

ICPA Multiregional Workshop and Demonstrations
 June 24-25, 2010
 Dublin, OH

Workshop Program

Thursday, June 24

8:00 am: Registration Open Ashland Offices, Building #2

Refreshments Provided by:



9:00 – 9:50 am Concurrent Tracks for Management and Production

Track:	Session Title	Speaker(s)	Room
Production	<u>CCT-CP Training Session, Part 1</u> <i>Note – Please attend all three CCT sessions.</i>	Ryan Cornett, Ashland	1A
Management	<u>The Economy</u> This session will discuss insights into the economy and what may be expected.	Marc Benevento, Ashland	Auditorium

10:00 – 10:50 am Concurrent Tracks for Management and Production

Track:	Session Title	Speaker(s)	Room
Production	<u>CCT-CP Training Session, Part 2</u> <i>Note – Please attend all three CCT sessions.</i>	Ryan Cornett, Ashland	1A
Management	<u>Human Resources on a Shoestring</u> This session will go over how to handle human resources in a small company with limited resources.	Kevin Myers, Ashland	Auditorium

11:00 – 11:50 am Concurrent Tracks for Management and Production

Track:	Session Title	Speaker(s)	Room
Production	<u>CCT-CP Training Session, Part 3</u> <i>Note – Please attend all three CCT sessions.</i>	Ryan Cornett, Ashland	1A
Management	<u>Legislative Update</u> This session will present the current status on Styrene, and will review the recent legislation of lead based paint and how it affects remodelers.	Richard Higgins, HK Research	Auditorium

12:00 pm:

Lunch

Outside of Auditorium

Bring your lunch to the cafeteria, Room 1G or 1H.

Provided by:



1:30 -2:20 pm:

Concurrent Tracks for Management and Production, *continued.*

Track:	Session Title	Speaker(s)	Room
Production	<u>Lean and Mean –How to Plug Nasty Profit Drains</u> This presentation points out some of the biggest profit drains that a company may have during these slow economic times. You can either do nothing and slowly become a weaker company or recognize the problem and stop it.	Nathan Rivera, International Marble Industries	1A
Management	<u>Understanding Your Market</u> This presentation will show simple techniques that can be applied by manufacturers to identify where new potential sales are geographically located and who might be "Channel Partners" to turn potential into sales. Also included will be some data generated by asking the retail customers what they wanted in countertops.	Jack Simmons, ACS	Auditorium

2:00 – 2:50 pm:

Concurrent Tracks for Management and Production

Track:	Session Title	Speaker(s)	Room
Production	<u>30 tips in 60 minutes</u> This presentation is a fast moving series of problems and solutions for the manufacturer.	Ken Lipovsky, Reichhold	1A
Management	<u>Differentiating Your Product</u> This presentation will review how one manufacturer differentiated the product by not only making new product offerings, but by communicating to customers.	Bonnie Webster, Monroe Industries	Auditorium

2:50 pm:

Afternoon Break

Outside of Auditorium

Provided by:



3:15 – 4:05 pm:

Concurrent Tracks for Management and Production

Track:	Session Title	Speaker(s)	Room
Production	<u>Getting the Most Out of Your Resin with Catalyst Selection</u> In cast polymer applications, the proper choice of initiation and promotion system is key to getting the correct processing times as well as the best finished product properties. In this talk, we will attempt to cover the various types of initiation and promotion systems used in cast polymer applications, and what the advantages are along with the potential drawbacks. Through this discussion, it is intended that the end user gain a greater appreciation for the various cure system options that are available, and to gain some ideas as how to take advantage of the varying properties of these reactive systems.	Mike Wells, Arkema	1A
Management	<u>Color Trends and Design</u> This session will go over color and design information for commercial and residential surfacing trends. Review of current and future design information including resources from the Color Marketing Group.	Renee Rigely, RJ Marshall Company	Auditorium

4:15 – 5:15 pm:

General Session: Recognizing and Reacting to the Challenges of Today and ICPA Business Meeting

Auditorium

Speakers: Jamie Myers, Hoffman Fixtures Company and ICPA President and Chris Hurdleston, Marbleon, Inc.

6:00 pm:

Reception with Exhibit Displays

*Crowne Plaza Dublin,
Ballroom Foyer*

Sponsored by:



7:00 pm:

Dinner

Speaker: Bob Craycraft, President, Ashland Distribution

*Crowne Plaza Dublin,
Wright and Ebby Room*

Friday, June 25:

MapQuest Directions to Heritage Marble:

From the Crowne Plaza, Take 270 East for 6 miles. Take exit 23, US-23 toward Worthington. Turn slight right onto N. High Street (US-23). Turn Left onto E. Wilson Bridge Rd. Continue to 1.1 miles until the road becomes Huntley Rd. Heritage Marble is on the left.

Please park in the south side parking lot, and enter on the right side of the building through the show room.

7:30 am: **Regional Meetings: NECPA and MCMA** *Heritage Marble*

8:30 am: **Process Demonstrations and Commercial Demonstrations** *Heritage Marble*

Concurrent Demonstrations		
<i>Please note that the demonstrations may have different end times.</i>		
Start Time	Process	Commercial
8:30 am	Urethane and Silicone Molding Demo, Polytech Veining Demo, Gruber, ACS, and RJ Marshall Spray Gun, ITWF	Terra Bella and Ecotone Demo, ACS
9:30 am	Polymer Concrete, Reichhold	Terra Bella and Ecotone Demo, ACS Spray Granite, RJ Marshall
10:00 am	Urethane and Silicone Molding Demo, Polytech	
10:15 am	Veining demo, Gruber, ACS, and RJ Marshall	
10:30 am	Spray Gun, ITWF Polymer Concrete, Reichhold	Spray Granite, RJ Marshall

11:30 am: **Lunch**

1:00 pm: **Meeting Concludes**