



MAY 7, 2015

7:30–8:30 am Registration, Coatings Products Showcase & Continental Breakfast – Reception Area

KEYNOTE – Main Auditorium

8:30–9:30 am **Get Ready To Rumble, How The Auto Industry Is About To Change Forever**

John McElroy, Autoline

9:30–9:45 am Break & Coatings Products Showcase – Reception Area

Moderators	MAIN AUDITORIUM Matt Boland , Axalta Coating Systems	AMPHITHEATER 101 Tracy Moorer , Chrysler Group LLC	ROOM 104
9:45–10:20 am	Resin Retrospective 1975–2015: Forty Year Journey of Resins used in Automotive OEM Coatings Tim December BASF Corporation	History of Testing Jeffrey A. Quill Q-Lab Corporation	
10:25–11:00 am	History of Refinish Florian Girthofer Valspar	Substrate Surface Texture “Spectroscopy” and the Prediction of Final Paint Appearance Donald K. Cohen Michigan Metrology	Fundamentals Tutorials John Boisseau , Precision Coatings, Inc.
11:05–11:40 am	Semi-empirical Methods to Assess Co-solvent Evaporation from Waterborne Films Scot Dillon Axalta Coatings Systems	New Superwetting Surfactants for Automotive Coatings Jim Reader Air Products and Chemicals, Inc.	A.M. TUTORIAL Intro to Waterborne Coatings Formulation

11:40–11:50 am **Student Poster Session**

11:50–12:45 pm Luncheon – Main Dining Room **plus** Coatings Products Showcase – Reception Area

PANEL DISCUSSION – Main Auditorium

Innovation 2.0: Taking Action

MODERATOR: **Chuck Cameron**, LearnCom, LLC

12:45–1:45 pm

PANELISTS: **Jim Charron**, Bayer MaterialScience | **Eric Degenfelder**, Axalta Coating Systems
Chris Killian, Eastman Chemical Company | **Rose Ryntz**, IAC Group

Moderators	MAIN AUDITORIUM Rudy Pomper , General Motors Company	AMPHITHEATER 101 Mike Mulligan , PPG Industries, Inc.	ROOM 104
1:50–2:25 pm	Alkyds In Automotive: A Retrospective and Perspective View Curable Coatings to Automotive Plastics Michael Knight PCCR USA	The Unique Chemistry of Waterborne UV Curable Resins on Automotive Interior Cabin Substrates Mark Gilbert Alberdingk Boley	Q & A Ask the Formulator
2:25–2:40 pm	Break & Coatings Products Showcase – Reception Area		
2:40–3:15 pm	Surface Tension Modifying Additives Solve a World of Problems for the Coatings Industry Susan K. Vicha Borchers OM Group	Exploring the Unmet Needs of Automotive OEMs: Structural Adhesives Danielle Hunter Bayer MaterialScience LLC	Fundamentals Tutorials John Boisseau , Precision Coatings, Inc.
3:20–3:55 pm	The Evolution of Pearlescent Effect Pigments Scott Swain BASF Corporation	Methods to Quantify Easy-Clean Properties of Surfaces for Automotive Touch Screen Applications Elyssa Rautiola Ford Motor Company	P.M. TUTORIAL Tutorial on Weathering

3:55–5:00 pm Post-conference Reception – Reception Area