



**The Multi-Generational Workforce:  
How to Succeed in Today's Marketplace**  
*2017 Equipment and Moldmakers Leadership Summit*

**Sunday, Feb 26, 2017**

6:00 PM – 7:00 PM      Welcome Reception

**Monday, Feb 27, 2017**

7:45 AM – 8:45 AM      Breakfast

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9:00 AM – 12:00 PM      Keynote Presentation: Buddy Hobart, The Multi-Generational Workplace

Today, there are an unprecedented four generational groups coexisting in the workplace. This demographic diversity poses a challenge for employers, in terms of creating and managing harmonious workplaces, where each generation's unique values and office expectations mesh. The newest group to enter the workforce, Generation Y (Millennials), poses a particular challenge for organizations. Generation Y is not only different from past generations, but also misconstrued in many ways.

This talk examines the current multi-generational workforce, focusing specifically on Generation Y. In doing so, we debunk many of the myths associated with this demographic and explain how all generations can be a tremendous workplace asset. Incorporating the ideas generated from this talk will not only benefit retention within your organization but also create a more satisfied workforce across the board.

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12:00 PM – 1:30 PM      Lunch

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1:30 PM – 2:45 PM      Multi-Generational Workforce: A Panel Discussion

This panel will be made up of plastics professionals from the Silent, Boomer, Gen X, and Millennial generations whose companies are good at attracting and retaining talent as well as a plastics educator. Moderated by Buddy Hobart, the discussion may include their thoughts on the keynote presentation; how they entered the plastics industry; what keeps them in the plastics industry; what they bring to their companies specifically relating to their generation's "characteristics;" what they have learned from working with other generations; and how their companies engage and retain people from all generations.

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2:45 PM – 3:00 PM      Break

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3:00 PM – 4:00 PM      Military Generational Shift: Colonel Terance Huston, U.S. Army

The U.S. armed services face similar challenges in connecting with youth and encouraging them to join their ranks and make a professional career in the military. U.S. Army 5th Recruiting Brigade commander Colonel Terance Huston will discuss techniques that his command is using to bridge the multi-generational gap and identify and recruit qualified youth to become soldiers. Hear a discussion about Army lessons learned and techniques that can be applied to building and strengthening your own company team.

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4:00 PM – 4:45 PM      Bridging the Skills Gap: Own it! Chuck Sholtis, CEO of Plastic Molding Technology Inc.

In today's global economy, companies across the manufacturing spectrum are under pressure to train a multigenerational workforce—or risk falling behind the competition. The United States now has more skilled job openings than applicants. We sit at a critical juncture—one that opens new opportunities. It's time to take ownership, stop waiting and be the solution to bridge the manufacturing skills gap. By taking a multi-dimensional approach to workforce training needs, you can collaborate to create a stronger, more responsive employee team. The leadership of Plastic Molding Technology Inc. found a solution by building a coalition and earning a state grant to prepare the next generation of skilled workers.

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4:45 PM – 5:00 PM      Day One Wrap-Up

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6:00 PM – 7:00 PM      Cocktail Reception

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7:00 PM – 9:00 PM      Dinner and Entertainment

**Tuesday, Feb 28, 2017**

7:45 AM – 8:45 AM      Breakfast

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8:30 AM – 9:00 AM      Equipment Council Update

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9:00 AM – 10:30 AM      Integrating a New Generation of Leaders: Local Plastics Manufacturers' Perspective (and Panel Discussion)

It comes down to leaders at every level of a business to make human-resources programs work and create a company that employees want to be a part of. Representatives of three plastics processors in the Phoenix area will participate in a forum to share issues, opportunities, and challenges that the plastics industry and companies like yours are facing. This part of the program will provide the company perspective about efforts to integrate and optimize the multi-generational workforce toward making the company more competitive in today's global marketplace.

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10:30 AM – 11:30 AM      Multi-Generation Marketing Strategies

In keeping with this year's Summit theme of the multi-generational workforce, the plastics industry media sponsors will discuss the challenges of marketing to a multi-generation readership. Tapping into their advertising expertise together with their understanding of the plastics industry, each will share strategies to maximize the impact of an advertising campaign that continues to engage with current customers while laying the foundation of a relationship with the next generation of decision makers.

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11:30 AM – 6:00 PM      Extracurricular Activities

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6:00 PM – 7:00 PM      Final Cocktail Reception

**Wednesday, Mar 1, 2017**

7:30 AM – 11:30 AM      CES Annual Meeting

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Until 11:00 AM          Check-out



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**Content Highlights:**

Network with your industry peers as you learn about:

- The multi-generational workforce as a key to gaining and maintaining a competitive advantage for success in today's global marketplace
- Strategies and methods professionals from the plastics industry, local manufacturers, and the U.S. military use to build a strong and competitive workforce
- The newest generation of workers and how to integrate them into today's workforce from keynote speaker Buddy Hobart, Founder and President of Solutions 21
- Committee on Equipment Statistics (CES) Annual Meeting to be held at the same location on Wednesday, March 1 at the end of the Summit