



PEMA® 2021 ANNUAL MEETING PROGRAM

The 2021 Annual Meeting will be held virtually in March and April. Events are complimentary for PEMA members, but preregistration is required.

ALAN BEAULIEU LIVE STREAM

Friday, March 19, 10:00 a.m. – 11:30 a.m. EDT



Moving Forward

2020 was quite a year. We will explore all the changes that have occurred in the economy and what they mean to our future. The pandemic, government responses, consumer trends, burgeoning opportunities, and lagging sectors will be examined. These forces will shape the trends ahead and drive our tactics and strategies. US and Global economies and the industries most important to attendees will be examined.

We will also:

- Assess business demand in 2021 and into 2022.
- Look at a system of key leading indicators that are proven to signal cyclical turns in the economy and markets.
- Present market outlooks and discuss issues that have an impact on your profitability via resource allocation, budgets, expectations and strategic planning.
- Discuss any potential changes caused by the November elections.
- Present the unintended consequences of the massive stimulus programs that will impact businesses in the years ahead.
- Assess interest rate and other financial market trends, including the latest information on stock market performance.
- Present clear, actionable Management Objectives™ that are right for the coming years as we adapt to the 'new normal'. One thing will not change, successful businesses will have to constantly adapt to a sea of changing circumstances.

As in our in-person meetings, Alan will benchmark PEMA member company statistic reports against ITR's industry analysis. He will answer questions in real time.

Alan Beaulieu is one of the country's most informed economists. He is a principal of ITR Economics where he serves as President. Alan is co-author, along with brother Brian Beaulieu, of *Make Your Move, Prosperity in the Age of Decline*, and *But I Want It*. He also has penned numerous articles on economic analysis.

Since 1990, Alan has consulted with companies throughout the U.S., Europe and Asia on how to forecast, plan and increase their profits based on business cycle trend analysis. He also is the senior economic advisor to the National Association of Wholesale Distributors (NAW) and chief economist for the Heating, Air-conditioning and Refrigeration Distributors International (HARDI).

Alan makes up to 90 appearances each year and his keynotes and seminars have helped thousands of business owners and executives capitalize on emerging markets.

BRANDON SMITH WEBINAR

Tuesday, April 27, 1:00 p.m. – 2:30 p.m. EDT



Going from Working IN the Business to ON the Business

If you are like most leaders, you feel like time is your most precious resource and everything feels urgent all of the time. In that whirlwind, it has pushed most leaders into a “firefighter” role and spending more time working “in” the business rather than working “on” the business. In this session, Brandon provides practical tools and guidance to help leaders reclaim their time and focus on the things that only they can do to move the business forward. Concepts like “Author vs. Editor” and the “10% Rules” of time management and many other best practices will be provided to leaders throughout the session.

Learning Objectives:

- Identify the traps that can cause a leader to be working “in” the business rather than “on” the business;
- Discuss the 10% rules for how a leader should spend his or her time;
- Discuss and apply the concept of “Author vs. Editor” to ensure that leaders and direct reports are sitting in the right seats at the right time;
- Apply and integrate concepts into a leader’s weekly calendar in order to assist them to shifting from working “in” the business to “on” the business.

Brandon Smith is a leading expert in leadership communication and curer of workplace dysfunction. Known as “The Workplace Therapist,” Brandon is a sought-after executive coach, TEDx speaker, author and award-winning business school instructor. He has been featured in *The Wall Street Journal*, Fast Company, CNN, Fox News.com, NPR, *Forbes* and many others for his expertise. His book *The Hot Sauce Principle: How to Live and Lead in a World Where Everything Is Urgent All of the Time* helps readers to master urgency so they can more effectively lead others, manage expectations, and prevent burnout at home.

PEMA VIRTUAL ROUNDTABLES

Thursday, March 18, 2:00 p.m. – 3:00 p.m. EDT or

Monday, March 22, 11:00 a.m. – 12:00 p.m. EDT

Managing the Workforce

Everyone now has had some experience with employees working remotely. Does your company expect to implement a remote-work policy post pandemic? In what way?

What challenges have you had with staff working from home, and how have you addressed them?

Many PEMA companies have a culture of regular staff in-person interactions, whether meetings, lunches, picnics, company-wide activities and the like. What alternatives have you tried, and to what degree of success have you had?

PEMA SOCIAL HOUR & ANNIVERSARY AWARDS

Thursday, March 18, 5:00 p.m. – 6:30 p.m. EDT

Although we can’t meet in person, join other members for a virtual happy hour and member anniversary awards presentation. More details to come!