Women in Finishing

POWERED BY IFCA Industrial Finishing & Coating Association

2027 FORUM

April 26-28, 2027

Embassy Suites Indianapolis Downtown
Indianapolis, IN

PROGRAM & REGISTRATION INFORMATION

ABOUT THE WOMEN IN FINISHING FORUM

The Women in Finishing (WiF) FORUM is a unique event designed to support and inspire women across the finishing industry. The program blends professional development with industry-focused learning through a mix of engaging sessions, a plant tour, team building activity, thought-provoking discussions, and meaningful networking opportunities that foster lasting connections.

Participants will walk away with fresh strategies to enhance effectiveness, navigate challenges with confidence, and strengthen their leadership skills while also gaining insight into innovations and trends shaping industrial finishing. Open to women at every stage of their career, from the finishing line to executive management, the WiF FORUM is a powerful opportunity to learn, connect, and grow.

SCHEDULE OF EVENTS

Monday, April 26

3:30 PM — **Complimentary Business Portraits**

4:30 PM — **Peer Connections Meet Up**

5:00 PM — **Welcome Reception & Networking Activity**

7:00 PM — **Dinner on Your Own**

Tuesday, April 27

7:30 AM — **Depart for Plant Tour at Toyota Material Handling Services**

11:00 AM — GENERAL SESSION

Welcome
Sheila LaMothe
VP Strategic Initiatives, *IFCA*

Leading Across Generations: Building a Workplace Where Every Generation Wants to Stay, Contribute, and Thrive
Lisa Ryan
Founder & Chief Appreciation Strategist, *Grategy*

12:15 PM — Lunch

1:00 PM — GENERAL SESSION

Take the Chance
Marhya Osheaski
President, *WolfRayet*

Take Your Seat at the Table – You Belong There
Nell Wheeler-Mislang
Market Segment Manager-Pacific Canada Region, *Axalta Coating Systems*

3:00 PM — **Team Building Activity**

6:15 PM — **Networking Dinner**

Wednesday, April 28

8:00 AM — GENERAL SESSION

When Life Whispers: Paying Attention When Something Needs to Change
Carrie Cotch
Mindset & Momentum Coach
Carrie Jo Coaching

My Journey to Leadership Panel
Sam Nash
General Manager, *ChemQuest Inc.*

Kelsey Halonen
Marketing Manager, *Steelhead Technologies*

Dina Geitt
Human Resources Manager, *All-Color Powder Coating, Inc.*

Sandeep Kaur
Sr. Sales Engineer-Automotive Components North America, *Henkel* Corporation

10:30 AM — **Topic-Based Round Table Discussions**

12:00 PM — **Closing Lunch**

1:00 PM — **WiF FORUM Concludes**

*Schedule subject to change.

FEATURED PRESENTATIONS



Leading Across Generations: Building a Workplace Where Every Generation Wants to Stay, Contribute, and Thrive

Lisa Ryan
Founder & Chief Appreciation Strategist, *Grategy*

Five generations are working side by side in today's manufacturing workforce, yet too many leaders still rely on stereotypes instead of strategies. Experienced employees are preparing to retire, younger workers bring different expectations, and communication gaps can quickly become productivity, engagement, and retention problems. The challenge isn't getting everyone to think alike. It's creating an environment where every generation feels valued, respected, and motivated to contribute their best.

Lisa Ryan will show how to move beyond generational labels and build stronger communication, deeper trust, and meaningful connections that improve collaboration, strengthen workplace culture, and increase employee retention across every generation. Attendees will learn practical strategies for improving communication across generations, techniques for recognizing unique strengths each generation brings, approaches for transferring knowledge between experienced employees and newer team members, and appreciation and recognition strategies that strengthen workplace culture.

Take the Chance

Marhya Osheaski
President, *WolfRayet*

What happens when you step away from the noise, climb into a raft with a group of near-strangers, and let the river ask the questions you have been too busy to answer? Marhya Osheaski spent four days rafting the Snake River through Hells Canyon as part of a leadership journey. She arrived with 30 liters of carefully packed panic, a healthy fear of sleeping on the ground, and absolutely no intention of getting into anything called a "ducky." She left with greater clarity, a calmer nervous system, a renewed sense of purpose—and far less emotional weight than she carried in.

The river taught her about fear, control, vulnerability, leadership, and the difference between perseverance and paddling upstream. It challenged her to consider what she is here to build, what she wants to carry forward, and what she finally has permission to leave behind.

In this session, Marhya will share her experience through anecdotes about taking chances, leaving our comfort zones, trusting others, laughing through discomfort, and finding the courage to enter the next chapter of our lives while encouraging attendees to consider what might be waiting for them just beyond the edge of their own comfort zone.



FEATURED PRESENTATIONS



Take Your Seat at the Table – You Belong There

Nell Wheeler-Mislang
Market Segment Manager-Pacific Canada Region, *Axalta Coating Systems*

Throughout her career, Nell Wheeler-Mislang has embraced challenges that stretched her, helped her grow, and taught her to trust herself along the way. Drawing from more than 25 years in the automotive coatings industry, Nell will share candid stories from her own journey navigating a male-dominated industry, balancing career and family, taking on leadership roles with increasing responsibility, and championing new ideas even when others said, "It won't work here." She will also share the profound impact mentors have had on her career and why finding people who believe in you, and becoming that person for someone else, can be transformational.

At the heart of Nell's message is a simple philosophy: "Don't listen to yourself, talk to yourself." She will encourage you to move beyond self-doubt, recognize the value of your unique perspectives and abilities, embrace opportunities that stretch you, and have the confidence to take your seat at the table, because you belong there.

When Life Whispers: Paying Attention When Something Needs to Change

Carrie Cotch
Mindset & Momentum Coach, *Carrie Jo Coaching*



Most of us expect change to announce itself. A big opportunity. A breaking point. A moment when we suddenly know exactly what needs to happen next. But most of the time, change starts much quieter than that.

It's the Sunday-night feeling you keep brushing off. The meeting where you stop speaking up. The opportunity you want but convince yourself you're not ready for. The boundary you keep meaning to set. The life you worked so hard to build that somehow doesn't fit quite like it used to. Or the realization that something that once felt good now just feels... fine. Those are the whispers.

In this interactive session, coach Carrie Cotch invites women to get curious about the signals we often dismiss while we're busy being capable, responsible, and getting things done. Drawing from more than 20 years working in a male-dominated industry, her own life and career transitions, and her work coaching women through change, Carrie explores how expectations, self-doubt, and the unwritten rules we follow can keep us on autopilot.

Attendees will identify where they may be settling for "fine," recognize the whispers they've been ignoring, and identify one small move toward something better. Because you don't need to blow up your life to change it. Sometimes you just need to start listening.

"I learn something new that I can apply to my role every time I attend." - 2026 FORUM Attendee

FEATURED PRESENTATIONS

My Journey to Leadership Panel

Sam Nash
General Manager, *ChemQuest Inc.*

Dina Geitt
Human Resources Manager, *All-Color Powder Coating, Inc.*

Kelsey Halonen
Marketing Manager, *Steelhead Technologies*

Sandeep Kaur
Sr. Sales Engineer, Automotive Components North America, *Henkel Corp.*

A signature session of the Women in Finishing FORUM, this engaging panel brings together women who embody leadership in many forms across the finishing industry. Representing a wide range of roles, from technical experts to team leaders to organizational influencers, our panelists share their unique journeys, challenges they've navigated, and the lessons that shaped their career. With time for open discussion and Q&A, this session is designed to help every attendee see a piece of their own journey reflected in the panel and leave with practical insights to apply to their career.






Topic-Based Round Table Discussions

Dive into dynamic discussions led by subject matter experts on topics suggested by past WiF FORUM participants. Attendees may join up to three sessions and will choose their preferred topics during registration.

Topics include:

- Small & family businesses
- Brand marketing
- Building influence without a title
- Curing technologies
- Company culture, employee engagement & appreciation
- Work/life balance
- Sales techniques, strategies & best practices
- Transitioning from a technical to a commercial role
- Managing difficult conversations
- IFCA programs
- Executive exchange *(exclusively for executive level attendees)*



Register now at www.womeninfinishing.org/forum

FORUM ACTIVITIES

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 one, or if it's time for an update, have a complimentary business photo taken at the WiF FORUM on Monday afternoon.

Peer Connections Meet Up

Mentees will meet their peer mentor at this casual meeting just prior to the welcome reception, giving them an opportunity to connect before the event begins. Peer mentors are WiF FORUM veterans that help mentees navigate the program and events. Both mentors and mentees must sign up for this program when registering for the WiF FORUM.



"I loved meeting my mentor and corresponding with her throughout the conference. A connection was made and I am grateful for it."

- 2026 FORUM Mentee

Welcome Reception and Networking Activity

The WiF FORUM kicks off with a welcome reception paired with an interactive networking activity. This engaging icebreaker offers a fun and creative way to get to know your fellow participants. Continue the conversations and connections during the reception.



"The networking activity really got me out of my comfort zone in a good way."

- 2026 FORUM Attendee

Plant Tour

Tuesday morning, we will tour Toyota Material Handling Services in Columbus, IN. Through 20 expansions, what began in 1990 as a 280,000 ft^2 facility has transformed into nearly two million square feet of manufacturing space. In summer 2026, Toyota opened a 295,000 ft^2 facility which houses a new automated powder coat line and wet paint (acrylic urethane) processes developed for the redesigned Toyota Stand-up Counterbalance forklift. In addition to touring this new facility, attendees will get a glimpse into Toyota's history, manufacturing journey, and the principles of the Toyota Production system that continue to guide how products are made.



"Great event for networking with other women. Felt very safe to be ourselves." **- 2026 FORUM Attendee**

FORUM ACTIVITIES

Team Building Activity

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.



WiF Cares – Community Initiative

Over the past few years WiF FORUM attendees have come together to support those in need through a charitably focused activity. This year, we will support Sheltering Wings, a comprehensive care hub serving survivors escaping domestic abuse. As one of the largest domestic violence shelters in the state, Sheltering Wings serves all of Central Indiana and beyond. They work to prevent domestic violence, restore hope, and create pathways to safety, stability, and independence.

WiF attendees will have the opportunity to donate items from a wish list provided by Sheltering Wings. The organization serves both women and men, along with their dependent children, through emergency shelter and community advocacy services for those who do not need housing. In addition to crisis intervention, they offer prevention and education programs to the community, business and civic groups, and students in local schools.

Networking Dinner

After the team building activity, join us Tuesday evening for a networking dinner. This relaxed setting is the perfect chance to unwind, share insights from the day's sessions, and continue building connections with fellow attendees.



"All the activities and events were so much fun; I met new contacts (even in my 4th year here)."

- 2026 FORUM Attendee

Register now at www.womeninfinishing.org/forum

REGISTRATION INFORMATION

REGISTRATION FEES

IFCA-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 & networking activity
- Business portrait (optional)
- Transportation to/from tour facility
- Admission to all event presentations
- Refreshment breaks
- Lunch & dinner on Tuesday
- Team building activity
- WiF FORUM t-shirt
- 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 always accepted at no cost.

NOT A MEMBER?

Join today and save money on your registration fee. An individual IFCA membership is $99 or $125 (dependent on your company's membership status) and includes your Women in Finishing membership!

CLICK HERE to join!

HOW TO REGISTER

CLICK HERE to register now!

HOTEL & TRAVEL

Embassy Suites by Hilton Downtown Indianapolis
110 West Washington Street
Indianapolis, IN 46204
317-236-1800

Room Rate: $199/King Suite or 2 Double Beds Suite

Rate Includes: Complimentary Wi-Fi, free made-to-order breakfast, complimentary evening reception, fitness center and indoor pool.

Hotel Parking: Self-Parking $48/day with in and out privileges.

Airport Options: Indianapolis International Airport – 12 miles from the Embassy Suites.

CLICK HERE to make your hotel reservation! You will be directed to the IFCA – Women in Finishing FORUM 2027 reservation page. Click on "Book a Room" and the WiF FORUM group rate will be displayed.

Hotel cut-off date is April 5, 2027.
Our group rate will only be available until this date or until our group block sells out.

COMPLETE EVENT DETAILS

Complete event details can be found at **www.womeninfinishing.org/forum.**



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 enables more women to participate in the annual WiF FORUM by covering registration fees and accommodations costs for successful applicants. Recipients are selected by the IFCA Education Foundation Board of Directors.

Eligibility:
- Must be a woman currently employed by a company involved in the industrial finishing and coatings industry.
- Priority consideration given to first-time attendees and IFCA/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 1.

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