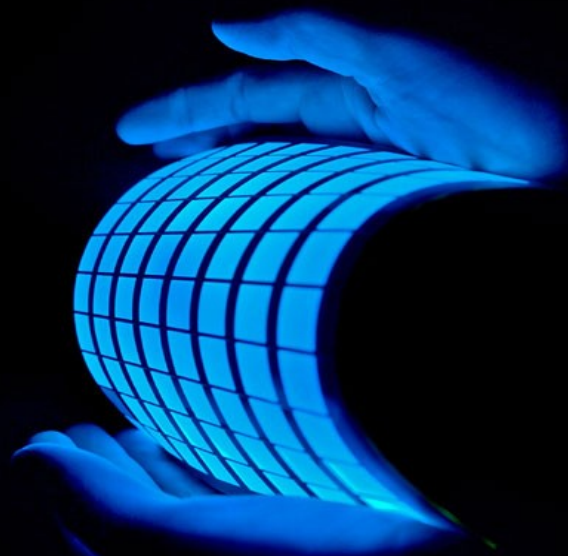


# GAA 2011 Printed Electronics And Intelligent Packaging Symposium



## Schedule

October 4-6 , 2011  
Clemson University  
Clemson, SC



2011

GAA

# Printed Electronics and Intelligent Packaging Symposium

## Schedule

### Tuesday October 4, 2011

- 7:30am Shuttle departs hotel for Clemson University Sonoco Institute
- 8:15am **Opening Remarks and Symposium Overview**  
*Bill Martin*, President & CEO, GAA  
*Don Carli*, Senior Research Fellow, Institute for Sustainable Communication  
*Sam Ingram*, Department Chair/Professor, Clemson University
- 8:45am **Beyond The Hype: The Promise of Printed Electronics & Intelligent Packaging**  
*Ken McGuire*, PHD, Senior Scientist, Proctor and Gamble
- 10:00am **Key Concepts, Materials, Technologies and Production Methods for Printed Electronics**  
*Jay Jacobs*, Visiting Lecturer, Clemson University
- 11:00am **Out of The Lab and Into the Market – How New Materials and Production Methods are Being Applied**  
Moderator: *Dr. Liam O'Hara*, Assistant Professor, Clemson University  
Panelists:  
*Mark Potter*, Publisher, Canvas Magazine,  
*Igor Luzinov*, Professor, Polymer Science, Clemson University  
*Eric Serenius*, Vice President, Daetwyler R&D Corp.  
*Ed Broadhurst*, Director of Manufacturing, Trident Americas
- 12:00pm Lunch
- 1:00pm **Hands-On Session in a Printed Electronics Pressroom: How Printed Electronics Works**
- 3:00pm **Toxicology and Lifecycle Environmental Aspects and Impacts of Printed Electronics Materials**  
Moderator: *Don Carli*, Senior Research Fellow, Institute for Sustainable Communication  
Panelists:  
*Dr. Bruce Kahn*, Professor, Clemson University  
*Dr. Charles Gooding*, Professor, Clemson University
- 4:00pm **Printed Electronics-Pushing the Envelope**  
*Maynard Benjamin*, CEO & President, Envelope Manufacturers Association
- 5:00pm Shuttle returns to hotel

### Wednesday October 5, 2011

- 7:30am Shuttle departs hotel for Clemson University Sonoco Institute
- 8:15am **Symposium Reconvenes**
- 8:45am **High Value-Applications and High-Growth Markets for Printed Electronics**  
*Marc Chason*, Marc Chason & Associates
- 10:00am **Knowledge Competencies and Best Practices Required for Success in Printed Electronics**  
*Stan Drobac*, Consultant
- 11:00am **Open Discussion/Networking**

Printed Electronics is a business opportunity for the Gravure Market and that opportunity is TODAY. The symposium will provide participants with an opportunity to learn from leading researchers, packaging professionals, brand strategists and printed electronics solution providers about key technologies, high-value applications and high growth markets for printed electronics in packaging, point of purchase and signage. Manufacturing, technology, consumer packaging, printing and retail, as well as research, will also be addressed.

Don Carli  
Symposium Chair

Don Carli is senior research fellow with the non-profit Institute for Sustainable Communication ([www.sustaincom.org](http://www.sustaincom.org)). He is also a principal of Nima Hunter Inc., a marketing research consultancy founded in 1986 that offers strategic planning, market research, technology assessment and marketing advisory services to clients on a worldwide basis.



- 12:00pm      **Lunch**
- 1:00pm      **Application & Markets: A Substrates View**  
*Bob Rustin*, DuPont
- 1:45pm      **Application & Markets: A Security Perspective**  
*Wendell Smith*, President, Technology Transfer Group
- 3:00pm      **Application & Markets: Lighting**  
*Dr. Bill Ray*, Chief Scientist, Nth Degree Technologies Worldwide
- 3:45pm      **Application & Markets: Corporate Innovation and the Role of the Postal Service in the Digital Age**  
*Darrell Benjamin*, Deputy Assistant Inspector, US Postal Service
- 5:00pm      **Shuttle returns to hotel**

**Thursday October 6, 2011**

- 7:30am      **Shuttle departs hotel for Clemson University Sonoco Institute**
- 8:15am      **Symposium Reconvenes**
- 8:45am      **Printed Electronics: Innovation & Sustainability in Consumer Product Value Chains**  
*Hal Heinze*, Packaging Development, General Mills Inc.
- 10:15am      **The Business Case for Printed Electronics**  
*Don Carli*, Senior Research Fellow, Institute for Sustainable Communication
- 11:15am      **Symposium concludes and shuttle returns to hotel**

## Team GAA

<b>Bill Martin</b>	<b>GAA President &amp; CEO</b>	<b><a href="mailto:bmartin@gaa.org">bmartin@gaa.org</a></b>
<b>Bernadette Carlson</b>	<b>GEF Executive Director</b>	<b><a href="mailto:bcarlson@gaa.org">bcarlson@gaa.org</a></b>
<b>Linda Casatelli</b>	<b>Editor, GRAVURE Magazine</b>	<b><a href="mailto:lcasatelli@gaa.org">lcasatelli@gaa.org</a></b>
<b>Michelle Giuliano</b>	<b>Association Manager</b>	<b><a href="mailto:mgiuliano@gaa.org">mgiuliano@gaa.org</a></b>
<b>JD Harris</b>	<b>Technical Manager</b>	<b><a href="mailto:jdharrismail@gmail.com">jdharrismail@gmail.com</a></b>
<b>Allen Krusenstjerna</b>	<b>IT Web Master</b>	<b><a href="mailto:allenkru@gaa.org">allenkru@gaa.org</a></b>
<b>Linda Pfingst</b>	<b>CPA</b>	<b><a href="mailto:lcpfingst@gaa.org">lcpfingst@gaa.org</a></b>
<b>Pamela Schenk</b>	<b>Director, Planning &amp; Administration</b>	<b><a href="mailto:pwschenk@gaa.org">pwschenk@gaa.org</a></b>
<b>Sue Schippits</b>	<b>Association Coordinator</b>	<b><a href="mailto:sschippits@gaa.org">sschippits@gaa.org</a></b>

## Upcoming Events 2011/2012

### 2011

November 15-18  
November 16  
Gravure Publishing Council Conference (GPC)  
Golden Cylinder Awards Luncheon for Publication Categories  
The Naples Beach Hotel and Golf Club  
Naples, FL

### 2012

January 16-18  
GAA Premedia Conference  
The Naples Beach Hotel and Golf Club  
Naples, FL

Spring  
GAA Basic Gravure Seminar  
Western Michigan University  
Kalamazoo, MI

Casual attire recommended