



2025 Annual Technical Conference

Hyatt Regency, Savannah GA

May 4 - 7, 2025

Details: www.southerncoatings.org

Schedule (4/28/25)

Sunday, May 4, 2025

3:00 - 6:00 PM	Registration	Regency Ballroom Registration Booth
3:00 - 6:00 PM	Tabletop Registration and Setup	Regency Ballroom
6:00 - 7:00 PM	Opening Reception	Graden Terrace
7:00 - 11:00 PM	Hospitality Suite	Suite 716

Monday, May 5, 2025

Regency Ballroom

7:00 - 7:45 am	Continental Breakfast
7:45 - 8:15 am	Membership Business Meeting - Opening
	Technical Talks:
8:15 - 9:00 am	Latest developments in Pigment Dispersion Technology <i>Patcham USA; J Du</i>
8:45 - 9:15 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>
9:15 - 9:45 am	Tin-Free Two-Component Polyurethane Catalysts for Compliant High-Performance Coating Applications <i>Borchers/Miliken; M Kramer</i>
9:45 - 10:00 am	<i>Coffee Break</i>
10:00 - 10:30 am	Advancements in Surfactant-Free Hydrophobic Additives for Enhanced Water Repellency <i>CHT-USA; C Lindemulder</i>
10:30 - 11:00 am	Advancing Sustainable Coatings with U.S. Soybean Oil: Renewable Solutions for Coating Manufacturers <i>OmniTech International; K Weigal</i>
11:00 - 11:30 am	Future-Proofing Corrosion Control <i>ICL-Halox; M Bauer</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>

Monday, May 5, 2025 Cont'd

8:00 - 11:45 am	Short Course - Intro to Coatings	Verelst
8:00 - 11:45 am	Short Course - Advanced Coatings	Percival Vernon
9:00 am - 2:00 pm	Guest Program	
1:00 - 6:00 pm	Golf Outing	The Club at Savannah Harbor
6:00 - 11:00 pm	Hospitality Suite	Suite 716

Tuesday, May 6, 2025

7:00 - 8:00 am	Continental Breakfast	<i>Regency Ballroom Foyer</i>
8:00 - 8:30 am	Polyurethane in Building and Construction Applications <i>Mapei; R Hariharan</i>	
8:30 - 9:00 am	Silicone-Based PFAS-Free Solutions for Architectural Coatings <i>Momentive Performance Materials; P Cousino</i>	
9:00 - 9:30 am	The Dirt Pick-Up Resistance Battle <i>Synthomer; T John</i>	
9:30 - 9:45 am	Coffee Break	
9:45 - 10:15 am	New Fumed Silica Matting Agent for Waterborne Wood and Leather Coatings <i>Cabot Corporation; H Zhang</i>	
10:15 - 10:45 am	Innovative Strategies for Emulsifying Alkyd Resins for Water-Based Coatings <i>Indorama Ventures; B Dario</i>	
10:45 - 11:15 am	Achieving Project Goals Efficiently through Formulator and Customer Partnerships, aligning Expectations of Product Targets, and Cultivating Effective Communication <i>Penn Color; J Cumberland</i>	
11:15 am - 11:45 pm	The Evolution of the Red Color Space <i>Sun Chemical; R Ridenour</i>	
8:00 am - 12:00 pm	Short Course - Intro to Coatings	Verelst
8:00 am - 12:00 pm	Short Course - Advanced Coatings	Percival Vernon
12:15 - 3:00 pm	Tabletops	Regency Ballroom
1:15 - 2:15 pm	Lunch in Tabletop Room	
6:00 - 7:00 pm	Reception	Harborside Ballroom East
7:00 - 9:00 pm	Banquet	Harborside Ballroom West
9:00 pm - 12:00 am	Hospitality Suite	Suite 716

Wednesday, May 7, 2025

7:00 - 8:00 am	Continental Breakfast	Regency Ballroom Foyer
8:00 - 8:30 am	Replacing PFAS in Coatings for a Sustainable Future <i>Munzing; C Vitale</i>	

Wednesday, May 7, 2025 Cont'd

8:30 - 9:00 am	Can Simulation Tools and Physicochemical Properties Guide the Selection of Additives? <i>Indorama Ventures; M Praw</i>	
9:00 - 9:30 am	Comparing a Portable Contact Angle Goniometer Vs. Research-style Goniometer for Wettability and Surface Energy Results on Various Substrates <i>DataPhysics Instruments USA; H Ngo</i>	
9:30 - 9:45 am	Coffee Break	
9:45 - 10:15 am	The Shocking Truth about Static Electricity <i>Newson Gale; E Matthews</i>	
10:15 - 10:45 am	Novel Oligomeric Silanes for Easy-to-Clean and Dirt-Resistance Coatings <i>Evonik Corporation; L Luu</i>	
10:45 - 11:15 am	Organometallic Functionalization in Atomic Monolayers at the Nano-Inorganic/Organic Interface <i>Kenrich Petrochemicals; S Monte</i>	
8:00 - 11:15 am	Short Course - Intro to Coatings	Verelst
11:15 AM	Conference Concludes	