

Commercial Seminar

From Inspiration to Celebration

Turning innovative ideas into successful new products is a highly valued process in industry. However, the path from inspiration to celebration can be deceptively long, complex and wrought with hidden barriers and challenges. Those who understand this process and prepare for it are successful far more often than those who do not. The personal satisfaction, professional respect and financial rewards that come from a successful new product launch are well worth the battle. This seminar will describe this process and discuss ways to improve the odds of success.

Technical Seminar

Case Study: Controlled Release Composition

At the time this technology was developed, there was significant concern about the large quantities of pesticide used in agricultural applications. Quantities in large excess of the theoretical dose were required because the water solubility and/or volatility of most pesticides removed the pesticide from the dose target area before the kill was complete. The concept of using organoclay products to control the release of pesticides and therefore minimize the environmental impact of excess pesticide in the water and in air was conceived and successfully patented. This seminar looks at this technology and the attempts to commercialize it.

Seminar Speaker: Dr. M. I. (Butch) Knudson

Dr. Knudson led the transition of Southern Clay Products from a local commodity mineral processor to the world's leader in the development, manufacture and distribution of smectite based products through the introduction and implementation of the science of quality management and of the Stage Gate process for new product development. His seminar today will focus on lessons learned in new product development.

Background:

B.Sc. in Mathematics and Chemistry, Tarleton State University, 1968

Ph.D. in Physical Chemistry, Baylor University, 1972

Research Scientist, Baroid Div. NL Industries, Houston, Tx, 1972

Co-Owner Central Texas Analytical Laboratory, 1974

Technical Director, Southern Clay Products, 1975

Vice President of Technology, Rockwood Additives, 2006