

**PEMA® 2019 ANNUAL MEETING PROGRAM**  
**The Confidante • Miami Beach, Florida**  
**March 27-31, 2019**

**Wednesday • March 27, 2019**

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| <b>8:00 a.m.</b><br><b>NORMANDY SHORES GOLF CLUB</b>     | <b>GOLF</b><br>Roundtrip transportation will be provided by The Confidante.           |
| <b>3:30 p.m. – 5:30 p.m.</b><br><b>BANCROFT</b>          | <b>BOARD OF DIRECTORS MEETING</b>   |
| <b>5:30 p.m. – 8:00 p.m.</b><br><b>1930S HOUSE PATIO</b> | <b>REGISTRATION</b>   |
| <b>6:00 p.m. – 8:00 p.m.</b><br><b>1930S HOUSE</b>       | <b>WELCOME PARTY</b><br>Enjoy socializing, an open bar, food stations and lawn games. |

**Thursday • March 28, 2019**

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| <b>7:45 a.m. – 9:00 a.m.</b><br><b>CENTURY FOYER</b>                                     | <b>REGISTRATION</b>   |
| <b>7:45 a.m. – 9:00 a.m.</b><br><b>BANCROFT, ASHWORTH, CALDWELL,<br/>LENNOX, COLLINS</b> | <b>BREAKFAST ROUNDTABLES (Executives Only)</b><br>Roundtables are programmed for Thursday <u>and</u> Friday.<br>Each group will discuss one topic in-depth. Please see “Roundtable Assignments” page in the meeting book for your assigned discussion group/meeting room.<br><br><ol style="list-style-type: none"><li><b><u>Cybersecurity</u></b> – 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?</li><li><b><u>New Markets</u></b> – 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?</li><li><b><u>Lead Generation</u></b> – 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?</li></ol> |
| <b>9:15 a.m. – 10:45 a.m.</b><br><b>CENTURY LOUNGE</b>                                   | <b>THRIVE BY DESIGN: THE NEUROSCIENCE THAT DRIVES HIGH-PERFORMANCE CULTURES</b><br><b><i>Don Rheem, Author &amp; CEO, E3 Solutions</i></b><br>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   |

## Thursday • March 28, 2019 (cont.)

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**

- \* 12:45 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,  
LENNOX, COLLINS**

### **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. **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?

2. **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?

3. **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?

## Friday • March 29, 2019 (cont.)

9:15 a.m. – 10:45 a.m.

**CENTURY LOUNGE**

### **FUTURE TRENDS**

***Jim Carroll, Futurist, Trends & Innovation Expert and Author***

Are you ready for the new world of manufacturing? Collapsing product lifecycles. Mass customization. Digitization, robotics and the cloud. Design based on crowd thinking. Build to demand, as opposed to build to inventory, business models. The role of the Internet of Things in product innovation as well as manufacturing process innovation. Spatial-innovation with advanced manufacturing robotics. New materials and substances that allow for change in product development. Rapid prototyping, sketch to scale, and agility-based business models...3D printing! Jim will outline the challenges, opportunities, and innovative strategies to follow to align to the future. He will provide a key overview of what the industry will look like 10 years from now, and what will keep PEMA companies relevant even further into 2030.

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**

## Saturday • March 30, 2019 (cont.)

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**

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## **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.  
SPA DECK, 10<sup>TH</sup> FLOOR

#### **YOGA ON THE SPA DECK**

Gentle flow yoga, suitable for all levels, from the beginner to the more seasoned yogi will be led by a certified instructor on the Spa deck on the 10<sup>th</sup> floor 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

#### **EXECUTIVE AND SPOUSE BUFFET BREAKFAST**

-or-

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.

**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.**