



Women in  
*Finishing*

POWERED BY  CHEMICAL COATERS  
ASSOCIATION INTERNATIONAL

# 2022 FORUM

**PROGRAM &  
REGISTRATION  
INFORMATION**



**May 2-4**

Hyatt Regency Cleveland at the Arcade  
Cleveland, OH

[www.womeninfinishing.org/forum](http://www.womeninfinishing.org/forum)

# ABOUT THE WOMEN IN FINISHING FORUM

The Women in Finishing (WiF) FORUM features a variety of professional development and industry related sessions geared toward women in our industry. Supplementing the general sessions is a finishing facility tour, 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, learn about the latest trends in industrials finishing, 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.

## SCHEDULE OF EVENTS



### Monday, May 2

6:00 PM Evening Networking Reception  
Dinner on Your Own

### Tuesday, May 3

7:30 AM Depart Lobby for Keyland Polymer/  
DVUV

8:00 - 9:30 AM Breakfast and Tour of  
Keyland Polymer/DVUV

10:15 - 11:30 AM General Session  
**Welcome – CCAI Overview**  
**Static to Dynamic: Utilizing Social  
Media to Bring Your Personal and  
Professional Brands to Life**  
**Lindsey Boyle**  
*Belco Industries Inc.*

11:30 AM – 12:30 PM Lunch

12:30 – 3:00 PM General Session  
**My Journey to Leadership Panel**  
**Molly Kellogg**  
*Hubbard Hall Inc.*  
**Anne Goyer**  
*Chemical Coaters Association Int'l.*  
**Kathryn Shaffer**  
*PPG*  
**Marhya Osheaski**  
*IFS Coatings*

### Tuesday, May 3 *(continued)*

**Wealth Management: Planning Your  
Financial Future**  
**George Gerges**  
*Merrill Lynch Wealth Management*

3:00 – 5:00 PM Team Building Exercise at the  
Rock & Roll Hall of Fame

6:30 PM Networking Dinner

### Wednesday, May 4

7:15 – 8:00 AM Breakfast

8:00 – 9:00 AM General Session  
**Powder Coatings Turn a Greener  
Shade**  
**Tabitha McLeish**  
*The Sherwin-Williams Company*

**Leading with Emotional Intelligence  
Workshop**  
**Diana Bilimoria, Ph.D.**  
*Weatherhead School of Management,  
Case Western Reserve University*

11:00 AM – Noon Roundtable Discussions

12:00 PM Closing Lunch

1:00 PM WiF FORUM Concludes

# PROGRAM DESCRIPTIONS

## Tour of Keyland Polymer UV Powder, LLC and DVUV, LLC

We will tour Keyland Polymer UV Powder and DVUV to learn about powder coatings they develop, formulate, and manufacture that are cured with UV light energy.

At Keyland's sister company, DVUV, we will experience the powder coating process in action. This custom coater specializes in powder coating MDF (medium density fiberboard) and provides finished components to the retail, healthcare, hospitality, education, office, and kitchen and bath industries. Their finishing process takes just 20 minutes from start to finish.



## Static to Dynamic: Utilizing Social Media to Bring Your Personal and Professional Brands to Life

**Lindsey Boyle**  
Sales & Marketing Specialist  
*Belco Industries Inc.*

Learn how to use social media to your advantage both personally and professionally. Receive strategies for posting content to maximize user engagement. Gain insight into how to leverage your personal and professional brands to identify an audience, gain followers, make connections, and get leads. Attendees will also see "behind the scenes" how analytics work and learn tools to bring their personal and professional brands to life.



## My Journey to Leadership Panel



**Molly Kellogg**  
President/CEO  
*Hubbard Hall Inc.*



**Anne Goyer**  
Executive Director  
*Chemical Coaters Association International*



**Marhya Osheaski**  
Vice President Sales  
*IFS Coatings*



**Kathryn Shaffer**  
Global Technology Platform Manager, Powder Coatings  
*PPG*

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.

*"My expectations were beyond exceeded. I was floored and returned singing high praises in hopes of recruiting more women next year."*

**- Previous WiF FORUM Attendee**

# PROGRAM DESCRIPTIONS



## Wealth Management: Planning Your Financial Future

**George Gerges**

Sr. Vice President  
*Merrill Lynch Wealth Management*



George will discuss how money does not buy happiness but having the financial flexibility to do what you want can help make life easier. Whether you are starting your career or counting down the years towards retirement, it is never too late to start planning, saving, and investing your money. He will discuss key tools to help lead you to setting and achieving your financial goals. There will be plenty of time for George to answer your specific questions.

## Powder Coatings Turn a Greener Shade

**Tabitha McLeish**

Global Marketing Director,  
General Industrial Coatings  
*The Sherwin-Williams Company*



Powder coating is already considered to be a greener, eco-friendly technology; however, as environmental and sustainability pressures continue to escalate around the globe, the coatings industry is responding with innovative solutions that are better for the planet and society. This presentation will explore some new green initiatives, including powder coatings derived from biobased resins, the incorporation of recycled materials into coatings, and the recycling of waste powder.

## Team Building Exercise at the Rock & Roll Hall of Fame

Get to know and connect with your fellow FORUM participants in a different light during our team building exercise at the Rock & Roll Hall of Fame. 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. There will also be time to explore the Rock & Roll Hall of Fame at the conclusion of the exercise.

## Leading with Emotional Intelligence Workshop

**Diana Bilimoria, Ph.D.**

Professor and Chair of  
Organizational Behavior  
*Weatherhead School of Management, Case Western Reserve University*



These days, it is even more important for women to engage their co-workers with emotional intelligence. In this highly interactive workshop, we will discuss what emotional intelligence is and how women can inspire and engage others through their use of emotional intelligence at work. Through case examples and application exercises, we will discuss how women can employ the self-awareness, self-management, social awareness, and relationship management competencies of emotional intelligence to be more effective in male-dominated workplaces. We will also focus on strategies to help our teams develop more emotional intelligent work practices.



# PROGRAM DESCRIPTIONS



## 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 attendees and will be facilitated by a subject matter expert.



## 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 offering attendees the chance to continue conversations about the day's sessions in a relaxed environment.



## THANK YOU TO OUR SPONSORS!



# REGISTRATION INFORMATION



## Registration Fees

CCAI-WiF Member: \$495

Non-Member: \$625

**Group Discount:** Register two or more people from the same company at the same time to receive the group discount. The first registrant pays the full registration fee and each additional attendee receives a 10% discount.

### Fee Includes:

- Welcome Reception
- Transportation to/from Keyland/DVUV
- Admission to all event presentations
- Refreshment breaks
- Breakfast, Lunch & Dinner on Tuesday
- Entrance to the Rock & Roll Hall of Fame
- WiF FORUM shirt
- Breakfast & Closing Lunch on Wednesday

## 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.

Name substitutions are permitted until May 1, 2022 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!

## Hotel & Travel

### The Hyatt Regency Cleveland at the Arcade

420 Superior Avenue

Cleveland, OH 44114

Phone: 216-575-1234

**Room rate:** \$169 plus tax

**Rate includes:** Complimentary Wi-Fi, 24-hour access to Hyatt Stay Fit Studio, hairdryer and minifridge.

**Parking:** Valet \$39 overnight with in/out privileges.

[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. If reserving your room by phone, mention code G-WIFF.

Our discounted group rate is available through April 11, 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 WiF'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 WiF programs. Specifically, the scholarship will enable more women to participate in the annual WiF 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 March 31.**