CSPA is pleased to provide you with an updated preliminary program for its New Horizons Conference. This advanced course for cleaning products professionals will focus on the latest technologies and the challenges of emerging trends in the field.

**PROGRAM AGENDA**

**Sunday, September 17th, 2017**

5:00 – 7:00 pm  
Registration  
Lobby Bar

7:00 – 8:00 pm  
Welcome Reception  
Cholla Vista

8:00 – 10:00 pm  
**Dinner and Keynote Speaker**  
Digital Moment of Truth: Designing Packaging for E-Commerce  
Brent Nelson: Amazon, Senior Manager - Packaging, Consumer Packaging Experience
Monday, September 18th, 2017

8:00 – 8:30 am
Registration and Continental Breakfast
Apache & Navajo Hallway

8:30 – 12:00 pm
What’s New in Industry & Academia?
Session Chair: Mart Ventura, Church & Dwight Co.

- Polymers 2020 - Opportunities for Development in Laundry, Dish & Hard Surface Cleaning
  Dr. Jan Shulman: Dow Chemical

- Advances in Bio-Based Surfactants
  Dr. Ponisseril Somasundaran: Columbia University

- Nano Engineered Materials for Future Cleaning
  Dr. Andrew Guttentag: Church & Dwight Co.

- Bio-Based Ethoxylates: Bringing Sustainability to High Performance Surfactants
  Dr. Scott Jaynes: Croda

- Smart Formulations for the Smart Home
  Dr. Edgar Acosta: University of Toronto

- Designing, Developing & Commercializing Green Chemistries for the Future
  Lauren Zarama: InKemia Green Chemicals

12:00 – 1:30 pm
Lunch (on your own)

1:30 – 5:00 pm
I&I Specific Cleaning Challenges
Session Chair: Courtney Stasko, State Industrial Products

- Trends and The Future of the I&I Industry
  Dr. Rebecca Korwin: State Industrial Products

- Unique Challenges in I&I Cleaning and Disinfection
  Dr. Michael Ott: The Clorox Company

- Internet of Things (IoT) in Industry
  Rob Miller: EAC Product Development Solutions

- The Future of Sustainability and How to Incorporate it into Formulating
  Mark Kozak: BEAM Strategic Solutions
Tuesday, September 19th, 2017

8:00 – 2:00 pm  Open Morning – See link for suggested activities.

2:00 – 5:30 pm  Cleaning the Smart Home / Innovations in Technology
Apache & Navajo
Session Chairs: Sangeeta Ganguly-Mink, Stepan Company
Faith Savanhu, Stepan Company

Will my Home Finally Clean Itself?
Terri Germain: Business Development Manager- Consumer Products, Stepan Company

Latest Innovations within the Homecare Space
Kathleen Gisser, Ph.D.: Senior Scientist, Sherwin- Williams Breen Technical Center

John Ouseph and Irena McDowell, GE Appliances (Invited)

5:30 – 6:30 pm  Reception
Cholla Vista

6:30 – 8:30 pm  Marketing & Packaging Cleaning Products for the Online Customer
Apache & Navajo
Session Chair: Jesus Castillo, SC Johnson

Latest Marketing and Packaging Trends Impacting the Cleaning Industry
Fred Hart: Interact Boulder

Marketing and Packaging for the On-line consumer
Clint Haynes: Stress Engineering Services

Wednesday, September 20th, 2017

8:00 – 8:30 am  Continental
Apache & Navajo Hallway
8:30 – 12:00 pm
Apache & Navajo

**Microbiome of the Built Environment**

*Session Chair: Vidya Ananth, The Clorox Company*

*Antimicrobials in the Built Environment*
Erica Hartmann: Northwestern University

*Cleaning & Microbiology of the Built Environment*
Dr. Richard Shaughnessy: University of Tulsa

*Uniqueness of Built Microbiome*
Dr. Gary Anderson: University of California, Berkeley

*Probiotic home: The Future of Clean*
Tom Burns: Novozymes

*Human Built Environment Microbiome*
Dr. Jack Gilbert: University of Chicago (Invited)

Dr. Emma Saunders, Genesis Biosciences

12:00 – 1:30 pm
Lunch (on your own)

1:30 – 3:30 pm
Apache & Navajo

**Regulatory Impacts on the Industry Panel Session:**

State Track: “California Cleaning Product Right to Know Act of 2017: Key Provisions, New Requirements and When to Comply” by:

- Jim Jones, EVP Strategic Alliances & Industry Relations, CSPA
- Hal Ambuter, Director, Regulatory & Government Affairs, RB
- Tim Brown, VP Regulatory Counsel & International Affairs, CSPA