

UPDATED PROGRAM

* Changes marked in RED

Thursday October 08 2009	
9.00	<p>Chairman's Introductory remarks: Countdown to 2010</p> <p>Morning Chairperson: Steve Sturgess, Executive Editor, Heavy Duty Trucking</p>
<p>Session 1: Commercial strategy for DEF decision makers across industry</p>	
9.10	<p>The big picture: what are the key strategy issues for DEF stakeholders?</p> <ul style="list-style-type: none"> • What must participating industries do, to meet the challenge of coast-to-coast DEF availability for SCR vehicle fleets? • How should trucking companies navigate the complexities of different EPA 2010-compliant technologies, procurement schedules and other regulations? • What is the continuing role of emission credits in shaping truck and engine manufacturers' strategies for EPA 2010 compliance? • How can DEF suppliers, truck manufacturers and fleet operators co-operate to offer timely, relevant and accessible information to DEF vehicle users? <p>Dr. Elmar Boeckenhoff, Senior Vice President Engineering & Technology, Daimler Trucks North America LLC</p>
9.30	<p>Panel discussion. The regulatory background to vehicle emissions control from 2010 on</p> <ul style="list-style-type: none"> • Will diesel fuel economy become the dominant issue in vehicle emissions regulations after 2010? • How will developing CAFE standards for fuel economy influence NOx and Particulate Matter emissions control technology requirements in the future? • What more must truck manufacturers and suppliers achieve to enable certification of SCR engines and aftertreatment equipment in the US? • What progress has been made towards harmonising emissions control standards between North America, Europe, Asia-Pacific and other markets? • How will upcoming CO2 regulations influence SCR technology development (Short presentation by Manfred Schuckert) <p>Moderator:</p> <p>Oliver Dixon, Analyst, World Truck Analysis</p> <p>Panellists:</p> <p>Clifford Dean, Senior Advisor, Compliance & Innovative Strategies Division, Environmental Protection Agency</p> <p>Richard Moskowitz, Vice President & Regulatory Affairs Counsel, American Trucking Association</p> <p>Dr. Manfred Schuckert, Company Strategist, Emissions & Safety for Commercial Vehicles Daimler AG</p>
10.10	<p>Presentation. Field experience and lessons for SCR adopters</p> <ul style="list-style-type: none"> • What experience from driver education initiatives have DEF suppliers, service companies and truck dealers gained so far? • What feedback is available from SCR truck users so far, and how can this be communicated to the transport industry? • How much driver training is required to ensure proper handling of SCR trucks and what are the most successful in-house training strategies? • How can truck manufacturers assist transport companies to get themselves ready for SCR in the run-up


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	to SCR truck procurement schedules? David McKenna , Director, Powertrain Sales & Marketing, MACK Trucks
10.40	Networking Break
Session 2: SCR truck markets in the USA	
11.10	<p>Panel discussion. Large motor carrier fleets: will large SCR medium and heavy duty truck fleets become commonplace on US roads and highways?</p> <ul style="list-style-type: none">• What are the purchasing expectations of large fleets going into 2010?• How significant are fuel economy requirements in the current market climate and how do EGR and SCR vehicles compare?• How do large fleets expect to procure DEF at the truck stop?• Will home depot refilling be an important feature of DEF usage and what sort of DEF filling service will large fleets require? <p>Moderator: Steve Sturgess, Executive Editor, Heavy Duty Trucking</p> <p>Panellists: Michele T. Calbi, Vice President, Procurement & Shop Operations Swift Transportation Co., Inc Doug Werts, Senior Manager, Program Management Office, Global Vehicles, FedEx Scott Perry, Group Director, Ryder</p>
11.40	<p>The role of SCR in the future of low-emissions public transport</p> <ul style="list-style-type: none">• Will SCR bus and coach markets form a substantial part of the total SCR fleet in the US after EPA 2010?• What are the main concerns for public transport fleets regarding the supply handling and usage of diesel exhaust fluid• What types of DEF supply options will public transport authorities require prior to the adoption of SCR vehicles or retrofit equipment? <p>Steve Russell, Alternative Transportation Program Coordinator/Mass Clean Cities, Massachusetts Department of Energy Resources (previously working as Fleet Superintendent, Fleet Services, City of Keene)</p>
12.10	<p>Customer Q&A</p> <p>Helping small and medium size fleets develop a cost effective 'DEF' plan for the future</p> <p>This session will offer fleet operators the rare opportunity to put all their burning DEF questions and concerns to DEF equipment suppliers, DEF suppliers and Truck Manufacturers. It is a chance to get real answers for fleets in an uncertain market. Questions that will be addressed include:</p> <ul style="list-style-type: none">• How and where can I refill?• How frequently do I need to refill?• How much will DEF cost me?• How do I meet training and driver awareness needs?• What will be the most cost effective refilling options long term? <p>Moderator: Tim Cheyne, Director, Integer</p>

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	<p>Panellists: Joe Biluck Jnr., Director of Operations and Technology, Medford Township Education Board Bryan Flansburg, Director Transportation Services, University of Colorado David Siler, Director of Marketing, Detroit Diesel K.C Hall, Director - Business Development, Cummins Filtration Kent Robinson, Director of Marketing, Dresser Wayne</p>
12.40	SCR Truck demonstration – MACK Trucks
13.10	Networking Lunch
Session 3: Emissions Technology choices I	
Afternoon chairperson: Tim Cheyne , Director, Integer	
14.30	<p>Who should pay for a DPF? – Looking at the impact of PM on health and health care costs</p> <ul style="list-style-type: none"> • Is the DPF outdated or do we need one now more than ever? • Why is the impact of PM on human’s health so dramatic? • Case study: Switzerland and their success in cleaning up the air since 1980. • Examining the health care cost impact of PM in Switzerland and the reductions that can be achieved when using DPF • Conclusion - Who should pay for a DPF? <p>Lutz Lehmann, CEO, Baumot</p>
15.00	<p>Panel discussion, Understand the potential of retrofit markets for SCR equipment</p> <ul style="list-style-type: none"> • Which markets offer the greatest potential take-up of retrofit solutions in the USA, and what lessons can be learned from European retrofit procurement? • What are the trade-offs between lower emissions and fuel efficiency for new SCR vehicles and retrofit solutions? • How should fleet operators evaluate new vehicle and retrofit options in terms of return-on-investment, short term needs and long-term strategy? • How can non-road fleets benefit from retrofit SCR technology? <p>Moderator: Steve Sturgess, Executive Editor, Heavy Duty Trucking</p> <p>Panellists: Lutz Lehmann, CEO, Baumot Ian MacDonald, Business Development, Engine Control Systems David McKenna, Director, Powertrain Sales & Marketing, MACK Trucks M. A. Mannan, Business Manager, Nett Technologies Inc. David Siler, Director of Marketing, Detroit Diesel</p>
15.30	<p>How Diesel Particulate Filter technology impacts SCR investment decisions</p> <ul style="list-style-type: none"> • Can DPF equipment improve overall SCR performance and what are the commercial and operational benefits of advanced DPF technology? • Will on-highway SCR trucks do away with active regeneration altogether? • What types of DPF filter technology best serve different SCR markets, from long distance on-highway

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	<p>haulage to short routes and public transport?</p> <ul style="list-style-type: none"> • What is the future role of fuel additives in DPF equipment? <p>Mr. Tim Jackson, Senior Vice President, Tenneco Inc.</p>
16.00	Networking Break
<p>Session 4: Emissions Technology choices II – On and Off road</p>	
16.30	<p>Panel discussion. The impact of emissions technology developments on commercial strategy for truck operators and equipment manufacturers</p> <ul style="list-style-type: none"> • What new SCR technology solutions will have significant commercial impact on US truck performance in 2010? • Will new SCR vehicles see a reduced proportion of DEF to diesel usage? • Are solid catalyst and non-urea SCR systems such as LNT a realistic possibility and will they have an impact on the long-term DEF infrastructure? • What part will EGR technology play in the market for EPA 2010-compliant vehicles and further mobile source emissions rules? <p>Moderator: David Uschwald, Vice President, North America, Integer</p> <p>Panellists: Dr. Tue Johannessen, Chief Technology Officer, Amminex A/S Chris Benner, Vice President of Sales and Marketing - NxtGen Emission Controls Margaret Sullivan, Director of Emissions Compliance, PACCAR Zack Ellison, Director, Customer Technical Support & Industrial OEM Support, Cummins Inc. Vishal Singh, Manager Business Operations, Eaton Corporation</p>
17.00	<p>Emissions Technology choices for off-road vehicles beyond 2010</p> <ul style="list-style-type: none"> • Emissions Technology choices for off-road vehicles beyond 2010 • What is the best route for Tier 4b compliance – Cooled EGR or Urea SCR? • Key considerations when choosing emissions technology • AGCO's experience with SCR – fuel economy improvements, EPA approval, communication and DEF supply <p>Matt Rushing, Director, Product Management, Tractors, AGCO Corp</p>
17.30	Closing remarks
17.35	<p>Networking drinks sponsored by:</p> <div align="center" data-bbox="646 1591 977 1686">  <p>NOVAX The AdBlue Solution 國 際 通 用 劑</p> </div>

Friday October 9, 2009	
9.00	<p>Introductory remarks: Customer expectations</p> <p>David Uschwald, Vice President, North America, Integer</p>
Session 5: The North American Diesel Exhaust Fluid Infrastructure	
9.10	<p>How will US enterprises transform the DEF infrastructure from introductory supply arrangements to a mature and profitable industry?</p> <ul style="list-style-type: none"> • What are the principles for a sustainable DEF infrastructure in North America, satisfying the needs of all stakeholders? • How should businesses plan for the essential step-by-step measures to establish their market position and make the right investments at the right time? • What do DEF manufacturers, distributors and retailers need to do in order to sustain service delivery standards at a competitive cost, year after year? • Mission accomplished: what will the nation-wide DEF supply network look like and what will the long-term opportunities be for industry participants? <p>Chad Dombroski, Director Air1, Yara, North America</p>
9.40	<p>Will DEF follow the same sales and distribution pattern as for fuels?</p> <ul style="list-style-type: none"> • Why will customers prefer to get DEF from their fuel suppliers • How important will the Jobbers be in the sales and distribution chain? • What systems and solutions do you need to support the DEF sales? <p>Douglas S. Haugh, Executive Vice President & CIO, Mansfield Oil Company</p>
10.10	Networking break
10.50	<p>EPA 2010 – DEF Distribution requirements for the vocational market</p> <ul style="list-style-type: none"> • Current fueling, service and repair and fluid purchase behaviors among Class 3-5, 6, 7 and 8 truckers • What does this mean for the supply and distributions of diesel exhaust fluid – Where are the DEF business and service opportunities? • Conclusion – looking at the DEF distribution priorities for the vocational market? <p>Chuck Mattina, President & COO, Quixote Group</p>
11.20	<p>Panel discussion. Understand the business drivers of DEF distribution and availability</p> <ul style="list-style-type: none"> • What will be the structure of the DEF supply chain in the USA from upstream production to filling point, and who will be the major players? • How can investors accurately evaluate DEF consumption and the market requirement for DEF in 2010-2011? • Will there be sufficient availability at the pump and in the depot to meet customer needs immediately after the start of 2010 regulations? • What are the key logistical challenges to nation-wide DEF supply and how can they be overcome? <p>Moderator: Oliver Dixon, Analyst, World Truck Analysis</p>

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	<p>Panellists:</p> <p>Rolf Isberg, Vice President, Yara, North America</p> <p>Dr Frank Cook, Senior Vice President, Technical, Old World Industries</p> <p>Edu M. Bury, Co-founder of GreenChem / Director of BB Pumps & Parts</p> <p>Bernie Rock, Vice President Industrial Sales, Potash Corp</p> <p>Jodi Crawford, Business Development Manager, Airgas</p> <p>Mike DelliCompagni, Director of Sales/ DEF, Brenntag</p>
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Session 6: Infrastructure – DEF supply from plant to nozzle	
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12.00	<p>The future of DEF at the truck stop: how will the market develop?</p> <ul style="list-style-type: none"> • How many truck stops sell DEF today? And how many will be selling DEF by October 9, 2010? • Independent truck stop strategies for DEF supply: what types of filling equipment will independents need, and what impact will DEF supply have on station configuration? • How easily can DEF supply be integrated with fuel card systems and what opportunities does the DEF market present for enhanced customer loyalty? • How will large-scale truck stop operators plan and implement DEF supply nation-wide, in order to satisfy heavy-duty SCR diesel truck demand? <p>Moderator:</p> <p>Holly Alfano, Vice President of Government Affairs, NATSO</p> <p>Panellists:</p> <p>Bill Mulligan, Vice President, Development, Facilities & Environmental, Pilot Travel Centers</p> <p>Richard Browne, Vice-President of Marketing, North America, Gilbarco Veeder Root</p> <p>Tom Komos, Vice President, Fuel Supply, Travel Centers of America</p> <p>Matt Jenkins, Vice President, Business Development, SPATCO DEF</p>
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12.40	Networking Lunch
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14.30	<p>Return on investment strategies for DEF suppliers and partners</p> <ul style="list-style-type: none"> • How can DEF market participants use strategic partnerships to protect and enhance the return on their investments? • How can customer incentives be used to stimulate uptake of SCR vehicles and DEF supply agreements in the short term? • What are the long-term market prospects for DEF retail over 5 years from 2010? • As DEF usage faces a long lead-in while truck procurement remains low, what survival strategies can DEF suppliers adopt to stay in the market? <p>Tim Cheyne, Director, Integer</p>
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Session 7: Equipment, supply and certification	
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15.00	<p>Panel discussion. DEF filling equipment technology and use</p> <ul style="list-style-type: none"> • Between truck stops, dealerships, home depot and service centres, how will DEF users find and select the right filling locations for their needs? • What will the DEF pump equipment look like and how can DEF suppliers ensure safe and correct filling? • Above ground, below ground, tote, barrel or jug – the options seem endless but what storage formats will the DEF storage market require, and how large will the market grow?
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	<ul style="list-style-type: none"> • Will closed filling dispenser systems be required by DEF retailers and filling locations – and how do they work? <p>Moderator:</p> <p>John Barrington, Type D - Product Manager, Thomas Built Buses</p> <p>Panellists:</p> <p>Bryan Gran, Vice President, Industrial Services, Micro Matic Anders Hedgren, Director, Strategy & Finance, Identic AB Vijay Srinivasan, President & COO, Balcrank Corporation Dave Polak, President, Blue1 USA</p>
15.30	<p>Overview of the new PEI DEF equipment guidelines</p> <p>Dave Polak, President, Blue1 USA</p>
15.40	<p>DEF Certification</p> <ul style="list-style-type: none"> • Update on the API certified Diesel Exhaust Fluid program • How many API certified brands will DEF customers be able to choose from in 2010? • How does API monitor fluids in the marketplace and what had been the experience so far in setting up a robust monitoring system? • What do API DEF tests tell suppliers and retailers about correct storage and quality control measures to ensure full compliance with DEF standards? <p>Tim Tice, Engine Oil Licensing Program Manager, American Petroleum Institute</p>
16.10	Chairman's closing remarks
16.20	Networking refreshments
16.50	End of Conference

Saturday October 10, 2009

Networking Golf Day

Pickup 7.30	Integer presents DEFF 2009 Golf Day - Integer invites you to put your handicap to the test at our DEFF 2009 Golf Day. Suitable for all levels prizes will be issued for top three, best dressed and most improved over 18 holes (There is an additional fee for the golf day and spaces are limited and subject to availability – please enquire at the registration desk)
14.00	Networking lunch at the clubhouse