



# Women in *Finishing*

POWERED BY  CHEMICAL COATERS  
ASSOCIATION INTERNATIONAL

# 2025 FORUM

**May 7 - 9, 2025**

Embassy Suites Grand Rapids Downtown  
**Grand Rapids, MI**



**PROGRAM & REGISTRATION INFORMATION**

## 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. Complementing the general sessions is a finishing plant tour, networking opportunities and team building activities. Through unique programming, participants will learn new ways to deal with issues that impact effectiveness, maximize professional performance, build strategies for success, learn about the latest trends in industrial 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

### WEDNESDAY, MAY 7

- 3:30 PM Complimentary Business Portraits
- 5:00 PM Speed Networking & Welcome Reception
- 7:00 PM Dinner on your own

### THURSDAY, MAY 8

- 8:00 AM Plant Tour
- 10:00 AM **Welcome**  
**Sheila LaMothe**  
VP, Strategic Initiatives, CCAI
- 10:15 AM **The Power of "Thinking Right" to Achieve Your Dreams**  
**Dr. Amber Selking**  
Founder & Performance Consultant  
*Selking Performance Group*
- 11:30 AM Lunch
- 12:30 PM **Imposterista: Why is an English Major Running a Chemical Company?**  
**Molly Kellogg**  
President, CEO, and Chairman  
*Hubbard-Hall Inc.*
- 1:45 PM **PFAS: What They Are and Why You Should Know Them**  
**Julia Haponski**  
Product Manager, Powder Coating Technology  
*PPG*
- 3:00 PM Team Building Exercise
- 6:00 PM Networking Reception & Dinner

### FRIDAY, MAY 9

- 8:00 AM **Own Your Own Journey to Thrive in Your Career**  
**Lindsey Nix**  
Director Public Relations & Training  
*Nix Companies*
- 9:15 AM **My Journey to Leadership Panel**  
**Hope Dollarhide**  
Project Engineer  
*FANUC*  
**Beth Bunton**  
CEO  
*Troy Chemical Industries, Inc.*  
**Leigh Baird**  
Vice President  
*Mighty Hook*  
**Glori Vega**  
Production Supervisor  
*ACME Finishing*
- 10:45 AM **Topic-Based Round Table Discussions**
  - » Nuances of Small & Family Businesses
  - » Social Media & Personal Branding
  - » Human Resources & Company Culture
  - » Engineering & Robotics
  - ...and more
- 12:00 PM **Closing Lunch**
- 1:00 PM **WiF FORUM Concludes**

\*Schedule subject to change.



# FEATURED PRESENTATIONS

% Performance  
% Image  
% Exposure



## The Power of “Thinking Right” in Achieving Your Dreams

**Dr. Amber Selking**

*Founder & Performance Consultant  
Selking Performance Group*



What would you do if you weren't afraid? In this session, we will learn a simple framework of setting meaningful goals in your life that help you overcome fear and take necessary steps to achieve your dreams. We will understand the power of our thoughts, and how mindset either helps or hurts our ability to accomplish our goals and live the life of our dreams. Incorporating brain science, real-life goal setting, and dream achievement from the manufacturing setting, Dr. Selking will leave you both inspired and equipped to take meaningful steps in your personal and professional life.

## Own Your Own Journey to Thrive in Your Career

**Lindsey Nix**

*Director Public Relations & Training  
Nix Companies*



Unlock the power of self-definition in your professional journey. In this session, you'll learn how to create critical components, including a personal vision and core values, that serve as a foundation for your career plan. Discover how these guiding principles can help you increase visibility, navigate opportunities, overcome obstacles, and align your actions with your long-term goals. Whether you're looking to excel in your current role or chart a course for future success, this session will equip you with the tools to lead with clarity, purpose, and confidence.

## Imposterista: Why is an English Major Running a Chemical Company?

**Molly Kellogg**

*President, CEO & Chairman  
Hubbard-Hall, Inc.*



Molly Kellogg has never taken a chemistry course, and she was rejected from all the business schools she applied to because her math scores were abysmal. So, who put her in charge of an international specialty chemical company and why does she think – most of the time – that she's qualified to run it?

Emerging professionals in all industries struggle with “Imposter Syndrome” - self-doubt and fear of failure, leading to a cycle of setting of unrealistically high standards for oneself, a doom loop of compare and despair, and difficulty internalizing success. For women operating in traditionally male dominated arenas, imposter syndrome can be especially pronounced and potentially paralyzing.

## PFAS: What They Are and Why You Should Know Them

**Julia Haponski**

*Product Manager,  
Powder Coating Technology  
PPG*



Polyfluoroalkyl substances, or PFAS, is one of the new buzzwords in the coatings industry. Why? What makes these chemicals so toxic that environmental agencies are pushing to remove them from almost every sector? Learn what PFAS are, where they are located, and why their reach is greater than just the coatings and manufacturing markets. Get ahead of new regulations and understand how regional restrictions will affect your business and supply chain processes.





# FEATURED PRESENTATIONS

## My Journey to Leadership Panel



**Hope Dollarhide**  
Project Engineer  
FANUC



**Beth Bunton**  
CEO  
Troy Chemical Industries Inc.



**Leigh Baird**  
Vice President  
Mighty Hook



**Glori Vega**  
Production Supervisor  
ACME Finishing

A FORUM favorite, this moderated panel discussion features women in a variety of leadership roles within the finishing industry sharing 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.

## Topic-Based Round Table Discussions

Subject matter experts will lead discussions on specific topics of interest expressed in past WiF FORUM evaluations.

- Planned topics include:
- » Nuances of small and family-owned businesses
  - » Human resources & company culture
  - » Engineering & robotics
  - » Social media & personal branding
  - ...and more.



## HEAR FROM PAST FORUM ATTENDEES:

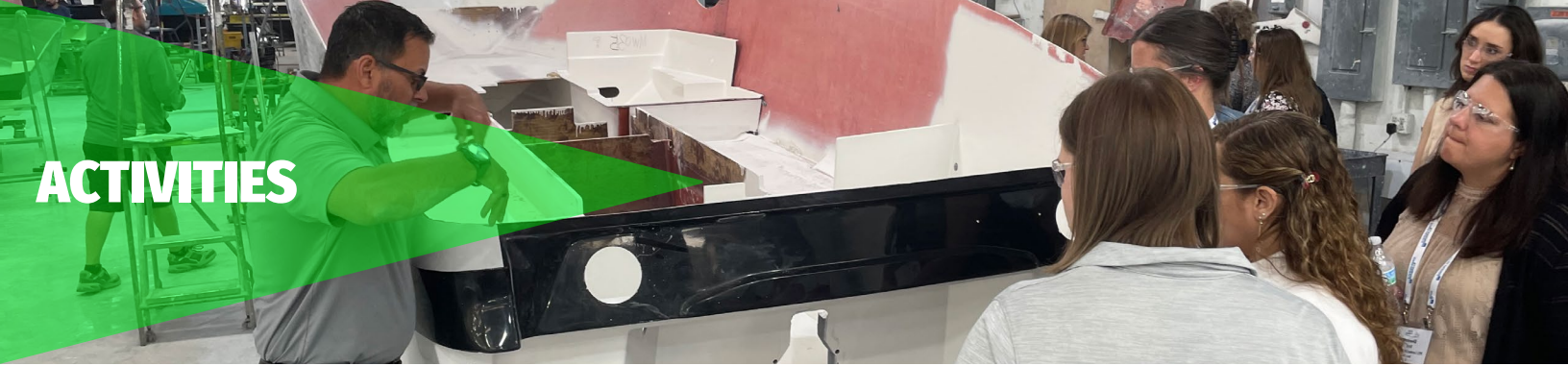
“This is an outstanding conference. Thanks for reminding me what it is to be a woman, and the strength that lies in being ourselves.”

“This conference gets better each year. I really look forward to coming and hearing others' stories and visions.”

“A wonderful networking and learning event! I learned a lot of tactics that I could put into practice in my career and made some wonderful connections with other women.”



# ACTIVITIES



## Networking Events

### Speed Networking and Welcome Reception

The FORUM will begin with speed networking and a welcome reception. Speed networking is a fun and creative way to meet and learn about fellow FORUM participants. You will have the chance to socialize with your new connections during the welcome reception which follows the exercise.



### Networking Reception & Dinner

Following the team building exercise, Thursday evening will feature a networking reception and dinner. Continue conversations with fellow attendees about the day's sessions and activities in a relaxed environment.



## Complimentary Business Portraits

There are many situations where a selfie just won't do. A professional photo is a must have regardless of your job function. If you don't have a headshot or need an updated photo, have a complimentary business taken photo at the WiF FORUM on Wednesday afternoon.

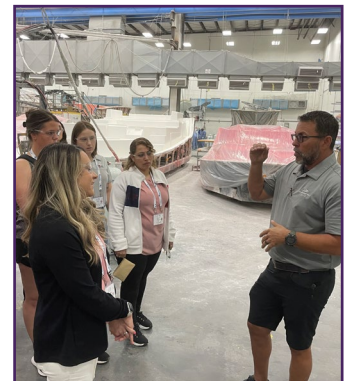
## Team Building Exercise

Get to know and connect with your fellow FORUM participants in a different light during our team building exercise. 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.



## Plant Tour

We will tour a local manufacturing plant where we will see their finishing operations first-hand, learn about their processes, products, and more. Past tours have been held at OEMs, fabrication shops, and custom coaters, offering attendees the opportunity to see and learn about a wide range of finishing technologies including powder coating, powder coating on wood, liquid coating, e-coat, and robotic gel coating.



Register now at  
[womeninfinishing.org/FORUM](https://womeninfinishing.org/FORUM)



# REGISTRATION INFORMATION

## Registration Fees

**CCAI-WiF Member:** \$525

**Non-Member:** \$675

**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 & speed networking
- Transportation to/from tour facility
- Admission to all event presentations
- Refreshment breaks
- Lunch & dinner on Thursday
- Team building exercise
- WiF FORUM t-shirt
- Closing lunch on Friday

## 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 always permitted at no cost.

## Not a Member?

Join today and save money on your registration fees. An individual CCAI membership is just \$125 and includes your Women in Finishing membership!

[CLICK HERE](#) to join!

## Hotel & Travel

### Embassy Suites Grand Rapids Downtown

710 Monroe Avenue NW  
Grand Rapids, MI 49503

### Room rate:

\$179/2 Queens or King Studio Suite

\$189/2 Queens or King Studio Suite Balcony Waterview

**Rate includes:** Complimentary made-to-order breakfast, evening reception, and Wi-Fi; 24-hour access to business center, fitness center & indoor pool.

**Parking:** \$10 +tax per night

[CLICK HERE](#) to make your hotel reservation! Our group rate should be pre-populated with group code CESWFF and it should note "We're showing Women in Finishing rates."

Hotel cut-off date is April 11, 2025. Our group rate will only be available until this date or until our group block sells out.

## 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 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 accommodations costs for successful applicants. 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 first time attendees and CCAI/WiF members.
- Submissions from individual applicants and nominations accepted.

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

**Application deadline is March 21.**

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