



**PEMA® 2024 ANNUAL MEETING PROGRAM**  
**Hyatt Regency Coconut Point • Bonita Springs, Florida**  
**February 28 – March 2, 2024**  
**As of 12-01-23**

**Wednesday • February 28, 2024**

**3:30 p.m. – 5:00 p.m.                      Board of Directors Meeting**

**5:30 p.m. – 7:30 p.m.                      Registration**

**5:30 p.m. – 7:30 p.m.                      Welcome Party**

**Thursday • February 29, 2024**

**7:45 a.m. – 9:00 a.m.                      Registration**

**8:00 a.m. – 9:00 a.m.                      Roundtable Breakfasts – Executives only**  
**(see Appendix A for full roundtable descriptions)**  
**Independent Reps**  
**Remote Workers**  
**Recruiting and Rewarding Your Talent and Impact to Employee**  
**Benefits**  
**Modern Sales and Marketing Tools: Strategies, Challenges, and**  
**Opportunities**

**9:15 a.m. – 10:45 a.m.                      DEMOGRAPHY IS DESTINY: Profound Strategic Planning for**  
**Uncertain Times**  
***\*Ken Gronbach, Demographer & Futurist, KGC Direct, LLC***  
Come explore the common-sense, but very counterintuitive and fascinating realm of demography. Ken will bring us into his world of counting people. What nations are demographically doomed and which ones will dramatically prosper? How will the workforces change and how might that affect PEMA members? Why is a nation's demographic dependency ratio so important? Exactly what is a demographic dividend? Why is fertility becoming a major international issue and concern? Ken will address these questions and more in his presentation.

**10:45 a.m. – 11:00 a.m.                      Break**

**11:00 a.m. – 12:15 p.m.                      FUTURENOMICS: The Economic Snapshot that PEMA Professionals**  
**Need Now for Stronger Strategy, Better Decisions, and Faster Results**  
***\*Mary Kelly, Ph.D., CDR, US Navy Ret.***  
In the fast-paced world of manufacturing, staying ahead of economic trends and making informed decisions is essential for success. The FutureNomics program is designed to provide PEMA professionals with the insights and tools they need to navigate today's complex economic landscape. This comprehensive program delivers an economic snapshot that empowers leaders to develop stronger strategies, make better decisions, and achieve faster, more effective results.

<b>Afternoon</b>	<b>Networking and Recreation</b> Enjoy golf on the neighboring Saltleaf Golf Preserve, multiple pools, waterslide, shopping, and more.
<b>1:30 p.m. – 5:00 p.m.</b>	<b>Optional Outing: Edison and Ford Winter Estates Tour</b> In 1885, Thomas Edison built his winter home in Ft. Myers on the river, and in 1916, Henry Ford purchased a house next door. Friends and neighbors, Edison and Ford had a lasting and rewarding friendship. PEMA guests will take a guided tour of the 9,000 square foot museum that houses memorabilia related to Edison's life. On display is a unique Model T that Ford presented to Edison. We will also view the lush botanical gardens and quaint winter home of Henry Ford. Note: a separate fee applies to this activity. If minimum numbers are not met, the outing will be cancelled and fees refund.
<b>7:00 p.m. – 9:30 p.m.</b>	<b>Reception and Dinner</b>
<b><u>Friday • March 1, 2024</u></b>	
<b>8:00 a.m. – 9:00 a.m.</b>	<b>Roundtable Breakfasts – Executives only</b> <b>(see Appendix A for full roundtable descriptions)</b> <b>Independent Reps</b> <b>Remote Workers</b> <b>Recruiting and Rewarding Your Talent and Impact to Employee Benefits</b> <b>Modern Sales and Marketing Tools: Strategies, Challenges, and Opportunities</b>
<b>9:15 a.m. – 10:30 a.m.</b>	<b>LARRY SABATO'S CRYSTAL BALL</b> <i>*Dr. Larry J. Sabato, Author; Director, Center for Politics, University of Virginia</i> Join Larry Sabato as he looks into his Crystal Ball, discussing everything you need to know about the upcoming Presidential Election, from primary results to the issues that will drive the general election in November.
<b>10:30 a.m. – 10:45 a.m.</b>	<b>Break</b>
<b>10:45 a.m. – Noon</b>	<b>Member Company Profile – Triple/S Dynamics</b> <i>*Ken Everill, President</i> <b>Member Company Profile - TBD</b> <b>Business Meeting</b>
<b>Afternoon</b>	<b>Networking and Recreation</b> Participate in PEMA's annual golf tournament on the neighboring Saltleaf Golf Preserve; enjoy multiple pools, waterslide, shopping, and more.
<b>1:30 p.m. – 5:00 p.m.</b>	<b>Optional Outing: Kayaking Adventure</b> Designed for nature loving paddlers of all levels, this adventure offers PEMA guests the opportunity to learn about dolphins, manatees, herons, osprey and other wildlife indigenous to Southwest Florida while accompanied by a professional kayak guide. We will also have the opportunity to stroll for shells along Big Hickory Island and other local beaches. Note: a separate fee applies to this activity. If minimum numbers are not met, the outing will be cancelled and fees refund.
<b>7:00 p.m. – 9:30 p.m.</b>	<b>Reception and Dinner</b>

## **Saturday • March 2, 2023**

**8:00 a.m. – 9:00 a.m.**

**Breakfast (Executives and Spouses)**

**9:15 a.m. – 10:30 a.m.**

### **BOOST THE BULLPEN**

*\*Colonel Art Athens, USMCR (Ret.)*

Every organization needs to develop a “bullpen of leaders” . . . individuals who are well prepared to leave the bullpen and “head to the pitcher’s mound” to assume new and more complex roles and responsibilities. The right blueprint for this developmental process is essential to create that deep bullpen . . . one well-positioned to face the challenges of today and tomorrow. This presentation will outline the three key principles that will help produce a winning bullpen.

**10:30 a.m. – 10:45 a.m.**

**Break**

**10:45 a.m. – Noon**

### **Panel Discussion: HOW DO YOU BOOST YOUR BULLPEN?**

A facilitated discussion of how PEMA companies develop and mentor future leaders.

**Afternoon and Evening**

### **Networking and Recreation (No formal dinner)**

Enjoy golf on the neighboring Saltleaf Golf Preserve, multiple pools, waterslide, shopping, and more.

**1:30 p.m. – 6:30 p.m.**

### **Optional Outing: Miss Naples Catamaran Private Sailing Tour**

This 48’ custom catamaran is the perfect vessel for PEMA guests to experience Southwest Florida on the emerald waters of the Gulf of Mexico. We’ll keep an eye out for wildlife such as dolphin, manatee, turtles, and eagles. The cruise will make a shelling stop at a beautiful local beach. The catamaran cruise is exclusive to PEMA guests and fully narrated. Beer, wine, soft drinks, and water are included.

Note: a separate fee applies to this activity. If minimum numbers are not met 30 days prior to the event, the outing will be cancelled and fees refund.

## **SPOUSE / GUEST PROGRAM BELOW**

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## PEMA® 2024 ANNUAL MEETING SPOUSE/GUEST PROGRAM

Hyatt Regency Coconut Point • Bonita Springs, Florida

February 28 – March 2, 2024

### Wednesday • February 28, 2024

5:30 p.m. – 7:30 p.m.      **Registration**

5:30 p.m. – 7:30 p.m.      **Welcome Party**

### Thursday • February 29, 2024

8:00 a.m. – 9:30 a.m.      **Spouse/Guest Breakfast**

Spouses and guests will receive a voucher to dine in the hotel restaurant. A designated area for PEMA guests will be available from 8:00 a.m. – 9:30 a.m. You are also welcome to dine at your leisure.

8:45 a.m. – 12:15 p.m.      **Optional Outing: Golf Clinic & Play**

New this year - a morning golf clinic and 9-hole play for spouses/guests. The morning begins with a 1-hour clinic covering full swing and short game, followed by a 9-hole round on The Leaf par 3 course (walking only) with on course instruction including course management and etiquette. Fees cover instruction, clubs, pull carts, beverages and logo gifts.

**Afternoon**      **Networking and recreation**

Enjoy golf on the neighboring Saltleaf Golf Preserve, multiple pools, waterslide, shopping, and more.

1:30 p.m. – 5:00 p.m.      **Optional Outing: Edison and Ford Winter Estates**

In 1885, Thomas Edison built his winter home in Ft. Myers on the river, and in 1916, Henry Ford purchased a house next door. Friends and neighbors, Edison and Ford had a lasting and rewarding friendship. PEMA guests will take a guided tour of the 9,000 square foot museum that houses memorabilia related to Edison's life. On display is a unique Model T that Ford presented to Edison. We will also view the lush botanical gardens and quaint winter home of Henry Ford.

Note: a separate fee applies to this activity. If minimum numbers are not met, the outing will be cancelled and fees refund.

7:00 p.m. – 9:30 p.m.      **Reception and Dinner**

### Friday • March 1, 2024

**Morning**      **Spouse/Guest Breakfast**

Spouses and guests will receive a voucher to dine at your leisure in the hotel restaurant.

**Afternoon**      **Networking and recreation**

Participate in PEMA's annual golf tournament on the neighboring Saltleaf Golf Preserve; enjoy multiple pools, waterslide, shopping, and more.

1:30 p.m. – 5:00 p.m.      **Optional Outing: Kayaking Adventure**

Designed for nature loving paddlers of all levels, this adventure offers PEMA guests the opportunity to learn about dolphins, manatees, herons, osprey and other wildlife indigenous to Southwest Florida while accompanied by a

professional kayak guide. We will also have the opportunity to stroll for shells along Big Hickory Island and other local beaches.

Note: a separate fee applies to this activity. If minimum numbers are not met, the outing will be cancelled and fees refund.

**7:00 p.m. – 9:30 p.m.**

**Reception and Dinner**

**Saturday • March 2, 2023**

**8:00 a.m. – 9:00 a.m.**

**-or-**

**Morning**

**Breakfast (Executives and Spouses)**

**Spouse/Guest Breakfast**

Spouses and guests will receive a voucher to dine at your leisure in the hotel restaurant.

**Afternoon & Evening**

**Networking and recreation (No formal dinner)**

Enjoy golf on the neighboring Saltleaf Golf Preserve, multiple pools, waterslide, shopping, and more.

**1:30 p.m. – 6:30 p.m.**

**Optional Outing: Miss Naples Catamaran Private Sailing Tour**

This 48' custom catamaran is the perfect vessel for PEMA guests to experience Southwest Florida on the emerald waters of the Gulf of Mexico. We'll keep an eye out for wildlife such as dolphin, manatee, turtles, and eagles. The cruise will make a shelling stop at a beautiful local beach. The catamaran cruise is exclusive to PEMA guests and fully narrated. Beer, wine, soft drinks, and water are included.

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## Appendix A: Roundtable Topics

1. **Independent Reps** - How has the rep business model changed/evolved in relation to manufacturers who utilize them? Did your experience with reps during the pandemic lockdowns and restrictive travel period change how you now 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 the independent rep business model for your company or in our PEMA markets overall? Have you worked with any rep agencies to assist with mergers, adding staff or expanding coverage? Does anyone still bring a box of donuts to their favorite customers every visit anymore or is it quinoa protein bars now?
2. **Remote Workers** - The pandemic and lockdowns are in the rear-view mirror, so what's your company doing with the new remote worker paradigm? What changes, particularly permanent, has your business made to accommodate this business model of employees working remotely? 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 and/or retention? If so, except for traditional in-territory sales personnel, for what types of positions? Are these formal policies or informal, flexible management tools? How, if at all, has this phenomenon affected your company's culture? Have your remote workers requested your company to pay for their Netflix or Hulu account?
3. **Recruiting and Rewarding Your Talent and Impact to Employee Benefits** - Rewarding your employees is critical to retention and the current hiring environment is very competitive. Has this environment led you to change your employee benefits to make them more rewarding? Aside from compensation, have you developed specific programs or benefits to retain key personnel? Are there new benefits you've found needed or helpful specifically to retain your current employees? How have new laws impacted your benefits? Have you modified benefits differently between office and shop, or between those who can and cannot work remotely? What has worked and what has not worked?
4. **Modern Sales and Marketing Tools: Strategies, Challenges, and Opportunities** - Explore the latest developments in sales and marketing tools, discuss strategies for effective implementation, address challenges, and identify opportunities for business growth and customer engagement in the evolving digital landscape. How are you transforming traditional sales and marketing tools? What are some examples where you have successfully integrated new sales and marketing tools? How have CRM tools evolved your business in recent years, and what are the emerging features that are proving most beneficial? What are the best practices you employ for integrating CRM systems with other sales and marketing tools? In what ways is AI reshaping your company's sales and marketing strategies? How do you balance automation with the need for personal customer interactions? What are your challenges in creating content that resonates with both search engines and human audiences? What metrics are crucial to evaluate the success of modern sales and marketing tools? Are there emerging technologies or trends that you think PEMA companies should prepare for in the near future?