



# 2009 Bioplastic & Biocomposite Supply Chain Conference

REGISTER AT [www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc)

October 7th

4:30-7:30 Board La Crosse Queen at North End of Riverside Park—Downtown La Crosse

October 8<sup>th</sup>

8:30 Radisson Riverfront Hotel & Conference Center  
Late Registration and Conference Material Pick-up

8:45 Welcome—Governor Doyle (*Invited*)

9:00 Principals of Biobased and Biodegradable Materials/Plastic—Dr. Ramani Narayan, Distinguished Professor, Michigan State Univ.—*Virtual Presentation*

10:00 Break/Networking Session

10:20 Connecting Education to Industry Through Composite Materials-  
Dr. Beckry Abdel-Magid, Ph.D., P.E, Winona State University

10:50 Manufacturing Hurdles and Breakthroughs Utilizing Bioplastic- Darin Grinsteinner, CPI

11:20 Building Brand Recognition Through Cooperative Marketing-  
Debra Darby, Marketing Communications Director, Mirel, Bioplastics by Telles

12:00 Lunch

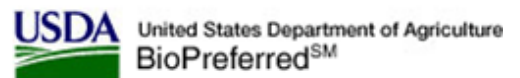
1:00 Pulling Sustainable Products to the Shelf and Labeling Carbon Content -  
Lisa Nelson, Senior Manager, Public Affairs, Wal-Mart

1:30 Uncovering Operational Efficiencies & R.O.I. While on the Path Towards Carbon Labeling  
Steve Dyer—President, Dickten Masch

2:00 Networking Session

2:20 Packaging Materials & Marketing in the Age of Bioplastics  
Jeff Timm, Timm Consulting

2:50 Biobased Plastic Extender Market Applications –  
Tim Bearnese, President, Laurel BioComposites, LLC



3:30 Adjourn

