

2015 Q&A and Technology Forum

Advance Program & Registration Form

New Orleans Marriott New Orleans, Louisiana October 4 – 7, 2015



2015 AFPM Q&A AND TECHNOLOGY FORUM

Sunday October 4, 2015						
3:00 pm – 6:30 pm	Registration – Badge Pick-up					
5:30 pm – 6:30 pm	Q&A Kickoff Networking Event					
Monday October 5, 2015						
7:00 am – 6:30 pm	Registration					
8:00 am – 8:55 am General Session Lifetime Service Award Recipient Jeff Hazle, AFPM						
	Keynote Address Ramon Loureiro, KBC Advanced Technologies					
9:00 am – 10:00 am	Cybersecurity Day: Featured Speaker TBD					
9:00 am – 12:00 pm	own Hall Meeting					
	Q&A: Gasoline Processes Panelists: <i>Charles Burton</i> , Motiva Enterprises <i>Darryl Dunham</i> , UOP LLC, A Honeywell Compan <i>Emerson Fry</i> , Delek Refining Ltd.	<i>Ginger Keady</i> , Technip USA y <i>Scott Lambie</i> , KBC Advanced Technologies				
10:00 am – 10:15 am	Coffee Break					
10:15 am – 12:00 pm	Cybersecurity Day: Cybersecurity PanelEmerging Roles in IT/OT					
	 Cybersecurity Defenses in Refining/Petroche Are Petrochemical Facilities a Target for Cybe Analysis of the Capabilities of Cybersecurity E 	rattacks?				
12:00 pm – 2:00 pm	Lunch in Exhibit Hall					
2:00 pm – 3:30 pm	 Cybersecurity Day: Industrial Control System Cybersecurity Monitoring of an Industrial Control Energy Sector Collaborative Opportunities in I Configuring and Maintaining an ICS Security A 	trol System CS Incident Management				
2:00 pm – 5:15 pm	Principles & Practices: Gasoline Processes					
	Q&A: Hydroprocessing Panelists: <i>Paul Epstein</i> , Flint Hills Resources <i>Scott McArthur</i> , Phillips 66 <i>Andrew Moreland</i> , Valero Energy Corporation	<i>Michael Pederson</i> , UOP LLC, A Honeywell Company <i>Paul Temme</i> , Albemarle Corporation <i>Samuel Wright</i> , Hunt Refining Company				
3:30 pm – 3:45 pm	Refreshment Break					
3:45 pm – 5:15 pm	 Cybersecurity Day: Cybersecurity & Procurer How to Use ISA Standards in Procurement The Myth of "Secure Out of the Box" 	nent				
5:15 pm – 6:30 pm	Reception in Exhibit Hall					

PRODUCTS FOR YOUR LIFE. EVERY DAY.

Tuesday October 6, 2015

7:00 am – 5:00 pm	Registration					
8:00 am – 10:00 am	Plant Automation: Q&A SessionAlarm ManagementDCS Asset Lifecycle					
8:00 am – 12:00 pm	Principles & Practices: Hydroprocessing					
8:00 am – 10:00 am	Q&A: Crude/Vacuum Distillation & Coking Panelists: <i>Bruce Allred</i> , Suncor Energy <i>Michael Braden</i> , NALCO Energy Services <i>Brent Mayo</i> , CITGO Petroleum Corporation	<i>Maureen Price</i> , Fluor Corporation <i>Ed Watts</i> , LyondellBasell Industries <i>John Weber</i> , Marathon Petroleum Corporation				
10:00 am – 10:15 am	Coffee Break					
10:15 am – 12:00 pm	 Q&A: Crude/Vacuum Distillation & Coking - Assay vs. Real World Constraints Turnaround Strategies Crude and Coking Finding the Sweet Spot Experiences in New Crude Oil Contaminant Plant Automation: Q&A Session APC Plant Automation: Big Data Part I Alarm Management for Non-DOT Regulated Plant Real-time Integrated Decision Execution 	ts d Facilities				
12:00 pm – 2:00 pm	Lunch in Exhibit Hall					
2:00 pm – 3:30 pm	 Plant Automation: Big Data Part II Integrating the Supply Chain at Sadara Che Making Sense and Cents from Plant Data Improving Credit Capture of Modern Predic Link to Real-time Optimization using Synegi 	tive Control by Strengthening its				
2:00 pm – 5:15 pm	Principles & Practices: Crude/Vacuum Distillation & Coking					
	Q&A: FCC Panelists: <i>Chris Bodulus</i> , CVR Energy <i>Bart DeGraaf</i> , Johnson Matthey <i>Todd Foshee</i> , Shell Global Solutions	<i>Nik Larsen</i> , Marathon Petroleum Corporation <i>Mark Reynolds</i> , Phillips 66 <i>Sanjiv Singh</i> , Indian Oil Corporation				
3:30 pm – 3:45 pm	Refreshment Break					
3:45 pm – 5:15 pm	 Plant Automation: Emerging Solutions Optimizing Diesel Hydrotreater Feed Content & ULSD Quality While Respecting Feed Header Hydraulics Distillation Blending and Cut-point Temperature Optimization in Scheduling Operation Evaluating Novel Approaches to LTO Processing through Detailed Process Simulation 					

Wednesday, October 7, 2015

7:30 am – 10:00 am	Registration
8:00 am – 9:30 am	Plant Automation: Vendor Debate Part I
8:00 am – 11:00 am	Principles & Practices: FCC Principles & Practices: Fostering Profitability
9:30 am – 9:45 am	Coffee Break
9:45 am – 11:00 am	Plant Automation: Vendor Debate Part II

2015 AFPM Q&A AND TECHNOLOGY FORUM

In 2014 we recognized that the industry focus continued to be on safe operations, optimized plant production, equipment reliability, and workforce efficiency. We addressed those priority challenges with a special emphasis on the processing of tight oils and its impact on throughput, operations, and refinery optimization.

The 2015 theme is: **Driving Success** in a Changing Market. The primary goal of the 2015 Q&A and Technology Forum is to develop and support the next generation of technical leaders within the industry in addition to the outstanding technical information exchange that occurs at the meeting. We hope that attendees will learn and engage in the forum and in turn provide benefit to their organizations through the knowledge exchange and the development of professional networks. Interaction with presenters and panelists, supplier organizations, industry experts, and peers directly fuel the growth and abilities of attendees. Each of the Q&A forums will include questions on improving profitability. A special Developing Leaders Town Hall meeting will be held as a peer-to-peer practice sharing and networking event.

The Q&A and Technology Forum program has four major components to give attendees the industry's most comprehensive meeting on refinery operations and process technology. The program includes a table top exhibition which will showcase catalyst, chemical and technology providers, engineering companies, licensors and other industry suppliers in one convenient location. In addition, the Q&A sessions will have panels of industry experts from refining companies and technology providers who will respond to questions and engage attendees in a discussion of today's tough issues. This year, 6 Principles & Practices (P&P) sessions will focus on practical issues, the fundamentals of good operations and the elimination of persistent problems. The P&P sessions will be ideal for operations superintendents, process engineers and others who can benefit from a training session that complements the Q&A sessions.

The Plant Automation & Decision Support sessions will provide plant automation and information technology professionals a comprehensive program on the latest developments in this rapidly evolving field. This year there will be several Q&A forums answering questions on alarm management, decision control systems and advanced process control. The Plant Automation & Decision Support presentations will focus on big data and emerging solutions.

Also this year, there will be a larger focus on cybersecurity. The Cybersecurity Day sessions will not be "Cyber 101" nor "techno-speak." The presentations and panels will focus on why cybersecurity is now a paramount issue in the refining and petrochemical industries, industrial control systems and procurement.

On Wednesday, in the spirit of the upcoming presidential debates, the Plant Automation & Decision Support sessions will offer a "Vendor Debate". This will be a moderated forum featuring vendors speaking on various topics and answering questions from the audience.

Today's dynamic and competitive refining environment requires attention to optimization, efficiencies in operations and production, and world class technology and innovation to drive profitability. The shared knowledge and experience of the refiners, petrochemical producers, catalyst and chemical suppliers, plant automation specialists, cybersecurity subject matter experts, process licensors, engineering firms and other industry experts at the 2015 Q&A and Technology Forum can help guide you toward safely and profitably optimizing the assets and resources you are employing today and developing the next generation of technical leaders.

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Q&A Sessions

Industry experts from refining companies and other technology specialists will respond to the selected questions and then engage the attendees in a discussion of the relevant issues. The questions for the Q&A panel are organized into four Operations & Technology sessions:

- Gasoline processes (profitability; safety; best practices; alkylation; sulfuric acid region; reforming; mercaptan; ISOM and chloride removal);
- Hydroprocessing (profitability; safety; feed poisons and fouling; catalysts; hydrocracking process; hydrogen; optimization; reliability; mechanical integrity; Tier III; ULSD);
- Crude/vacuum distillation and coking (profitability; safety; coker; crude distillation; crude preheat units; WWTP; desalting; vacuum distillation);
- Fluid catalytic cracking (FCC) (profitability; safety; environmental; process; catalysts; reliability).

In the course of responding, the panelists will cover:

- Success Fostering leadership to drive profitability in this changing market.
- Safety and Reliability Protecting our co-workers, neighbors, and facilities is our first priority.
- Operations Common (and uncommon) operational problems and how to solve them.
- Technology Identifying the best technology and applying it appropriately to improve the bottom line.

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2015 AFPM Q&A AND TECHNOLOGY FORUM

The Crude/Vacuum distillation and coking Q&A session will be split into two parts this year. The first half will consist of the traditional Q&A format. The second half will be a more focused moderator and panelist lead discussion session on 4 major areas with related subtopics. This format is designed to provide a forum for attendees to openly discuss their sitespecific issues with a group of their peers for the purpose of gaining input they can use at their site to resolve issues. This session will not be recorded and will not be • part of the transcript. Notes will be taken by the presiders and posted with the Q&A meeting documents. The notes will not include names or companies associated with the open discussion to create a more open and free flowing session. The four major discussion topics are:

Assay vs. real world constraints:

- Quality changes through transportation system
- Reduce crude rate
- Heat transfer
- Old assays/frequency of updating assays
- Crude contaminants, upstream additives
- Size of railcar vs. size of marine crude receipt
- Minimum requirement to accept new crude
- Asphaltene precipitation
- Asphalt quality
- Whole crude assays vs. blended crude assays
- Monitoring crude blends
- Economics assumes perfect blending

Turnaround strategies: Crude and coking:

- Frequency
- Duration
- Economic optimization "cash flow analysis"
- Scope
- Full vs. partial
- Project implementation
- Scheduling delays
- Use of bypasses
- Integrity Operating Windows (IOWs)
- Risk-based Inspection
- Exchanger cleaning
- Opportunistic maintenance
- Regional considerations, geography

Finding the sweet spot:

- Operational Consistency for Profit
- Night shift vs. day shift
- Communication of operating strategies
- Training for consistency
- Organizational inertia
- Innovation vs. replication
- Corporate culture
- Finding the sweet spot (BPSD vs. BPCD)
- Lost production, make-up capacity
- Setting attainable goals
- Obtaining operator buy-in
- Using the right tools
- Motivation techniques, reward strategies

Experiences in new crude oil contaminants:

- Fouling
 - Solids Management
- Corrosion
- Waste Water Treatment Plant
- Downstream Units
- Detection Levels
- Monitoring techniques and available technology
- Production chemicals
- Managing during transportation
- Storage tank contamination
- Turnaround, internal contaminations (degassing, etc.)
- Shale, LTO, Northern heavy crudes
- New enhanced recovery and production techniques

The Questions

(Click here to view the questions) Each of these topics is important to the industry and the panel-led discussion will provide valuable guidance in driving profitability, operating safely, solving technical and operational challenges, improving the bottom line, and attaining excellence.

Others in the industry have confronted and solved the problems that you face right now. The AFPM Q&A and Technology Forum is the best place to find those people, whether panelists, technology vendors or other attendees.

Principles & Practices Sessions

The Principles & Practices (P&P) sessions are discussion-oriented sessions, primarily designed for those whose overall operating experience is less than 15 years. The P&P sessions will complement the information exchange that occurs in the Q&A sessions. Each of the sessions will address the fundamentals of good operation, profitability and the foundational principles for the technologies that are commonly employed. These sessions will usually have short presentations followed by a time where attendees can ask further questions or present their own particular problems and benefit from the collective experience of the other attendees. The six P&P sessions address:

- Crude/vacuum distillation and coking topics such as: vacuum jet optimization/ coker ejectors operation; heater 101; flare gas recovery; compressors design through operation; best practices for caustic injection; operations with higher TAN feedstocks.
- Fluid catalytic cracking (FCC) topics:
 TBD
- Gasoline processes topics such as: reformer regeneration do's and don'ts; options and good practices for chloride treatment; naphtha hydrotreater optimization; cleaning and repair of Texas Towers and Packinox exchangers in reformers;
- Hydroprocessing topics: TBD
- Fostering Profitability topics: TBD
- Developing Leaders Town Hall topics: effective communication; keys to success; how to become self-directed; becoming the leader in the room; career development; quality of life; and other topics as identified by the discussion leaders.

2015 AFPM Q&A AND TECHNOLOGY FORUM

Plant Automation and Decision Support

The Plant Automation and Decision Support sessions are for attendees whose responsibilities overlap between process engineering, unit operations, process control, and planning. New this year, the program will incorporate Q&A sessions as well as topical and informative presentations and panels. These sessions will provide a comprehensive array of topics for plant automation professionals.

Plant Automation and Decision Support Q&A sessions:

- Alarm Management
- DCS Asset Lifecycle
- Advanced Process Control

Plant Automation and Decision Support technical sessions:

- Big Data
- Emerging Solutions

Cybersecurity Day

The Cybersecurity Day sessions are for those who work in information technology and/or industrial control/SCADA systems. The day starts with a featured speaker presentation on cybersecurity and the industry followed by a panel on IT/OT working better together.

The three sessions following are:

- Cybersecurity Defenses in Refining/ Petrochemicals in 2015
- Industrial Control Systems
 Cybersecurity
- Cybersecurity & Procurement

Unlike other cybersecurity conferences and workshops, Cybersecurity Day is designed so that those in the refining and petrochemical industries who work in cybersecurity and those who are affected by cybersecurity can hear presentations from cybersecurity subject matter experts from the refining and petrochemical industries.

Conference registrants will be able to attend any session of their choosing in the Cybersecurity Day, Plant Automation or Q&A sessions.

Table Top Exhibition

The Table Top Exhibition will showcase catalyst, chemical, and technology providers, engineering companies, licensors and other industry suppliers in one convenient location. These companies are valuable resources in solving plant problems and improving performance. Attendees will have over 5 hours of exhibit hall time with lunch both Monday and Tuesday being served in the exhibit hall, as well as the reception on Monday evening. This time will offer an excellent opportunity to network with others and focus on your plant's particular needs.

The Answer Book

All attendees are encouraged to respond to the selected questions. The Q&A Answer Book allows you to incorporate visual aids and lengthy or highly technical comments into a response. The Answer Book will complement the session discussion and provide more depth on certain topics. Prior to the conference, a digital version of the Answer Book will be available to conference attendees on the My Meetings link of the AFPM Web site (use your registration ID and password to access conference publications).

To have your answers included, submit them no later than September 7, 2015. This will allow time for AFPM to prepare the answers for distribution.

Please use the following format:

- Identify yourself, your company, and the session and question number to which you are responding;
- Provide a contact name, phone number and/or email address in case there are questions about your response.

You may submit your responses via e-mail to Answerbook@AFPM.org

Please note that the Plant Automation Q&A sessons will not be in the Answer Book.

1. Conference Registration

Log on to www.afpm.org and click "Register Now" or complete the enclosed registration form. Full registration includes admission to the general and breakout sessions, the luncheons on Monday and Tuesday in the exhibit hall and the Monday evening reception in the exhibit hall. You'll save \$100 off full conference registration if you register by August 28!

2. Hotel Reservations

Save an additional \$200 off conference registration by reserving your room through AFPM. Reserve your hotel on-line when you register at www.afpm.org and receive an immediate acknowledgement of your reservation. Or, fill in the appropriate space on the enclosed registration form. Hotel reservation requests will be processed in the order received by AFPM. Get immediate acknowledgement on-line but allow 1 week if submitted to AFPM.

Cancellation Policy – Cancellations must be made 72 hours prior to your arrival date to avoid a cancellation charge. Cancellation made within the 72 hour window will be charged fees equal to one (1) night's stay plus tax.

Early Departure Fee – An early departure fee will be charged if an attendee checks out of the hotel prior to the attendee's scheduled departure date, without having notified the hotel by 12:00 midnight the day after check-in of the change in scheduled departure.

3. Spouse Registration

For just \$100, your spouse may join you at the Monday evening reception as well as the included sessions.

4. Payment

Pay by credit card. AFPM accepts American Express, MasterCard and Visa.

5. Table Tops or Meeting Space

Contact Katharine Nesslage at 202.457.0480 or email at knesslage@afpm.org.

6. Confirmation

Your registration will be confirmed via e-mail if you provided us your email address.

7. Sponsorships

Show your support for the industry. Contact Merla Zollinger for sponsorship opportunities at 202.457.0480 or sponsorships@afpm.org.

8. Attire

Business Casual (No tie; jacket optional)

Cancellation Policy:

Registration cancellations must be submitted in writing and faxed to 202.835.0467 or e-mailed to QA@afpm.org. Substitute conference registrations may be made in advance or on arrival with no penalty. Substitutions must be submitted in writing to QA@afpm.org.

Cancellations may be made by August 28, 2015 with no penalty. Written cancellations postmarked, faxed, or emailed between August 29 and September 18, 2015 will receive a refund of fees, less a \$50 processing fee. No refunds after September 18, 2015. No telephone cancellations.

Fee Policy / Eligibility for rates:

Member Fee – The member rates is based on membership information currently on file with AFPM. If your company is not currently a member, the non-member fees will be charged to your credit card.

Local Fee – Eligibility for the local fee is limited to those who will be commuting from home to the conference each day.

Fee Structure

In order to encourage AFPM attendees to use the contracted hotel block at the New Orleans Marriott, a tiered registration fee structure will be in effect. Registrants occupying a hotel room in the AFPM block will pay a discounted registration fee \$200 less than those registrants who choose to stay outside the block or at an alternate hotel. Registrations received after the hotel cut-off date will not be eligible for the registration discount. Local commuter registrants, of course, will receive the discounted registration fee.

Registration Policy

Those who are present at the site of an AFPM meeting and/or occupy a hotel room in the AFPM room block to conduct business with industry personnel gathered for that meeting are expected to register for that meeting and pay the registration fee, whether or not they attend a specific function.

Spouse/Guest Policy

A guest is a spouse/significant other, friend or an adult child (18 years old or older) who is not in an industryrelated occupation. A co-worker, an associate or spouse who works within the industry may not use the Spouse/Guest Registration category. Guests are not permitted to work the table-top exhibit. Children under 18 are not permitted in the exhibit hall.

No Suit-casing Please

Please note that while all meeting registrants are invited to the exhibition, any non-exhibitor registrant who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the AFPM Exhibition Policy will be asked to leave the show floor. Please report any violations you may observe to show management.

Photo Release

By registering for this conference, I hereby grant AFPM, its licensees and assigns, the right to use my name, biographic material, as well as, photos, or videos taken of me during the conference in news media, websites, publications, programs, articles, and/or marketing materials.

Ethical Responsibility and Professional and Personal Conduct Code

The American Fuel & Petrochemical Manufacturers ("AFPM") has adopted the following "Ethical Responsibility and Professional and Personal Conduct Code" (hereinafter, "the Code"). Every member of AFPM, their designated representatives, and non-member attendees at all AFPM meetings and forums agree to abide by the Code as a condition of membership in AFPM and attendance and participation at AFPM meetings and forums.

The Code requires the following of all individuals attending AFPM meetings and forums:

- Adherence to the AFPM bylaws and the AFPM policies and procedures, as adopted by AFPM's Board of Directors.
- Strict compliance with federal antitrust laws.
- Adherence to all applicable federal and state laws.
- Maintenance of the highest level of professional and personal ethical behavior while attending AFPM meetings and forums.
- Prevention of certain behaviors, including harassment, violence, intimidation and discrimination of any kind involving race, color, religion, national origin, gender, sexual orientation, age, disability or, where applicable, veteran or marital status.
- Assurance that conduct at all times and in all professional and personal dealings with each other and other attendees is with the highest level of integrity and courtesy.

- Sharing of knowledge and expertise as speakers at AFPM educational events and sessions whenever practicable, without soliciting or explicitly promoting their own organization's products or services.
- Working to instill public and consumer confidence in the petrochemical and refining industries, its member companies, and its professionals, avoiding any action conducive to discrediting members of AFPM.
- Refraining from scheduling general attendance meetings, receptions or other events at times that conflict with substantive programming or social events at AFPM meetings without express written permission of AFPM.
- Failure to abide by the Code may result, for the first offense, in informal censure of a company or individual by the AFPM Executive Committee. If violations of the Code continue after such an informal censure, a company may be subject to expulsion from AFPM, or an individual to exclusion from participation in AFPM activities, by the Board of Directors.

Entertainment Policy

We ask your cooperation in observing Association policy on activities held in conjunction with any AFPM meeting:

- Meetings or social activities should not be scheduled that take registrants away from AFPM programs and AFPMsponsored activities;
- Any company sponsoring a function to which 25 or more people are invited should outline its plans for advance approval by AFPM. In general, such functions will be approved if they do not unduly take registrants away from AFPM-sponsored activities;
- All representatives of companies sponsoring hospitality activities are expected to register for the meeting;
- Hospitality suites are expected to close by 1:00 a.m.;
- Food, beverage and service personnel (bartenders, hostesses, etc.) must be obtained through the hotel catering department;
- Suite promotional activities are to avoid the use of elaborate entertainment, expensive door prizes, suite attendance solicitation by individuals who are not full-time employees of the sponsoring company, or other similar activities.

REGISTER ON-LINE AT WWW.AFPM.ORG

Register by August 28th - Save \$100. Save \$200 by reserving a room in the AFPM room block.

Step 1: Attendee Profile

Please fill out completely. Badges will be printed from this information.

Name			
Title			
Company			
Address			
City	State	Zip	Country
Phone (Area/Country/City Code)	Fax (Area/Country/City Code)		

E-mail

This is not a permanent address change.

Spouse/Guest Name (if attending)

Check here if you require any special services. Please attach a description of your needs.

Step 2: Meeting Registration

SAVE \$200 OFF FEES BELOW BY **BOOKING A ROOM THROUGH AFPM.**

Full Registration		By Aug 28	A	fter Aug 28
Member	\$ 850		\$ 950	
Non-Member	\$1450		\$1550	
Spouse/Guest	\$ 100		\$ 100	
Please check this box it	f you qu	alify for the	local fee	Э.

One-day Passes		By Aug 28	Af	ter Aug 28
Member Monday	\$ 500		\$ 550	
Member Tuesday	\$ 500		\$ 550	
Member Wednesday	\$ 350		\$ 375	
Non-Member Monday Non-Member Tuesday Non-Member Weds.	\$ 775		\$ 825 825 500	

Total Amount Due

Name of Member Company Not sure if your company is a member? Go to www.afpm.org

1. Indicate which sessions are your primary interest:

- □ Cyber Security
- Plant Automation
- □ Q&A and P&P

2. How long have you worked in the industry?

Step 3: Payment Information

Payments to AFPM are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible under other provisions of the Internal Revenue Code. VISA □ MasterCard □ American Express

Credit Card Number

Name on card (please print)

Billing Address

City

Signature (Required, authorizing charge & acknowledging cancellation/refund, fee, registration, spouse, & other policies.) Click here to review AFPM policies.

State

Step 4: Hotel Reservation

Hotel Reservation requests must be accompanied by paid conference registration to be processed. Room Rate is \$208 Single/Double occupancy at the New Orleans Marriott, 555 Canal Street, New Orleans, LA.

Arrival Date

Departure Date

If no dates are indicated, we will assign arrival Sunday, October 4 and departure Wednesday, October 7.

One Bed	Two Beds				
Number of People in Room:					
Disability	□ Other				
AMEX	□ VISA				
MasterCard	$\hfill\square$ Discover $\hfill\square$ Diners				
	Room: Disability AMEX				

Credit Card Number

Exp. Date

Exp. Date

Zip

Country

Name on Card

Signature

Frequent Guest Number

Register on-line to receive immediate acknowledgement of hotel. August 28 is the final cut-off date to reserve a room. Contact the hotel directly with changes or cancellations beginning September 10, 2015.

Register by Fax:

Register by fax with credit card information to 202.835.0467.

Register by Mail:

AFPM 1667 K Street, NW Suite 700 Washington, DC 20006