

PEMA® 2018 FALL MEETING
Charlotte Marriott City Center • Charlotte, North Carolina
September 10-11, 2018

PROGRAM

MONDAY • SEPTEMBER 10, 2018

10:30 a.m. – 12:45 p.m. BOARD OF DIRECTORS MEETING
CITY CENTER BOARDROOM

12:45 p.m. REGISTRATION
CHARLOTTE D FOYER

1:30 p.m. – 3:00 p.m. WHY YOU NEED SOCIAL MEDIA NOW!

CHARLOTTE D

* *Eve Mayer, Speaker, Author and Consultant, EveMayer.com*

* *Levi Sauerbrei, Speaker, Author and Consultant, NerdButler.com*

Social media is changing at the speed of light and every company, no matter the industry or size, is struggling to keep up. In this session, our social media pros will update you on the biggest changes. You will be able to decide which digital media platforms make the most sense for your company to achieve its business goals, and which ones are a waste of time. This session is perfect for all levels of expertise and will use examples of success from PEMA members.

3:00 p.m. – 3:15 p.m. BREAK

3:15 p.m. – 4:45 p.m. UNDERSTANDING THE ABILITY OF YOUR HUMAN CAPITAL

CHARLOTTE D

* *Sandra Langford, President – OAD Atlanta, [Organizational Analysis & Development](#)*

Learn how to drive your initiatives and prosperity by recognizing the talent you need, understanding where they will perform successfully and maximizing their talent and ability.

4:45 p.m. – 4:55 p.m. BREAK

4:55 p.m. – 5:20 p.m. MEMBER PROFILE – ERIEZ MAGNETICS

CHARLOTTE D

* *Tim Shuttleworth, President and CEO, [Eriez Magnetics](#)*

Member profiles facilitate synergies and alliances among members and include: Company history, business model, corporate structure and company challenges and how those challenges were overcome.

5:20 p.m. – 5:40 p.m. UBM TRADE SHOW UPDATE

CHARLOTTE D

5:40 p.m. – 6:10 p.m. PEMA BUSINESS MEETING

CHARLOTTE D

* *PEMA President [Bill Werra](#) presiding*

The Business Meeting agenda is behind the red tab in the meeting book.

6:15 p.m. – 7:00 p.m.
2ND/3RD/4TH WARDS FOYER

NETWORKING RECEPTION – *Sponsored by UBM*

7:00 p.m. – 8:15 p.m. DINNER
2ND / 3RD / 4TH WARDS

TUESDAY • SEPTEMBER 11, 2018

7:30 a.m. – 8:45 a.m.
1ST / 2ND / 3RD / 4TH WARDS

BREAKFAST ROUNDTABLES

See Roundtable assignments behind the red tab in the meeting books.

- ① **Strategic Planning.** What approach do you use? What tools are used? How frequently does planning occur? Who participates?
- ② **Lead Generation.** What resources are used by your company to locate potential projects and customers? Is the value of trade shows still there for lead generation? What role does your website play in generating leads? Do you consider website visitors leads? How do you classify or handle them? What are other sources of leads?
- ③ **Using Social Media for Marketing and Sales.** What social media platforms does your company use for marketing and how are they used? For sales, and how are they used? For other functions, and how are they used?
- ④ **Outsourced Engineering.** Does your company outsource engineering? To which country/countries do you outsource? What works and why? What doesn't work and why?

9:00 a.m. – 10:30 a.m.
CHARLOTTE D

THE WINDS OF CHANGE

* *Alan Beaulieu, President, Institute for Trend Research*

Part I – U.S. Forecasting. Alan will identify changes in the U.S. – such as tax laws, immigration, wages, the overall labor market and potential tariffs – that carry the potential for changing the world and impacting your business.

Part II – Global Forecasting. Global changes that could affect your business, including the shift in China away from free enterprise back to state owned enterprises and the potential outcome for NAFTA, will be addressed.

Part III – Forecasting Applications. Alan will project what the rest of 2018 looks like for PEMA members' customer industries and geographic markets as well as what to expect in 2019. He will discuss in-depth how to apply U.S. and international leading indicators to the different phases of the business cycle. He also will examine ITR's Phase Management Objectives™.

10:30 a.m. – 10:45 a.m.

BREAK / HOTEL CHECK-OUT

10:45 a.m. – Noon
CHARLOTTE D

THE WINDS OF CHANGE (CONTINUED)

* *Alan Beaulieu*

Noon
CHARLOTTE D

WRAP-UP AND ADJOURN

**Please See Next Page
for the
September 11 Optional Add-on Session**

PEMA 2018 FALL MEETING
Charlotte Marriott City Center • Charlotte, North Carolina
September 11, 2018

Lunch-and-Learn Session:
An In-depth How-to Workshop on Marketing Through Social Media

PROGRAM

TUESDAY • SEPTEMBER 11, 2018

12:15 p.m. – 2:00 p.m.
3RD AND 4TH WARDS

MARKETING THROUGH SOCIAL MEDIA

- * *Eve Mayer, Speaker, Author and Consultant, EveMayer.com*
- * *Levi Sauerbrei, Speaker, Author and Consultant, NerdButler.com*

After participating in Monday's social media overview, you'll understand why your company must leverage social media for business growth. This workshop is for the "do-ers" and provides a deep dive into how your company can take the next steps. The truth is, everyone has questions on how to use social media no matter their level of expertise, and all questions will be answered! This session includes three focus areas:

- ① Social selling with an emphasis on LinkedIn for prospecting.
- ② Video production and marketing for budgets of all sizes.
- ③ Digital marketing focused specifically on B2B and the manufacturing industry.

2:00 p.m. – 2:15 p.m.

BREAK

2:15 p.m. – 3:30 p.m.
3RD AND 4TH WARDS

MARKETING THROUGH SOCIAL MEDIA (CONTINUED)

- * *Eve Mayer and Levi Sauerbrie*

3:30 p.m.

WRAP-UP AND ADJOURN