

Carol Dudley – Haas Presentation – Program:

From Suds to Speedways – How “Green” Ideas Can Flow from Unexpected Taps

Now, what do beer and race cars have in common? Hopefully, not much when it comes to driving. But when it comes to innovative thinking – especially innovative thinking in the “green” space – you might be quite surprised. Carol Dudley, Senior Vice President, Basic Chemicals Division, The Dow Chemical Company, will share the unusual backgrounds of some of Dow’s newest “green technologies,” including the story of how a unique twist on a simple beer filter is now helping racecar drivers reduce emissions without reducing handling or speed. Who says all great ideas need to start in a lab?