New Horizons 2020  
*Bringing the Future into Focus*

September 14th – 17th, 2020  
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 14th, 2020**

5:00 – 7:00 pm  
Registration

7:00 – 8:00 pm  
Welcome Reception

8:00 – 10:00 pm  
Dinner and Keynote Speaker  
Remarks from Conference Chairs: Rebecca Korwin, Ph.D., State Industrial Products and Bill Cynecki, Dow Chemical

**Tuesday, September 15th, 2020**

8:00 – 8:30 am  
Registration and Continental Breakfast

8:30 – 12:30 pm  
Sustainable Packaging  
Session Chair: Bill Cynecki, Dow Chemical

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: Holly Dunnill
- 9:30 – 10:15 am: Bill Keuker VP of Mondi
- 10:15 – 10:30 am: Break
- 10:30 – 11:15 am: Ken McGuire P&G Flexible Packaging (*to be invited*)
- 11:15 – 12:00 pm: Cheryl Lam of Walmart is the sustainable packaging lead (*invited*)
12:00 – 12:30 pm: Panel Discussion / Q&A

12:30 – 1:30 pm  Boxed Lunch to Go

1:30 – 5:00 pm  Probiotics
Session Chair: Neal Sorokin, 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) (#1)
• 2:30 – 3:15 pm: Ken Roach (Diversey) (#2)
• Break: 3:15 – 3:30 pm
• 3:30 – 4:15 pm: Clemens C. Heikaus (Novozymes) (#3)
• 4:15 – 5:00 pm: Regulatory view TBC (#4)

5:00 – 6:00 pm  Reception

Wednesday, September 16th, 2020

8:00 – 2:00 pm  Open Morning

2:00 – 5:30 pm  Big Data/Internet of things
Session Chair: Mike Willer, 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.

• 2:00 – 2:15 pm: Overview and Introduction
• 2:15 – 3:00 pm: Cheryl Littau, Ecolab – hand care compliance monitoring in healthcare
• 3:00 – 3:45 pm: Phil Rolchigo, Pentair – water conditioning in
• 3:45 – 4:00 pm: Break
• 4:00 – 4:45 pm: TBD, Diversey – Internet of Clean in warewash application
• 4:45 – 5:30 pm: TBD, Ecolab

5:30 – 6:30 pm  Reception

6:30 – 8:30 pm  Divergent Thinking Workshop
Session Chair: Maggie Gottardi, State Industrial Products
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 17th, 2020**

8:30 – 9:00 am  Continental Breakfast

9:00 – 12:00 pm  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.

- 9:00 – 9:15 am: Overview and Introduction
- 9:15 – 9:45 am: Alexandra Gonzalez, Savvy Marketers
- 9:45 – 10:15 am: Cory Fites, Clorox
- 10:15 – 10:30 am: Break
- 10:30 – 11:00 am: Josh Winters, Euromonitor
- 11:00 – 11:30 am: Chris Tucker, Dow Chemical
- 11:30 – 12:00 pm: Panel Discussion

12:00 – 1:30 pm  Lunch (on your own)

1:30 – 3:30 pm  Regulatory Impacts on the Industry - Panel Session

This session will focus on priority chemicals for review for NGOs, retailers and government that have the potential to impact the life of a formulator.

- 1:30 – 1:45 pm: Overview and Introduction
- 1:45 – 2:15 pm: TBD
- 2:15 – 2:45 pm: TBD
- 2:45 – 3:15 pm: TBD
- 3:15 – 3:30 pm: HCPA Regulatory Update & Conclude Meeting