



Feb. 15, 2012 — Noon-1 p.m.

(With optional Q&A session, 1 p.m.-1:30 p.m.) (Central Time)

Food Grade Lubrication - Fluid Lubricants

Want to know what constitutes a food grade lubricating oil or the type of equipment they commonly are used in? You'll want to check out this webinar as we'll also discuss how to change over from a non-food grade to a food grade lubricant and some of the current issues and challenges that are being seen in food, beverage and packaging plants and operations. (PART OF OUR FOOD GRADE LUBRICATION SERIES!)

*Cost to attend: **\$39 (STLE member), \$59 (Non-member)**

*Course cost includes reading and/or reference materials, presentation slides, the recording of the event and the Q&A session summary. Register before **Monday, Feb. 13** at www.stle.org or call (847) 825-5536.



Presenter: Lawrence Ludwig
Chief Chemist/Technical Director
Schaeffer Manufacturing Co.
St. Louis, Mo.

Feb. 22, 2012 — Noon-1 p.m.

(With optional Q&A session, 1 p.m.-1:30 p.m.) (Central Time)

Prospecting in the Digital Age: Using New Media to Generate More (and Better) Leads

Facebook. LinkedIn. Twitter. YouTube. You hear about them every day, and businesses are jumping on the bandwagon at an ever-increasing pace. But is social media all it's cracked up to be? Can getting involved really help you generate more high quality leads? The answer might surprise you. Even industrial sales, social media platforms and online marketing can be game changers for your business. Learn the ins and outs of creating and deploying a successful social media strategy to help you attract your ideal clients faster and more effectively.

*Cost to attend: **\$39 (STLE member), \$59 (Non-member)**

*Course cost includes reading and/or reference materials, presentation slides, the recording of the event and the Q&A session summary. Register before **Monday, Feb. 20** at www.stle.org or call (847) 825-5536.



Presenter: Jerry L. Kennedy
Inside Out Business Solutions
Sacramento, Calif.

March 14, 2012 — Noon-1 p.m.

(With optional Q&A session, 1 p.m.-1:30 p.m.) (Central Time)

Heavy-Duty Diesel Engine Oil - Emission Strategies and Their Effects on Engine Oils

Learn what emission strategies have been used by heavy-duty diesel original equipment manufacturers (OEMs) and their effect on heavy-duty diesel engine oils. We'll also discuss some of the current issues and challenges that are presently being seen and may be seen in the future to meet proposed GHG and fuel economy standards.

*Cost to attend: **\$39 (STLE member), \$59 (Non-member)**

*Course cost includes reading and/or reference materials, presentation slides, the recording of the event and the Q&A session summary. Register before **Monday, March 12** at www.stle.org or call (847) 825-5536.



Presenter: Lawrence Ludwig
Chief Chemist/Technical Director
Schaeffer Manufacturing Co.
St. Louis, Mo.

March 21, 2012 — Noon-1 p.m.

(With optional Q&A session, 1 p.m.-1:30 p.m.) (Central Time)

Food Grade Lubricants and Their Regulation

Find out how new U.S. regulations in the food industry could directly impact your business. We'll discuss the basic outline of the Food Modernization Act and specifically what you can do to be more prepared when considering use of grease and lubricant products in the food safety industry. (PART OF OUR FOOD GRADE LUBRICATION SERIES!)

*Cost to attend: **\$39 (STLE member), \$59 (Non-member)**

*Course cost includes reading and/or reference materials, presentation slides, the recording of the event and the Q&A session summary. Register before **Monday, March 19** at www.stle.org or call (847) 825-5536.



Presenter: Jessica Evans
Business Unit Manager – Nonfood
Compounds
NSF International
Ann Arbor, Mich.

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