COURSE AGENDA: May 19-21, 2020 | October 20-22, 2020

**Day 1**

8:00 AM  Continental Breakfast

8:45 AM  Welcome and Introduction
  Dave Rousse, President, INDA
  Terry Young, Lead Instructor*

9:00 AM  Understanding What Sells AHP Products
  Convenience, Performance & Affordability
  Terry Young, Lead Instructor

9:30 AM  The Current Marketplace - Baby Diapers
  Tiers & Differentiation of Diapers

10:30 AM  Break

10:45 AM  The Current Marketplace - Feminine Care Products
  Tiers & Differentiation of Feminine Care Pads

11:30 AM  Break

11:45 PM  The Current Marketplace - Adult Incontinence Products
  Terminology, Differentiation of Products
  Manufacturers, their Brands & Features
  Market Trends in AHPs

12:30 PM  Lunch

1:30 PM  Designing AHP Components That Perform
  The Chassis Containment System
  The Acquisition-Absorbent System

2:00 PM  Break

2:15 PM  Designing materials to enhance AHP components
  (cont’d)
  Jim Robinson, Principal - Absorbent Hygiene Insights, LLC
  SAP

3:15 PM  Designing materials to enhance AHP components
  (cont’d)
  Matt O’Sickey, Ph.D., Senior Global Product Manager,
  Tredgar Corp., Instructor

4:15 PM  Break

4:30 PM  Designing materials to enhance AHP components
  (cont’d)
  John Tate, Senior Director - Technical Services,
  GP Cellulose, Instructor

Day 2

8:00 AM  Continental Breakfast

8:30 AM  Designing materials to enhance AHP components
  Diaper Deconstruct
  Nonwoven Substrates, Raw Materials

9:00 AM  Break

9:45 AM  Designing materials to enhance AHP components
  (cont’d)
  Nonwoven Substrates: Web Forming, Bonding, Finishing

10:30 AM  Break

11:30 AM  Lunch

12:30 PM  Designing materials to enhance AHP components
  (cont’d)
  Fluff Pulp
  John Tate, Senior Director - Technical Services,
  GP Cellulose, Instructor

2:15 PM  Break

2:30 PM  Designing materials to enhance AHP components
  Films & Elastics
  Matt O’Sickey, Ph.D., Senior Global Product Manager,
  Tredgar Corp., Instructor

3:45 PM  Designing materials to enhance AHP components
  Adhesives
  Use of Color & Printing
  Hook Closure Systems
  History of Components & Developing Trends

4:15 PM  Break

4:45 PM  Designing materials to enhance AHP components
  (cont’d)
  John Tate, Senior Director - Technical Services,
  GP Cellulose, Instructor

5:00 PM  Material Review/Group Q&A

6:00 PM  Optional Group Dinner

**Day 2**

8:00 AM  Continental Breakfast

8:30 AM  Understanding and Testing Your Product
  Developing a Compelling Marketing Concept
  Performance Testing in the Lab
  Performance Testing with the Consumer
  “Spend a Little – Learn a Lot”
  Obtaining Prototypes & Test Products

10:30 AM  Break

10:45 AM  The Converting Machine (cont’d)
  Opportunities
  QC For Your Product

12:00 PM  Lunch

1:00 PM  Alternative Materials for End-of-Life Issues
  AHP Recycling/Composting Efforts
  Sustainability
  Bioplastics

2:00 PM  Course Adjourns
  Final Questions & Comments
  How Did We Do?

*All sections led by Terry Young unless otherwise noted.