

PROGRAM & REGISTRATION INFORMATION



CHEMICAL COATERS
ASSOCIATION INTERNATIONAL



2023 FORUM



May 1 -3, 2023

Wyndham Pittsburgh
University Center
Pittsburgh, PA

ABOUT THE WOMEN IN FINISHING FORUM

The Women in Finishing (WiF) FORUM features a variety of professional development and industry related sessions geared toward women in our industry. Complementing the general sessions is a finishing facility tour, networking opportunities and team building activities. Through unique programming, participants will learn new ways to deal with issues that influence effectiveness, maximize professional impact, build strategies for success, learn about the latest trends in industrial finishing, and much more.

All women who have chosen or are pursuing a career in industrial finishing, from the finishing line to executive management, are invited and encouraged to attend the WiF FORUM.

SCHEDULE OF EVENTS



Monday, May 1

- | | |
|---------|--------------------|
| 6:00 PM | Welcome Reception |
| 7:00 PM | Dinner on your own |

Tuesday, May 2

- | | |
|---------------------|--|
| 7:30 AM | Depart Hotel for Tour |
| 8:00 AM | Facility Tour & Breakfast |
| 9:30 AM | Depart Tour Facility for Hotel |
| 10:15 AM | Welcome – CCAI Overview
Sheila LaMothe
VP Strategic Initiatives
CCAI |
| 10:30 – 11:45 AM | Year of the Rabbit – Who Wins?
Tortoise or Hare?
Chris Kuehl
CCAI Economist
Armada Corporate Intelligence |
| 11:45 AM – 12:30 PM | Lunch |
| 12:30 – 1:30 PM | Color Trends in Finishing
Misty Yeomans
Color Styling Manager,
Americas Automotive
PPG |
| 1:30 PM | Break |
| 1:45 – 2:45 PM | The Role of Automation in Finishing
Hope Dollarhide
Project Engineer
FANUC America Corporation |
| 3:00 – 5:00 PM | Team Building Exercise |
| 5:45 – 6:15 PM | Complimentary Business Portraits |
| 6:30 PM | Networking Reception & Dinner |

Wednesday, May 3

- | | |
|-----------------|--|
| 7:30 – 8:15 AM | Breakfast |
| 8:15 – 9:30 AM | Why Mentoring Matters
Dr. Audrey Murrell
Professor Business Administration
University of Pittsburgh |
| 9:30 AM | Break |
| 9:45 – 11:00 AM | My Journey to Leadership Panel
Shelley Verdun
Business Manager, Powder Coatings
Americas Region
PPG

Angela Kokesh
Sr. Manufacturing Engineering Manager
Life Fitness

Holly Gotfredson
President
Finishing Dynamics

Madeline Lux-Wells
Production Manager
Bean's Best Manufacturing LLC |
| 11:00 AM – Noon | Building Your Personal Business Plan
Julia Murray
VP Global Marketing Communications
MacDermid Alpha Electronics Solutions |
| Noon | Closing Lunch |
| 1:00 PM | WiF FORUM Concludes |

*Schedule subject to change.

PROGRAM DESCRIPTIONS

Facility Tour

We will tour a local finishing-related facility to see their operations first-hand, learn about their processes, products, and more.

The Year of the Rabbit – Who Wins? Tortoise or Hare?

Chris Kuehl
CCAI Economist
Armada Corporate Intelligence

The economy is suddenly transitioning faster than expected. Inflation seems to be fading and that may reduce the recession threat. However, the old issues of supply chain and workers shortage remain, and both drive higher prices. Is reshoring real and does that alter the future of manufacturing?



Color Trends in Finishing

Misty Yeomans
Color Styling Manager,
Americas Automotive
PPG

Using PPG's 2023 presentation, Reflection, as a guide, Misty will highlight the latest direction on color and design. She will explain how trends influence us as individuals, how they are carried throughout the various end-markets and will showcase the 2023 color of the year.



Networking Events

The FORUM will begin with a Welcome Reception giving attendees the opportunity to meet and socialize with fellow FORUM participants during this casual event. Tuesday evening will feature a Networking Reception and Dinner offering attendees the chance to continue conversations about the day's sessions in a relaxed environment.



The Role of Automation in Finishing

Hope Dollarhide
Project Engineer
FANUC America Corporation

Let's talk automation! This session will cover a variety of automation topics with a particular focus on robots and their application in various areas of the finishing industry. The typical reasons for hesitation along with the benefits of implementing automation will be discussed. Different types of programming tools, knowledge/safety requirements, as well as identifying processes where automation can be helpful will be addressed. The session will conclude with a discussion on where the industry is heading and the future of automation.



Team Building Exercise

Get to know and connect with your fellow FORUM participants in a different light during our team building exercise. In addition to being fun, team building exercises develop leadership, problem solving and communication skills. Collaborate with your team members and develop a plan to reach the defined goal.



Complimentary Business Portraits

There are many situations where a selfie just won't do. A professional photo is a must have regardless of your job function. If you don't have a headshot or need an updated photo, you can have a complimentary business photo taken at the WiF FORUM.

"This was one of the most beneficial conferences I have ever been to. I learned so much and felt this was a time of professional development and networking."

- Previous WiF FORUM Attendee

PROGRAM DESCRIPTIONS

Building Your Personal Business Plan

Julia Murray
VP Global Marketing
Communications
*MacDermid Alpha
Electronics Solutions*



A business plan is commonplace in the corporate world. It is a critical roadmap that outlines a company's goals and objectives and how they will be achieved. Like any business, WE are the writers of our own journey, and the principles of that all-important business plan can and should be applied to powering your personal path. In this session you will learn how to create a personal plan based on five core business concepts: 1. A vision anchored in core values. 2. A strategic plan with milestones. 3. A SWOT analysis with a 360 plus 3D view. 4. Risk management to manage the controllable. 5. Smart goals.

Why Mentoring Matters

Dr. Audrey Murrell
Professor Business
Administration
University of Pittsburgh



Dr. Murrell will provide an overview and discussion on the power of effective mentoring relationships and well-designed mentoring programs to support organizational efforts toward diversity, equity, and inclusion along with the impact of effective leadership development. This talk will include examples from her research and consulting with organizations on how to leverage the power of effective mentoring.

My Journey to Leadership Panel



Shelley Verdun
Business Manager,
Powder Coatings –
Americas Region
PPG



Angela Kokesh
Sr. Manufacturing
Engineering Manager
Life Fitness



Holly Gotfredson
President
Finishing Dynamics



Madeline Lux-Wells
Production Manager
*Bean's Best
Manufacturing LLC*

A FORUM favorite, this moderated panel discussion features women in a variety of leadership roles within the finishing industry sharing their career journeys. Learn about the challenges they faced and how they overcame them, as well as tips you may be able to apply to your own career pursuits. Our panelists have diverse backgrounds to provide perspective from both technical and non-technical viewpoints. This session will be interactive, allowing ample time for questions and answers.

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REGISTRATION INFORMATION

Registration Fees

CCAI-WiF Member: \$525

Non-Member: \$625

Group Discount: Register two or more people from the same company at the same time to receive the group discount. The first registrant pays the full registration fee and each additional attendee receives a 10% discount.

Fee Includes:

- Welcome Reception
- Transportation to/from tour facility
- Admission to all event presentations
- Team building exercise
- Refreshment breaks
- Breakfast, lunch & dinner on Tuesday
- WiF FORUM shirt
- Breakfast & closing lunch on Wednesday

Cancellations & Substitutions

Cancellations received 30 days prior to the start of the event will receive a refund of registration fees less a \$50 processing fee. Registrations cancelled within 30 days are non-refundable.

Name substitutions are always permitted at no cost.

Not a Member?

Join today and save money on your registration fees. An individual CCAI membership is just \$95 and includes your Women in Finishing membership!

[CLICK HERE](#) to join!

Hotel & Travel

Wyndham Pittsburgh University Center

100 Lytton Avenue

Pittsburgh, PA 15213

Phone: 412-682-6200

Room rate: \$169 plus tax

Rate includes: Complimentary Wi-Fi, 24-hour access to fitness studio & indoor pool, hair dryer and coffee.

Parking: \$29 per night

[CLICK HERE](#) to make your hotel reservation! You do not need to enter any codes to get our rate; it should note Women in Finishing FORUM – 2023 next to the rate.

Our discounted group rate is available through April 10, based on availability.



Complete Event Details

Full event details can also be found on the Women in Finishing website. [CLICK HERE](#) to review the details online.

How to Register

[CLICK HERE](#) to register now!

Elizabeth Teska Women in Finishing FORUM Scholarship

Established to honor the memory of one of WiF's first official members, the **Elizabeth Teska Women in Finishing FORUM Scholarship Program** aims to support women in the industrial finishing and coatings industry by expanding their opportunity to participate in WiF programs. Specifically, the scholarship will enable more women to participate in the annual WiF FORUM by covering registration fees and accommodation costs for two nights for up to two successful applicants annually. Recipients are selected by the CCAI Finishing Education Foundation Board of Directors.

Eligibility:

- Must be a woman currently involved in the industrial finishing and coatings industry. Priority consideration given to CCAI/WiF members.
- Submissions from individual applicants and nominations accepted.

[CLICK HERE](#) for more information and to apply or to nominate someone.

Application deadline is March 15.