

New Horizons 2021

Awakening

September 13th – 16th, 2021
Lakeway Resort & Spa
Lakeway, TX

HCPA 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

Monday, September 13th, 2021

4:00 – 6:00 pm	Registration
5:00 – 6:00 pm	Welcome Reception
6:00 – 8:00 pm	Dinner and Keynote Speaker Remarks from Conference Chair: Rebecca Korwin, Ph.D., State Industrial Products Innovating for a Circular Economy Dr. Pete Christensen, PhD, Co-Founder, FLO.materials

Tuesday, September 14th, 2021

8:00 – 8:30 am	Registration and Continental Breakfast
8:30 – 12:00 pm	Sustainable Packaging

The intent of this session is to hear from industry experts that are driving sustainable packaging in their markets. These experts will share with you their goals, visions, and challenges for each segment of industry that they touch, for the new decade and beyond. We have assembled a panel of experts that represent the raw material suppliers, manufactures, converters, and retailers. Each panelist will present their strategy for driving our industry towards a more sustainable future.

- 8:30 – 8:45 am: Overview and Introduction
- 8:45 – 9:30 am: Christopher Layton, Director of Sustainability, Plastics Division, Eastman Chemical Company (*confirm, in-person*)
- 9:30 – 10:15 am: Kevin Callahan, Chief Operating Officer, Barrier Plastics (*confirm, in-person*)

- 10:15 – 10:30 am: Break
- 10:30 – 11:15 am: Ken McGuire, Research Fellow, The Procter & Gamble Company (*confirmed, in-person*)
- 11:15 – 12:00 pm: Kaela Martins, Manager, Environmental Programs, Retail Industry Leaders Association (*confirmed, in-person*)

12:00 – 1:30 pm Lunch

1:30 – 5:00 pm Probiotics
Session Chair: Alex Perez, RB

This session will cover how probiotics are used in industrial and domestic cleaning scenarios as well as discuss how this sector has evolved and how it will continue to evolve.

- 1:30 – 1:45 pm: Overview & Introduction
- 1:45 – 2:30 pm: Megan Thoemmes, UC San Diego School of Medicine (*confirmed, in-person*)
 - Title: Biocontrol in hospitals: application of *Bacillus*-based probiotic cleaners to reduce the abundance of antibiotic-resistant pathogens on surfaces
- 2:30 – 3:15 pm: Ken Roach, Technology Fellow, Diversey, Inc. (*confirmed, virtual*)
 - Title: Bio-Augmented Cleaning, Superior Results with Water and Time Savings
- 3:15 – 3:30 pm: Break
- 3:30 – 4:15 pm: John Harp, Senior Scientist, Novozymes, (*confirmed, in-person*)
- 4:15 – 5:00 pm: Seiichi Murasaki, Branch Chief, Microbial Pesticides Branch, EPA (*confirmed, virtual*)

5:00 – 6:00 pm Reception

Wednesday, September 16th, 2021

8:30 – 11:15 am Big Data / Internet of Things
Session Chair: Carter Silvernail, ECOLAB

This session will highlight leading applications of digital technology designed for applications in the cleaning industry. The speakers will present commercial offerings in this space and demonstrate the unique value these technologies have delivered to their customers.

- 8:30 – 8:45 am: Overview and Introduction
- 8:45 – 9:30 am: Cheryl Littau, Corporate Scientist, Ecolab (*confirmed, in-person*)
- 10:15 – 10:30 am: Break

11:15 am – 5:30 pm Open Time

5:30 – 6:30 pm Reception

6:30 – 8:30 pm Divergent Thinking Workshop
Session Chair: Maggie Gottardi, Manager R&D, State Industrial Products (*confirmed, in-person*)

The divergent thinking workshop will cover both divergent and convergent thinking processes in relation to innovation and decision making. The focus will be on divergent thinking, explaining the benefits, strategies, and why it fosters innovation. We will also discuss negative thinking patterns that hinder innovation, such as discounting, leading language, de-validation, and groupthink. The workshop will also include divergent thinking exercises.

Thursday, September 16th, 2021

8:00 – 8:30 am Continental Breakfast

8:30 – 11:15 am Designing Products with the Consumer in Mind
Session Chair: Mark Ventura, Church & Dwight

This session will explore the innovative, design thinking approach to creating products with the consumer in mind throughout the product development journey juxtaposed with a presentation on using high-throughput data to generate ideas for new products. It will also explore consumer trends in the cleaning industry and provide a glimpse into emerging product categories of the future.

- 8:30 – 8:45 am: Overview and Introduction
- 8:45 – 9:15 am: Alexandra Gonzalez, CEO & Co-Founder, Savvy Marketers (*confirmed, virtual*)
- 9:15 – 9:45 am: Cory Fites, Associate Design Director, Strategy & Innovation, The Clorox Company (*confirmed, in-person*)
- 9:45 – 10:15 am: Break
- 10:15 – 10:45 am: Filip Huffmann, Head of Home Care Research, Euromonitor (*confirmed*)