



**April 14<sup>th</sup> – 16<sup>th</sup>**  
**Hilton North Raleigh/Midtown**  
3415 Wake Forest Rd. Raleigh, NC 27609  
**Plant Demonstrations- Majestic Kitchen & Bath Creations**  
117 Franklin Park Dr. Youngsville, NC 27596

## *Schedule of Events*

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### **Thursday, April 14<sup>th</sup>**

- 1:00p.m. – 5:30p.m.      Event Check-in - Hilton hotel lobby
- 1:00p.m. – 3:00p.m.      Reichhold technical facility tours. Advance registration required.  
Reichhold World Headquarters & Technology Center 1035 Swabia Court, Durham NC 27703
- 3:00p.m. – 5:00p.m.      Majestic’s Granite Shop open for tour. 104 Jeffrey Way, Youngsville, NC 27596
- 6:00p.m. – 7:30p.m.      POLYCON Welcome Reception and Marketing Strategies Presentation and Group Discussion  
Majestic Kitchen & Bath Creations: **Raleigh Showroom**. (NOT AT THE PLANT)  
6210 Plantation Center Drive, Suite 109, Raleigh NC 27616  
Presentation by Marketing Specialist Kyle Held of Skybound
- 7:30 p.m.                      “On Your Own” Dinner
- 8:30p.m. – 9:30p.m.      Event Check-in for late Thursday arrivals- Hilton hotel lobby
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### **Friday, April 15<sup>th</sup>**

#### **Morning Event Session:**

- 7:30a.m. to 8:00a.m.      Late arrival event check-in, hallway outside of meeting space.
- 8:00a.m.                      Welcome and Overview delivered by Jennifer Towner, Association Director
- 8:05a.m. – 8:45a.m.      ICPA Annual Member Meeting and Association update delivered by Todd Werstler, ICPA President
- 8:50a.m. – 9:40a.m.      Presentation and round table discussion – “**Competing in Today’s Private Digital Marketplace**”.  
Presentation by Dirk De Vuyst, owner of International Marble Industries, Inc.
- 9:45a.m.                      Short break/ Morning snack available in hallway outside main event room
- 10:00a.m. – 11:55a.m.      Presentation and round table discussion- **Business Metrics- Beyond “making a profit”**.  
Presentation by Ed Hill with Synchronous Solutions.
- 11:00a.m.                      Industry Regulatory Update
- 11:15a.m. -12:00noon      Gold Sponsor Introductions and Presentations facilitated by Dirk De Vuyst, Association Secretary

12:00noon – 1:00p.m. Prepared Box Lunch provided and Sponsor table visits

**Afternoon Session Round-table Discussions:** After lunch the event hall will divide into 4 sections with two break-out discussion sessions in each section for a total of 8 topic choices. Each one will last about 40 minutes. The eight topics to include are- Fillers, Molds, Resins, Latest design trends, Marketing, Sales, OSHA and Industry regulatory issues, and Business metrics.

1:00p.m. -1:40p.m. First Break-out and Round table discussion session choice

1:45p.m. -2:25p.m. Second Break-out Round table discussion session choice

2:30p.m. – 3:10p.m. Third Break- out Round table discussion session choice

3:15p.m. – 3:45p.m. Afternoon break/ Afternoon Snacks available in hallway outside main event room/ Sponsor table visits

4:00p.m. – 4:10p.m. Reichhold presentation delivered by Dale MacDonald, VP Commercial North America

4:15p.m. - 4:55p.m. Presentation and discussion *Good to Great*. Presentation by Todd Werstler ICPA President and owner of Tower Industries. Based on the bestselling book by James C Collins.

4:55p.m. Association Executive Director Jennifer Towner to make final announcements and adjourn the meeting

5:00p.m. – 5:30p.m. Sponsor Table Visits

## Friday Evening

6:00p.m. - 7:00p.m. Cocktail and appetizer reception hosted by POLYCON Platinum Sponsor Reichhold in Hotel Lobby Restaurant

7:00p.m. – 9:00p.m. POLYCON Event Dinner. Delicious buffet dinner in the Hilton Capital Ballroom. Presentation of Industry Awards and Recognitions

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## Saturday, April 16<sup>th</sup>

7:00a.m.- 8:30a.m. Hotel Complimentary Breakfast for those staying at the Hilton at our rate and hotel check-out.

8:30a.m. On your own travel to Plant Demonstrations at Majestic Kitchen & Bath Creations Plant 117 Franklin Park Dr. Youngsville, NC 27596.

## Saturday Morning Plant Demonstrations and Discussions

9:00a.m. - 11:00a.m. Demonstrations at Majestic Kitchen & Bath Creations Plant. Each demonstration will run twice. First demonstration at 9:00a.m. and a second at 10a.m. All will be clearly marked at the plant.

- **Station 1** - Cladding- Demonstration by Mike Marcis of Easton Industries and moderated by Larry Branon of RJ Marshall
- **Station 2** - Low Production Tooling – Demonstration by Greg Byrne of Reichhold and moderated by Chris Hurdleston on ACS International
- **Station 3** - Laser Templating – Demonstration by Laser Products Industries and moderated by Bobby Medlin of Majestic Kitchen and Bath Creations
- **Station 4** - Majestic Tooling: Mold Preparation and Repair –Moderated by Renny Johnson of Majestic Kitchen and Bath Creations
- **Station 5** - Undermount Bowls- Demonstration by Dirk De Vuyst of Intl Marble Industries and moderated by Larry Blake of Marshall-Gruber

11:00a.m. - 11:30a.m. Discussion, questions, and re-cap at the Stations

11:30a.m. - 12:00noon Breakdown and POLYCON Raleigh 2016 Concluded