



**PEMA® 2025 FALL MEETING PROGRAM**  
Graduate Providence Hotel ♦ Providence, Rhode Island  
September 8-9, 2025

**SUNDAY • SEPTEMBER 7, 2025 – Optional Outing**

**5:00 p.m.** Meet up with PEMA members for a casual drink or dinner at [The Union Brew Pub](#) in the former Providence Union Railroad Station, a short walk from the Hilton Graduate Providence Hotel.

**MONDAY • SEPTEMBER 8, 2025**

**8:30 a.m. – 10:30 a.m.** **Board of Directors Meeting**  
**Summit C (18<sup>th</sup> floor)**

**11:00 a.m. – 12:30 p.m.** **Emerging Leaders Program Session 1 (with lunch)**  
**Biltmore Ballroom (17<sup>th</sup> floor)** *This session is limited to PEMA ELP participants only.*

**12:45 p.m. – 2:00 p.m.** **Registration**  
**Biltmore Ballroom foyer (17<sup>th</sup> floor)**

**1:30 p.m. – 3:00 p.m.** **Strategy in the Age of Disruption**  
**Biltmore Ballroom (17<sup>th</sup> floor)** *\*Marc Emmer, President, Optimize, Inc.*  
In today's world of relentless competition and commoditization, staying ahead isn't just an aspiration—it's a necessity. Entrepreneurs must constantly revisit and refine their growth strategies, market positioning, and value propositions to remain competitive. The key to sustained success lies in transformation and making tough, strategic decisions. How do you balance diversification with concentration risk? How do you ensure your value proposition continues to resonate amidst shifting market dynamics?

Marc Emmer, author of *Momentum: How Companies Decide What to Do Next*, tackles these challenges head-on in his cutting-edge talk. With a mix of actionable insights and future-forward strategies, Marc helps leaders navigate the complexities of an ever-changing environment. Key takeaways include:

- Pinpointing high-growth segments in a volatile market
- Exploring and evaluating new revenue streams
- Embedding strategic planning into the DNA of your organization
- Breaking down cultural barriers to executing strategy
- Harnessing AI tools for digital transformation
- Building a productive sales and marketing engine
- Scaling infrastructure to support sustained growth

**3:00 p.m. – 3:15 p.m.** **Break**

**3:15 p.m. – 4:45 p.m.**

**Biltmore Ballroom (17<sup>th</sup> floor)**

**Adapt with A.I. – Practical Tools for Immediate Impact**

**\*Jon Lakefish, Founder Lakefish Group**

In this fast-paced and highly interactive 90-minute keynote, Jon Lakefish will demystify artificial intelligence and show how today's most practical tools can immediately support marketing, operations, strategy, and communication efforts within the process equipment industry.

With live demonstrations, audience input, and real-time collaboration, Jon will guide attendees through a curated set of tools and use cases designed to save time, reduce costs, and drive results—without the need for a technical background.

**What You'll Learn:**

- How leading teams are using AI today to stay ahead
- Where to apply AI in your own role or department—right now
- Live tool demos for marketing, strategy, data analysis, and communication
- Actionable tips to enhance your brand voice and customer outreach
- A future-focused outlook on where AI is headed—and how to stay ready

**Bonus:** Attendees will also receive access to Jon's monthly AI Tools & Trends newsletter, packed with curated updates for continued learning.

**4:45 p.m. – 5:00 p.m.**

**Break**

**5:00 p.m. – 6:00 p.m.**

**Biltmore Ballroom (17<sup>th</sup> floor)**

**Prater Industries Inc. Member Profile**

**\*Steve Newell, General Manager**

**Informa Markets Update**

**PEMA General Business Meeting**

**6:00 p.m. – 8:00 p.m.**

**Summit (18<sup>th</sup> floor)**

**Networking reception-style dinner, Sponsored by Informa Markets**

**TUESDAY • SEPTEMBER 9, 2025**

**7:45 a.m. – 8:45 a.m.**

**Roundtables with breakfast (see page 4 for discussion topics)**

**L'Apogee, L'Apogee B, Narragansett Bayview Room (17<sup>th</sup> floor)**

**Ocean State A, Ocean State B, Ocean State C (2<sup>nd</sup> floor)**

**9:00 a.m. – 10:30 a.m.**

**Biltmore Ballroom**

**What the Leading Indicators Are Saying About 2026**

**\*Lauren Saidel-Baker, ITR Economics**

The economy is returning to normal, as defined by trends and behaviors that no longer overtly reflect echoes of COVID, the resulting massive stimulation, and subsequent monetary policy tightening. This means that our system of leading indicators is providing us with more clarity than we have experienced since 2020. That helps a great deal when mapping out 2026. Overlaid on top of that return to normalcy are the significant economic policy changes made by the new presidential administration and Congress. All the above will be analyzed so you may see the future first.

Improved clarity in the leading indicators suggests improved timing analysis of different markets: leading (e.g. residential housing), coincident (e.g. GDP, Total Industrial Production, Wholesale Trade, and Retail Sales), and lagging markets (e.g. nonresidential construction, wages, interest rates). The presentation will cover markets specific to the audience along with inflation, interest rates, risks, upside potential, and ITR Economics' extended outlook for the 2030s where appropriate.

10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 12:00 p.m. Biltmore Ballroom (17 <sup>th</sup> floor)	<p><b>Panel Discussion: Understanding the impact of tariffs, trade agreements, and government incentives on manufacturing operations.</b></p> <p><i>*Robert Bunting Jr., President &amp; CEO, Bunting Magnetics; John Erkert, CEO North America, PiovanGroup North America; Rich Gaffney, VP of Commercial Sales, Sentry Equipment Corp.; John Winski, General Manager, Coperion</i></p> <ul style="list-style-type: none"> <li>○ PEMA members will discuss these important questions:</li> <li>○ In what ways have shifting tariffs led to supply chain disruptions or forced changes in your inventory and procurement practices?</li> <li>○ How are changes or uncertainties in trade agreements with key partners influencing your long-term planning and cross-border operations?</li> <li>○ What best practices can you share for monitoring policy changes and quickly adapting your operations to maintain competitiveness and compliance?</li> <li>○ What strategies has your company implemented to mitigate the impact of tariffs, such as diversifying suppliers or relocating production?</li> </ul> <p>Note: PEMA's general counsel will attend the session to make sure that antitrust guidelines are followed. The antitrust guidelines will be distributed prior to the meeting.</p>
12:00 p.m.	Adjourn
1:00 p.m. – 5:00 p.m. Narragansett Bayview Room (17 <sup>th</sup> floor)	<p><b>Emerging Leader Program – Session 2: Personality Profile (with lunch at 12:30pm)</b></p> <p><i>This session is limited to PEMA ELP 2025-26 cohort participants.</i></p>

## **PEMA 2025 Roundtable Topics**

### **Sales Force/Channel Management**

Has technology development (communication, CRM, virtual, etc.) changed or modified how you currently or plan to manage your sales team? Do you utilize artificial intelligence with sales management? What type of sales management model do you use: Regional Territory Managers? A single "HQ" based overall manager? Managers by market or industry? A hybrid of these? How, if at all, have your company travel strategies been affected since the pandemic, new customer plant visit policies or due to your sales channel structure? What sales training methods, internal or external, are you employing now? Have they evolved in recent years from what you used in the past? Is your top sales incentive still a company logo coffee mug?

### **Leadership & Strategy**

How do you communicate strategy down throughout the organization? Have you found specific methods that create alignment amongst the departments and team members to help it resonate throughout the culture? What planning methods do you utilize and find to be most effective in developing strategy? How often are you correcting course on your 3-5 year plan vs. your current year plan? How do you continue to develop your leadership team internally? Do you participate in annual training, coaching, or regular onsite/offsite strategy sessions? As you see a change in generations of leadership, do you find a need to change your approach to accommodate the new leadership?

### **Addressing skills gaps through reskilling, upskilling, and workforce adaptation to new technologies.**

In what ways are you leveraging connected worker technologies or digital platforms to accelerate onboarding, continuous learning, and adaptation to new manufacturing processes? What challenges have you encountered in encouraging experienced employees to embrace new technologies and participate in upskilling initiatives? How do you ensure that training initiatives translate into real skill development rather than just compliance or box-checking exercises?