



2021 PMA Annual Meeting & Supplier Showcase

Saturday, August 7, 2021 - Monday, August 9, 2021

Salt Lake Marriott Downtown at City Creek

75 South West Temple

Salt Lake City, Utah 84101 USA

John Jarvis
Golf Outing
Saturday, August 7

General Annual Meeting
Sunday, August 8 –
Monday, August 9

Supplier
Showcase
Monday, August 9

Hotel Information

Salt Lake Marriott Downtown at City Creek

75 South West Temple
Salt Lake City, Utah 84101 USA

Reservation Deadline: Friday, July 16, 2021

\$209/night Standard King and Double Queen rooms.

Reservations can be made by calling the hotel directly at 801-531-0800. Be sure to identify yourself as a PMA Annual Meeting attendee to receive the group rate.

Visit the PMA website for more information, or to reserve your room online.

General Meeting Information

Attendees: PMA member companies, prospective member companies, press, consultants, academics, former members and spouses/companions are welcome to attend.

COVID Policy: The PMA will be following the local and facility guidelines put in place at the time of the Annual Meeting. Your health and safety are our priority. Please visit: <https://www.visitsaltlake.com/press-and-research/covid-19-updates/> or pmahome.org for further information regarding current orders.

One-Day Registration: Available to non-members and guests; available to PMA members if at least one person from the member company has registered for the full Annual Meeting. This registration does not include evening receptions and meal functions. One-Day Registration is not applicable to Supplier Members attending or staffing the Supplier Showcase on Monday, August 9, 2021.

Student Registration: Students may attend free with student ID, but must register in advance (does not include evening reception and meal functions).

Refunds/Cancellations: Full meeting refunds may be obtained if PMA is notified of the cancellation in writing before July 5, 2021.

Attire: The meeting attire will be business casual. Suitcoats and ties are appropriate for the Monday, August 9 Awards Banquet.

Provided Food: A light breakfast and lunch will be provided to attendees Sunday and Monday – there will be no lunch provided on Saturday afternoon. Dinner will be provided for attendees on Saturday at the Welcome Reception and Monday at the Awards Banquet.

Guest Policy:

- A non-member company eligible for PMA membership attending its first or second PMA meeting will pay the 1st/2nd time guest registration fee for each representative attending.
- Representatives from a company eligible for membership who have attended two meetings as a member or guest will pay a fee equal to the member registration fee plus the minimum PMA annual dues, or the non-member fee.
- Companies who have submitted an application for membership to be acted on at the meeting, or who submit a membership application at the meeting, pay the member registration fee.

Special Rule: It is the policy of PMA that no one shall schedule any event, function or meeting that in any way conflicts with or detracts from scheduled PMA meetings or events. It is also customary that hospitality suites not be scheduled for the duration of the meeting.

Meeting Schedule

Saturday, August 7, 2021

7:00 am – 12:00 pm.....	Registration
6:30 am.....	Golf Departure
7:30 am – 1:00 pm.....	John Jarvis Golf Outing <i>(Shotgun starts 8:00 am)</i>
2:00 pm – 5:30 pm.....	Board Meeting
2:00 pm – 6:00 pm.....	Registration
5:45 pm – 6:30 pm.....	First Timer/ New Member Reception <i>(by invitation only)</i>
6:30 pm – 9:30 pm.....	Welcome Reception*

Sunday, August 8, 2021

7:00 am – 4:00 pm.....	Registration
7:30 am – 8:30 am.....	Breakfast*
8:30 am – 9:30 am.....	Spouse/Guest Gathering
8:30 am – 10:45 am.....	Annual Meeting: - Welcome & Opening Remarks - Business Meeting - Keynote Speaker: David DeLong
11:00 am – 11:45 am...	Featured Speaker: Walt Smith
11:45 pm – 12:45 pm.....	Lunch*
12:45 pm – 1:25 pm	Breakout Session 1
1:35 pm – 2:15 pm.....	Breakout Session 2
2:30 pm – 5:00 pm.....	Annual Meeting: Technical Paper Presentations
4:30 pm – 5:30 pm.....	Past Presidents Meeting

Monday, August 9, 2021

8:00 am – 2:00 pm.....	Registration
7:30 am – 8:30 am.....	Breakfast*
8:30 am – 9:30 am.....	Spouse/Guest Gathering
8:30 am – 11:45 am.....	Annual Meeting: - Failed Parts Team Competition - Regulatory & Legal Information - Emission and Extraction Study Update
11:45 am – 12:45 pm.....	Lunch*
1:00 pm – 1:45 pm.....	General Session Speaker: William McKee
2:00 pm – 5:00 pm	Supplier Showcase & Technical Poster Viewing
4:30 pm – 5:30 pm.....	Board Meeting
6:30 pm – 7:30 pm.....	Reception*
7:30 pm – 9:00 pm.....	Awards Banquet*

*Registered Guests Invited

Keynote Speaker: David DeLong

Closing the Skills Gap: Innovative Talent Solutions for a Changing Workforce

Sunday, August 8, 2021 • 9:30 am – 10:45 am

Like many sectors today, the cast polyurethane industry is struggling with the challenges of recruiting, developing and retaining the workforce needed to sustain and grow operations. This keynote session will deliver practical solutions for tackling the industry's most critical short term and future talent problems.

Specific learning outcomes from this program include:

- The ability to identify and prioritize specific skills & capabilities at risk that threaten business performance.
- How to apply three new tools that improve recruiting for critical jobs.
- Four specific tactics to enhance employee retention that reduce the costs of critical knowledge loss.

Biography: Dr. David DeLong is an author, speaker and president of Smart Workforce Strategies, a consulting firm that helps organizations find solutions to critical skill shortages and risks of knowledge loss. Dr. DeLong is also:

- A research fellow at the MIT AgeLab and has been an adjunct professor at Babson College, teaching MBA's "Leading & Managing Change."
- Author of the widely praised *Lost Knowledge: Confronting the Threat of an Aging Workforce* from Oxford University Press. Also author of *Graduate to a Great Job: Make Your College Degree Pay Off in Today's Market*, based on more than 50 case studies of Millennials who have successfully launched their careers.



Featured Speaker: Walt Smith

The Longest Ride: Succession Planning for Family Businesses

Sunday, August 8, 2021 • 11:00 am – 11:45 am

Winner of the 2016 PMA Lifetime Achievement Award, Walt Smith, will be joining us at the 2021 Annual Meeting to discuss succession planning. The Lifetime Achievement Award is PMA's highest award for esteemed individuals who, throughout their careers, have made extraordinary contributions to the success and stature of the PMA or the polyurethane elastomers industry. Walt was named Iowa Small Business person of the year in 1995 by SBA and honored in person by the President. PMA Past President and active member, Walt Smith, will share his experience for succession planning for family businesses. He has extensive insight into a wide range of company operations and will share perspective from a high-level standpoint on the main stage. Make sure to sit in on one of his afternoon sessions where he will dive further into details.



General Session Speaker: William McKee

How to Win at Internet Marketing

Monday, August 9, 2021 • 1:00 pm – 1:45 pm

Winning the attention and creating new opportunities for sales is the promise of digital marketing. Realizing this promise takes more than marketing strategies and Search Engine Optimization (SEO) tactics. It takes leaders who understand the role that digital marketing plays in reaching and engaging their audiences. We'll be hearing and learning from a 25-year internet marketing veteran about the three plays needed to win at digital marketing.



John Jarvis Golf Outing

This is a fundraiser to support the Mother Cabrini Hospital in Chicago, who cared for PMA Member John Jarvis during his battle with cancer. The location of the John Jarvis Golf Outing is still being finalized. Further information can be found on pmahome.org.



Technical Papers and Posters

Technology is a driving force in the cast urethane industry, leading to new processes and products, refining the established ones, maximizing investments in time, money, talent and materials. Join your peers in staying on top of the trends and ground-breaking discoveries with Technical Paper presentations and poster viewing.



Failed Parts Competition

Teams will evaluate failed parts submitted by PMA members to determine their mode of failure. While the teams compete, an overview of each part will be discussed as well as general failure mechanisms. After discussion, a winning team will be chosen. The room will be open to watch and learn, as well.



Regulatory Information

PMA's Legal Counsel, Don Gallo, joins the EHS-Regulatory and Advocacy Committees to present critical safety and regulatory updates. Tailored specifically for the cast polyurethane market, member companies will learn to comply with government regulations and promote safety, health and the responsible use of chemicals.

Breakout Sessions

Returning this year are breakout sessions! Four interesting topics have been selected representing some of the challenges facing our member companies today. Pick one or two that are most interesting to you, and pull up a chair to seek wisdom and share best practices with your industry peers.

Session 1: Sunday, August 8, 12:45 pm – 1:25 pm
Session 2: Sunday, August 8, 1:35 pm – 2:15 pm

Please be mindful of company information during discussion. Confidential information regarding product, data regarding cycle times, salary, etc. should not be disclosed. Discussions will be centered around high level ideas that have succeeded and challenges during implementation.

For more information and a full description of the Breakout Sessions please visit pmahome.org.

BREAKOUT 1 - Presenter: David DeLong
Title: *Accelerating Leadership Development: Lessons From the Leading Edge*

BREAKOUT 3 - Presenter: Donald P. Gallo, Esq
Title: *Legal Enforcement for Regulatory Compliance, Advance Protections and Community Perceptions*

BREAKOUT 2 - Presenter: Walt Smith
Title: *Continuing the Discussion of The Longest Ride: Succession Planning for Family Businesses*

BREAKOUT 4 - Presenter: Jim Ressler
Title: *Technical Committee Breakout: DOE in Manufacturing*

Supplier Showcase

Monday, August 9, 2021 • Showcase: 2:00 pm – 5:00 pm

Processor Members

The Supplier Showcase provides leading industry market information along with a forum to network while viewing the products and services available by suppliers of raw materials, processing, or other equipment of providers; research laboratories; consultants; trainers; and systems manufacturers.

Supplier Members

Maximize your Annual Meeting investment by promoting your products and services! This is a uniquely valuable opportunity to reach the selective marketplace of Processors that is represented by PMA attendees.

To register for the Supplier Showcase, please visit the PMA website, or contact our office at 414-431-3094 or info@pmahome.org.

Sponsorship Information

Gold Level – \$5,000

All items from the Bronze & Silver Levels, plus:

- Full-page ad in program book (4.5" wide by 7.5" tall)
- Table-tent recognition at Awards Banquet

Silver Level – \$2,500

All items from the Bronze Level, plus:

- Half-page ad in program book (4.5" wide x 3.75" tall)
- Logo item placed in registration bag
- Table-tent recognition at luncheon
- Company logo listed in program book, on the website and on screen during the meeting.

Bronze Level – \$1,000

- Company logo on registration bag
- Table tent recognition at breakfast
- Sponsor ribbon on badge
- Certificate presented at Awards Banquet
- Company name (only – no logo) listed in program book, on the website and on screen during the meeting.

Golf Sponsorship

If your company would like to donate golf-related items to be given to our John Jarvis Golf Tournament attendees, please contact the PMA Office at info@pmahome.org or 414-431-3094. Items may have a company logo.



2021 PMA Annual Meeting – Registration Form

Please register using this page or online at www.pmahome.org

Personal Information:

Attendee Name _____

Company _____

Title _____

Company Address _____

City _____

State _____ Zip _____

Province _____ Country _____

Phone _____

Email _____

Spouse/Companion _____

Spouse/Companion Email _____

Spouse/Companion Mobile _____

First name as it is to appear on badge _____

Spouse/Companion name for badge _____

(if applicable)

Are you a first time attendee? Yes No

Please provide any special dietary or accessibility needs:

Please provide emergency contact information:

Name _____

Phone _____

Registration fees & Payment: (All fees are in US Dollars)

Registration fees for attendees cover the costs of all meeting material, programs, receptions (excluding cash bars), and meal functions. Spouse/Companion fees cover meal functions only. Student fees and one-day registrations do not cover any meal functions.

Full Annual Meeting Fees:

	Before 6/25	Before 7/16	After 7/16	
PMA Member	\$549	\$649	\$749	\$ _____
Spouse/Companion	\$199	\$199	\$199	\$ _____
1st/2nd Time Guest	\$549	\$649	\$749	\$ _____
Non-Member	\$1,049	\$1,149	\$1,249	\$ _____
Student (w/Student ID)	FREE	FREE	FREE	
Press	FREE	FREE	FREE	
John Jarvis Golf Tournament		\$190	N/A	\$ _____

Golfers must list handicap number _____

One-Day Annual Meeting Fees:

One-day registration fees cannot be combined for two-day attendance, and only apply to members if at least one company registrant is attending the full event.

Non-member	\$649	\$649	\$649	\$ _____
Additional Processor Member	\$149	\$149	\$149	\$ _____

Sponsorship Contribution

Gold: \$5,000 Silver: \$2,500 Bronze: \$1,000 \$ _____

Supplier Showcase

Member \$575 Non-Member \$1,000

Non-Member Special* \$2,000 \$ _____

* pricing package for companies who do not have representatives attending the Annual Meeting

Multiple Attendee Discount for Processors:

If 2 attendees, deduct \$25 per Processor Attendee – \$ _____

If 3 or more attendees, deduct \$50 per Processor Attendee

Total enclosed \$ _____

Remit check payable to Polyurethane Manufacturers Association with completed registration form, or pay by credit card by filling out the information below and send to info@pmahome.org or fax to: 414-276-7704.

Cardholder Name _____

Card Number _____

Security Code _____ Exp Date _____

Billing Address _____

Billing City/State/Zip _____

Cardholder Signature _____ Date _____

Meal Attendance

Please indicate which meals you will be attending:

Saturday, August 7 – Opening Reception Monday, August 9 – Breakfast

Sunday, August 8 – Breakfast Monday, August 9 – Lunch

Sunday, August 8 – Lunch Monday, August 9 – Awards Banquet

Please register online: www.pmahome.org or remit payment to

Polyurethane Manufacturers Association (PMA) • 6737 W. Washington St., Suite 4210 • Milwaukee, WI 53214
Phone: 414-431-3094 • Fax: 414-276-7704 • info@pmahome.org • www.pmahome.org



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**Important
Dates:**

1st Early Bird:
June 25, 2021

2nd Early Bird:
July 16, 2021

Hotel Deadline:
July 16, 2021

Register online today! www.pmahome.org