



2025 Annual Technical Conference

Hyatt Regency, Savannah GA

May 4 - 7, 2025

Details: www.southerncoatings.org

Preliminary Schedule (3/14/25)

Sunday, May 4, 2025

3:00 - 6:00 PM	Registration
3:00 - 6:00 PM	Tabletop Registration and Setup
6:00 - 7:00 PM	Opening Reception
7:00 - 11:00 PM	Hospitality Suite

Monday, May 5, 2025

7:00 - 7:45 am	Continental Breakfast
7:45 - 8:15 am	Membership Business Meeting - Opening
8:15 - 9:00 am	Key Note - TBA
9:00 - 9:30 am	Coffee Break

Session A

9:30 - 10:00 am	A New Multifunctional Formulating Ingredient for High-Performance Industrial Coatings and Ink Applications <i>Advancion; D Henderson</i>
10:00 - 10:30 am	Surface Treated Nepheline Syenite with Silane Coupling Agents for Enhanced Physical, Chemical and Optical Performance in Low Silica Industrial Coatings <i>Covia; S VanRemortal</i>
10:30 - 11:00 am	Tin-Free Two-Component Polyurethane Catalysts for Compliant High-Performance Coating Applications <i>Borchers/Miliken; M Kramer</i>
11:00 - 11:30 am	Silicone-Based PFAS-Free Solutions for Architectural Coatings <i>Momentive Performance Materials; P Cousino</i>
11:30 am - 12:00 pm	Development and Evaluation of an Accelerated Dirt Pick-Up Test Method for Architectural Coatings <i>BASF; Z Branciforte</i>

Session B

- 9:30 - 10:00 am Latest developments in Pigment dispersion Technology
Patcham USA; J Du
- 10:00 - 10:30 am Advancements in Surfactant-Free Hydrophobic Additives for Enhanced Water Repellency
CHT-USA; C Lindemulder
- 10:30 - 11:00 am Advancing Sustainable Coatings with U.S. Soybean Oil: Renewable Solutions for Coating Manufacturers
OmniTech International; K Weigal
- 11:00 - 11:30 am Future-Proofing Corrosion Control
ICL-Halox; M Bauer
- 11:30 am - 12:00 pm Innovative Strategies for Emulsifying Alkyd Resins for Water-Based Coatings
Indorama Ventures; B Dario
- 8:00 - 11:45 am Short Course - Intro to Coatings
- 8:00 - 11:45 am Short Course - Advanced Coatings
- 9:00 am - 2:00 pm Guest Program
- 1:00 - 6:00 pm Golf Outing
- 1:00 - 6:00 pm Fishing Outing
- 6:00 - 11:00 pm Hospitality Suite

Tuesday, May 6, 2025

- 7:00 - 8:00 am Continental Breakfast
- 8:00 - 8:30 am Polyurethane in Building and Construction Applications
Mapei; R Hariharan
- 8:30 - 9:00 am The Impact Pigment Finishing Choices Have On Coatings Formulations
Sudarshan North America; B Prio
- 9:00 - 9:30 am The Dirt Pick-Up Resistance Battle
Synthomer; T John
- 9:30 - 10:00 am Coffee Break
- 10:00 - 10:30 am New Fumed Silica Matting Agent for Waterborne Wood and Leather Coatings
Cabot Corporation; H Zhang
- 10:30 - 11:00 am Maximizing Pigment and Overall Paint Performance with Multifunctional Additives
Advancion; D Henderson
- 11:00 - 11:30 am Achieving Project Goals Efficiently through Formulator and Customer Partnerships, Aligning Expectations of Product Targets, and Cultivating Effective Communication
Penn Color; J Cumberland
- 11:30 am - 12:00 pm The Evolution of the Red Color Space
Sun Chemical; R Ridenour

8:00 am - 12:00 pm Short Course - Intro to Coatings
8:00 am - 12:00 pm Short Course - Advanced Coatings

12:30 - 3:30 pm Tabletops
1:15 - 2:15 pm Lunch in Tabletop Room

6:00 - 7:00 pm Reception
7:00 - 9:00 pm Banquet
9:00 pm - 12:00 am Hospitality Suite

Wednesday, May 7, 2025

7:00 - 8:00 am Continental Breakfast
8:00 - 8:30 am Replacing PFAS in Coatings for a Sustainable Future
Munzing; C Vitale
8:30 - 9:00 am Can simulation tools and physicochemical properties guide the selection of additives?
Indorama Ventures; M Praw
9:00 - 9:30 am Comparing a Portable Contact Angle Goniometer Vs. Research-style Goniometer for Wettability and Surface Energy Results on Various Substrates
DataPhysics Instruments USA; H Ngo
9:30 - 9:45 am Coffee Break
9:45 - 10:15 am The Shocking Truth about Static Electricity
Newson Gale; E Matthews
10:15 - 10:45 am Novel Oligomeric Silanes for Easy-to-Clean and Dirt-Resistance Coatings
Evonik Corporation; L Luu
10:45 - 11:15 am Organometallic Functionalization in Atomic Monolayers at the Nano-Inorganic/Organic Interface
Kenrich Petrochemicals; S Monte
8:00 - 11:15 am Short Course - Intro to Coatings
11:15 AM Conference concludes