



# MANAGEMENT UPDATE CONFERENCE 2023



**February 23-26**  
**Omni Louisville Hotel**  
**Louisville, Kentucky**



**PMMPA**

PRECISION MACHINED  
PRODUCTS ASSOCIATION

# PROGRAM AGENDA

## Thursday, February 23

8:00am	Finance Committee Meeting
11:30am	Board of Directors Meeting
4:00pm	Management Update Committee Meeting
5:00pm	First Timers Reception
5:30pm	Welcome Reception

## Friday, February 24

7:00am	Group Breakfast
8:00am	<b>Ken Gronbach:</b> Demography and the Future of Manufacturing
10:00am	<b>Chris Cosper:</b> Grow Your Company...With Purpose
11:30am	<b>Speed Networking:</b> Get to Know Your Fellow PMPA Members!
12:00pm	Networking Lunch
12:45pm	Free Time
1:15pm	<b>Rob Simopoulos:</b> Think Your Company is Safe from a CyberSecurity Attack? Think Again!
3:00pm and 4:00pm	Breakout Sessions (repeated) - <b>Steve Searl:</b> Your Business is Big Business for Cyber Criminals – Is Cyber Insurance Worth It? - <b>Melanie Webber:</b> Ransomware Attack – What Happens Now? - <b>Miles Free:</b> Regulatory Refresher
5:00pm	Happy Hour Reception

## Saturday, February 25

7:00am	Group Breakfast
8:00am	<b>Connor Lokar:</b> Calculate to Win
10:00am	<b>Eric Papp:</b> Manage Promises, Not People
11:30am	Group Lunch
12:30pm	Free Time
1:00pm and 2:00pm	Breakout Sessions (repeated) - <b>Eric Papp:</b> 3 Values of Being an Effective Person - <b>Melanie Webber:</b> Navigating the Great Resignation, Quiet Quitting, and Today's Manufacturing Environment - <b>Louisville Slugger:</b> History of Hillerich & Bradsby Family Business
3:00pm	<b>Chris Czarnik:</b> Winning the War for Talent
4:30pm	Closing Reception

# INVITATION FROM THE CHAIRMAN

Members,

As Chair of the Management Update Committee this year, I would like to cordially invite you to the 2023 Management Update Conference, February 23 - 26 in Louisville, Kentucky. This year's conference will consist of high-impact content that will allow your teams to bring back relevant tools and ideas to drive your companies forward following the past few years of pandemic-related obstacles and challenges.

The 2023 Conference program will focus on hot-button issues everyone in our industry is facing: cyber-security threats targeting small businesses; workforce recruitment and retention; managing and leading for accountability; as well as looming regulatory and legislative concerns.



Famed demographer Ken Gronbach kicks off the conference, enlightening us on how the generational divide between old and new will play out and how it could impact our businesses. Connor Lokar of ITR Economics returns to provide a much-anticipated economic update with their always-accurate synopsis of the economy and what we can expect in the near- and long-term future. Breakout Sessions on both Friday and Saturday will include a deep dive into legislative and regulatory issues with Miles Free, cyber-security insurance coverage and ransomware litigation, and the latest HR issues of concern with Melanie Webber. Covering the local flair... a representative from the Louisville Slugger Museum shares the history of their wood-working family business.

And because “networking” is the number one reason members attend PMPA meetings... back by popular request...another great interactive speed networking session that will help break the ice and open the door to meeting more PMPA members – come prepared to have fun and come away with guaranteed new contacts and friends to chat with during meals and receptions. Don't forget to bring plenty of business cards!

While at the conference, be sure to take some time to explore the beautiful sights of Louisville - take some swings at the home of Louisville Slugger and go behind the curtain of their manufacturing operation, or hop on a tour bus and responsibly enjoy the tastes along the urban bourbon trail. There are several great Southern restaurants within walking distance where you can catch up with other members and discuss everything that has been happening since we last gathered.

Please plan on joining us for another can't-miss conference. We will see you in Louisville!

Regards,

A handwritten signature in red ink that reads "Parrish Castor".

Parrish Castor  
Chair – Management Update Committee 2023  
DACRUZ Manufacturing

# SPEAKERS

Friday, February 24



**KEN GRONBACH | KGC DIRECT LLC**  
**DEMOGRAPHY AND THE FUTURE OF MANUFACTURING**

Ken Gronbach is a nationally recognized author and futurist in the field of Demography and Generational Marketing. He focuses on the 30,000 ft big picture and makes the science of shifting demography come alive with real-life examples making it relevant to today's culture, business climate, and economy. Learn about the common sense, easy-to-understand, counter-intuitive and very fascinating realm of demographics. With his quick wit, Ken brings you into his world of counting people and accurately forecasting future markets. What products or services will fly or die? Which nations are demographically doomed, and which are positioned to excel? How will your workforce change? Where is your best source of talent?



**CHRIS COSPER | RHYTHM SYSTEMS, INC.**  
**GROW YOUR COMPANY...WITH PURPOSE**

Chris Cospers, Head of Consulting with Rhythm Systems, shares practical ideas and insights to address the challenges of business growth, strategic plan execution, and company alignment. During this interactive session, you will work on key elements of your core strategy and learn how effective communication is key to keeping your team motivated, focused, aligned, and accountable in achieving your company's business goals and expectations.



**ROB SIMOPOULOS | DEFENDIFY**  
**THINK YOUR COMPANY IS SAFE FROM A CYBER-ATTACK? THINK AGAIN!**

As data breaches and cyber-attacks on small businesses continue to increase, so does the need for cyber-awareness in your organization! Rob Simopoulos explains the ever-changing cyber risks organizations face today, as well as the most common cyberattack methods and tactics being used to disrupt your daily systems. He will share tools and techniques available to help protect your business assets and the key steps to creating a successful cybersecurity program and culture within your organization.

# BREAKOUT SESSIONS

Friday, February 24

3:00pm - 3:45pm | 4:00pm - 4:45pm



## STEVE SEARL | FEDERATED INSURANCE

### YOUR BUSINESS IS BIG BUSINESS FOR CYBER CRIMINALS – IS CYBER INSURANCE WORTH IT?

With the cost of data breach skyrocketing, cyber insurance may help your business weather the storm. Steve Searl of Federated Insurance will cover the benefits of cyber insurance and how it differs from standard liability insurance. He will also discuss the trends in the cyber insurance industry, and will answer many other critical questions you're likely to have when deciding if cyber insurance is right for your business.



## MELANIE WEBBER | FISHER PHILLIPS

### RANSOMWARE ATTACK – WHAT HAPPENS NOW?

Melanie Webber, employment law attorney with Fisher Phillips, discusses the legal side of cyber insurance – how and when to engage outside counsel under a cyber policy; what types of engagements are covered by cyber insurance; how attorney-client privilege applies to breach response and cyber-attacks; how to handle a ransomware attack and whether or not to pay the ransom. Have urgent questions? Bring them!



## MILES FREE | PMPA

### REGULATORY REFRESHER

How long has it been since your last Management Review of your company's regulatory status? PMPA Industry Affairs Director Miles Free will provide an overview of the following topics and your shop's response. California Prop 65? Do you have a policy and compliance letter for RoHS(3), ITARS, POPS, IAEG, TSCA, REACH? Are you fully complaint on Stormwater regs? TRI? How about required OSHA trainings and inspections? We'll also preview Regulatory Agenda items including Lockout Tagout, Power Press Rule, and others.



# SPEAKERS

Saturday, February 25



**CONNOR LOKAR | ITR ECONOMICS**  
**CALCULATE TO WIN**

Connor Lokar, Senior Forecaster with ITR Economics, will focus on the economic landscape for 2023 and how your organization can best prepare for the challenges and ongoing uncertainties. He will present business strategies and tactics that address the projected changes in the economy and within the key markets of the precision machining industry.



**ERIC PAPP | AGAPE LEADERSHIP LLC**  
**MANAGE PROMISES, NOT PEOPLE**

Eric Papp shares his concepts for creating a culture of ownership, building a self-managing team, and increasing productivity by “managing promises, not people,” allowing your management team to focus on what’s most important in your organization: coaching, strategic planning and growth.



**CHRIS CZARNIK | CAREER RESEARCH GROUP**  
**WINNING THE WAR FOR TALENT**

Today’s biggest issue for most businesses is attracting and retaining the right talent. Chris Czarnik is a hands-on, high-energy speaker with a manufacturing background who explains how to transform your recruiting process to find employees that are the right fit for your company. You will understand why employees leave employment and learn strategies to engage and retain them. He will provide you with proven strategies to become an Employer of Choice by building a culture that creates, engages, retains, and attracts great talent.

# BREAKOUT SESSIONS

Saturday, February 25

1:00pm - 1:45pm | 2:00pm - 2:45pm



## MELANIE WEBBER | FISHER PHILLIPS

### BACK IN BUSINESS – NAVIGATING THE GREAT RESIGNATION, QUIET QUITTING, AND TODAY'S MANUFACTURING ENVIRONMENT

Much has happened and changed in the past few years – we have been challenged socially, economically, and organizationally. Human Resources has become one of the single most important functions for any organization. We are now “back in business,” and as we look to rethink business models, talent, and operations, Melanie reviews how workforce issues and employee management need to be addressed.



## ERIC PAPP | AGAPE LEADERSHIP LLC

### 3 VALUES OF BEING AN EFFECTIVE PERSON

Eric Papp shares the three core values that encompass what it means to be an effective leader – Honesty, Responsibility, and Generosity. Learn how these standards of behavior can be implemented to create a strong foundation for both personal and organizational leadership within your company.



## LOUISVILLE SLUGGER MUSEUM

### HISTORY OF HILLERICH & BRADSBY FAMILY BUSINESS

A local legend from the Louisville Slugger Museum will share the history of the Hillerich & Bradsby family-run business, beginning as a small woodworking shop in Louisville in 1855 to producing Louisville Slugger baseball bats for legends Ty Cobb, Babe Ruth, and Lou Gehrig. As with all manufacturing businesses, the organization faced obstacles and challenges during the pandemic – hear how they survived. Replica bats will also be on display, with stories shared.

# NETWORKING EVENTS

USE THESE SPECIAL NETWORKING OPPORTUNITIES TO MEET UP WITH OLD FRIENDS AND MEET NEW, SHARE YOUR CHALLENGES AND FIND SOLUTIONS!



**FIRST TIMERS  
RECEPTION**  
THURSDAY  
5:00PM

**WELCOME  
RECEPTION**  
THURSDAY  
5:30PM

**HAPPY HOUR  
RECEPTION**  
FRIDAY  
5:00PM

**CLOSING  
RECEPTION**  
SATURDAY  
4:30PM

## SPEED NETWORKING — GET TO KNOW YOUR FELLOW PMPA MEMBERS!

FRIDAY | 11:30AM

“Networking with other PMPA members” has been noted as the number one reason members attend PMPA events; however, networking is a social skill that many find difficult to master - making small talk with strangers isn't always easy. To help attendees maximize their conference networking opportunities and meet more PMPA members in a short period of time, this structured and fast-paced session will allow attendees to interact with each other in a one-on-one information exchange using a round-robin type format.

Networking groups will be pre-assigned and will flow through this session into lunch. Come prepared to have fun, be energized, and come away with guaranteed new PMPA contacts and friends.



## SPOUSE / GUEST EVENT

FRIDAY | 10:30AM

For spouses and guests of attendees....plan on joining us for another fun “get-to-know-you” PMPA event. More details to come as plans are finalized.



## ABOUT LOUISVILLE

Whether a sports fan, history buff or bourbon-tasting aficionado, there are plenty of things to see and do in and around the city of Louisville. The Omni Louisville Hotel is located in the heart of downtown, steps from Main Street and the 4th Street Entertainment District and just a few blocks from the Louisville Slugger Museum and the riverfront, boasting classic Southern restaurants and the “Urban” Bourbon Trail distilleries. The city is becoming more progressive by the year, expertly blending the past with the future. And...pronounce it like a local – “Loo-a-vul”



# REGISTRATION | HOTEL

**\$1300**

**First Attendee**

**\$500**

**Additional Attendee**  
*(from the same company)*

**\$275**

**Spouse/Guest\***

Attendee Fees include admission to all business sessions, evening receptions, group breakfasts and lunches.

\*Spouse/Guest Package is available for spouses and guests accompanying attendees to the Conference. The fee includes receptions and breakfasts only, as well as the special group event on Friday. The fee does not include attendance at business sessions, nor lunch on Friday and Saturday.

**Registration Deadline: Friday, February 14, 2023**

**Register Online at [www.pmpa.org/update](http://www.pmpa.org/update)**

## Meeting Cancellation Policy

Meeting registration fees will be refunded in full if cancellations are received by 5:00 p.m. (EST) on February 1, 2023. Fees for cancellations after February 1, 2023 cannot be refunded, but substitutions are permitted.

## OMNI LOUISVILLE HOTEL

400 S 2ND STREET  
LOUISVILLE, KY 40202



## HOTEL ROOM RATES

SINGLE/DOUBLE \$209

CHECK IN: 3:00 PM

CHECK OUT: 11:00 AM

## MAKE HOTEL RESERVATIONS

DEADLINE: JANUARY 27, 2023

ONLINE: [BIT.LY/UPDATE23HOTEL](http://bit.ly/update23hotel)

CALL: 1-800-THE-OMNI

ASK FOR PMPA ROOM BLOCK

HOTEL RESERVATIONS MAY BE CANCELED UP UNTIL 72 HOURS PRIOR TO ARRIVAL WITHOUT PENALTY.

# SPONSORSHIP OPPORTUNITIES

## **\$2500** Premier Sponsor

- Sponsor "spotlight" on PMPA's LinkedIn, Twitter, Instagram and Facebook
- Enhanced Sponsor Profile in mobile meeting app with 2 digital marketing pieces
- Sponsored post on Activity feed in mobile meeting app.
- Banner Ad within mobile meeting app
- Includes all Benefactor benefits

## **\$2000** Benefactor Sponsor

- Logo recognition and URL on PMPA event website
- Recognition in PMPA Newsletter and pre-conference communications
- Visibility in PMPA mobile meeting app
- Recognition of company sponsorship by PMPA at opening session
- Name badge sponsorship ribbon for each attending sponsor at conference
- Company logo on screens during opening remarks
- Signage at registration
- Printed promotional piece in Attendee Notebook
- Attendee mailing list provided after the meeting



## **GATHERINGS** **\$3000**

- Recognized as the exclusive sponsor of the respective gathering
- Sponsor logo prominently displayed during gathering
- Plus, receive all the benefits of a Premier Sponsor

- Gatherings Available:**
- Saturday Breakfast
  - Saturday Closing Reception

***Sponsorship Deadline: Friday, February 3, 2023***

**Contact Bryce Ellis at [bellis@gardnerweb.com](mailto:bellis@gardnerweb.com)  
or 513.527.8970 to lock in your sponsorship!**

Download Full Sponsorship Form at [PMPA.org/Update](https://PMPA.org/Update)





6880 West Snowville Road, Suite 200  
Brecksville, Ohio 44141



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**REGISTER TODAY!**  
[www.pmpa.org/update](http://www.pmpa.org/update)



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