survey of expert opinion.

<http://www.forbes.com/2009/07/22/bisphenol-a-chemical-risk-opinions-contributors-media-science.html>

Come and listen to a fascinating presentation!

Industry Legal Issues

David Sarvadi, K & H O SPI counsel

3:45 PM

4:30 PM

With the change in administration in Washington, a far more aggressive effort by the federal government is anticipated to enforce laws that businesses must follow. Areas that are targeted for increased enforcement activity include occupational safety and health, consumer products, Fair Labor Standards Act and other employment related statutes and regulations enforced by the Department of Labor, statues and regulations enforced by the Environmental Protection Agency, and other regulatory agencies and commissions like the Equal Employment Opportunity Commission. We can also expect increased scrutiny on claims under the various Whistleblower statutes and provisions, which are enforced by a unit within the Occupational Safety and Health Administration. Finally, we'll briefly discuss the statutory changes that are being debated in Congress, including the badly misnamed Employee Free Choice Act, OSHA reform legislation, and others. The next year and a half promise to be a time of very active targeting of employers, up to the 2010 elections.

SPI2010

Bill Carteaux, SPI President

4:30 PM

5:00 PM

SPI has recently changed structure and defined its mission to focus on priority issues facing our industry. Mr. Carteaux will be summarizing these changes and talking about SPI's mission going forward. Please join us to learn more about SPI 2010.

Tuesday, 10/20/09

5:00 PM 6:00 PM Reception at the Fairmont

8:00 AM 8:30 AM Continental Breakfast

Social Networking in Business

Mike Volpe, Hubspot

8:30 AM 9:30 AM

"Volpe gets it -- and does so in a very practical manner. Not only does he talk about the role of social media in public relations in a cogent manner, but he also talks about the steps every PR professional should take to really harness social media in a way that's practical and meaningful." - Matt Kucharski, SVP Technology, Padilla Speer Beardsley PR

9:30 AM 10:00 AM Break

10:00 AM 11:00 AM **Bureau of Industry and Security's Chemical and Biological Controls Division**

Speaker will present on the developing issues of import and export and implications for our industry.

Top 5 Steps for Your Sales Force to Survive and Thrive in the Recession

Dave Kurlan

11:00 AM 12 noon

In this fast-paced, powerful and timely session, Dave Kurlan will share five steps that management can take right now to reverse flat or declining sales and sell your way back to the top. You'll learn about:

- The magic of the pipeline – how to make it work for you
- Sales Infrastructure – what it should be
- What your sales managers must do to develop your people
- How to determine if you have the right salespeople
- Sales Process and metrics – two must haves

Don't miss top-rated sales expert Dave Kurlan and his memorable, applicable wisdom!

Dave Kurlan is the founder and CEO of Objective Management Group, Inc. and Kurlan Associates, Inc., two leading sales force development firms. He's the best-selling author of *Baseline Selling* and possesses more than 30 years of experience in all facets of sales; training, management and consulting. Mr. Kurlan is the host of *Meet the Sales Experts* and has been labeled a top rated speaker.

12 noon Meeting adjourned