



# Women in *Finishing*

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ASSOCIATION INTERNATIONAL

# 2024 FORUM

5TH ANNIVERSARY



**April 15 - 17, 2024**

Drury Plaza Hotel Orlando- Disney Springs® Area  
**Orlando, FL**



**PROGRAM & REGISTRATION INFORMATION**



## 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 plant tour, networking opportunities and team building activities. Through unique programming, participants will learn new ways to deal with issues that impact 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, APRIL 15

- 5:00 PM **Speed Networking & Welcome Reception**
- 7:00 PM **Dinner on your own**

### TUESDAY, APRIL 16

- 7:30 AM **Depart Hotel for Plant Tour**
- 8:00 AM **Plant Tour**
- 9:30 AM **Depart Tour Facility for Hotel**
- 10:15 AM **Welcome**  
**Sheila LaMothe**  
VP, Strategic Initiatives, CCAI
- 10:30 AM **The Winning Formula: Performance, Image, and Exposure**  
**Ginger Zumaeta**  
CEO, Motive 3
- 11:45 AM **Lunch**
- 12:45 PM **Advancing Architecture: Exploring Coatings in Construction**  
**Fiona Levin-Smith**  
VP Marketing & Specification, IFS Coatings  
**Holly Gotfredson**  
President, Finishing Dynamics
- 1:45 PM **Break**
- 2:00 PM **Innovations in Manufacturing and Opportunities with AI**  
**Nancy Diaz-Elsayed**  
Assistant Professor Mechanical Engineering, University of South Florida  
**Purvee Bhatia**  
Ph.D. Candidate, Smart and Sustainable Systems Lab, University of South Florida
- 3:30 PM **Team Building Exercise at Disney Springs**
- 6:00 PM **Networking Dinner at Disney Springs**

### WEDNESDAY, APRIL 17

- 8:00 AM **Creative Thinking Strategies to Break Through Roadblocks**  
**Chantel Soumis**  
Head of Marketing, Steelhead Technologies
- 9:15 AM **Break**
- 9:30 AM **My Journey to Leadership Panel**  
**Fiona Levin-Smith**  
Vice President Marketing & Specification, IFS Coatings  
**Noemi Arraya**  
Director Operations & Talent Management, GAT Finishing Systems  
**Jessica Moskow**  
Powder Coat Manager, Professional Plating  
**Jane Knoblock**  
Business Development Manager, Raphael Industries
- 11:00 AM **Building Partnerships to Create Mutual Success**  
**Sauna Walwood**  
Key Account Manager, PPG
- 12:00 PM **Closing Lunch**
- 1:00 PM **WiF FORUM Concludes**

\*Schedule subject to change.



# FEATURED PRESENTATIONS

## The Winning Formula: Performance, Image, and Exposure

### **Ginger Zumaeta**

**CEO**

*Motive 3*

Three-time Emmy award winning writer and producer, and former NBC executive, Ginger Zumaeta has helped hundreds of companies – from emerging startups to Fortune 500 leaders – to develop positioning strategies that captivate customers and clients. Ginger also uses her experience in storytelling and persuasion to train corporate teams to move high stakes work forward through presentations grounded in narrative story structure backed by brain science.



Considering that success often hinges on more than just hard work, Ginger will deliver a transformative talk tailored for women in the finishing industry. She will lead the group in an exploration of the powerful trifecta of performance, image, and exposure, and will demonstrate how to use this dynamic framework to propel your career forward, regardless of where you are at this point.

## Advancing Architecture: Exploring Coatings in Construction

### **Fiona Levin-Smith**

**Vice President Marketing & Specification**

*IFS Coatings*

### **Holly Gotfredson**

**President**

*Finishing Dynamics*

Let's look into the what, where and why of coatings in architecture. Discover where performance coatings fit in, where colors and effects are important, what's changed and what's changing, and how sustainability efforts are making an impact on the architectural coatings market. This presentation will address both powder and liquid coatings.



## Innovations in Manufacturing and Opportunities with AI

### **Nancy Diaz-Elsayed** Assistant Professor

*Mechanical Engineering University of South Florida*

### **Purvee Bhatia**

*Ph.D. Candidate, Smart and Sustainable Systems Lab*

*University of South Florida*

Manufacturing is constantly evolving. The integration of data analytics, cloud computing, the Internet of Things (IoT), and artificial intelligence (AI) throughout manufacturing operations has had a transformational effect on the industry, optimizing resource allocation, reducing waste and defects while enhancing efficiency. AI is permeating our professional and personal lives but what exactly does that mean? We will explore the potential of AI in manufacturing, the benefits of AI tools like ChatGPT, and take a look at how they might influence our personal lives. We will also examine how the growing adoption of automation and AI, combined with a critical need for knowledge-based workers will create increased opportunities for women in manufacturing.



*"A great conference! I have never walked away from a conference feeling so happy and satisfied. A wonderful group of people."*

**- Previous WiF FORUM Attendee**



# FEATURED PRESENTATIONS

## Creative Thinking Strategies to Break Through Roadblocks

### **Chantel Soumis**

*Head of Marketing  
Steelhead Technologies*

This engaging session explores the transformative potential of creative thinking in overcoming roadblocks. We will delve into the art and science of creative problem-solving, examining how innovative approaches can be harnessed to navigate obstacles and propel success. Through real-world examples and practical insights, you will gain a deeper understanding of how fostering a creative mindset can surmount challenges and spark new opportunities. Discover how to inspire creativity within yourself and your team, turning roadblocks into steppingstones toward achievement. Be prepared to unlock the full potential of your imagination and embrace a fresh perspective on problem-solving. Chantel will leave you inspired, motivated, and equipped with actionable strategies to conquer any roadblock that comes your way.



## Building Partnerships to Create Mutual Success

### **Shauna Walwood**

*Key Account Manager  
PPG*

Growing business relationships into partnerships elevates the professionalism you bring to the work you do while also creating opportunity. Learn how to identify key stakeholders in your sphere of influence and how to grow your existing relationships to bring mutual value and success. This presentation is not just for sales folks! Shauna will share real examples from her career and apply those to a variety of roles in the finishing industry.



## My Journey to Leadership Panel



### **Fiona Levin-Smith**

*Vice President Marketing  
& Specification  
IFS Coatings*



### **Noemi Arraya**

*Director Operations &  
Talent Management  
GAT Finishing Systems*



### **Jessica Moskow**

*Powder Coat Manager  
Professional Plating*



### **Jane Knoblock**

*Business Development  
Manager  
Raphael Industries*

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.

*"One of the best business forums that I have attended.  
From the attendees to the speakers, it was informative and fun!"*

**- Previous WiF FORUM Attendee**



# ACTIVITIES



## Networking Events

### Speed Networking and Welcome Reception

The FORUM will begin with Speed Networking and a Welcome Reception. A new addition to the program, Speed Networking is a fun and creative way to meet and learn about fellow FORUM participants. You will have the chance to socialize with your new connections during the Welcome Reception which follows the exercise.



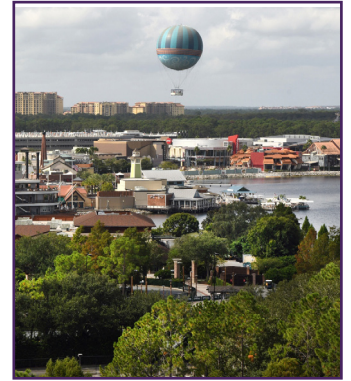
### Networking Dinner

Immediately following the team building exercise, Tuesday evening will feature a networking dinner at Planet Hollywood in Disney Springs. Continue conversations with fellow attendees about the day's sessions and activities in a relaxed environment.



## Team Building Exercise

Get to know and connect with your fellow FORUM participants in a different light while exploring Disney Springs 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.



## Plant Tour

We will tour a local manufacturing plant where we will see their finishing operations first-hand, learn about their processes, products, and more.



## 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.

*Time and location to be announced on-site.*

**Register now at**  
**womeninfinishing.org/FORUM**



# REGISTRATION INFORMATION

## Registration Fees

**CCAI-WiF Member:** \$525

**Non-Member:** \$675

**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:

- Speed networking & welcome reception
- Transportation to/from plant tour
- Admission to all event presentations
- Refreshment breaks
- Lunch & dinner on Tuesday
- Team building exercise
- WiF FORUM t-shirt
- 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 \$125 and includes your Women in Finishing membership!

[CLICK HERE](#) to join!

## Hotel & Travel

### Drury Plaza Hotel Orlando - Disney Springs® Area

2000 Hotel Plaza Boulevard  
Lake Buena Vista, FL 32830

**Room rate:** \$169/King  
\$199/2 Queens – space limited

**Rate includes:** Complimentary hot breakfast, Happy Hour drinks & snacks; complimentary Wi-Fi; 24-hour access to business center, fitness center & pool.

**Parking:** \$15 +tax per night

[CLICK HERE](#) to make your hotel reservation! Our group rate should be pre-populated with group code 10067311 and it should note Chemical Coaters Association International under the group code.

Hotel cut-off date is March 22, 2024. Our group rate will only be available until this date or until our group block sells out.



## 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 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 accommodations costs for successful applicants. 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 first time attendees and 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 February 23.**



# THANK YOU TO OUR SPONSORS!

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