



## PEMA® 2024 FALL MEETING PROGRAM

As of 7-30-24

Hilton President Hotel ♦ Kansas City, Missouri

September 9-10, 2024

### **SUNDAY • SEPTEMBER 8, 2024 - Optional Outings**

#### **Afternoon**

Join other PEMA members for an afternoon at Kauffman Stadium to watch the Kansas City Royals take on the Minnesota Twins. The first pitch is at 2:10pm. PEMA guests will enjoy food and beverage in a private box. Tickets to the game and transportation from the Hilton President Hotel is provided. Thanks to the Kansas City area PEMA companies for their generous sponsorship of this event: Bunting, Coperion, Industrial Accessories Company (IAC), Kice Industries, Progressive Products, and Vortex Global. (A separate fee applies)

**6:00 p.m.**

Meet up with PEMA members for a casual drink or dinner at [Guy Fieri's Dive and Taco Joint](#), a short walk from the Hilton President Kansas City Hotel. The Sunday night NFL game will be playing on the big screen in the Power and Light District.

### **MONDAY • SEPTEMBER 9, 2024**

**8:30 a.m. – 10:30 a.m.**

**Board of Directors Meeting with breakfast**

**11:00 a.m. – 12:30 p.m.**

**Emerging Leaders Program Session 1 (with lunch)**

*This session is limited to PEMA ELP 2024-25 cohort participants.*

**12:45 p.m. – 2:00 p.m.**

**Registration**

**1:30 p.m. – 3:00 p.m.**

**Breaking the Chains: AI Empowerment in Your Business**

**\**Todd Brook, CEO & Founder, Unchained***

The presentation explores the transformative potential of AI in modern businesses. He will share his personal journey of breaking free from traditional, time-consuming methods and embracing AI to elevate his business operations.

We will highlight practical examples of how AI has transformed his businesses, from automating research for sales presentations to streamlining HR processes. These real-world applications demonstrate AI's transformative power, moving it from a buzzword to a tangible tool for business improvement.

The presentation will also delve into the realm of mindset, discussing its pivotal role in helping employees to adopt new technologies like AI. We will detail his experience with Unchained, a service that guides clients to implement AI solutions. We will highlight how this can free employees to focus on tasks requiring human ingenuity.

Lastly, we will provide an overview of AI tools available in the market, offering practical examples of how these can be utilized immediately. The discussion will also cover our approach to deploying these tools, providing attendees with valuable insights and takeaways.

**Key Outcomes:**

By the end of this presentation, attendees will:

- Understand the opportunities and threats that AI presents to their businesses.
- Gain practical insights from real-world examples of AI adoption in a successful agency.
- Recognize the crucial role of mindset in adopting and leveraging AI.
- Be familiar with a variety of AI tools on the market, along with practical examples of their use.
- Understand the speaker's approach to implementing AI in businesses for improved efficiency and insights.

**3:00 p.m. – 3:15 p.m.**

**Break**

**3:15 p.m. – 5:30 p.m.**

**Member profile, Informa update, General Business Meeting**

**5:45 p.m. – 9:00 p.m.**

**Reception (sponsored by Informa) and networking dinner**

**TUESDAY • SEPTEMBER 10, 2024**

**7:45 a.m. – 8:45 a.m.**

**Roundtables with breakfast (see page 3 for topics)**

**9:00 a.m. – 10:15 a.m.**

**Beyond 2024: From Washington to Your Workplace - Tactics, Strategies, and Actions the Smartest Business Leaders Are Making to Increase Profitability**

*\*Gene Marks, CPA, The Marks Group*

Inflation, labor and supply chain issues continue to create challenges for businesses. AI is taking over the world and succession planning is now a bigger challenge. What's next for your business? What are other business leaders doing to navigate their companies towards growth and profitability in 2024 and beyond? What changes are they making in their operations and cash management? How are they attracting and retaining talent? What technologies are they investing in? How are they addressing both federal and local regulations that are impacting their businesses?

During this fast paced, entertaining and extremely valuable discussion, Gene will go over real life, feet-on-the-ground strategies and tactics that smart leaders are using to navigate their way through an uncertain economy, a changing and more divisive political environment, technological and workplace decisions so that they can position their companies for future growth.

**10:30 a.m. – 10:45 a.m.**

**Break**

**10:30 a.m. – 12:00 p.m.**

**2025 – 2026: Preparing for Cyclical Changes**

*\*Alan Beaulieu, ITR Economics*

Conflicting trends characterized the first half of 2024, with lingering concerns regarding future actions by the Federal Reserve Board and the pace of disinflation. Some leading indicators were rising; others remained mired in decline. The reasonably good financial status of consumers in general and robust business cash balances in many industries kept the downside of the business cycle mild in 2024. Join us as we look at the trends for 2025 and into 2026, including the onset of recovery in the industrial economy and a faster rate of rise in most of the service sector. We will look at key markets domestically and globally and their expected impact on attendees. Knowing what to watch for and the probable timing of the reversal to rise will give you confidence as you lay out your plans. Specific action items pertinent to the macro and industry-specific outlook are important parts of the discussion as businesses prepare to maximize profit and prepare for the rest of the decade.

**12:00 p.m.**

**Adjourn**

**1:00 p.m. – 5:00 p.m.**

**Emerging Leader Program – Session 2: Personality Profile**  
*This session is limited to PEMA ELP 2024-25 cohort participants.*

## PEMA® 2024 FALL MEETING ROUNDTABLE TOPICS

### **Artificial Intelligence**

Have you found effective ways to utilize AI? Are you able to use AI for direct communication with customers such as answering sales inquiries, service issues or application challenges? Have you been able to put AI to use in your production, purchasing or forecasting areas? Do you contract AI development and/or support from third parties or do you have these skills internally? Has any of your company's use of AI technology replaced employees or specific job functions previously handled by staff? Are you personally concerned that AI will put you out of your job? Is your boss at this meeting? Have you used any 3<sup>rd</sup> party or out-sourced training at your company?

### **Project Bid Package and Rising Use of Payment Portals**

Do you receive large bid specification packages from customers, design-build groups, and Engineering companies? How does your company handle the workload required to review and confirm you can meet all the specifications, equipment finishes, certifications, testing, inspections, documentation, and T&Cs? Are your customers migrating to portal platforms for purchasing? How do you address the required portal fees, terms and conditions, and payment terms? Are you implementing new processes or hiring new people specifically to address project bid packages and portals?

### **Outsourcing Services**

Do you outsource any services? How has this worked out for you? This could include:

- IT management of computer network
- Accounting / AR / AP
- CAD services that are outsourced or off-shore
- Safety Training
- Certain Manufacturing

What strategies make this a success? If off shored, is the time difference a hinderance? In shoring, as well.