



**ASC FORMULATION STRATEGIES**  
**SHORT COURSE**  
CO-LOCATED AT THE 2024 ASC ANNUAL CONVENTION  
**APRIL 15-16, 2024**  
OMNI LOUISVILLE HOTEL • LOUISVILLE, KY

The banner features the ASC logo in orange and white, with the text 'FORMULATION STRATEGIES' and 'SHORT COURSE' in white. Below this, it states 'CO-LOCATED AT THE 2024 ASC ANNUAL CONVENTION'. The dates 'APRIL 15-16, 2024' and location 'OMNI LOUISVILLE HOTEL • LOUISVILLE, KY' are prominently displayed. A background image shows a group of people in a conference room.

**Monday, April 15, 2024**

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|------------------------|--|
| <b>7:30 – 8:00am</b>   | <b>Breakfast</b>   |
| <b>8:00 – 8:50am</b>   | <b>How to Formulate New Products</b><br><i>Paul Lewis, E2C LLC</i>                                     |
| <b>8:50 – 9:50am</b>   | <b>Application of AI in Formulation Science</b><br><i>Jonathan Welch, Albert Invent</i>                |
| <b>9:50 – 10:10am</b>  | <b>Break</b>   |
| <b>10:10 – 11:10am</b> | <b>Polymer Selection and Properties</b><br><i>Raj Hariharan, Mapei</i>                                 |
| <b>11:10 – 12:10pm</b> | <b>Surface Chemistry for Reliable Adhesion</b><br><i>Giles Dillingham, Brighton Science</i>            |
| <b>12:10 – 1:10pm</b>  | <b>Lunch</b>   |
| <b>1:10 – 2:10pm</b>   | <b>Tackifier Selection and Performance</b><br><i>Jim Coffey, ExxonMobil</i>                            |
| <b>2:10 – 3:10pm</b>   | <b>Additives for Heat and Light Stability</b><br><i>Jean-Yves Desrats, Clariant Corporation</i>        |
| <b>3:10 – 3:30pm</b>   | <b>Break</b>   |
| <b>3:30 – 4:30pm</b>   | <b>Rheology Measurements and Characterization</b><br><i>Greg Kamykowski, TA Instruments-Waters LLC</i> |
| <b>4:30 – 5:00pm</b>   | <b>Round Table</b><br><i>All Speakers</i>  |



**Tuesday, April 17, 2024**

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|------------------------|---|
| <b>7:30 – 8:00am</b>   | <b>Breakfast</b>  |
| <b>8:00 – 8:50am</b>   | <b>Mixing Technologies: Mixing Principles and Strategies for Selection</b><br><i>Leandro Estrada, Hauschild SpeedMixer</i>            |
| <b>8:50 – 10:05am</b>  | <b>Continuum and Fracture Mechanics-based Testing and FEA of Bonded Joints</b><br><i>Scott Grindy, Veryst Engineering</i>             |
| <b>10:35 – 10:25am</b> | <b>Break</b>  |
| <b>10:25 – 11:25am</b> | <b>Using Sustainability and Life Cycle Assessment to Optimize Products</b><br><i>Tad Radzinski, Sustainable Solutions Corporation</i> |
| <b>11:25 – 11:55pm</b> | <b>Round Table</b><br><i>All Speakers</i>   |
| <b>11:55 – 12:55pm</b> | <b>Lunch</b>  |