

**FOR IMMEDIATE RELEASE**  
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## **SPE-ANTEC 2008 to Feature Both a Renowned Futurist and Dow's Chief Technical Officer as Plenary Speakers**

*Ed Barlow and William Banholzer to address SPE-ANTEC 2008 attendees  
on Monday, May 5<sup>th</sup> and Tuesday, May 6<sup>th</sup> (respectively), in Milwaukee*

**Brookfield, CT** – Attendees of the Society of Plastics Engineers' (SPE) annual technical conference, SPE-ANTEC, will hear about challenges and opportunities pertaining to the plastics industry as a whole and to the more targeted area of feedstocks. SPE-ANTEC 2008 will be co-located with *Plastics News'* tradeshow, Plastics Encounter, in Milwaukee, Wisconsin, at the Midwest Airlines Center from May 4-8.

On Monday, May 5<sup>th</sup>, futurist Ed Barlow, president of Creating the Future, Inc., will speak to attendees about "A Journey Through the 21<sup>st</sup> Century," exploring the rapid and dramatic economic, technological, social and political changes that lie ahead, and defining the impact to each attendee and their organization.

"Change is a constant in the plastics industry, and it's something that we all need to embrace," says Susan Oderwald, executive director of SPE. "Mr. Barlow will provide valuable insight as to how attendees can define and seize opportunities and prepare for the underlying challenges."

On Tuesday, May 6<sup>th</sup>, William F. Banholzer, corporate vice president and chief technology officer of The Dow Chemical Company, will speak to attendees about "The Challenges and Opportunities in Future Feedstocks for the Plastics Industry."

Continues Oderwald, "We are delighted to have Mr. Banholzer from a company that is so well-respected in the industry with us to share his insight into a subject that truly impacts everyone in the ANTEC audience in some way."

For more information about SPE-ANTEC 2008 plenary speakers, please visit <http://www.4spe.org/conf/antec08/plenary.php>, or contact Lesley Kyle, SPE's senior event manager, +1 203.740.5452, email: [lskyle@4spe.org](mailto:lskyle@4spe.org)

### **About Ed Barlow**

Ed Barlow is president of Creating the Future, Inc., and is dedicated to enhancing an understanding of the future and the influences which will affect personal, professional, organizational, and community settings. In addition to his extensive speaking and consulting schedule, he is interviewed regularly by the media. He has also testified before the U.S. Congress on several occasions, and his advice and counsel is sought regularly by leaders in business, government and the non-profit sector. Mr. Barlow's professional experience includes executive positions in health care, business, higher education, and a Washington D.C.-based management-consulting firm. He holds a master's degree in management from the University of Notre Dame. Mr. Barlow's client list represents the "Who's Who" within industry, government, and the not-for-profit sector, including: *Abbott Laboratories, Hewlett-Packard, Kimberly-Clark, U.S. Navy, Lockheed Martin, and Pepsi.*

### **About William F. Banholzer**

William F. Banholzer is Corporate Vice President and Chief Technology Officer of The Dow Chemical Company, located in Midland, Michigan. He is a member of the Dow's Management Committee, chairs the company's Innovation Committee, and leads Dow's research and development activities across the globe. Prior to Dow, Dr. Banholzer had a 22-year career with General Electric Company (GE), where he was vice president of Global Technology at GE Advanced Materials, responsible for worldwide technology and engineering. During his GE career, Dr. Banholzer was honored with GE's Bronze, Silver, and Gold Patent Awards; GE Superabrasives' Leadership Award; GE Plastics' CEO Six Sigma Award; and election to the

Whitney Gallery of Technical Achievers. In 2002, Dr. Banholzer was elected to the U.S. National Academy of Engineering, one of the highest distinctions that can be accorded an engineer. He also sits on the advisory boards for chemistry and chemical engineering at the University of Illinois and UC Berkeley, is a member of the American Chemical Society and the American Institute of Chemical Engineers, and serves on the AIChE Awards Committee. Dr. Banholzer is a certified Six Sigma Master Black Belt, holds 14 U.S. patents, and has over 80 publications, which have received more than 1000 citations, for his work in the field of engineering and chemistry.

**About SPE-ANTEC**

SPE-ANTEC (Annual Technical Conference) is sponsored by the Society of Plastics Engineers, and is the leading technical forum for providing cutting-edge technological issues and information pertinent to the needs of the plastics industry. Held only once a year, multiple peer-reviewed technical papers will be presented providing plastics professionals unique inside access to proprietary research and findings.

**About SPE**

The Society of Plastics Engineers, Inc. (SPE), is the premier source of peer-reviewed technical information for plastics professionals. Founded in 1942, SPE takes action every day to help companies in the plastics industry succeed by spreading knowledge, strengthening skills and promoting plastics. Employing these vital strategies, SPE has helped the plastics industry thrive for over 60 years. SPE has become the recognized medium of communication among scientists, engineers and technical personnel engaged in the development, conversion and application of plastics. For more information, please visit [www.4spe.org](http://www.4spe.org).

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