**Minnesota Green Chemistry 2012: Strategies for Growth**
**January 26th, 2012 8:30- 4:45 pm**

| | |
|---|---|
| 8:00 – 8:30 a.m. | Registration opens, continental breakfast served |
| 8:30 – 8:45 a.m. | **Welcome and opening remarks:** Eric Kaler, University of Minnesota President (invited)<br><br>Minnesota Green Chemistry Forum: Tim Kapsner, Aveda |
| 8:45 – 9:30 a.m. | **Keynote:** Pat Gruber, Gevo |
| 9:30 – 10:30 a.m. | **Panel 1: Product Improvement through Green Chemistry**<br>Moderator:<br>• Timothy Wood, Dow Research<br>• Patrick Guiney, SC Johnson |
| 10:30 – 11:00 p.m. | Networking break |
| 11:00- 12:15 | **Panel 2: Green Product Value Chain**<br>Moderator:<br>• Tess Fennelly, Segetis<br>• Kaj Johnson, Method (invited)<br>• Roger McFadden, Staples |
| 12:15 – 1:30 p.m. | Lunch Break and Networking |
| 1:30 – 2:45 p.m. | **Panel 3: Minnesota Grown to Minnesota Made - the Promise of Bio-Industrial Processing**<br>Moderator: Tim Welle or Dale Walstrom, BBAM<br>• Jeff Borling, Itasca Eco-Industrial Park<br>• Sergey Selifonov, Reluceo<br>• Linda Meschke, Rural Advantage |
| 2:45 - 3:00 | Networking Break |
| 3:00 – 4:15 p.m. | **Panel 4: Growing Green Chemistry in Minnesota.**<br>Moderator: John Dolan, Fredrikson and Byron<br>• Rep. Denny McNamara and Sen. Geoff Michel (invited)<br>• MPCA Comm. Paul Aasen<br>• DEED Comm. Mark Phillips (invited)<br>• Gene Goddard, Greater MSP<br>• Marc Hillmyer, U of M |
| 4:15 – 4:30 | **Closing Summary, final remarks:** Steve Kelley, Director CSTPP, U of M |

**Panel 1: Product Improvement through Green Chemistry**
Until sustainably-sourced bio-materials and products are mainstreamed, much green chemistry and engineering activity will focus on improving the environmental and human health performance of the chemical components of existing products from traditional chemical feed sources. This is being done at many companies through investment in active research and development programs on conventionally-sourced compounds which minimize health impacts or persistence in the environment and wildlife. This session will highlight a few examples of how producers and suppliers are embracing the green chemistry and design principles through dedicated development of product chemistries and synthetic processes that will significantly decrease human and environmental exposure risk.

**Panel 2: Green Product Value Chain**
This panel, featuring representatives from Segetis, Method and Staples, provides a case study of a green product value chain. Segetis, Inc., a technology enabled green chemistry company, is partnering with Method Products, Inc., a manufacturer of home cleaning and laundry products to use their bio-based materials in a variety of Method's products. Segetis' new bio-based molecules offer high performance, without the use of traditional fossil fuels. Method's products help retailer Staples meet its sustainability goals and increasing consumer demand for safer, greener cleaning products.

**Panel 3: Minnesota Grown to Minnesota Made - the Promise of Bio-Industrial Processing**
Bio-based materials have great potential for bringing economic development to agriculture and forest based economies and for reducing adverse environmental and public health impacts. This session will provide perspectives from growers, processers and biochemical companies on the manufacturing and deployment of bio-based chemistry. It will describe the bio-industrial roadmap laid out by the BioBusiness Alliance of Minnesota and their partners and provide insight into how more traditional bioprocessing industries are looking at these new industries. It will also describe a model for using locally grown perennial crops to provide renewable energy, water quality improvements and rural revitalization.

**Panel 4: Growing Green Chemistry in Minnesota**
Green chemistry holds promise for creating new economic opportunities, while protecting public health and the environment. Many Minnesota businesses are already using green chemistry to design new safer chemicals and products. The BioIndustrial Partnership of Minnesota is working to sustain and grow Minnesota's position as a global leader in biofuels and biochemical manufacturing. This panel will focus on strategies to position Minnesota to take advantage of specific opportunities for economic growth through green chemistry, including retaining and attracting green chemistry research, processing and manufacturing companies; supporting business efforts to incorporate green chemistry into existing products and processes; and strengthening academic and training programs in the field of green chemistry.