



**Canadian Fluid  
Power Association**  
**Association canadienne  
d'énergie des fluides**

**2017 CFPA ANNUAL GENERAL MEETING  
MAY 31- JUNE 2  
DEERHURST RESORT, MUSKOKA, ON**



The CFPA AGM will be held at the Deerhurst Resort in Muskoka, ON, a beautiful retreat in the heart of Ontario's cottage country! It is an easy drive from Toronto with champion golf right on site. We have an excellent group rate of \$149.



The CFPA AGM revolves around the exceptional collection of keynotes from leaders in the fluid power and economic industries. Each Pillar of the Canadian Fluid Power Association is represented by an industry professional with insightful words on leadership, economics, industrial regulations, marketing and education, to name a few.

Market insight is a hot topic at the AGM, and as a leader in your industry, you want to know about microeconomic trends that affect your fluid power industry, as well as the macroeconomic conditions affecting Canada, North America and the rest of the world. We will have more than one keynote speaker addressing market insight relevant to our specific industry and beyond.

Industry 4.0 is also a crucial topic that will soon be affecting everyone's business. We will be having 2 speakers discussing the fluid power implications of this new technology to keep you ahead of the curve.

### **Full Conference Overview**

#### **Wednesday, May 31**

9:30 CFPA Golf Tournament at Highlands Golf Course

Those interested in golfing are welcome to join some of the CFPA Directors on the Highlands Course. We have an excellent rate of \$65 which includes cart, corporate gift, bottled water, use of warm up range. Those interested can contact me or call into reservations at 800-461-4393.

3:30: Board of Directors Meeting (Closed Meeting)

6:30: Opening Reception

7:00: Networking Dinner

8:30: Bonfire (tentative based on sponsorship)

### **Thursday, June 1**

8:00: Breakfast

8:45 Welcome and Introductions

9:00: **Keynote 1, Gary Gzik, CEO: Bizxcel “Legendary Leaders”**

Gary will give an in depth look at what it takes to truly be a legendary leader in today’s business environment and the transformational difference this makes to teams and organizations.



Key topics which will be covered include:

- Understanding the new leadership role
- Building your community of followers in a positive and supportive environment
- Managing culture
- People first, employees second: one size doesn’t fit all
- The importance of influence and persuasion
- Rule of 1%

Gary is an international presenter, trainer, consultant and author who has been inspiring people and organizations for over 30 years. Gary has worked with hundreds of organizations and over 10,000 individuals through his training and consulting work in the areas of: leadership development, teambuilding, personal development, conflict resolution, train the trainer models, effective communication skills, strategic planning and customer service improvement.

10:45: Coffee Break

11:00: **Keynote 2: Denise Wecker-Seipke, “It’s all about RISK and MONEY”**

Despite technological advances are the rates of serious incidents of serious environmental impact, injury and even death actually rising? Risk management is the new business expectation, but there are multiple models, and not all bring the same results. Denise is the EHS Technical Manager for BSI Americas, responsible for environmental, health & safety, food safety and related system certification programs, and will share some key observations and information for your consideration.



12:00: Networking Lunch: **Sponsorship Opportunity**: We will take lunch right out front of our meeting space to enjoy a beach BBQ with interactive challenges to refresh us all after a busy morning of presentations if sponsored.



1:15: **Keynote 3: Joseph McKenna, Business Economist, Eaton: “The Economics of Fluid Power”**

Delegates will be updated on the current global economic environment and the future outlook for growth. He will examine how trends in the global economy are affecting the various key end markets for fluid power applications, including construction and mining equipment, agricultural equipment, oil & gas, stationary and industrial equipment, and heavy duty and vocational trucks, among others.



Joseph performs macroeconomic analysis and forecasting for key economies in Asia, the Middle East, and Africa, including China, Japan, India, Saudi Arabia, and South Africa and is responsible for commodity market analysis and forecasting, focusing on ferrous metals, non-ferrous metals, and energy, while liaising with Supply Chain Management on monthly basis to assess pricing trends and outlook

2:30: CFPA Business Meeting – Update of CFPA Four Pillars:

- Market Insight
- Industrial Relations
- Education
- Communications
- Membership

3:30: Coffee Break

3: 45: **Keynote 4, Goran Tesanovic, “Connecting the Lines Between Industry, Customers and Education”**

The manufacturing industry is a couple of years away from a game-changing transformation, what is called the fourth Industrial Revolution, or in short, Industry 4.0. Canadian companies, who are global players in their respective industry segments, are already working with global technology leaders in implementing this technology often called the digital enterprise realization. In addition: “Canada is facing a technical skills shortage of unprecedented proportions, with serious implications for our long-term productivity and competitiveness...Talented, motivated and skilled people are the world’s most valuable resource.” - Canadian Council of Technicians and Technologists. What are Canadian colleges and the industry doing in preparing graduates who will be ready in three to five years from now to carry on the digital enterprise realization? Seneca College has the answer with its Mechatronics and coming Industry 4.0 programs.



Goran is a Business and education leader who together with industry partners develops graduate talents ready for demands of coming Industry 4.0. He is the founder and leader of the Seneca College Mechatronics Program which is based on the internationally recognized Siemens Mechatronics Certification. A Seneca college professor and Siemens Canada successful business and global account manager.



5:30: **Mixology Reception** (open to all delegates and spouses)

This unique event allows us to have a hands-on experience as we mix, shake, stir, experiment, create – and of course – taste our very own personally customized beverage. Once all beverages have been created, each team will present their personally created beverage to the other team(s) in front of our panel of expert judges.



**Sponsored by Higginson Equipment**



6:30: Networking Dinner (open to all registered delegates and spouses)

8:30: Bonfire (open to all registered delegates and spouses)

**Spousal Event: “Lunch with Antique Boat Cruise and Shopping”**

As last year’s spousal event was so successful this year we want to encourage everyone to bring a spouse. There is a spousal program on Thursday to help all spouses get to know one another in a casual atmosphere. They are also



welcome at all meals and there is a special registration section on the website for spouses.

This year spouses will get to know each other over a casual lunch then proceed for a tour on an antique boat with a stop in town for shopping.

## **Friday, June 2**

8:00 Breakfast

9:00 **Keynote 5: Ben Hope, Advanced Manufacturing Technology Driver, Festo Canada, “Industry 4.0: The Future of Manufacturing Begins Today”**



Manufacturing is experiencing a major shift. Global demand for products is becoming more and more complex: we are increasingly dependent on individual preference and customization; demand is unpredictable; products are being released in shorter time intervals and are being redesigned in rapid successions. Mass production is becoming obsolete. We need agility in manufacturing. Industry 4.0 is a method of implementation. It’s framework that ties together different technologies like the Industrial Internet of Things and modular automation to achieve a vision: productivity in complex markets.

The last few years has seen the conceptual introduction of Industry 4.0, but the hype has started to dissipate. We need to start looking at implementation and infrastructure development.

Areas of focus:

What is driving the need for Industry 4.0 technology?

- How is this applied to manufacturing automation today and how can we prepare for tomorrow?
- Industrial Internet of Things
- Modularity in Automation
- Cyber Physical Systems
- Integrated Engineering: Product design for assembly and manufacturing
- Challenges and Solutions for Implementation

Ben Hope is working to promote Industry 4.0 and innovation in Canadian manufacturing. He has twenty years of industrial automation experience with equipment builders and technology providers; holding roles in product development, applications, manufacturing engineering, and customer support. He is passionate about technology, learning, and creating a better tomorrow!

10:15 Coffee Break

**10:30 Keynote 6: Paul Heney, Fluid Power World & Design Engineering, “Why social media isn't just for your kids”**

Today's fluid power companies can't afford to turn their back on the power of social media. Whether it's from a marketing aspect, interacting with customers, or dealing with negative feedback, you need understand and be willing to embrace this modern tool. Heney's editorial team uses social media in numerous ways, to interact with readers and drive viewership to the publication's original content. He'll share some of their tips and tricks, to help you tweak your Twitter and love your LinkedIn.



Paul J. Heney, the Editorial Director for Fluid Power World and Design World magazines, has a BS in Engineering Science & Mechanics and minors in Technical Communications and Biomedical Engineering from Georgia Tech. He has written about fluid power, aerospace, robotics, medical, green engineering, and general manufacturing topics for more than 20 years.

12:00 Interactive Lunch Discussion

**Keynote 7: Martin Lavoie, Director, Manufacturing Policy: Gear Canada, “The Economics of Automation in Changing Times”**

Canadian manufacturers are going through an age of change. Digital technologies are increasingly part of our manufacturing processes, data analysis is opening up new channels of growth and some business models are consequently being challenged. In addition, the recent U.S. Election will shuffle the established geopolitical order and bring new challenges.



This will be an interactive discussion covering trade (both US and overseas), innovation and the state of the Canadian manufacturing sector

**Confirmations needed by March 17, 2017**

**[REGISTER HERE](#) or contact: [info@cfpa.ca](mailto:info@cfpa.ca), 905-844-6822**

Notes: Some aspects of the program may change based on registration. Registration payments can be made online or by sending a cheque to the liaison office