



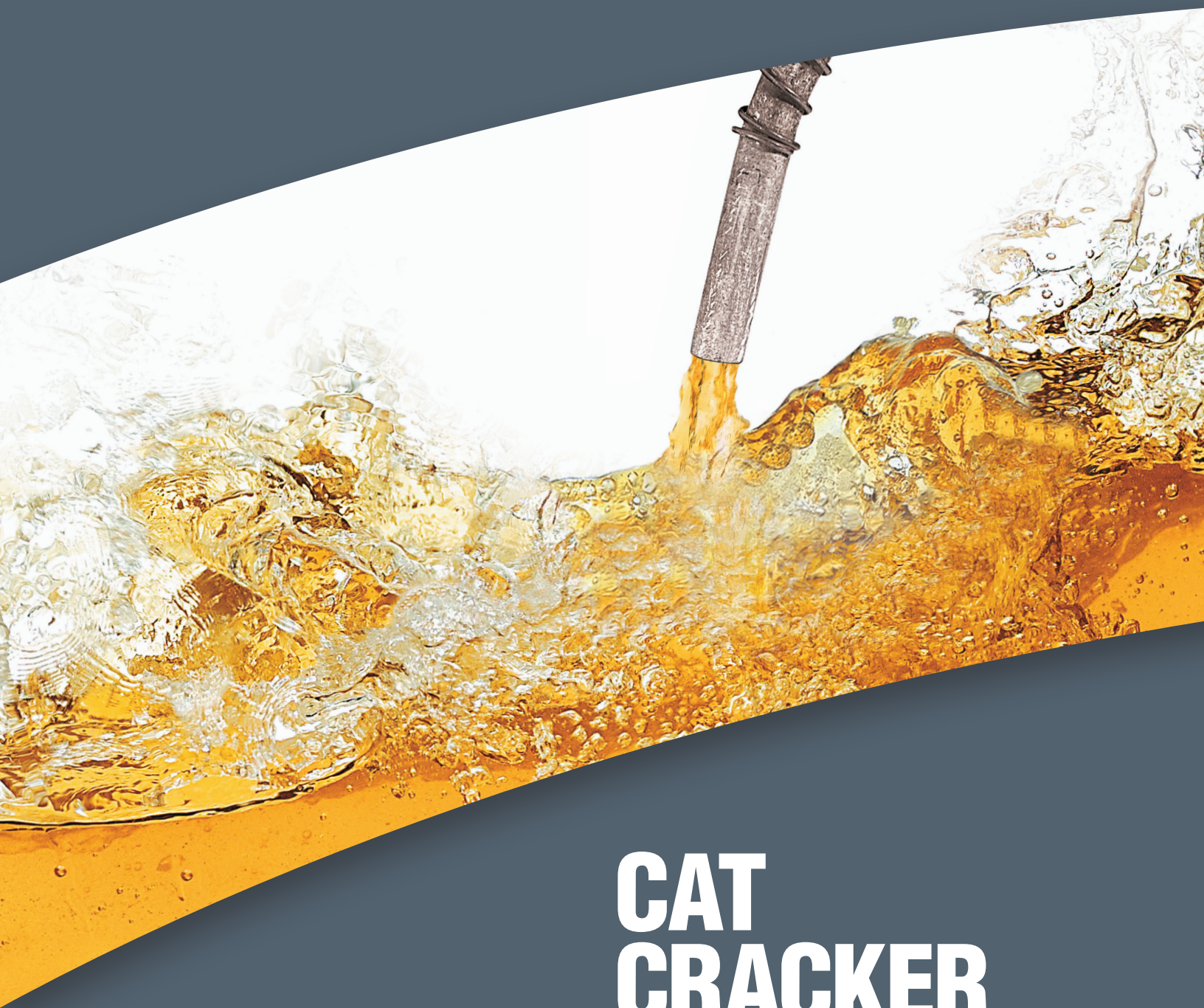
**AFPM**

American  
Fuel & Petrochemical  
Manufacturers

The new NPRA.

2012 Cat Cracker  
Seminar & Exhibition  
**Advance Program**

InterContinental Hotel  
Houston, Texas  
August 21-22, 2012



**CAT  
CRACKER**

Celebrate the 70th year of cat cracking at the biennial AFPM Cat Cracker Seminar and Exhibition which will be held August 21-22, 2012 at the InterContinental Hotel in Houston, TX. The program includes a Q&A session with a panel of experts and 12 workshops organized in three topic tracks which enables attendees to focus on a particular aspect of FCC operation or to attend workshops that cover a broader range of interests.

The 2012 conference program will feature added panel discussions during some of the workshops and will begin with a presentation by three industry experts on the 70 year history and the future of cat cracking. Whether you are in Operations, Technical Service, Maintenance, Reliability, or Process Engineering you will find a comprehensive program that meets your needs for improving your FCC's operation and reliability.

The topic tracks for 2012 are:

- Reliability/Mechanical/Turnarounds
- Operations
- Process Technology

The 2012 Seminar will also have a Question & Answer session with industry experts who will address questions on process technology, cyclone performance, rare earths, refractory, emissions controls, maintenance work processes, catalysts, turnarounds, inspections, technology choices, and operations. In addition to the planned questions, the panelists will be prepared to respond to comments and additional questions from the attendees.

The exhibition will showcase the latest technological advances in FCC equipment, catalysts, refractory, diagnostics, and reliability services by companies that specialize in FCC equipment and technology.

The Seminar attracts experts throughout the industry so it is an ideal networking opportunity for anyone whose responsibilities include FCC operations.

**Tuesday**  
**August 21, 2012**

9:00 am – 11:00 am	The History and Future of CAT Cracking
11:00 am – 12:30 pm	Lunch and Tabletop Exhibition
12:30 pm – 2:30 pm	Q&A Session: Panel I – Reliability/Mechanical
2:45 pm – 4:30 pm	Q&A Session: Panel II – Operations/Technology
4:30 pm – 6:00 pm	Reception and Tabletop Exhibition

**Wednesday**  
**August 22, 2012**
**Reliability/Mechanical/  
Turnarounds**
**Operations**
**Process Technology**

8:00 am – 9:30 am	<b>CFD Case Studies</b> <i>Peter Blaser, CPFD</i> <i>Reza Mostofi, UOP</i>	<b>Safety</b> <i>Bill Wilson and</i> <i>Bryan Dinkel, BP</i> <i>Mike Wardinsky, Phillips 66</i>	<b>Information Collection Request</b> <i>Brenda Shine and</i> <i>Pat Foley, EPA</i>
9:30 am – 9:45 am	Break		
9:45 am – 10:45 am	<b>Slide Valve Actuator Reliability</b> <i>Neal Cammy, BLAC INC.</i> <i>Lee Treichel, TapcoEnpro</i> <i>Andrea Pusceddu, Remosa</i>	<b>Yield Benchmarking</b> <i>Kevin Proops,</i> <i>Solomon Associates</i>	<b>PSRI-Fluidization</b> <i>Ray Cocco, Particulate Solid Research, Inc.</i>
10:45 am – 11:00 am	Break		
11:00 am – 12:00 pm	<b>General Refractory</b> <i>Larry Carper,</i> <i>Carper Consulting</i>	TBD	<b>Advanced Process Control Best Practices</b> <i>Zak Friedman, Petro Controls</i> <i>Jim Hall, Hall Controls</i>
12:00 pm – 1:30 pm	<b>Lunch and Tabletop Exhibition</b>		
1:30 pm – 3:00 pm	TBD	<b>MC Best Practices</b> <i>Eric Hutchins, Process Consulting Services</i> <i>Richard Grove, Chevron</i>	TBD

### 1. Conference Registration and Tickets

[Click here](#) then "Register Now" or complete the enclosed registration form. Registration includes admission to the General Session, Q&A Session, table-top exhibits and Workshop Sessions. You'll save \$100 if you register by July 23! On-line registration closes August 13.

### 2. Hotel Reservations

Reserve your hotel on-line when you [register on-line](#) 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 the AFPM. Get immediate acknowledgement on-line but allow 2 weeks if submitted to AFPM.

The hotel requires a deposit equal to one night room rental and tax to guarantee your room. Cancellations must be made twenty-four (24) hours prior to the scheduled arrival to avoid charge for the first night. August 6 is the cut-off date for making hotel reservations, cancellations or substitutions through AFPM or on-line. Beginning August 10, reservations, substitutions, or cancellations must be made through the hotel directly.

### 3. Spouse Registration

For just \$100, your spouse can join you at the table-top exhibits as well as the included business sessions.

### 4. Payment

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

### 5. Travel

AVIS is the official rental car agency for the CAT. Call 800.331.1600 and refer to AWD#:B761399 to receive discounted rates.

### 6. Confirmation

Your registration will be confirmed via e-mail if you provided us your email address. Otherwise, your confirmation will be sent via U.S. mail.

### 7. Sponsorships

Contact Colleen Van Gieson at 202.457.0480 or email at [cvangieson@AFPM.org](mailto:cvangieson@AFPM.org).

### 8. Attire

Business Casual - shirts with collars; no ties, jeans, sneakers or shorts.

### Cancellation Policy:

Registration cancellations may be made on-line or submitted in writing and faxed to 202.835.0467 or e-mailed to [CAT@AFPM.org](mailto:CAT@AFPM.org). Substitute conference registrations may be made in advance or on arrival with no penalty, and must be submitted in writing to [CAT@AFPM.org](mailto:CAT@AFPM.org).

Cancellations may be made by July 23, 2012 with no penalty. Cancellations made on-line or written cancellations postmarked, faxed, or emailed between July 24 and August 6, 2012 will receive a refund of fees, less a \$50 processing fee. No refunds after August 6, 2012. No telephone cancellations.

### 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 industry-related 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.

### Fee Policy:

Eligibility for 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.

### 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.

### Ethical Responsibility and Professional and Personal Conduct Code

The American Fuel and 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 antitrust laws.
- Adherence to all applicable federal and state laws.
- Maintain 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 AFPM-sponsored 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 am;
- 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.



## Registration Form: CAT12

Register on-line at [www.afpm.org](http://www.afpm.org)

Register by July 23rd – Save \$ 100

### 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 special needs.  
Please attach a description of your needs.

### Step 2: Meeting Registration

		By July 23		After July 23	
<input type="checkbox"/> Member	\$ 550	_____	\$ 650	_____	
<input type="checkbox"/> Non-Member	\$1095	_____	\$1195	_____	
<input type="checkbox"/> Spouse/Guest	\$ 100	_____	\$ 100	_____	

**Total Amount Due**

Name of Member Company

Not sure if your company is a member? Go to [www.afpm.org](http://www.afpm.org)

### 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

Exp. Date

Name of person on card (Please print)

Billing Address

City

State

Zip

Country

Signature (Required, authorizing charge & acknowledging cancellation/refund, fee, registration, & spouse policies and ethics code. See previous page.)

### Step 4: Hotel Reservation

Hotel Reservation requests must be accompanied by paid conference registration to be processed.

InterContinental Houston Hotel, 2222 West Loop South,  
Houston, Texas. \$169 Single/Double

Arrival Date

Departure Date

If no dates are indicated, we will assign arrival Monday, August 20 and departure Wednesday, August 22.

Room Type: ☐ One Bed ☐ Two Beds

Number of People in Room: \_\_\_\_\_

Special Requests: ☐ Disability

☐ Other

Room Guarantee: ☐ AMEX

☐ VISA

☐ MasterCard

☐ Discover

☐ Diners

Credit Card Number

Exp. Date

Signature

Frequent Guest Number(s)

Register [on-line](http://www.afpm.org) to receive immediate acknowledgement of hotel. August 6 is the final cut-off date to reserve a room. Contact the hotel directly with changes or cancellations beginning August 10, 2012.

#### 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