

# PEMA® 2022 ANNUAL MEETING PROGRAM

As of December 30, 2021

Naples Grande Resort & Spa • Naples, Florida

March 16 - 19, 2022



## Wednesday • March 16, 2022

3:30 p.m. – 5:30 p.m.                      Board of Directors Meeting  
*Acacia 1-3*

6:00 p.m. – 8:00 p.m.                      Registration  
*Sunset Veranda*

6:00 p.m. – 8:00 p.m.                      Welcome Party  
*Sunset Veranda*

## Thursday • March 17, 2022

7:45 a.m. – 9:00 a.m.                      Registration  
*Orchid Foyer*

8:00 a.m. – 9:00 a.m.                      Roundtable Breakfasts (Executive Only)  
*Cypress, Mangrove 1&2,  
Orchid 3&4*

**Compensation Trends** – Challenges in recruiting and retention are causing organizations to evaluate their compensation strategy. What are organizations doing differently this year to stay competitive? How has the total rewards role changed in a hot labor market? What are some unique tactics and strategies organizations are using to attract and retain talent? In the reality of virtual workforces, how has the growth of remote work impacted organization's hiring plans and the total rewards experience?

### **Rewarding Your Talent and Impact to Employee Benefits**

Rewarding your employees is critical to retention and the current hiring environment is very competitive. Has this environment led you to change your employee benefits to make them more rewarding? Aside from compensation, have you developed specific programs or benefits to retain key personnel? Are there new benefits you've found needed or helpful specifically to retain your current employees? How have new laws impacted your benefits? Have you modified benefits differently between office and shop, or between those who can and cannot work remotely? What has worked and what has not worked?

**Marketing Pivot** – What trends do you see with marketing channels to our customers and key industries? Do traditional methods such as print advertising, trade shows and direct mail still have value? Have we moved into an internet-digital-video-only landscape? Are you staffing your marketing resources differently from pre-pandemic? How have the resources you provide your sales personnel evolved - brochures, iPads/tablets, etc. Is a bottle of good bourbon still an effective marketing tool?

**Leadership Sometimes Feels Natural, But It Isn't Easy** – In this discussion about leadership, we will recognize, refine, and learn to project some of the central tools to creating a high-performing team. One that sticks with you through good times and bad. Using this TED talk link below (viewing time less than 20 minutes) we will exchange ideas on how to create purpose, generate enthusiasm, and increase engagement in our organizations. Homework prior to the roundtable meeting: **\*Please watch**

this TED talk in advance of our meeting – [TED TALK LINK](#). Do they apply to you? Your organization? How can you take this lesson about inspiring those you lead and make it come alive? How do you communicate in your business?

9:15 a.m. – 10:15 a.m.

*Orchid 1&2*

### **CREATING A CULTURE OF DIGITAL WELLNESS**

→ *Mark Ostach, Author & Leadership Coach*

Fostering digital wellness can lead to better relationships, more satisfaction at work, and a reduction in employee burnout. In Mark's uplifting talk, he'll explore how our devices impact the mind, body, & spirit and provide techniques to improve the digital wellbeing of your organization.

#### **Key Takeaways**

- Create healthy digital habits at work and home
- Improve creativity and productivity within the workplace
- Reduce burnout through stress reduction techniques
- Discover additional resources for your organization to become digitally fit

10:15 a.m. – 10:30 a.m.

**Break**

10:30 a.m. – 11:30 a.m.

*Orchid 1&2*

### **EMBRACING CHANGE & STAYING RESILIENT**

→ *Mark Ostach, Author & Leadership Coach*

Change can have a major impact on the culture of an organization. Demonstrating empathy for the changes your team is going through and providing them with ways to cultivate a resilient mindset is critical to embracing change. In Mark's message, he will provide ways for your organization to 'Stay Above the Line' as you navigate change within the workplace.

#### **Key Takeaways**

- Create a positive mindset in the morning before the workday begins
- Discover a new framework to release stress & emotions
- Learn new ways to build trust within your team
- Understand a simple communication framework to begin using at work immediately

11:40 a.m. – 12:00 p.m.

*Orchid 1&2*

**Member Company Profile**

Afternoon

**Networking and Recreation**

Evening

**Reception and Dinner on the Beach**

## **Friday • March 18, 2022**

8:00 a.m. – 9:00 a.m.

*Cypress, Mangrove 1&2,  
Orchid 3&4*

**Roundtable Breakfasts (Executive Only)**

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9:15 a.m. – 10:45 a.m.  
*Orchid 1&2*

#### **MANAGING BEYOND THE FIRST TIER**

→ *Steven A. Melnyk, Department of Supply Chain Management, Eli Broad College of Management, Michigan State University*

Dr. Melnyk will discuss key issues impacting the supply chain. Supply is problematic for everyone and pent-up demand from the pandemic is overwhelming systems. Most companies are only able to see what is happening one tier above and below their production levels. Dr. Melnyk will demonstrate how business connections are moving away from transaction to relationship-based.

10:45 a.m. – 11:00 a.m.

**Break**

11:00 a.m. – 11:30 a.m.  
*Orchid 1&2*

**Member Company Profile**

11:30 a.m. – Noon  
*Orchid 1&2*

**Annual Business Meeting**

Afternoon and Evening

**Networking and Recreation**

### **Saturday • March 19, 2022**

7:45 a.m. – 8:45 a.m.  
*Sunset Veranda*

**Breakfast (Executives and Spouses)**

9:00 a.m. – 10:15 a.m.  
*Orchid 1&2*

#### **NEW (AND OLD) STRATEGIES TO ATTRACT & RETAIN TOP EMPLOYEES**

→ *Jennifer Currence, SHRM-SCP, PCC, MBA, CEO, Within Leadership*  
Headlines everywhere are talking about “The Great Resignation.” In this interactive session, we will challenge this moniker, discuss the hurdles leaders face in attracting and retaining top candidates, and identify creative solutions to overcome these obstacles. Attendees will discover tools they can apply right away to create a more engaged environment and build their next generation of leaders. To glean the most from this session, access and

take this free, 7-minute behavioral assessment. You will receive a personalized report upon completion,  
<https://assessment.predictiveindex.com/bo/vUn/PEMAConference>

Learning objectives:

- Discover what's behind "The Great Resignation" and how your employer brand can help attract candidates.
- Understand how who *you* are affects your ability to attract and retain top performers.
- Identify the elements of a Dynamic Onboarding program that inspires retention instead of making new employees wonder if they made the right choice.
- Keep employees engaged through strategic delegation.

**10:15 a.m. – 10:30 a.m.**

**BREAK**

**10:30 a.m. – Noon**  
***Orchid 1&2***

**YOUR BEST IS NEXT – CAPITALIZING ON CHANGE AND GROWING FORWARD THROUGH LEADERSHIP**

**→ *Ira Blumenthal, IraSpeak.com***

Change is inevitable, growth is optional. In a time where change is the new normal, we all must become masters of capitalizing on change and growing forward through leadership, vision and innovation. Ira will detail the most important strategies to aid PEMA members

**Afternoon**

**Networking and Recreation**

**7:00 p.m. – 9:30 p.m.**  
***Palm Terrace***

**Farewell Reception and Dinner**

**SPOUSE / GUEST PROGRAM BELOW**

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## SPOUSE / GUEST PROGRAM

### Wednesday • March 16, 2022

6:00 p.m. – 8:00 p.m.                      WELCOME PARTY  
*Bill's Grill*

### Thursday • March 17, 2022

8:30 a.m. – 9:30 a.m.                      SPOUSE / GUEST BREAKFAST  
*Aura Restaurant*                      Spouses and guests will receive a voucher for breakfast in a PEMA designated area of the hotel restaurant.

9:30 a.m. – 11:00 a.m.                      CUSTOM BODY TREATMENTS  
*The Spa at Naples Grande*                      In a self-guided class, guests will learn to create their own face and body scrubs and all the steps needed for a proper in home exfoliation.

Afternoon                                      NETWORKING AND RECREATION

Evening                                        Offsite Social Event

### Friday • March 18, 2022

Morning                                        SPOUSE / GUEST BREAKFAST  
*Aura Restaurant*                      Spouses and guests will receive a voucher for breakfast in the hotel restaurant to dine at your leisure.

Afternoon and Evening                      NETWORKING AND RECREATION

### Saturday • March 19, 2022

7:45 a.m. – 8:45 a.m.                      EXECUTIVE AND SPOUSE BUFFET BREAKFAST  
*Sunset Veranda*

-or-  
Morning                                        SPOUSE / GUEST BREAKFAST  
*Aura Restaurant*                      Spouses and guests will receive a voucher for breakfast in the hotel restaurant to dine at your leisure.

Afternoon                                      NETWORKING AND RECREATION

7:00 p.m. – 9:30 p.m.                      FAREWELL RECEPTION AND DINNER  
*Palm Terrace*