



PEMA® 2023 ANNUAL MEETING PROGRAM

Omni Tucson National Resort • Tucson, Arizona

February 15-18, 2023

As of 01-03-23

Wednesday • February 15, 2023

- 3:30 p.m. – 5:00 p.m. **Board of Directors Meeting**
Desert Willow Salon
- 5:30 p.m. – 7:30 p.m. **Registration**
Papago Terrace
- 6:00 p.m. – 8:00 p.m. **Welcome Party**
Legends Bar & Grill

Thursday • February 16, 2023

- 7:45 a.m. – 9:00 a.m. **Registration**
Papago Terrace
- 8:00 a.m. – 9:00 a.m. **Roundtable Breakfasts see Appendix A on p.6 for full roundtable descriptions)**
Desert Willow Salon, Cypress Salon, Papago East, Papago West
Sales Model/Cycle/ Independent Reps
Remote Workers / Quiet Quitting
Lead Generation / Benchmarking Marketing Dollars
Attracting and Retaining Talent
- 9:15 a.m. – 10:15 a.m. **FROM CHAOS TO CLARITY: BUSINESS OPERATING SYSTEMS AND GETTING THE ARROWS GOING IN THE SAME DIRECTION**
** Dan Coleman, Growth & Leadership Coach, Certified Pinnacle Business Guide*
Ironwood Ballroom
As companies grow, they hit ceilings of complexity that stop them from reaching the next level. The systems they've relied on, while fruitful in the past, won't serve them on their journey to the next peak. Without the proper organizational framework and tools, these companies struggle to break through and reach their true potential. And because companies don't "rise to the level of their goals, they fall to the level of their systems", every company needs a Business Operating System.
In this interactive talk/workshop Dan will overview the principles behind Business Operating Systems and how to go about choosing the best one for your company. In addition, he will use the results of the PEMA wide survey to teach a handful of timely, best-in-class business tools that you can implement back in your organization for immediate benefit.
- 10:15 a.m. – 10:30 a.m. **Break**

- 10:30 a.m. – 11:30 a.m. **FROM CHAOS TO CLARITY: BUSINESS OPERATING SYSTEMS AND GETTING THE ARROWS GOING IN THE SAME DIRECTION WORKSHOP**
** Dan Coleman, Growth & Leadership Coach, Certified Pinnacle Business Guide*
Ironwood Ballroom
- 11:40 a.m. – 12:00 p.m. **Member Company Profile – The Dupps Company**
**Richard Weeks, Director of Sales*
Ironwood Ballroom
- 2:30 p.m. – 9:00 p.m. **Arizona-Sonora Desert Museum Tour, Reception and Dinner**
 The [Arizona-Sonora Desert Museum](#) is a 98-acre zoo, aquarium, botanical garden, natural history museum, publisher and art gallery founded in 1952. Located just west of Tucson in Tucson National Mountain Park, it features 2 miles of walking paths traversing 21 acres of the southwestern desert landscape. Those who are not golfing will depart about 2:45pm for a scenic drive to the museum. PEMA members will tour the museum until 5:00 p.m. We will then move to a private terrace and dining room for a cocktail reception and dinner, returning to the hotel around 8:30pm. Golfers will depart the hotel at 5:30pm to catch the end of the reception before dinner.

Friday • February 17, 2023

- 8:00 a.m. – 9:00 a.m. **Roundtable Breakfasts (see Appendix A on p.6 for full roundtable descriptions)**
Desert Willow Salon, Cypress Salon, Papago East, Papago West
Sales Model/Cycle/ Independent Reps
Remote Workers / Quiet Quitting
Lead Generation / Benchmarking Marketing Dollars
Attracting and Retaining Talent
- 9:15 a.m. – 10:15 a.m. **DEBRIEF TO WIN: BUILDING TEAMS THAT THRIVE IN DISRUPTION**
** Robert “Cujo” Teschner, retired F-15/F-22 fighter pilot & instructor*
Ironwood Ballroom
 So many teams aren’t quite meeting the mark in terms of buy-in, trust and performance, ultimately because they don’t understand the fundamentals of teamwork. They get caught up in the “taskwork trap”, their members work hard—but not necessarily on the right things, and at the end of the day the team leaves work tired, but unfulfilled.
 Through this uplifting, motivational and multi-media keynote speech, Cujo will teach what it is that allows a group of people to transform into a team. He’ll provide a flight path to real teamwork, one that has as its destination accountability practiced correctly. He’ll spend time in a breakout session teaching the tenets of positive, forward-focused accountability practiced by high-performance teams centered around the learning process known as “Debriefing”. Cujo will combine stories of military and business teams with personal experiences, ending with a personal story of transformation, accountability, and excellence where it matters most.
- 10:15 a.m. – 10:30 a.m. **Break**

10:30 a.m. – Noon	DEBRIEF TO WIN: BUILDING TEAMS THAT THRIVE IN DISRUPTION WORKSHOP & BOOK SIGNING <i>Ironwood Ballroom</i>
Afternoon	Networking, Recreation and Golf Optional: Pima Air and Space Museum (pre-registration and additional fee) The Pima Air & Space Museum is the home of the largest privately owned collection of historical aircraft in the country, from a mock-up of the X-15s to a full-scale model of the Wright Brother’s 1903 Wright Flyer to the restored Douglas DC-6 that was used by Presidents. Each hanger offers different exhibits from early aviation through war years to present day space exploration. Tram tours are available. The 4-hour tour also includes a narrated tour of the “Bone Yard” that holds 5000 aircraft and missiles. It’s the countries only large-scale military plane storage maintenance site. Wear comfortable walking shoes, sunglasses, hat, and sunscreen.
Evening	On own

Saturday • February 18, 2023

8:00 a.m. – 9:00 a.m.	Breakfast (Executives and Spouses) <i>Papago Terrace</i>
9:15 a.m. – 10:45 a.m.	CALCULATE TO WIN <i>*Connor Lokar, Senior Forecaster, ITR Economics</i> <i>Ironwood Ballroom</i> Connor will focus on the economic landscape in 2023 and how PEMA members can best prepare for the challenges and ongoing uncertainties. He will present business strategies and tactics that address the projected changes in the economy and in the markets key to participants. He will also discuss: <ul style="list-style-type: none"> • Inflation and the Federal Reserve Board’s impact on the economy • Varying opportunities in key markets • The global impact on the US and North America • Labor market conditions over the next several years • Lingering supply chain issues and ongoing pricing concerns • ITR’s key leading indicators and what they foretell for PEMA’s markets • Actions that will help members prepare for the varying levels of inflation anticipated through the rest of the decade • Relevant market outlooks and discuss issues that impact your profitability via resource allocation, budgets, expectations, and strategic planning • The potential impact of a shift in government from the midterm elections as well as the potential consequences of massive government programs.
10:45 a.m. – 11:00 a.m.	Break
11:00 a.m. – 11:30 a.m.	Member Company Profile – C&W DustTech <i>*Bill Werra, President</i> <i>Ironwood Ballroom</i>
11:30 a.m. – Noon	General Business Meeting <i>Ironwood Ballroom</i>

Afternoon

Networking, Recreation and Golf

Optional: Biosphere 2 (pre-registration and additional fees apply)

[Biosphere 2](#) is the largest man-made, self-sustaining ecosystem in the world. Constructed between 1987 and 1991, it was originally meant to demonstrate the viability of closed ecological systems to support and maintain human life in outer space. Biosphere 2 was only used twice for its original intended purpose but both attempts ran into problems with construction, group dynamics, funding and other issues. Today it is run as a research center by the University of Arizona. The tour will take us through all parts of the experiment. Wear comfortable walking shoes, sunglasses, hat and sunscreen.

7:00 p.m. – 9:30 p.m.

Farewell Reception and Dinner

Papago Terrace

Save the Dates:

PEMA 2023 Spring Meeting, April 27-28, 2023, Rosemont, Illinois

PEMA 2023 Fall Meeting, September 18-19, 2023 Grand Rapids, Michigan

PEMA 2024 Annual Meeting, February 28 – March 2, 2024, Bonita Springs, Florida

SPOUSE / GUEST PROGRAM BELOW

PEMA® 2023 ANNUAL MEETING SPOUSE/GUEST PROGRAM

Omni Tucson National Resort • Tucson, Arizona

February 15-18, 2023

Wednesday • February 15, 2023

5:30 p.m. – 7:30 p.m.

Registration

Papago Terrace

6:00 p.m. – 8:00 p.m.

Welcome Party

Legends Bar & Grill

Thursday • February 16, 2023

8:30 a.m. – 9:30 a.m.

Spouse/Guest Breakfast

Desert Farmer Restaurant

Spouses and guests will receive a voucher to dine in the hotel restaurant. A designated area for PEMA guests will be available from 8:30 a.m. – 9:30 a.m. You are also welcomed to dine at your leisure.

2:30 p.m. – 9:00 p.m.

Arizona-Sonora Desert Museum Tour, Reception and Dinner

The [Arizona-Sonora Desert Museum](#) is a 98-acre zoo, aquarium, botanical garden, natural history museum, publisher and art gallery founded in 1952. Located just west of Tucson in Tucson National Mountain Park, it features 2 miles of walking paths traversing 21 acres of the southwestern desert landscape. Those who are not golfing will depart about 2:45pm for a scenic drive to the museum. PEMA members will tour the museum until 5:00 p.m. We will then move to a private terrace and dining room for a cocktail reception and dinner, returning to the hotel around 8:30pm. Golfers will depart the hotel at 5:30pm to catch the end of the reception before dinner.

Friday • February 17, 2023

Morning	Spouse/Guest Breakfast <i>Desert Farmer Restaurant</i> Spouses and guests will receive a voucher to dine at your leisure in the hotel restaurant.
Afternoon	Networking, Recreation and Golf Optional: Pima Air and Space Museum (pre-registration and additional fees apply) The Pima Air & Space Museum is the home of the largest privately owned collection of historical aircraft in the country, from a mock-up of the X-15s to a full-scale model of the Wright Brother's 1903 Wright Flyer to the restored Douglas DC-6 that was used by Presidents. Each hanger offers different exhibits from early aviation through war years to present day space exploration. Tram tours are available. The 4-hour tour also includes a narrated tour of the "Bone Yard" that holds 5000 aircraft and missiles. It's the countries only large-scale military plane storage maintenance site. Wear comfortable walking shoes, sunglasses, hat and sunscreen.
Evening	On own

Saturday • February 18, 2023

8:00 a.m. – 9:00 a.m.	Breakfast (Executives and Spouses/Guest) <i>Papago Terrace</i> Spouses and guests are welcome to join the PEMA executives for breakfast
-or- Morning	Spouse/Guest Breakfast <i>Desert Farmer Restaurant</i> Spouses and guests will receive a voucher to dine at your leisure in the hotel restaurant.
Afternoon	Networking, Recreation and Golf Optional: Biosphere 2 (pre-registration and additional fees apply) Biosphere 2 is the largest man-made, self-sustaining ecosystem in the world. Constructed between 1987 and 1991, it was originally meant to demonstrate the viability of closed ecological systems to support and maintain human life in outer space. Biosphere 2 was only used twice for its original intended purpose but both attempts ran into problems with construction, group dynamics, funding and other issues. Today it is run as a research center by the University of Arizona. The tour will take us through all parts of the experiment. Wear comfortable walking shoes, sunglasses, hat and sunscreen.
7:00 p.m. – 9:30 p.m.	Farewell Reception and Dinner <i>Papago Terrace</i>

PEMA® 2023 ANNUAL MEETING ROUNDTABLE TOPICS

Sales Model/Cycle/ Independent Reps: What changes to the industrial sales model/cycle has your company experienced now versus 10 years ago? How has your company adapted to these changes? How has the rep business model changed/evolved in relation to manufacturers who utilize them? Has your experience with reps during the pandemic lockdowns and restrictive travel period changed how you now or plan to manage or motivate your reps? Given Zoom meetings, generally reduced business travel and the expanding information available on the internet, what is the future of independent reps for your company or in our markets overall? Does anyone still bring a box of donuts to their favorite customers every visit anymore?

Remote Workers / Quiet Quitting: We've moved beyond the pandemic and lockdowns, so now what? What changes, particularly permanent, has your business made to accommodate the new interest in employees working remotely or have you gone back to pre-pandemic policies? Do you suffer from "Productivity Paranoia", the fear of remote workers not performing as they would in the office? Has the accepted practice and improved logistics of working remotely benefited your company with hiring? If so, except for traditional in-territory sales personnel, what types of positions? How, if at all, has this phenomenon affected your company's culture? Have your remote workers requested your company to pay for their Netflix account? As the result of a TikTok video that went viral, "Quiet Quitting" has shown up in several business periodicals. Is it a new phenomenon? Is it as old as the workplace itself? Is it a new term that will disappear in three weeks? Regardless, it has raised some interesting questions for employers:

Is it a culture change in the workplace and critical to employee retention?

Could the concept create a toxic work environment?

Are employees paring their workload to their job description and saying no to working outside the defined parameters to limit burnout and reclaim their life?

Is it no different than before?

Is it an extension of our work-life balance?

Is the whole thing nothing new?

References:

Korn Ferry: Conscientious Quitting, The New, New Thing?

https://www.kornferry.com/insights/this-week-in-leadership/quiet-quitting?utm_campaign=08-04-22-twil&utm_source=marketo&utm_medium=email%20&mkt_tok=NDk0LVZVQy00ODIAAAGGCA5K5vdV0-Rx_3PTN5ka31GcJaDz5boRbAQgGsoEjjK2jDP2WYy2T-NNGTcn30-7xWg-xi_IAWezmgal_3k71PraSTS7Syf0rz1hc34pbNNAXc

HR Dive: Hybrid Health: Quiet quitting is about a sense of self

https://www.hrdiver.com/news/quiet-quitting-debate/630351/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-08-29%20HR%20Dive:%20Talent%20%5Bissue:44146%5D&utm_term=HR%20Dive:%20Talent

Lead Generation / Benchmarking Marketing Dollars: What resources do you use to locate potential projects and customers? 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? How do you measure the ROI on your marketing expenditures these days? Do you count contacts, leads, directly related orders from trade shows? "Likes" or followers on your social media platforms? Have you found a good measurement tool to correlate marketing dollars to purchase orders? Which marketing channels are proving to have the most impact for your company? Have you been able to figure out which half of your marketing dollars are wasted? Has COVID impacted trade show attendance and is the value of trade shows still there for lead generation? Have you considered virtual trade shows? How do you maximize your show experience/success?

Attracting and Retaining Talent: Employers have been dealing with a shrinking talent pool for some time, but as we move into 2023, talent attraction and retention are becoming even more acute. How is your organization addressing this challenge? Starting salaries continue to rise with more counteroffers than ever before. Organizations need to be thinking about new ways to solve the talent shortage. What role does your company's Human resources personnel fulfill? Are they administrative? Are they strategic? What do they do well? What would you like them to do better in the future? What rewards or benefits does your organization offer to sweeten the pot and incentivize candidates to accept job offers? Where are you searching for talent, what has been most successful, and how have you widened the net in your search for talent? Successful businesses are welcoming and onboarding new employees before they even start. How have you re-invented your onboarding process? What's the candidate's experience? Since the pandemic, candidates are expecting

a much more flexible workplace. How accommodating are you in offering hybrid work models to new hires? Many candidates are more attuned to environmental, social, and diversity issues. How are you communicating your company culture on these fronts? What are you doing to retain your top talent? Have you focused on upskilling existing employees, coaching, specialized training, etc., to improve re