



September 13<sup>th</sup> – 16<sup>th</sup>, 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 13<sup>th</sup>, 2021

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

### Tuesday, September 14<sup>th</sup>, 2021

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|-----------------|---|
| 8:00 – 8:30 am  | Registration and Continental Breakfast<br><i>Sponsored By: Spartan Chemical</i> |
| 8:30 – 12:00 pm | Sustainable Packaging<br>Session Chair: Michael Burdick, Phibrochem™            |

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: Kaela Martins, Manager, Environmental Programs, Retail Industry Leaders Association (*in-person*)
  - **LDPE Film Packaging Sustainability in Retail:** RILA will share insights and lessons learned from the retail industry on packaging sustainability. The presentation will include a discussion of tradeoffs, supplier engagement, and how sustainable packaging solutions move through supply chain distribution centers. LDPE Film, a common packaging type used in retail packaging applications, will be the primary focus for this presentation.
- 9:30 – 10:15 am: Kevin Callahan, Chief Operating Officer, Barrier Plastics (*in-person*)
  - **Protective Packaging:** The session will take a deep dive into protective packaging and delve in the scientific foundation of packaging choices and design. Packaging design, analysis and alternative technologies will be presented.
- 10:15 – 10:30 am: Break, Break, *Sponsored by Givaudan*
- 10:30 – 11:15 am: Ken McGuire, Research Fellow, The Procter & Gamble Company (*in-person*)
  - Review of Procter & Gamble corporate sustainability goals and a dive into 2-3 projects as examples of how we are trying to hit our goals.
- 11:15 – 12:00 pm: Christopher Layton, Director of Sustainability, Plastics Division, Eastman Chemical Company (*virtual*)
  - **No trade-offs. No compromises. Here's how to create a recycled content reality that works:** The promise of recycling sounds pretty amazing – today's package becomes tomorrow's package over and over and over again. Except that we're not currently delivering on that promise when it comes to plastics. As you likely know, our current mechanical system works very well for some plastics, but it's not equipped to handle complex multi-layered packages, films or other innovations that have delivered countless product and consumer benefits. That means our current system struggles to create the amount of quality recycled content brands need to fulfill their recycled content goals. So, how can brands deliver on their recycled content goals, and deliver on the promise of recycling, without compromising the performance or quality of their packaging and products? Material-to-material molecular recycling is a key piece of the equation. By breaking plastics down to their molecular form, this process produces recycled content that looks like — and performs like — first-generation content. Better yet, molecular recycling enables the use of waste plastic in durable, refillable and reusable applications. Not only can molecular recycling help brands create better packaging solutions, but it also delivers these solutions with a lower environmental impact than first-generation, non-recycled materials. In a fast-moving presentation, Chris Layton from Eastman will walk through our current recycling realities, how molecular recycling complements current recycling solutions and how it enables challenging applications in new ways.



- 4:15 – 5:00 pm: Seiichi Murasaki, Branch Chief, Microbial Pesticides Branch, EPA (*virtual*)

5:00 – 6:00 pm Reception

**Wednesday, September 16<sup>th</sup>, 2021**

8:30 – 11:15 am Big Data / Internet of Things

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*)
  - **Big Data Coupled with Immediate Individual Feedback: How an Electronic Hand Hygiene Compliance Monitoring System Yields Powerful Insights and Behavior Change:** Improvement of Hand Hygiene (HH) compliance in healthcare is a common and fundamental goal to improve patient outcomes. Sustained achievement of that goal has proven difficult because traditional methods of measurement (direct observation of human performance by other humans), collation of the data, and feedback to individual users are time consuming, labor intensive, and don't often provide "real time" feedback. Use of an electronic hand hygiene compliance monitoring system (eHHCMS) increases the amount of data available to evaluate staff behavior >100 fold versus even the most ambitious traditional "direct observation monitoring" programs. Automated data generation is combined with contextual information (where, when, who, what), and system set up (implementation) is critical to generating meaningful data. Knowing soap/sanitizer was dispensed 20,000 times/day at a hospital is just a fun fact. But knowing how that activity is distributed--across job function/shift/unit/etc.--gives the ability to gain insight into not only compliance, but also workflow issues, dispenser placement, etc. We also can't forget the need for immediate feedback to end users: we want to change behavior, not just learn that mistakes were made in the past...even the recent past. Collecting the data is only the first step. Understanding what the data can tell us, and what information is critical to the users, is an ongoing journey, and requires close collaboration between the people who can mine the data and the people who need the insights to improve performance. As we saw clearly during 2020, new needs arise for existing data, and ongoing dialog and collaboration can bring powerful new insights from the same data set.
- 10:15 – 10:30 am: Break, *Sponsored by Givaudan*

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

The divergent thinking workshop will cover both divergent and convergent thinking processes in relation to innovation and brainstorming. 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 include several divergent thinking exercises.

**Thursday, September 16<sup>th</sup>, 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 – 9:30 am: Alexandra Gonzalez, CEO & Co-Founder, Savvy Marketers (*virtual*)
- 9:30 – 10:15 am: Cory Fites, Associate Design Director, Strategy & Innovation, The Clorox Company (*in-person*)
- 10:15 – 10:30 am: Break
- 10:30 – 11:15 am: Filip Huffmann, Head of Home Care Research, Euromonitor (*confirmed*)

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