



2021 FORUM

October 4 - 6, 2021 | Embassy Suites South Bend at Notre Dame | South Bend, IN

PROGRAM & REGISTRATION INFORMATION

ABOUT THE WOMEN IN FINISHING FORUM

The Women in Finishing (WiF) FORUM features a variety of professional and personal development sessions geared toward women, as well as networking 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, 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. [CLICK HERE](#) for complete details on the 2021 Women in Finishing FORUM.

SCHEDULE OF EVENTS



Monday, October 4

6:00 PM Evening Networking Reception

Tuesday, October 5

7:15 AM Depart Lobby for Lippert

8:00 AM **Tour of Lippert**

World-Class Operations Driven by a Culture of Caring

Jason Lippert
Lippert

10:00 AM Depart Lippert for Hotel

10:45 AM - Noon **GENERAL SESSION**
Welcome - CCAI Overview

Managing Conflict: Turn Fight, Flight or Freeze into Calm, Confident and Productive

Kim Lisiak
Lippert

Noon - 12:45 PM Lunch

12:45 - 3:15 PM **GENERAL SESSION**
Journey to Leadership Panel:
Overview, Challenges, Tips
Shelley Bausch
Axalta Coating Systems

Alesha Miller
Lippert

Allison Lee
Coatings Plus

Michelle Striggow
Graco Inc.

Tuesday, October 5 (continued)

Creating a Culture of Accountability

Lee Ann Schwope Cochran
Amphora Consulting

3:30 – 5:00 PM Team Building Exercise on the Notre Dame Campus

6:30 PM Networking Dinner

Wednesday, October 6

7:45 – 8:30 AM Wellness Walk (optional)

9:00 AM – Noon **GENERAL SESSION**
Embracing Market and Technology Trends in Industrial Finishing
Shelley Bausch
Axalta Coating Systems

Sales Strategies for Women in Finishing

Leslee Robinson
Cardinal Paint & Powder

Roundtable Discussions

Closing Lunch

A Feminine Touch in a Masculine World: Why Manufacturing Needs the Healthiest Version of You

Dr. Amber Selking
Lippert

WiF FORUM Concludes

FEATURED SESSIONS

Tour of Lippert's Finishing Operations

We will tour Lippert's Plant 72, a 240,000 square foot facility that houses multiple finishing operations including one of the largest non-captive zinc phosphate and electrocoat systems in North America. Its 35,000-gallon processing tanks can accommodate parts approximately 4 feet wide, 8.5 feet deep, 50 feet long, and up to 7,000 pounds of weight. We will also see the powder coating and paint lines. The paint line has CARC (chemical agent resistant coating) capabilities that are used exclusively by the US military and other government contracts. In addition, Plant 72 offers both cathodic acrylic and cathodic epoxy coatings that meet 45 different OEM and military paint specifications. The facility also has a pickle/de-rust process, that removes rust and scale from material prior to coating.



Managing Conflict: Turn Fight, Flight or Freeze into Calm, Confident and Productive

Kimberly Lisiak

Director of Leadership Development
Lippert

Have you ever walked away from a difficult conversation feeling completely deflated? Imagine being able to step into the ring and rumble through a difficult conversation feeling calm, confident, and productive.



Unmanaged stress resulting from conflict leads to three biological responses: fight, flight, or freeze. In this session, you will identify your natural biological response and how to use this information to your advantage. Tactics to manage the stress of conflict will be explored including how to prepare for conflict physically, mentally, and emotionally. Learn about the physiological reactions to emotional stress, tips to minimize these reactions, and build an arsenal of tools to implement "real time." The benefits of leaning into productive difficult conversations and the importance of healthy "storming" among a group to grow as a team will also be covered. Lastly, we will discuss the empathy required to deal with difficult people and steps to take when conversations might not go as planned.

World Class Operations Driven by a Culture of Change

Jason Lippert

President & CEO
Lippert

Lippert stands by their mantra of Everyone Matters. They believe business can and should be a force for good in the world. Learn how their focus on leadership and culture development has made a drastic impact on attrition over the last five years and the positive impact this has had on quality, safety, efficiency, and innovation in their business.



This journey has also led them to understand that better leadership and work culture has a powerful influence on people's mental and physical health. As a result, Lippert makes it their business to send people home happier and healthier so they can live more fulfilled lives that positively contribute to their families and local communities.

Creating the Structure for Accountability

Lee Ann Schwope Cochran

Partner
Amphora Consulting

Accountability in the workplace is linked to an increase in employee morale and commitment to work. Ownership and initiative are core to accountability and found in many of our employees; however, accountability is lacking in many workplaces. While it seems creating an environment driven around accountability would be simple, why is it lacking in many organizations? Together we will discuss how to make accountability a core part of your culture and core value of your team. In this session we will cover:

- What is accountability?
- Main reasons leaders and managers don't hold others accountable.
- Important factors that contribute to creating a structure and environment encouraging accountability.
- Leadership behaviors necessary to increase accountability.
- Action plan for results.



“I really enjoyed this event! It was awesome to have such a strong group of women to learn and grow from; it was a very inspiring group. **”**

- 2019 Attendee

FEATURED SESSIONS

Journey to Leadership Panel



Shelley Bausch
Senior Vice President,
Global Industrial Coatings
Axalta Coating Systems



Alesha Miller
Assistant General Manager
Lippert



Allison Lee
General Manager & Partner
Coatings Plus



Michelle Striggow
Sr. Finishing Account Manager
Graco

In this moderated panel discussion, women in a variety of leadership roles within the finishing industry share 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.

Team Building Exercise

Get to know and connect with your fellow FORUM participants in a different light during our team building exercise on the University of Notre Dame campus. 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. Awards will be given as well as coveted bragging rights for the winning team.



Wellness Walk (optional)

Get the blood flowing for Day 2 of the WiF FORUM with a walk through the beautiful Notre Dame campus to the infamous "House that Rockne Built," Notre Dame Stadium. Opened in 1930, the stadium was designed by Osborn Engineering of Cleveland, selected for their experience designing Yankee Stadium and Fenway Park. Total walk distance is approximately 1.5 miles roundtrip and will take place rain or shine.



Roundtable Discussions

Events like the WiF FORUM bring together a diverse group of people within our industry. Each has their own area of expertise, perspective, challenges, and above all, valuable information and insights to share with fellow attendees. Discussions in this roundtable session will focus on a variety of topics of specific interest to our diverse group and will be facilitated by a subject matter expert.



FEATURED SESSIONS

Embracing Market and Technology Trends in Industrial Finishing

Shelley Bausch

Senior Vice President,
Global Industrial Coatings
Axalta Coating Systems

Our finishing industry continues to grow exponentially. This is due to the continued drive to protect and beautify surfaces while offering flexibility in design and materials of construction in the end application. We serve a multitude of markets, including automotive, furniture, construction equipment, building products, industrial equipment and power supply, oil and gas and energy solutions, electronics, and many more! In all markets, customers are demanding better surface protection, more customizable color solutions, improved durability, and increased appearance. In addition, demands for sustainable finishing practices in the coating and application, and the demand to do that on new and evolving substrates is both an opportunity and a challenge!

By understanding and embracing these trends as opportunities, we can advance our industry in terms of performance, quality, costs, safety, and environmental impact and drive the finishing industry to even greater growth. Markets continue to expand and evolve, and the demands of the finishing industry must evolve with them. Those of us that understand, embrace, and advance with it will be the leaders of the future.

Networking Events

The FORUM will begin with a Welcome Reception giving attendees the opportunity to meet and socialize with fellow FORUM participants during this casual event. Tuesday evening will feature a Networking Dinner giving attendees the opportunity to continue conversations about the day's session in a relaxed environment.



Be sure to stay for the FORUM Closing Lunch on Wednesday afternoon. Back by popular demand, Dr. Amber Selking will give the final keynote presentation which will no doubt energize and empower attendees to implement what they've learned into their personal and professional lives.

Sales Strategies for Women in Finishing

Leslee Robinson

Sales Representative
Cardinal Paint & Powder

Whether we are designated as sales in our working profession or not, the reality is we are all selling most of our waking hours. Whether it be selling products for our employers, services to potential customers, our skillset and experience for a promotion, dinner to the picky eaters in our homes, or vacation ideas to our traveling partners – we are constantly selling to a diverse group of "customers."



Throughout her extensive sales career, Leslee has discovered being successful in sales is much more about relationships and listening than it is the hard sell of price, price, price. People want to be heard, valued, respected, and remembered. She's faced a variety of challenges including being taken seriously in the workplace, learning how to react (or not react) to stressful or uncomfortable situations, and keeping emotions in check. In this session, she will share anecdotes, valuable tips, and strategies to help your customers REMEMBER you!

A Feminine Touch in a Masculine World: Why Manufacturing Needs the Healthiest Version of You

Dr. Amber Selking

Vice President of Leadership and Culture
Lippert



The world of manufacturing, historically dominated by men, is poised to be graced by a feminine touch. In a society where labels like "masculine" and "feminine" are seemingly polar opposites, our world is positioned to be awakened by the nuances of gender differences and how they can be optimized to drive organizational performance. But that requires both men and women to understand the strengths of one another, and individually commit to becoming the very healthiest versions of themselves so they can positively impact their team and the company.

Gaining a community of women with a variety of backgrounds but with the common connection of a career in finishing/manufacturing was invaluable, and the sessions were engaging and informative. I truly appreciated the time spent at the FORUM and I look forward to attending again in the future!"

- 2019 Attendee

REGISTRATION INFORMATION

Registration Fees

CCAI-WiF Member: \$450

Non-Member: \$575

Group Discount: First person pays the full registration fee and each additional attendee from the same company receives a 10% discount.

Note: Registration is open only to women until September 10, 2021.

Fee Includes:

- Welcome Reception
- Transportation to/from Lippert
- Admission to all presentations
- Refreshment breaks
- Lunch & Dinner on Tuesday
- Wellness Walk shirt
- Teambuilding event
- Closing Lunch on Wednesday

Note: Breakfast is included in your room rate at the Embassy Suites.

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.

We will permit name substitutions until September 13, 2021 at no cost.

Not a Member?

Join today and save money on your registration fees. An individual CCAI membership is just \$95 and includes your Women in Finishing membership!

[CLICK HERE](#) to join!

Health & Safety

Health and safety protocols that are in place at the time of the meeting will be followed. These include both CDC and the state of Indiana/local protocols. All attendees will receive notification of these protocols the week prior to the meeting so you can plan accordingly.

However, please note that there will be interaction with other people during the meeting and networking activities. Please do not participate in any meeting or activity that makes you uncomfortable or concerned. We certainly understand if you choose not to attend or participate in certain activities. [CLICK HERE](#) to view current protocols in place at the Embassy Suites.

Hotel & Travel

Embassy Suites South Bend at Notre Dame

1140 E. Angela Blvd.

South Bend, IN 46617

Phone: 574-400-2600

Room rate: \$129 plus tax

Rate includes: Complimentary Wi-Fi, breakfast, daily manager's reception, microwave, mini refrigerator, living room, pool, and fitness center.

Discounted parking: \$7/day

[CLICK HERE](#) to make your hotel reservation! You do not need to enter any codes to get our rate; the Women in Finishing FORUM box should be checked. Our discounted group rate is available through September 12, based on availability.



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 WiFi's first official members, the **Elizabeth Teska Women in Finishing FORUM Scholarship Program** aims to support women in the industrial finishing and coatings industry by expanding their opportunity to participate in WiFi programs. Specifically, the scholarship will enable more women to participate in the annual WiFi FORUM by covering registration fees and accommodation costs for two nights for up to two successful applicants annually. 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 CCAI/WiF members.
- Submissions from individual applicants and nominations accepted.

[CLICK HERE](#) for more information and to apply.

Application deadline is July 30.

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