

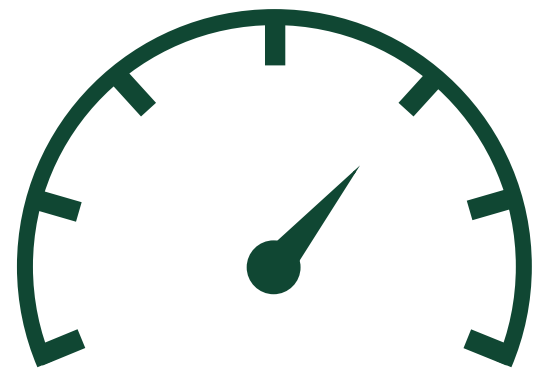
AGENDA

Atlanta Marriott Marquis
265 Peachtree Center, Atlanta GA

September 10, 2019

Conference Rooms L401-L403

Dress code: Business Attire



DRIVING DEMAND

UNITED SOYBEAN BOARD
2019 BIOBASED STAKEHOLDERS' DIALOGUE

TIME

ACTIVITY

	Attendees have breakfast on own
8-8:30 am	Registration & biobased manufacturers set up table displays of their products.
8:30-9 am	Tour the table displays of biobased products
9-9:10 am	USB Welcome & Introduction of USDA Speaker <ul style="list-style-type: none">•Mike Erker, USB Consultant Moderator•Lewis Bainbridge, USB Past Chairman
9:10-9:30 am	Keynote Speaker Bette Brand, USDA Administrator for Rural Business Service will share why biobased products are important at USDA and align with the Administration's economic and other initiatives. Attendees will gain insight from a snapshot of the current status of U.S. biobased products industry, including its volume and economic benefits as well as the scale of the industry and federal contracts. Hear about the vision USDA has for ongoing cooperation with attendees and other biobased industry members.
9:30-10:00 am	Learn how USDA Rural Development promotes economic development through loans and grants to help expand economic opportunities and create jobs in rural America. USDA assistance supports infrastructure improvements, business development, housing, and community facilities from schools to health care. Discuss how these programs can align with the Biobased Markets Program that the 2018 Farm Bill moved within USDA to Rural Development Rural-Business Cooperative Service. Attendees should come prepared to ask questions.

TIME

ACTIVITY

Speakers:

- **Bette Brand, Administrator**
- **Mark Brodziski, Deputy Administrator**
- **Andrew Jermolowicz, Assistant Deputy Administrator**

10–10:20 am

Networking break

10:20–11 am

Join a moderated discussion with USDA Rural Business Cooperative Service staff who will share examples of federal public-private partnerships and dialogue with the audience about potential USDA support of future biobased public-private projects that USDA could consider with its new 2018 Farm Bill authority.

Speakers:

- **Kate Lewis, BioPreferred Program Analyst**
- **Fred Petok, Energy Programs Specialist**
- **Venus Welch-White, National Rural Energy Coordinator**
- **Moderator: Karen Coble Edwards, USB Consultant**

11–11:40 am

Hear how the Department of Defense demonstrates and procures sustainable products as well as how Biosynthetics Technologies, manufacturer of motor oil made with high-oleic soybean oil, worked together on DoD demonstrations. Attendees should come prepared to share ideas on how DoD programs might have synergy with USDA's efforts.

Speakers:

- **David Asiello, Program Manager, Office of the Assistant Secretary of Defense for Sustainment**
- **Andy Shaban, Chemical Engineer, Defense Logistics Agency**
- **Jakob Bredsguard, Executive Vice President, Biosynthetics Technologies**
- **Moderator: George Handy, Principal Program Manager, Noblis, provider of Department of Defense environmental support services**

11:40–12:10 pm

Join the conversation with the Kennedy Space Center team who are leaders in implementing the USDA BioPreferred Program at NASA facilities. Hear how they are collaborating with the Department of Defense as well as how an Earth Day event founded a relationship for installation of SYNLaw's USDA BioPreferred product.

TIME

ACTIVITY

Speakers:

- **George Neagle, Executive Vice President, SYNLaw**
- **Gina Parrish, Delaware North Environmental Manager, Kennedy Space Center Visitor Complex**
- **Shannah Trout, Integrated Mission Support Services, John F. Kennedy Space Center**
- **Moderator: Karen Coble Edwards, USB Consultant**

12:10–12:30 pm

Attendees get USB-sponsored lunch from hallway and return to main session room for luncheon speakers

12:30–1:05 pm

Changing the Way We Drive Demand for Biobased Products in Automotive

- **Janice Tardiff Supervisor, Advanced Polymer Materials & Processes at Ford Motor Company**

1:05–1:30 pm

How Performance, Sustainability and Partnerships with USB Can Drive Demand for Biobased Products

- **Robert A. Woloszynek, Chief Engineer, Polymer Science and Technology, The Goodyear Tire and Rubber Company**

1:30–1:45 pm

Networking break

1:45–2 pm

Lightning Talk by Purdue University Biobased Straw Team Member, Morgan Malm
Innovation and agriculture grow together with Purdue University students who won the 2019 Indiana Soybean Alliance student biobased competition. Attendees please share your insights with these next generation biobased leaders on how to drive demand for their inventions!

2–2:45 pm

Join panelists as they discuss how federal programs can help drive demand for domestic as well as export sales of biobased products. Learn from the lessons of the past and plan for future growth. Industry leaders share what has worked as well as the obstacles they have faced as they participated in the federal Biobased Markets Program. Be part of the conversation to help define opportunities for the future.

TIME

ACTIVITY

Speakers:

- **Bobby Berrier, President and CEO, Signature Floors**
- **Ed Ebert, Director of Grain Marketing, Indiana Soybean Alliance that has commercialized a concrete sealant**
- **Kimberly Falkenhayn, President, Okabashi, Oka-B, Third Oak**
- **Ken Mitchell, Business Development Director, Universal Textile Technologies**
- **Moderator: Karen Coble Edwards, USB Consultant**

2:45-3 pm

Networking Break

3-3:30 pm

Hear the latest on how key sustainable purchasing trends and drivers can potentially impact and provide opportunities for soy-biobased manufacturers. Gain insight into the Sustainable Purchasing Leadership Council, Life Cycle Assessments, Environmental Product Declarations and other ecolabel efforts.

- **Sueanne Pfifferling, USB Consultant**

3:30-4:30 pm

Where Do we Go from Here?
USDA and all attendees reflect on the comments of the day and potential next steps.

Speakers:

- **Bette Brand, Administrator**
- **Mark Brodziski, Deputy Administrator**
- **Andrew Jermolowicz, Assistant Deputy Administrator**
- **Moderator: Karen Coble Edwards, USB Consultant**

4:30-4:45 pm

Closing remarks

- **Lewis Bainbridge, USB Past Chairman**