

PEMA® 2019 ANNUAL MEETING PROGRAM

The Confidante • Miami Beach, Florida

March 27-31, 2019

Wednesday • March 27, 2019

8:00 a.m.

NORMANDY SHORES GOLF CLUB

GOLF

Roundtrip transportation will be provided by The Confidante.

3:30 p.m. – 5:30 p.m.

BANCROFT

BOARD OF DIRECTORS MEETING

5:30 p.m. – 8:00 p.m.

1930S HOUSE PATIO

REGISTRATION

6:00 p.m. – 8:00 p.m.

1930S HOUSE

WELCOME PARTY

Enjoy socializing, an open bar, food stations and games.

Thursday • March 28, 2019

7:45 a.m. – 9:00 a.m.

CENTURY FOYER

REGISTRATION

7:45 a.m. – 9:00 a.m.

BANCROFT, ASHWORTH, CALDWELL,
LENNOX

BREAKFAST ROUNDTABLES (Executives Only)

Roundtables are programmed for Thursday and Friday.

Each group will discuss one topic in-depth. Please see "Roundtable Assignments" page in the meeting book for your assigned discussion group/meeting room.

1. **Cybersecurity** – Have you experienced a Ransomware attack or some other type of security breach? What was the impact? Do you know where your systems are at risk? Do you have IoT devices connected to any of your internal systems? What safeguards do you have in place? Do you restrict website access to employees? Do you conduct cyber security safety employee training? What employees do you consider most at risk? Is all your protection done in-house or do you use independent consultants?

2. **Quality** – Does your company measure quality? What categories do you measure or track? How do you benchmark? Are you ISO certified? If yes, is the effort worth it? If not, what Quality Systems do you employ?

3. **New Markets** – How much of your growth strategy revolves around new markets? Are you marketing existing products and/or services to a new market? Are you developing new products specific to a new market's needs? Was it done through acquisitions? What effect does new market have on your existing channels/infrastructure/relationships in place? Have you been successful? Lessons learned?

4. **Lead Generation** – What resources do you use to locate potential projects and customers? Is the value of trade shows still there for lead generation? How do you maximize your show experience/success? What role does your website play in generating leads? Do you consider website visitors leads? How do you classify or handle them? Other sources of leads?

Thursday • March 28, 2019 (cont.)

9:15 a.m. – 10:45 a.m.

CENTURY LOUNGE

THRIVE BY DESIGN: THE NEUROSCIENCE THAT DRIVES HIGH-PERFORMANCE CULTURES

Don Rheem, Author & CEO, E3 Solutions

What if your team looked forward to Mondays instead of Fridays? That may sound impossible, but this type of workplace culture is attainable and in place in many organizations today. Engaged employees are energized by their work and what they can contribute to the team; they love being challenged and making a difference. To tap into this kind of employee behavior and foster deep, lasting engagement, you need to align the workplace with the brain's hardwired expectations that allow individuals to perform at their fullest capacity. In this energizing keynote, CEO, TEDx speaker and author Don Rheem breaks down the science that triggers exemplary workplace behavior at a neurological level, so you can understand how to foster a thriving culture and apply what you're learning immediately.

10:45 a.m. – 11:00 a.m.

BREAK

11:00 a.m. – 11:30 a.m.

CENTURY LOUNGE

MEMBER PANEL: EMPLOYEE ENGAGEMENT AND RETENTION

Don Rheem will facilitate a panel of PEMA executives who will share their companies' best practices and strategies for employee engagement.

11:30 a.m. – Noon

CENTURY LOUNGE

MEMBER COMPANY PROFILE: Jacob Tubing, L.P.

Birte Mathis, CEO, Jacob Tubing, L.P.

Member profiles facilitate synergies and alliances among members and include: Company history, business model, corporate structure and company challenges and how those challenges were overcome.

Afternoon

NORMANDY SHORES GOLF CLUB

NETWORKING AND RECREATION

- * **1:00 p.m. – Golf** Roundtrip transportation provided by the Confidante.
- * The hotel concierge can book tour and recreational activities as well as provide information about local attractions.

5:30 p.m. – 9:00 p.m.

OFF-SITE SOCIAL EVENT

Enjoy cocktails and dinner on a private yacht. We will set sail on the Venetian Lady and enjoy the sunset and views of Biscayne Bay and the intercoastal waterway.

Friday • March 29, 2019

7:45 a.m. – 9:00 a.m.

**BANCROFT, ASHWORTH, CALDWELL,
LENOX**

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9:15 a.m. – 10:45 a.m.

CENTURY LOUNGE

FUTURE TRENDS

Jim Carroll, Futurist, Trends & Innovation Expert and Author

10:45 a.m. – 11:00 a.m.

BREAK

11:00 a.m. – 11:30 a.m.

CENTURY LOUNGE

MEMBER COMPANY PROFILE: Azo Inc.

Chuck Kerwin, General Manager, Azo Inc.

Member profiles facilitate synergies and alliances among members and include: Company history, business model, corporate structure and company challenges and how those challenges were overcome.

11:30 a.m. – Noon

ANNUAL BUSINESS MEETING

Presiding: Bill Werra, PEMA President

Afternoon

NORMANDY SHORES GOLF CLUB

NETWORKING AND RECREATION

* **1:00 p.m.** – **Golf** Roundtrip transportation provided by The Confidante.

* The hotel concierge can book tour and recreational activities as well as provide information about local attractions.

Evening

ON YOUR OWN (THERE IS NO PEMA GROUP SOCIAL FUNCTION)

A Dutch Treat group dinner is being organized by PEMA. Please inform staff by noon on Thursday if you wish to participate.

Saturday • March 30, 2019

7:45 a.m. – 8:45 a.m.
VISTA TERRACE

BUFFET BREAKFAST (Executives and Spouses)

9:00 a.m. – 10:15 a.m.
CENTURY LOUNGE

DRIVING GROWTH THROUGH SUPERIOR STRATEGIC THINKING

Bruce Johnson, President, BizScalers

If you're tired of incremental growth and want to see significant growth, it probably won't happen unless you make some important changes to your business's strategy. Most business leaders have never been taught how to think strategically. Moreover, their natural tendency is to think tactically. Utilizing examples of good and bad critical thinking, you'll leave the session with tools to think more strategically. Bruce will provide templates and worksheets to help you make better decisions immediately to drive more consequential growth for your company.

10:15 a.m. – 10:30 a.m.

BREAK

10:30 a.m. – 11:45 a.m.
CENTURY LOUNGE

BACK TO BASICS: THE FUNDAMENTALS OF EXTRAORDINARY LEADERSHIP

Col. Art Athens

Great teams, organizations and schools are always very proficient in the fundamentals that drive success in their environment. Great leaders are also characterized by their proficiency with the fundamentals of influencing others to achieve a common objective. But what are the fundamentals of extraordinary leadership? This presentation addresses the four leadership fundamentals that differentiate extraordinary leaders from ordinary ones.

Afternoon
NORMANDY SHORES GOLF CLUB

NETWORKING AND RECREATION

- * **1:00 p.m. – PEMA Golf Tournament** Roundtrip transportation provided by The Confidante.
- * The hotel concierge can book tour and recreational activities as well as provide information about local attractions.

7:00 p.m. – 9:30 p.m.
CROWN ROOM & TERRACE

FAREWELL RECEPTION AND DINNER

SPOUSE AND GUEST PROGRAM

Thursday • March 28, 2019

8:30 a.m. – 9:30 a.m.
BIRD & BONE TERRACE

SPOUSE / GUEST BREAKFAST

Spouses and guests will receive a voucher for breakfast in a PEMA designated area of the hotel restaurant.

10:00 a.m. – 11:00 a.m.
CONFIDANTE BEACH

YOGA ON THE BEACH

Gentle flow yoga, suitable for all levels, from the beginner to the more seasoned yogi will be led by a certified instructor on the beach in front of the hotel. Towels, mats and water are provided.

Friday • March 29, 2019

Morning
BIRD & BONE TERRACE

SPOUSE / GUEST BREAKFAST

Spouses and guests will receive a voucher for breakfast in a PEMA designated area of the hotel restaurant.

Saturday • March 30, 2019

7:45 a.m. – 8:45 a.m.

VISTA TERRACE

-or-

Morning

BIRD & BONE TERRACE

EXECUTIVE AND SPOUSE BUFFET BREAKFAST

SPOUSE / GUEST BREAKFAST

Spouses and guests will receive a voucher for breakfast in a PEMA designated area of the hotel restaurant.

**On Thursday, Friday and Saturday (10:00 a.m. to 6:00 p.m.),
a cabana at the adult pool is reserved for the
enjoyment of PEMA® Annual Meeting participants.**