

**PEMA® 2019 FALL MEETING**  
**The Peabody • Memphis, Tennessee**  
**September 9-10, 2019**

**MONDAY • SEPTEMBER 9, 2019**

**10:30 a.m. – 12:45 p.m.**  
International Room

**BOARD OF DIRECTORS MEETING**

**12:45 p.m.**  
Venetian Ballroom Foyer

**REGISTRATION**

**1:30 p.m. – 3:00 p.m.**  
Venetian Ballroom

**CUTTING EDGE NEGOTIATIONS**

\* *Joe Hernandez, Chief Executive Officer, Lionshare Negotiations, LLC*

This highly engaging program will challenge popular negotiation beliefs with ground-breaking discoveries that will change the way you negotiate and change your results for the better in a significant way. You will learn game changing insights on how to be influential, confident, and use proven negotiation psychology to your advantage. This session will cover: why most negotiators leave money on the table and how to fix it; who should make the first offer and why; controlling the negotiation from the beginning; avoiding a price only negotiation; selling vs. negotiating; knowing when to walk away; and more.

**3:00 p.m. – 3:15 p.m.**

**BREAK**

**3:15 p.m. – 4:45 p.m.**  
Kentshire, Lansdowne,  
Jackson, International, Galaxie

**PEMA ORIENTATION – SPEED DATING**

Learn more about your PEMA benefits: website resources, statistics and surveys, P&BS shows, and more.

**4:45 p.m. – 4:55 p.m.**

**BREAK**

**4:55 p.m. – 5:20 p.m.**  
Venetian Ballroom

**MEMBER PROFILE: Coperion K-Tron**

\* *John Winski, Director of Sales, Coperion K-Tron*

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.

**5:20 p.m. – 5:40 p.m.**  
Venetian Ballroom

**INFORMA POWDER SHOW UPDATES**

**5:40 p.m. – 6:10 p.m.**  
Venetian Ballroom

**PEMA BUSINESS MEETING**

\* *PEMA President Rob Ward presiding*

**6:15 p.m. – 7:00 p.m.**  
Rooftop Terrace

**NETWORKING RECEPTION – *Sponsored by Informa***

**7:00 p.m. – 9:00 p.m.**  
Skyway Ballroom

**DINNER**

**TUESDAY • SEPTEMBER 10, 2019**

**7:30 a.m. – 8:45 a.m.**

Kentshire, Lansdowne,  
Jackson, International, Galaxie

**BREAKFAST ROUNDTABLES**

See Roundtable assignments behind the red tab in the meeting books.

1. **Terms and Conditions.** What are some of the best practices around bid packages and specifications (who/how handled before and after order placement, what are the documentation practices)? How are legal liabilities, warranties, etc. handled? Are there unique approaches to unreasonable payment terms?

2. **Remote Workers.** Does your company allow or even promote employees working from home? Does your company have a formal policy on the subject? Do you see a trend one way or another on this subject? If so, is it related to the job/position of the employee (sales, outsourced accounting, etc.), age of the employee, inability of the employee to relocate to your company location?

3. **Trade Show Booth Strategies.** Small vs. large booth; equipment—from displaying nothing to full and running equipment; staffing—inside sales (sales, marketing, management), professional hires, independent sales reps.

4. **Entering New International Markets.** Best practices? Use of agents, rep firms or partners? Direct vs. contract employees. Local and foreign government support.

**9:00 a.m. – 10:30 a.m.**

Venetian Ballroom

**MANAGING IN AN UNCERTAIN ECONOMY**

\* *Alan Beaulieu, President, Institute for Trend Research*

U.S. and global economic trends are shifting, and uncertainty is growing in many parts of the world and sectors. Seeing and understanding those shifts, and setting realistic expectations for 2020, will empower PEMA members to be keenly aware of the changes taking place in key industries such as food, pharmaceuticals, chemicals, energy production, waste management and remediation, and other relevant industries. Learn what the leading indicators are telling us and what it all means for budgets and cash planning, and what we can do about it. In addition, Alan will provide a closer look at the 2020s and what opportunities and potential problems that await.

**10:30 a.m. – 10:45 a.m.**

**BREAK / HOTEL CHECK-OUT**

**10:45 a.m. – Noon**

Venetian Ballroom

**MANAGING IN AN UNCERTAIN ECONOMY, CONT.**

**Noon**

Venetian Ballroom

**WRAP-UP AND ADJOURN**

**Please See Next Page  
for the  
September 10 Optional Add-on Session Program**

**PEMA® 2019 FALL MEETING**  
The Peabody • Memphis, Tennessee  
September 10, 2019

**LUNCH & LEARN**  
**AN IN-DEPTH WORKSHOP ON CYBERSECURITY & THE INDUSTRIAL LANDSCAPE**

**PROGRAM**

**12:30 p.m. – 2:00 p.m.**  
Venetian Ballroom

**CYBERSECURITY & THE INDUSTRIAL LANDSCAPE**

- \* *Adam Abresch, Vice President & Director of Cyber Risk, Signature B&B Companies*
- \* *Brendan Rooney, Director, The Crypsis Group*
- \* *Alyssa Watzman, Partner, Lewis Brisbois*

With the convergence of IT and OT, cybersecurity has become a top of mind issue with every major stakeholder in the corporate environment. Given this ever-changing threat landscape, our world is rapidly moving towards a merger of functional safety and network security. In this session, cybersecurity practitioners will share their insights and experiences operating in this dynamic landscape and the impact that these threats have across the supply chain. They will share their insights and experiences while discussing common pitfalls and steps your company can take to best position yourselves to prepare for, respond to and help prevent common network security compromises.

**2:00 p.m. – 2:15 p.m.**

**BREAK**

**2:15 p.m. – 3:30 p.m.**  
Venetian Ballroom

**CYBERSECURITY & THE INDUSTRIAL LANDSCAPE (CONTINUED)**

**3:30 p.m.**

**WRAP-UP AND ADJOURN**