

AMCA Idea Exchange

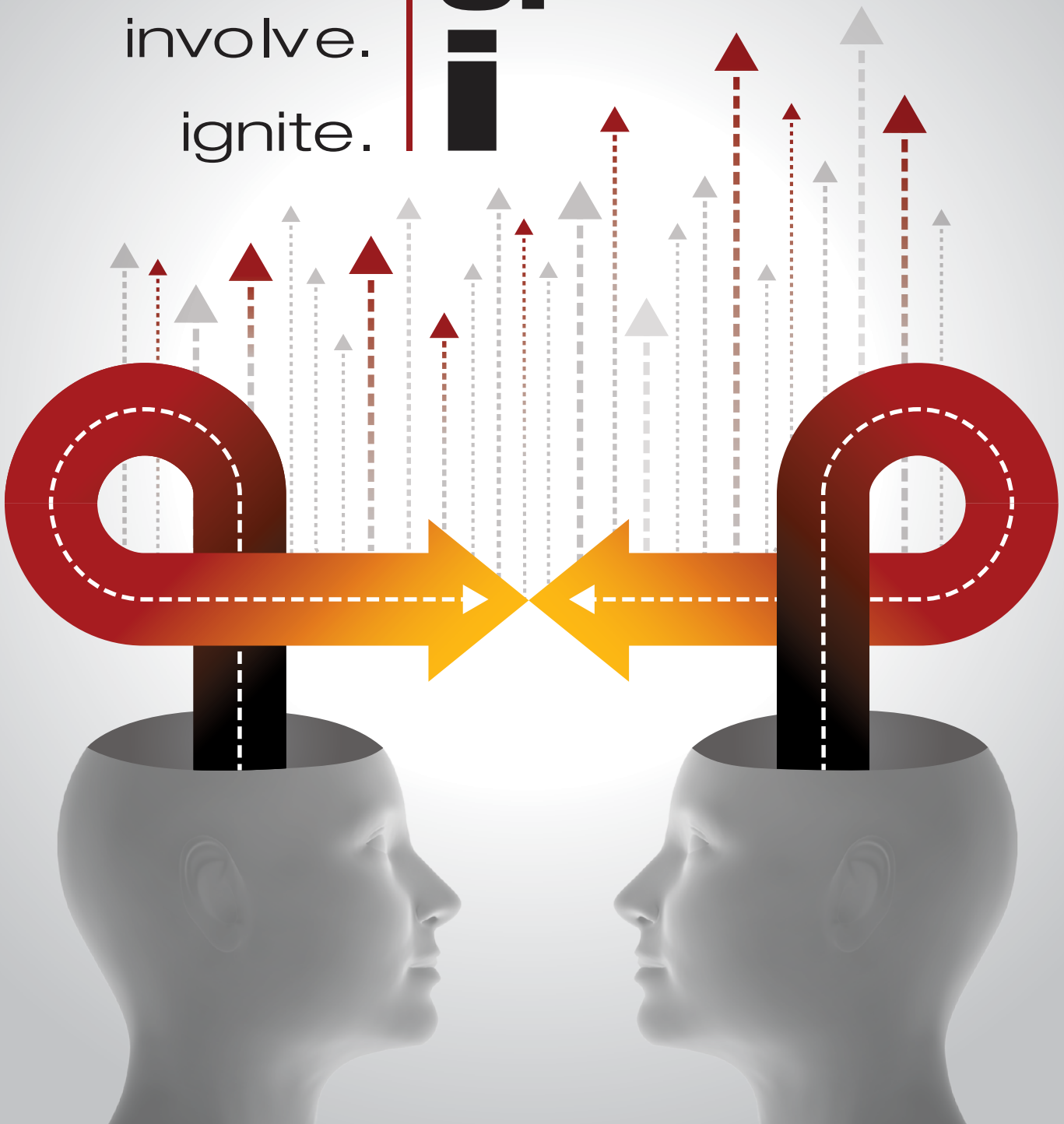
April 13, 2021

An AMCA VIRTUAL Event



impact.
innovate.
involve.
ignite.

**THE
STRENGTH
OF
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The world is experiencing a period of unimaginable change—and the need has never been greater for IDEAS on how to meet the challenges this change is creating. The 2021 AMCA Idea Exchange is focusing on sharing some of these ideas.

impact.
innovate.
involve.
ignite.

THE STRENGTH OF



AMCA IDEA EXCHANGE



The COVID-19 pandemic has changed how we, as companies and leaders, manage our operations and staffs on a day-to-day basis. How do we maintain the performance and quality our customers—and our colleagues—expect in a ‘virtual’ or ‘hybrid’ world?

The AMCA Idea Exchange is an AMCA virtual event that will address these

topics from an operations, sales, legal, and a business/corporate culture perspective with professionals who will share insights, impressions, and IDEAS.

Come experience the Strength of I.

Opening General session How do you maintain your business’s culture and esprit de corps when you are working in a hybrid environment? Is half of your workforce working from home and the other half on the plant floor? How do you manage collaboration when your teams don’t actually see each other except as one of multiple postage stamps on the screen? Keri De Bruin is an HR Consultant who will provide ideas and strategies for handling this topic in the opening session of the AMCA Idea Exchange.

Sales and Marketing breakout session How does your sales force demonstrate value, quality, and performance on a virtual sales call? With preparation and personality! The AMCA Idea Exchange will feature Sue Hershkowitz-Coore, a passionate speaker who has mastered the virtual environment to deliver proven strategies and tactics for delivering highly effective and dynamic sales presentations—regardless of the medium.

Human Resources and Manufacturing breakout session Managing your workforce and business operations in this interesting time is a challenge, adding in new hurdles complying with ever-developing laws and regulations—the pandemic has created an array of issues facing human-resources and manufacturing professionals, and they are precisely the kinds of topics that will be discussed at the 2021 AMCA Idea Exchange. Join HR consultant Beth Ann Fell and other human-resources and manufacturing professionals from AMCA member companies for a roundtable discussion and benefit from their collective knowledge and insights.

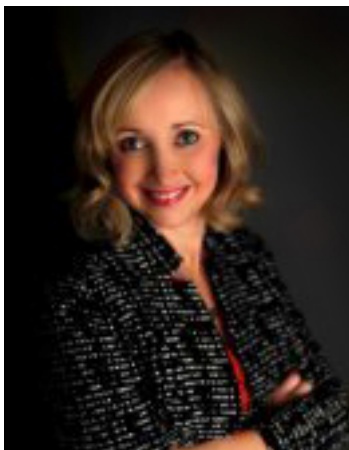
Schedule

Tuesday, April 13, 2021	Description	Interest Groups	
9:00 AM – 9:10 AM	Welcome	S&M, HR/MP	Joint Session
9:15 AM – 10:15 AM	Speaker: Keri De Bruin, Principal, “Ideas for Managing your Workforce in Challenging Times”	S&M, HR/MP	Joint Session
10:10 AM – 10:15 AM	Split into Groups		Separate into separate Groups
10:15 AM – 11:15 AM	Speaker: Sue Hershkowitz-Coore, Speaker Sue, “How to be a Dynamic and Successful Virtual Seller!”	S&M	S&M Session
10:15 AM – 11:15 AM	HR/MP Council Meeting & Speaker: Beth Ann Fell, e360Solutions, “Roundtable discussion with Human Resource consultant”	HR/MP	HR Breakout
11:15 AM – 11:30 AM	Break/ Welcome for ITR attendees	S&M, HR/MP	Joint Session
11:30 AM – 1:00 PM	Speaker: Alex Chausovsky, ITR Economics, “Moving Forward”	S&M, HR/MP	Joint Session

Speakers

Keri De Bruin, Principal

Ideas for Managing your Workforce in Challenging Times



Keri De Bruin, Owner and Executive Coach at Apex Coaching & Consulting, LCC brings over 15 years of experience in senior level HR leadership, coaching, mentoring, training, and developing talent. Prior to founding Apex, Keri had a robust career in corporate HR as a

CHRO. Her background includes experience across multiple industries (non-profit, manufacturing, the trades, communications, oil and gas, higher education, and entertainment) and multiple functions (field and international sales, back-office, operations, shop floor, and job site). As an HR leader Keri has led a team of 15, oversaw departmental budgets and strategy, ensured compliance with all labor and employment laws, drove goal setting and talent processes, and helped lead culture and change initiatives for organizations.

Keri is an active member of the International Coaching Federation (ICF), the Society for Human Resource Management (SHRM), and her local chamber of commerce. She has also served as adjunct faculty at Marquette University’s College of Business (COBA), teaching Training and Development, as well as mentored through the University’s mentorship program for more than a decade, and serves on the HR Advisory Board of the COBA.

As a consultant, Keri partners with clients to understand their needs, and build common sense HR solutions that help drive organizational goals and strengthen cultures. As a coach, Keri brings years of experience helping individuals at all levels develop and expand their careers. Keri specializes in supporting clients as they identify and focus on their goals. Keri is certified in mindfulness, servant leadership and Franklin Covey’s 7 Habits for Highly Effective Leaders. Additionally, she is trained in Trauma Informed Care. She is able to bring techniques from these philosophies into coaching and consulting engagements, helping clients keep the focus on their most important priorities while also developing leadership skills, and growing and empowering others. Keri approaches client engagements with absolute confidentiality; providing them with a safe place to think out loud, be vulnerable, identify solutions, overcome challenges and create the best outcomes possible.

Speakers *(continued)*

Sue Hershkowitz-Coore, Speaker Sue

How to be a Dynamic and Successful Virtual Seller!



Want to win more deals even when selling virtually? This session has the ANSWERS you need now to turn your virtual presentations (even demos!) into powerful tools that engage buyers and create competitive distinction. You'll learn how to structure and

leverage your presentation to boost persuasion and influence without all the benefits of a F2F relationship. It starts with your confident, professional image,

building trust and avoiding all-too-common virtual selling mistakes. See how you can take respectful control and move your buyer to the next step in your sales process.

Sue Hershkowitz-Coore is passionate about accelerating your success through brain-friendly, emotionally certain communications. In her energetic, engaging and relatable style, SpeakerSue provides immediately actionable strategies to use your virtual communications to achieve best results. The author of *Power Sales Writing*, McGraw Hill and *How to Say it to Sell it*, Penguin/Random House, Sue is a trusted partner and advisor to multiple global brands and her proprietary communication formulas will rock your world!

Beth Ann Fell, e360 Solutions

Roundtable discussion with Human Resource consultant



Beth Ann will provide an overview of how Covid-19 impacts your employees. This discussion will occur during the HR roundtable.

Beth Ann is Co-Founder of e-360 Solutions, a full-service one-stop shop for HR, benefits and payroll focused on aligning with and maximizing clients' business goals. The e-360 team creates customized strategies and implements fully integrated solutions to help clients achieve short- and long-term growth goals.

Beth Ann has dedicated 20 years to her true passion, Human Resources and e-360 represents her constant desire to cultivate a team of high achieving professionals who add value beyond execution, keeping in mind business strategies.

Speakers *(continued)*

Alex Chausovsky, ITR Economist

Moving Forward



2020 was quite a year. We will explore all the changes that have occurred in the economy and what they mean to your future. The pandemic, government responses, burgeoning opportunities and lagging sectors will be examined.

These forces will shape the trends ahead and drive your tactics and strategies. One thing will not change, successful businesses will have to constantly adapt to a sea of changing circumstances.

The US economy and the corresponding impact to key industries for AMCA members will be examined.

We will also:

1. Assess the macroeconomic environment and the outlook for 2021 and into 2022.
2. Look at a system of key leading indicators that are proven to signal cyclical turns in the economy and key AMCA market sectors.
3. Present clear, actionable Management Objectives™ that are right for the coming years as we adapt to the ‘new normal’.

Alex Chausovsky is an accomplished speaker and serves as senior business advisor at ITR Economics™. A highly experienced market researcher and analyst, he has more than a decade of expertise in subjects that include macroeconomics, industrial manufacturing, automation, and advanced technology trends.

Alex has consulted and advised companies throughout the US, Europe, Brazil, China, and Japan for the last 15 years and has been featured on NPR, the BBC, and in *The Wall Street Journal*.

Registration Fees

Select what sessions you will attend	
Sales & Marketing	\$100
Human Resources and Manufacturing Professionals	\$100
ITR Economics speaker only	\$50

REGISTER NOW!