

In This Issue

From the President.....	2
PEMA Fall Meeting.....	3
Fall Meeting Roundtable Topics.....	4
PEMA Calendar.....	4
Emerging Leaders Program.....	5
PEMA Member Company News.....	6
Remembering Robert Bunting.....	6
Spring Meeting Session Recap.....	7
2025 Spring Meeting Ratings.....	8
Powder Show Photos.....	10
Business Resources.....	10

PEMA Mission

PEMA is a trade association focused on Connectivity. PEMA provides member interaction, business alliance expansion, industry knowledge, and professional cooperation.

PEMA Press

PEMA Press is an electronic publication produced four times annually as the official newsletter of the Process Equipment Manufacturers' Association. It is emailed to PEMA members and posted on the PEMA website at www.pemanet.org. Articles, news items, suggestions and feedback, should be sent to Dawn M. Shiley, communications and marketing director, at 703-538-1796, ext. 1709, or dshiley@pemanet.org.

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PEMA Welcomes Two New Members

Following the Spring Meeting, PEMA welcomed two new members: Ryson International, Inc., and Stelter & Brinck, Ltd.

Ryson International, Inc.

Ryson is a U.S. manufacturer of vertical conveying solutions designed to optimize space and enhance reliability in material handling systems. Its portfolio includes a wide range of bucket elevators. They also offer spiral conveyors that are ideal for consumer-packaged goods and warehousing environments.



Ryson is based in Yorktown, Virginia. Ken Rygh, marketing manager, is the company's primary PEMA representative. [Visit the company website to learn more.](#)

Stelter & Brinck, Ltd.

For over a century, Stelter & Brinck has delivered process heating equipment and services. Originally a manufacturer's representative, the company evolved into an equipment manufacturer. Today, with thousands of installations across diverse industries worldwide, it serves everyone from small family-owned businesses to Fortune 100 companies. Its process heating solutions include indirect and direct-fired process air heaters, thermal and catalytic oxidizers, metals industry equipment, combustion systems, general industrial equipment, and system integration.

Stelter & Brinck



Since 1956

Stelter & Brinck's headquarters are in Harrison, Ohio. The company's primary PEMA representative is Tony Brinck, president. [Visit the company website to learn more.](#)

Member Information

Both companies have been added to the [PEMA website](#). Visit the directory for the phone number, email address, social media links, and equipment and service directory links.

From the President

Dear Fellow PEMA Members,

We are approaching fall, students are going back to school, and PEMA is getting ready for Fall Meeting and planning for 2026.

At our recent Executive Committee retreat in Chicago, Illinois, we developed a budget to guide PEMA into 2026 despite potential uncertainties. We celebrated 40 successful years of management by Association and Society Management International and reaffirmed negotiations for future years. Additionally, we updated the PEMA Balanced Scorecard, which strategically guides the organization.

Emerging Leaders Program – A PEMA Success Story

Last year, PEMA launched the Emerging Leaders Program during the Fall Meeting. The first cohort will graduate 17 during the upcoming Fall Meeting. A second cohort of 19 emerging leaders from PEMA member companies will begin the program with their first two sessions, one before and one after the PEMA Fall Meeting.

While updating the strategic plan, it was noted that this important new program touches all four quadrants of Balanced Scorecard: Financial, PEMA Processes, Member Perspective, and Learning & Growth.

I especially want to thank Kyle Rhodes for his tireless efforts in establishing this program. PEMA staff have stepped up to manage the expanding responsibilities of this growing program. I also express my gratitude to Beth Armstrong for her expertise in program development.

PEMA Strategic Plan – A Balanced Scorecard

While in Chicago, we thoroughly reviewed and updated the PEMA Strategic Plan. We affirmed and upheld the measurements in the Financial quadrant, including a target of 85-90 paid members. Further, the Non-Dues Revenue Task Force was tasked with a goal to generate \$30,000 from new non-dues sources.

Under PEMA Processes, the group identified minor changes. Emphasis will be placed on ongoing promotion of programs to a wider audience through digital networks as a key medium.

The Member Perspective quadrant was updated to adjust goals to reflect ongoing evaluation and refinement of the Emerging Leaders Program.

Within the Learning & Growth quadrant, officers noted the ongoing focus on diversity within PEMA to maintain relevance for a wide range of engaged members.

Upcoming Meetings

PEMA meetings are one of the highest-rated benefits. Beyond the educational value, PEMA meetings



Robert Bunting, President & CEO, Bunting, 2025 PEMA President

provide opportunities to meet and network leaders in the bulk solids machinery manufacturing industry. Having a network that is only a phone call or text away to help problem-solve is invaluable. And those are the types of relationships that can be built at a PEMA meeting.

Fall Meeting in Providence, Rhode Island, is just around the corner, September 8-9. I hope I will see you there. Also, begin planning to attend the 2026 Annual Meeting in Bonita Springs, Florida, March 4-7, 2026. Next year's Fall Meeting will be in Cincinnati, Ohio, and dates will be announced soon.



PEMA Membership Chair Jeff Soldan (Bauermeister) visited the White House Press Room at the end of June... he may have made a brief statement about the value of the Process Equipment Manufacturers' Association!

PEMA Members Gather in Providence for PEMA Fall Meeting

PEMA members will gather in Providence, Rhode Island, from September 8 to 9 for the PEMA Fall Meeting. This meeting will launch the second cohort of the Emerging Leaders Program, with participants attending some sessions and participating in two exclusive sessions—one just before and one after the Fall Meeting.

Meeting Topics

The meeting features three speakers who will cover topics on AI, the economy, and growth strategies.

Marc Emmer, president of Optimize, Inc., and author of *Momentum: How Companies Decide What to Do Next*, will help leaders in navigating the complexities of a constantly changing environment. He will cover growth strategies, market positioning, and value propositions for growth.



Jon Lakefish, founder of the Lakefish Group, will demystify artificial intelligence during a fast-paced



90-minute session. With live demonstrations, audience input, and real-time collaboration, he 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.

Lauren Saidel-Baker, of ITR Economics, will present the annual economic outlook and explain what the leading indicators are saying about 2026. The presentation will cover markets specific to PEMA members along with inflation, interest rates, risks, upside potential, and the ITR Economics' extended outlook for the 2030s, where appropriate.



Meeting Favorites

A PEMA meeting would not be a PEMA meeting without Breakfast Roundtables and Member Company Profiles. This meeting will provide a roundtable session, a company profile of Prater Industries Inc., an Informa update, and the PEMA General Business Meeting.

Register Today

Learn more about the meeting and register on the [PEMA website](#).

Not Attending the PEMA Fall Conference?

We will miss You!

But, PEMA has you covered.

Presentations will be posted on the website's Members' Area, and summaries of the sessions will be included in the next newsletter.



PEMA members spotted in the wild! Rod Henricks (Coperion), Bill Werra (C&W DustTech), and Steve Becker (Kice) rendezvoused for dinner in Wichita on May 19.

PEMA Fall Meeting Roundtable Topics

Get ready for the Fall Meeting. Think about these Roundtable topics and be ready for the discussion.

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's 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 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 a strategy? How often are you correcting course on your three-to-five-year plan versus your current year plan? How do you continue to build 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?

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PEMA Meeting Calendar

Contact Meetings Director *Michelle Savoie, CMP* for more information.

Sept. 8-9, 2025 – Fall Meeting, The Graduate, Providence, Rhode Island.

March 4-7, 2026 – Annual Meeting, Hyatt Regency Coconut Point, Bonita Springs, Florida.

Sept. 14-15, 2026 – Fall Meeting, Cincinnati, Ohio.

Emerging Leaders Program



Members of the PEMA Emerging Leader Program Committee enjoy the inaugural delivery of Session 5 on May 1. Shown here L-R are PEMA Membership Director Charlie Ingram, Session 5 Instructor Rich Gaffney (Sentry Equipment), ELP Chair Kyle Rhodes (MPI), and Session 4 Instructor Chuck Kerwin (AZO, retired).



PEMA Emerging Leader Session 5 Faculty Rich Gaffney (Sentry Equipment) and Nathan Petrie (IAC) with Program Chair Kyle Rhodes (MPI) on May 1 in Rosemont. They are shown after the introductory segment to ascertain session goals for each participant.



PEMA Emerging Leaders Program Session 5 (on Leadership) took place at the DoubleTree Hilton in Rosemont, Illinois, immediately following the Powder Show on May 1. Foreground: Ben Mueller (Dupps), James Johnson (Triple/S), Austin Knepp (Jacob Tubing), and Maggie Sweeney (Piovan) engage in a small group discussion. Background: Session faculty Nathan Petrie (Industrial Accessories) and Rich Gaffney (Sentry Equipment) go over material.



Emerging Leaders used Vandelay Industries as a case study during Session 6 to assess strategic directions and build a Balanced Scorecard on July 15 in Chicago.



Bill Werra (C&W DustTech) and Tony Thill (Lorenz Conveying Products) provided the PEMA Emerging Leaders Class of 2025 a preview of the final session on Strategic Formulation as session 5 wrapped up on May 1 in Rosemont.

PEMA Member Company News

Cyclonaire Adds Corey Egger to Business Development Team

In June, Corey Egger joined Cyclonaire's Business Development Team after a thorough search for a seasoned professional in bulk material handling. He brings a wealth of experience in technical sales, systems engineering, and project management, specifically within pneumatic conveying solutions. He holds a degree in Industrial Engineering from Kansas State University and previously studied physics at Fort Hays State University. [Learn more.](#)

French Oil Mill Machinery Company

Celebrates 125 Years
In May, the French Oil Mill Machinery Company celebrated its 125th year in business, marking a rare legacy of continuous family ownership. Founded in 1900 by Alfred Willard French, Sr., the company has grown from a pioneering engineering endeavor into a global manufacturer of custom hydraulic presses and processing equipment used in the composite, laminate, oilseed, plastic, and rubber industries. [Learn more.](#)

Kyle Rhodes Takes Over for Michael C. Hadjinian at MPI

In June, Michael C. Hadjinian officially retired from his role as president of Magnetic Products, Inc., after seven years of leadership. Kyle Rhodes, the second member of the Rhodes family to lead the company, succeeded him. His father, Keith, founded MPI over 40 years ago. [Learn more.](#)

PiovanGroup North America Announces New COO

Effective April 14, 2025, Jonathan Lashley was promoted to chief operating officer of PiovanGroup North America. Since joining the company in 2013, Jon has brought vision, innovation, and dedication to Piovan's digital and operational transformation. As COO, he will lead regional operations and technology across North America. [Learn more about PiovanGroup North America.](#)

TerraSource Global Acquired by Astec Industries

On April 29, Right Lane Industries, a privately held industrial holding company, announced that it has signed an agreement to sell TerraSource Holdings LLC to Astec Industries. TerraSource, based in Saint Louis, is a leading provider of material handling equipment and related aftermarket parts and services for crushing and separating applications worldwide. The deal was finalized on July 1, 2025. [Learn more.](#)

Wm. W. Meyer and Sons Rebrands to Meyer Made

On April 18, Wm. W. Meyer unveiled its new brand identity: Meyer Made. As Meyer Made, the company introduces a new refined mission: to deliver transformative value through expertly engineered systems and custom solutions. With the rebrand, the company aims to become a global leader in custom-engineered components and systems across various industries, including bulk material handling. [Learn more about the rebranding.](#)

Remembering Robert (Bob) Bunting, Chairman and Owner of Bunting Magnetics

With sadness, PEMA shares the news that Robert (Bob) Bunting, the chairman and owner of Bunting Magnetics, passed away on June 17, 2025. Born in 1949, he started working in sales in 1975 at Bunting, a company founded in 1959 by his parents.

Under Bob Bunting's leadership, the company expanded its global footprint, establishing operations in the United Kingdom, China, and Australia, along with additional facilities across North America. He preserved Bunting's identity as a family-owned business while championing innovations that

positioned the company as a trusted partner to manufacturers and producers in a wide range of industries worldwide.

Bob is survived by his wife, Barbara; his daughter, Molly; his son, Robert Bunting Jr., who is the current president and CEO of Bunting; three sisters; and many grandchildren, nieces, nephews, and extended family.

His funeral mass was held on June 27 in Newton, Kansas. In lieu of flowers, memorial donations in Bob's name may be made to [St. Mary Catholic Church](#) (Newton, Kansas), or [Mayo](#)

[Clinic](#) (Rochester, Minnesota).

[A tribute to Bob](#) is on the Bunting website. [Read the obituary.](#)



The Most Expensive Day EVER – Why Experience Trumps Everything

Session Recap from the Spring Meeting

At the Spring Meeting, PEMA members heard an engaging and thought-provoking presentation from Kelly Riggs, founder of Business LockerRoom, Inc., on the power of creating an unmatched customer experience to drive sales success. Drawing on his professional journey, Riggs illustrated how companies can command premium pricing in competitive markets—not by lowering costs, but by delivering distinctive value that customers can feel, remember, and trust.

The Power of Experience

Riggs opened with Disney World as an example, a theme park that consistently earns top dollar for admission despite competing in a crowded market. Disney knows what its customers want, delivers it flawlessly, and charges full price for it. The key isn't just the rides—it's the memories, the service, and attention to every detail of the experience.

He challenged members to ask themselves: Does the lowest price guarantee the best result, the most attentive support, or the most memorable experience? For most customers, the answer is no, and many are willing to pay more for “white glove” service that solves problems and makes the process easier.

Common Sales Mistakes

One of Riggs' central points was that too many companies lead with product knowledge when training new salespeople. This immersion in technical details, he warned, fails to equip them to sell outcomes. Instead, he recommended embedding new hires with customers, exposing them to working units, and developing a playbook of real success stories. This approach enables salespeople to connect customer problems with proven solutions, creating

conversations centered on value rather than price.

Riggs also addressed the dangerous habit of lowering prices simply because a customer asks. As he put it, “It's like wearing a sticker on your forehead that says, ‘We lowered our prices—because you asked us to.’”

Sales Truths

Riggs summarized his philosophy into three essential truths:

- 1. Customers buy value, not products.** They buy what products do for them—their outcomes.
- 2. Value is defined by the customer.** Meeting expectations alone does not differentiate you; if every vendor can meet expectations, price becomes the deciding factor.
- 3. Buying decisions are emotional.** Logic plays a role, but emotions drive the final choice.

“Value is solving a chronic problem or issue. If you have the remedy, customers will be all over it. Talk about the problem, not your product.”

Defining “Ease of Doing Business” Value

Riggs outlined three dimensions that create perceived value beyond the product itself:

- Productivity:** Time savings, reduced effort, fewer hassles, improved organization, and simplification.
 - Access:** Availability, variety, and configurability.
 - Relationship:** Responsiveness, expertise, cultural fit, stability, risk reduction, and flexibility.
- These elements, he noted, are often overlooked yet play a critical role in

influencing purchasing decisions.

Radical Customer Experience

Riggs challenged PEMA members to reimagine their customer experience from start to finish—delivery, set-up, in-service support, proactive maintenance, and problem ownership. He used Chick-fil-A as an example of a company that commands the highest prices in its industry, not because of an unbeatable product, but because of exceptional service backed by significant investment in training.

He also recommended Simon Sinek's *Start with Why*, which explores how great leaders inspire action—a principle that applies equally to sales and leadership.

Final Takeaways

Riggs concluded by urging members to rethink their onboarding, training, and recruitment practices to enable a sales team that can consistently predict and deliver results. Respect and trust are built when a salesperson first understands the customer's problem before attempting to sell a solution.

The key conclusions are:

- The speed, sequence, and focus of sales training have a dramatic impact on sales success.
- Information alone is not value.
- The delivery and experience of your solution are often the most underappreciated aspects of value.

PEMA members can continue exploring these strategies through Riggs' Sales [UN]training podcast: <https://linktr.ee/salesuntraining>.

How Did You Rate the 2025 Spring Meeting?

The PEMA Annual Meeting was held at The DoubleTree Hilton in Rosemont, Illinois, May 1-2, 2025. Meeting evaluations were received from 35 individuals. Seventy-eight percent of the respondents stated that they gained specific ideas/concepts from the meeting that could be directly applied to their job and/or company.

Spring Meeting Elements

On a 4-point scale, attendees scored the following aspects of the event. The findings indicate that PEMA’s meeting formula needs no adjustment.

- 3.40 Speaker: Kelly Riggs
- 3.31 Informal Info Exchange
- 3.28 Program Content
- 3.23 Roundtable: Sales Reps
- 3.14 Program Structure
- 3.14 Meeting Length
- 3.14 Cost-Value-Benefit

Special Question on Future Spring Meeting Structure

Feedback was requested on a proposed schedule change for the Spring Meeting pattern. Participants were asked whether they would attend if the Spring Meeting is held on Monday afternoon or evening, before the Powder Show starts, with breakfast roundtables on Tuesday morning. Fifty-five percent said yes. Fifteen percent said they would not attend. Thirty percent were unsure if they would attend.

PEMA Members In Action at Spring Meeting



Rob Ward (Russell Finex), Jim Egan (General Kinematics), and Bill Werra (C&W DustTech) enjoying camaraderie at the PEMA Spring Meeting May 1 in Rosemont, Illinois.



Rob Ward (Russell Finex), Colby Bowman and Chris Nawalaniec (both Stedman Machine Company), Andy Forrester and Alex Norton (both Thayer Scale) enjoyed the PEMA Spring Meeting program May 1-2 in Rosemont, Illinois.

Chuck Mitchell (Carrier Vibrating Equipment), Kelly Riggs (Business LockerRoom Inc.), Robert Bunting (Bunting), and Travis Young (Vortex Global) are shown here following Kelly’s thought-provoking talk titled “The Most Expensive Day Ever: Why Experience Trumps Everything.” The session focused on helping PEMA members connect their sales force to actual company operations.



continued on page 9

PEMA Members In Action at Spring Meeting

continued from page 9

A selfie shot in an elevator between PEMA 2025 Spring Meeting sessions turned into an excellent demonstration of how to use AI to generate photo captions. Here's a result of Beth Armstrong's photography skills and Bill Werra's AI finesse, unsuspecting PEMA Membership Director Charlie Ingram as the subject:

1. Playful & Silly:

"The elevator ride was only 30 seconds... but Charlie managed to tell three stories, pitch a new committee, and solve a supply chain issue."

2. Classic Dad Joke Vibe:

"When you realize the real post-PEMA networking happens in 7 square feet of elevator space... Charlie came prepared."

3. Punny:

"After the social, Charlie really elevated the conversation."

4. Dry Humor:

"We told Charlie the afterparty was exclusive. He took that to mean 'inside this elevator.'"

5. Conference Humor:

"Trade show tip #42: Always ride the elevator with Charlie. You'll leave with laughs, leadership insights, and probably a new committee assignment."

6. Over-the-Top:

"Some say Charlie never left the elevator. He's still there... solving the industry's biggest problems one floor at a time."

7. PEMA Insider Humor:

"The social may have ended, but Charlie's still working the room—this time, it's 6x6 and moves vertically."

8. Lighthearted LinkedIn-Friendly:

"You haven't truly networked at PEMA until you've ridden an elevator with Charlie. Insights, jokes, and maybe a membership form—always on brand."

9. For LinkedIn with a team shoutout vibe:

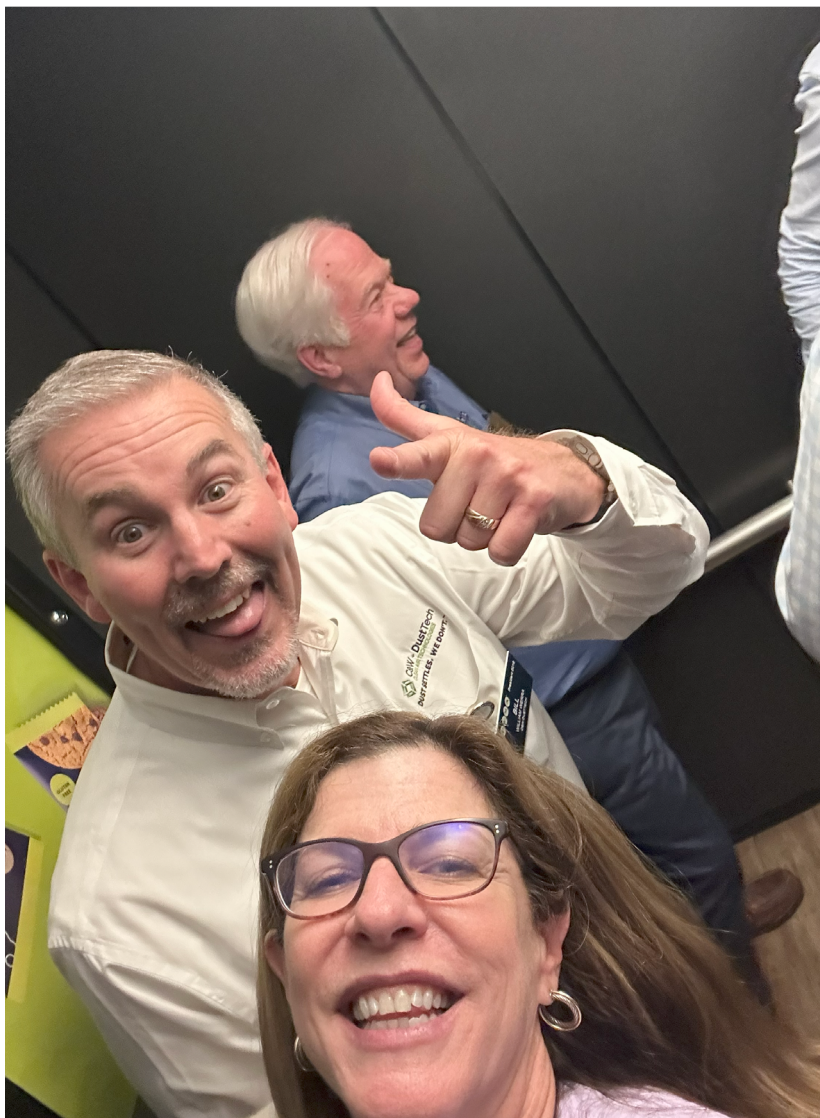
"Wrapping up a great PEMA Spring Meeting with a strong finish... in the elevator! Thanks to Charlie for keeping the energy (and stories) going long after dinner."

10. More Direct/Playful:

"Charlie doesn't believe in downtime. He used the elevator to pitch three ideas, two committees, and a new vision statement. Respect."

11. Full-on inside PEMA joke:

"Word on the street is Charlie's launching a new subcommittee: Elevator-Based Engagement Strategies. Membership currently at 3."



International Powder & Bulk Solids Show



PEMA's keg party is a popular tradition and creates a vibrant buzz on the Powder Show floor. Thanks to Informa for providing refreshments.



Tom Bowen (SWECO), Travis Young (Vortex Global), and Craig Macklin (Cleveland Vibrator) reconnect in the PEMA booth onsite at the Powder Show in Rosemont, Illinois.



John Winski and Rod Henricks (both with Coperion) take a break in the PEMA booth.

Business Resources and Updates

K-State's Bulk Solids Tech Center Offering Dust Collection Fundamentals Course

Kansas State University's Advanced and Bulk Solids Technology Center is offering a three-day short course on Dust Collection Fundamentals and System Design. The course will be held October 7-9, 2025, at the Olathe, Kansas, campus. Registration closes on September 30. [Learn more.](#)

Registration Is Open K-State Olathe Leadership Series for Manufacturing Professionals

Manufacturing professionals in the Kansas City area are invited to join a new continuing education series, Strategies in Manufacturing: Optimizing Your Leadership. The cohort will include supervisors, team leads, and frontline managers in advanced manufacturing. The sessions will take place over four Fridays in October and will help develop essential leadership skills and problem-solving strategies. Register before September 1 to take advantage

of an early-bird discount of \$200 by using code, earlybird_leader. [Learn more.](#)

Wells Fargo Releases Report on New Tariffs

On August 1, Wells Fargo released a special report, Unpacking the New Tariffs & Updating the Tracker. They note that recent announcements have been billed as an "escalation in the trade war. Wells Fargo states, "By our reckoning, the upshot is actually and effective tariff rate of 18%." [Read the report](#) for an updated tariff tracker and Wells Fargo analysis.