

**Sunday, October 11**

**12:30 p.m. -- 8th Annual David Kearney Memorial Golf Tournament**

**5:00 - 6:30 p.m. -- Early Registration**

**6:30 - 8:00 p.m. -- Welcome Reception**

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**Monday, October 12**

**Keynote Address: From Europa with Love: A Continental View on the Global Issue**

- Kris Malowanec, Senior Vice President, Development & Corporate Communication
- Paul Hartmann AG

**Spunlaid Webs From a Greener Spunbond Process**

- Hans Georg Geus, Technical Director
- Detlef Frey, R&D Manager
- Reifenhäuser REICOFIL GmbH & Co. KG

**Hybrid Nonwoven Technology for Absorbent Products**

- Rick Jezzi, Principal
- A.D. Jezzi & Associates, Inc.

**China Nonwovens Market 2009: Trends & Opportunities**

- Warren Collier, Senior Consultant
- John R. Starr, Inc.

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**Intellectual Property: The Key to Effective Product Development**

- Bob Makolin, Principal
- Abba Makolin Waldron & Associates, LLC

**The Next Generation of Spin Finishes and Process Auxiliaries for Fibers and Nonwovens**

- Stefan Sulzmaier, Director of Fibre Auxiliaries Division
- Zschimmer & Schwarz GmbH & Co. KG

**The Impact of the Global Recession on Hygiene Market Growth & Profitability**

- Pricie Hanna, Vice President
- John R. Starr, Inc.

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**MTS Cocktail Party**

*(Meet the people you're at INSIGHT to talk to)*

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**Tuesday, October 13**

**Baby Diapers - What Not To Do**

- Yoav Nir, President
- Yoav Nir Consulting

**What's New in Nano - An Overview of the Current Trends in Nanofibers**

- Laura Frazier, Technical Director
- SNS Nano Fiber Technology

**Utilization of Fine Denier Spunbond to Reduce Meltblown Content in SMS Composites**

- Matthias Schemken, Vice President R&D
- Oerlikon Neumag

**High Strength PLA Meltblown, Its Properties and Uses**

- Vince Friemark, Plant Manager
- Biax Fiberfilm Corporation

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**New Product Developments like SteamJet Technology**

- Alexander El Helw, Sales
- Fleissner GmbH

**In-Line vs. Off-Line Slitting and Winding: Pros & Cons**

- Jesús López Marin, General Manager
- Edelmann Technology GmbH & Co. KG

**Who is Who in Baby Diapers? An Emphasis on Emerging Markets**

- Carlos E. Richer, Director
- Richer Investments

**Wednesday, October 14**

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**Adult Incontinence Market in Europe: A Bittersweet Opportunity**

- Gabriele Bertocchi, Consultant
- Massimiliano Bertocchi, Chairman
- Arendi Service s.a.s.

**Better Than Carbon Footprint, Cradle to Grave Eco-Efficiency**

- Jim Robinson, Technical Manager
- BASF

**European Downturn: At the Bottom, the Only Way is Up! A Nonwoven Perspective**

- Jean-Michel Anspach, Technical Director
- EDANA

**Absorbent Cores: Paper or Plastic?**

- Phillip Mango, President
- Phillip Mango Consulting

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**3-Dimensionally Designed Absorbent Products - Achieving Better Fit with Less Material**

- Christoph Schmitz, Founder and General Manager
- Concepts for Success

**Fluff and Absorbent Paper Pulps - Supply, Demand and Dynamics**

- Kurt Schaefer, Vice President, Fiber
- RISI

**Incredible! India - Developments in Hygiene**

- Krystyna Boryk-Józefowicz, Foreign Trade Department
- TZMO SA

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**Tabletop Display Reception**  
**- Networking, Drinks, Food & Fun -**

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**Thursday, October 15**

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**Spunlace Innovations for the Nonwoven Wipers Market**

- Frederic Noelle, R&D Director
- Rieter Perfojet SAS

**Global Trends and Opportunities in the Baby Diapers Market**

- Phil Park, Research Analyst
- Euromonitor International

**Reinventing the Obvious**

- Dr. Edmund H. Carus, Principal
- Carus Consulting Services

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**The Wheel of Time - The Diaper Testing Debacle Revisited**

- James P. Hanson, Director
- Mark Bolyen, Manager Nonwovens
- Marketing Technology Service, Inc.

**Thursday Night**

**An opportune time to arrange a night out in Memphis with your customers or suppliers as the INSIGHT week concludes.**

*This Program is subject to change*

**Why INSIGHT?**

- *The Longest Running Hygiene Nonwovens Conference*
- *The Most Attendees*
- *The Most International*
- *The Best Program*
- *The Right High-Level People*
- *The Most Cost Effective*