

Valve Manufacturers Association

# Valve Industry Knowledge Forum

CONFERENCE, EXHIBITS & TOURS



TECHNICAL



MANUFACTURING



MANAGEMENT  
& MARKETING

**April 9-11, 2019**

Doubletree Perimeter Park  
Birmingham, Alabama



VMA



TECHNICAL



MANUFACTURING



MANAGEMENT  
& MARKETING

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# BIRMINGHAM

# About the Program

The second annual VMA Industry Knowledge Forum will be held April 9-11, 2019 in Birmingham, AL, at the Doubletree Perimeter Park hotel.

*"Attendees from that first combined meeting in 2018 extolled the value of an agenda with educational tracks that were both specific to what they do and cross into new areas for them. We believe by doing this, we've created a more meaningful exchange of dialogue and ideas,"* says VMA President Bill Sandler.

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## TECHNICAL EDUCATIONAL TRACK

Subject matter specifically targeted to experienced technical and engineering personnel working with valves and related products.



## MANUFACTURING EDUCATIONAL TRACK

Developed for those who work or supervise the production and assembly process in their companies.



## MANAGEMENT & MARKETING TRACK

Developed for professionals new to the industry as well as those in management and marketing roles who wish to understand the various components needed to operate a successful valve business.

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**2019**

The 2019 Valve Industry Knowledge Forum offers:

- An optional tour day (April 9) - choose one of 2 tours
- Tabletop exhibits (afternoon of April 10 only)
- A day-and-a-half of educational sessions on April 10 and 11
- Flexibility for attendees who may attend sessions all on one topic, or mix-and-match between different tracks
- Shared networking events and meals

Attendance will be open to both VMA members and non-members! A wide variety of possible attendees, in addition to members, include end users, engineering and consulting firm personnel, distributors, various personnel within manufacturing and supplier firms, and other related industry groups and professionals.

# Registration Information

## Professional Development Hours offered to Attendees

Attendees to the 2019 VMA Valve Industry Knowledge Forum will receive a certificate for twelve (12) Professional Development Hours (PDH) for attending the Forum. An additional three (3) hours will be given for attending the pre-conference workshop on April 9, 2019. Certificates will be given to attendees at the conclusion of the forum on April 11, 2019. Professional Development Hours are not given for tours.

## Attendee Registration Fees

### Early Bird Registration through February 28, 2019

Pre-conference workshop and Mobile Technology Lab are included in your registration fee.

#### VMA/VRC Member

Early Bird Registration  
**On or before February 28, 2019** \$600

Late Registration  
**After February 28, 2019** \$650

#### Non-Member

Early Bird Registration  
**On or before February 28, 2019** \$650

Late Registration  
**After February 28, 2019** \$700

#### Tour Ticket

(includes transportation and lunch) \$75

Please indicate which tour you want to attend when registering.

## Exhibit Registration Fees

(Separate Registration Required)

### Early Bird Registration through February 28, 2019

One additional exhibit personnel is included in your exhibit fee.

Your exhibit registration does NOT include participation in Knowledge Forum Education presentations.

#### VMA/VRC Member

Early Bird Registration  
**On or before February 28, 2019** \$445

Late Registration  
**After February 28, 2019** \$495

**Knowledge Forum Attendance Ticket** \$500

#### Non-Member

Early Bird Registration  
**On or before February 28, 2019** \$495

Late Registration  
**After February 28, 2019** \$545

**Knowledge Forum Attendance Ticket** \$550

#### Additional Exhibit Personnel

(over the two included) \$95

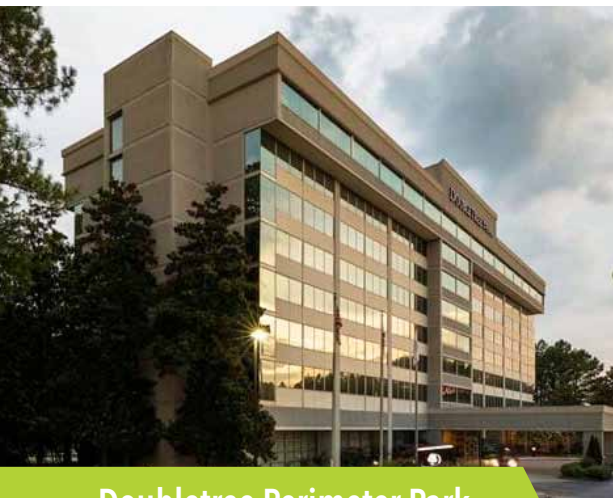
#### Tour Ticket

(includes transportation and lunch) \$75

*(Please refer to the Exhibitor Prospectus for more information and to register as an exhibitor)*



# Hotel Information



## Doubletree Perimeter Park

8 Perimeter Park South  
Birmingham, AL 35243  
205-967-2700

Accommodations for the Valve Industry Knowledge Forum have been arranged with The Doubletree Perimeter Park. The discounted rate is **\$139 per night** and is available April 8 -11, 2019 ONLY. Discounted rooms on April 11, 2019 are limited. The last day to make reservations at this special rate is **March 17, 2019**.

The Doubletree Perimeter Park (part of the Hilton family of hotels) is conveniently located on the highway 280 corridor at I-459 in Birmingham, AL. This fully-renovated hotel is just 12 miles to Birmingham International Airport and close to local businesses and corporations.

To make reservation, please call The Doubletree Perimeter Park directly at 205-967-2700. To make online reservations, please go to [www.vma.org/MEETINGS/KNOWLEDGE\\_FORUM](http://www.vma.org/MEETINGS/KNOWLEDGE_FORUM).

**NOTE:** There are two Doubletree Hotels in Birmingham. The 2019 Knowledge Forum will be held at the Perimeter Park location, and not in downtown Birmingham.

## Travel Information

Birmingham Shuttlesworth International Airport is the closet airport to the hotel with a distance of 12 miles, and taking about 20-25 minutes from door to door. The Doubletree does NOT have a shuttle that picks up at the Birmingham airport. If you rent a car, parking is complimentary at the hotel. Uber is also an option and plentiful in Birmingham.

# ALABAMA

## A LITTLE ABOUT BIRMINGHAM



Nestled at the foothills of the Appalachian Mountains at the cross-section of two major railroads, the city was once the primary industrial center of the southern United States. At the height of the nation's manufacturing age, the city grew so fast in population, it was called the "Magic City." Today, Birmingham boasts a vibrant downtown, as well as, world-class culinary attractions and upscale shopping. Birmingham also boasts many historic neighborhoods and is often referred to as the cradle of the American Civil Rights Movement. The cross between industry and history, makes Birmingham the perfect backdrop for this year's Valve Industry Knowledge Forum.

April 9  
2019

# Tours & Activities

## TOURS (requires a ticket fee of \$75 in addition to your registration)

Each year VMA plans tours in conjunction with the 2019 Valve Industry Knowledge Forum. All tours are open to both member and non-member attendees, and exhibitors, and registration is on a first-come, first served basis. This year's tours are the Honda Manufacturing Company automotive plant and Kamtek an automotive supplier and manufacturing operation.



### Honda Manufacturing Company

**7:30 am - 12:30 pm**

Honda Manufacturing Company in Alabama is Honda's largest light truck production facility producing the Odyssey, Pilot, Ridgeline and the V-6 engines that power them. Operations performed include steel and aluminum blanking, stamping, welding, plastic injection molding, aluminum casting and machining vehicle assembly, engine assembly and vehicle testing. The plant is a whopping 4.2 million square feet and produces 340,000 vehicles annually. Tours are available on a first-come, first served basis. *An additional ticket is required for this tour.*



### KAMTEK Manufacturing Company (MAGNA)

**8:30 am - 12:30 pm**

Magna is a mobility technology company and one of the world's largest automotive suppliers with 340 manufacturing operations and 96 product development, engineering and sales centers in 27 countries. Kamtek has six press lines for stamping body parts, from smaller parts up to the entire side of a Mercedes SUV. On the manufacturing floor they have 700+ robots for assembling the individual stampings into completed assemblies, two melt furnaces and four high pressure aluminum die cast machines. Tour are available on a first come, first served basis. This tour is limited to 30 people. *An additional ticket is required for this tour.*



### Pre-Conference Workshop

**1:00 - 4:00 pm**

A pre-conference workshop on the topic of ASME B16.34 will be offered. Carlos Davila, will be presenting. Mr. Davila, has over 48 years of experience in the valve industry. This workshop will present the latest standards information on content of several Industry Standard organizations such as ASME, API and MSS. The workshop is open to both attendees and exhibitors.



### Demonstration Robotics Technology Mobile Lab

**4:00 - 6:00 pm**

A mobile demonstration lab will be available to attendees and exhibitors to tour as part of the Knowledge Forum Technical. The Mobile Training Unit, (MTU), is an instructional tool used by the Robotics Technology Park and its partners in Alabama. The purpose of this lab is to promote an awareness and interest in robotic technology throughout various communities and industrial settings.



# Joint Opening Session

**WEDNESDAY, APRIL 10**

7:00 – 8:00 am

**Registration and Continental Breakfast**

8:00 am

**Welcome**

8:15 – 9:00 am

**KEYNOTE ADDRESS** (all attendees)



**Pat Toth**

*Cybersecurity Program Manager*

*NIST Manufacturing Extension Partnership (MEP)*

*Introduction by William "Bill" Sandler, President, Valve Manufacturers Association*

## **Cybersecurity in the Industrial Sector**

This information packed day kicks off with a joint keynote speaker session for all attendee. Pat Toth is the Cybersecurity Program Manager at the NIST Manufacturing Extension Partnership (MEP). She works with MEP Centers nationwide to improve the cybersecurity posture of small manufacturers.

Cybersecurity is now one of the major risks facing industrial companies, including the valve industry. This keynote presentation will provide an overview of how to manage cyber-risk in a manufacturing environment. She will describe the five steps of NIST's Cybersecurity Framework, Identify, Protect, Detect, Respond, and Recover which can help organize your companies cybersecurity activities. These steps help businesses manage cybersecurity risks, enable risk management decisions, address risks, threats, and vulnerabilities, and improve response to cybersecurity incidents. For suppliers to the Department of Defense, the DFARS Cybersecurity Requirements will be discussed. Guidance on assessments against NIST SP 800-171 and DFARS compliance will be presented.

*Individual Educational Tracks follow the keynote address.*

9:00 – 11:00 am

**Exhibit Set-up**



# Technical Track

**WEDNESDAY, APRIL 10**

9:00 – 9:45 am

**Harsh Valve Applications in Water and Wastewater**

*Speaker: Steve Carpenter, Field Services Manager, Wachs Water Service*

This presentation will show examples of damaged valves due to cavitation that occurs in control valves in liquid media applications due to high velocities, and other harsh conditions. It can happen when localized low pressure causes bubbles to form and then suddenly collapse. Cavitation is a phenomenon that occurs in control valves, pipelines and can cause severe damage to your valves, significantly shortening their lifespan. This presentation will look at what cavitation is, what effect it has on your valves and other equipment and show examples of the misuse of valves used for controlling flow in a water system and high velocities going through pipelines.

9:45 – 10:00 am

**Morning Coffee Break** (all attendees)

10:00 – 10:45 am

**Valve Coating: Lessons Learned**

*Speaker: Neil Pittman, Senior Coating Specialist, Lake Superior Consulting*

Valve manufacturers are technically proficient in design, manufacture, and assembly of valves and actuators. That being the main focus, valve manufactures have opportunities to improve their coating operations. This presentation will outline several coating failures from various manufacturers and how they could have been prevented.

10:45 – 11:30 am

**Valve Selection for Severe Mining Applications**

*Speaker: Paul van Oudenaren, North American Sales Manager, Bray Flo-Tek*

This presentation will review several challenging applications for valves within the mining industry. It will propose an analytical and dialogical approach to addressing the issues presented by these applications. Performance-oriented and multidisciplinary questions will be shown to be foundational for the successful application of valve and automation technologies. Valve selection and specification

options will be considered with a view to achieving the appropriate technical and commercial solution for each application.

11:30 am – 1:00 pm

**Lunch with Exhibitors/Mobile Lab Open** (*all attendees*)

1:00 – 1:45 pm

**New Virtual Flow Loop Testing Using CFD and Machine Learning**

*Speaker: Sandip Jadhav, CEO, Centre for Computational Technologies*

Accurate valve capacity test procedures as per ANSI/ISA-75.02-2008 can be conducted using an automated simulation process. This can become a virtual alternative for flow loop testing and thus help valve manufacture's perform upfront validation and generate performance reports. Research on how machine learning technology can be used to build machine learned models for triple offset and ball valves design will be shared in detail. This presentation will explain to attendees how they can use these new technics in their design workflows.

1:45 – 2:30 pm

**How to Effectively Digitize Valve Performance in the IIOT, Digital Twin World**

*Speaker: Stan Hale, Senior Director, MRC Global*

When the CEO of a major international oil and gas company announces that they are fully embracing the Industry 4.0, digital, smart plant promise, what are the chances that everyone knows what that means or even hears the same thing? This presentation discusses the language, technology, application and benefits of deploying IIOT, smart plant technology for critical valves.

2:30 – 3:15 pm

**Afternoon Break with Exhibitors** (*all attendees*)

3:15 – 4:00 pm

**Digitally Predicting On-Line Diagnostics of Valve Assemblies to Improve Run Time**

*Speaker: Rayaz Ali, Senior Director – Instrumentation Technology, Emerson Automated Solutions*

Mechanical valve assemblies used for "Control System" and Safety Instrumented System are the "heart" of process control industry. Unlike electrical / electronic devices, degradation of mechanical items occurs in definite manner depending upon application, physical properties of fluid, process parameters, operational history, maintenance philosophy, etc. Generally plant maintenance and regulatory requirements mandates preventive maintenance to avoid any mechanical catastrophe but growing economic pressure, forces process industries to work with extended turnaround period.

With advent of Digitalization, microprocessor based "Digital Valve Controller" provides great aid of predictive maintenance by providing a Valve Degradation Analysis, important for critical valves in control and safety applications. This presentation will cover issues and industry concerns related to FCE (Final Control Element) and highlight usage of Digital Solution to solve industry issues faced using conventional methodologies of maintenance.

4:00 – 4:30 pm

**Laboratory Testing of Fugitive Emissions for Valves, Packing and Gaskets**

*Speaker: Matt Wasielewski, President, Yarmouth Research and Technology*

The most common laboratory test standards for valves include ISO 15848-1 and API Standards 622, 624 and 641. These standards are used for testing valve packing, linear and quarter-turn valves.

This presentation will briefly describe the history of these standards with emphasis on the current published revisions and upcoming revisions. Details of the test parameters, along with the equipment, test setups and methods used to perform these tests will be discussed. In addition, typical failure modes will be examined. Current fugitive emission testing activities of gaskets will also be discussed.

4:30 – 5:00 pm

**U.S. Industry Standards Update**

*Speaker: Carlos Davila, Product Manager, Crane ChemPharma & Energy*

This presentation will present updates on the latest standards and information on content of several Industry Standard organizations such as ASME, API and MSS.

5:00 – 5:30 pm

**Panel Discussion**

*Moderator: Stephane Meunier, National Sales Director Emerson Automation Solutions*

A panel of the day's speakers will be on hand to answer additional question on the topics presented.

5:30 – 6:30 pm

**Welcome Reception with Exhibitors** (*all attendees*)

6:30 pm

**Dinner on your own**





# Manufacturing Track

**WEDNESDAY, APRIL 10**

9:00 – 9:45 am

## **Tariffs, Trade Issues and the Valve Industry**

*Speaker: Eric McClafferty, Partner, Drye*

International trade issues have been on the front page of the papers for more than a year. These issues are having a direct, daily impact on valve and fluid handling industry supply chains, procurement, investment decisions, and profitability/productivity -- not to mention how all the associated complexity creates confusion. What is the status of the Section 232 tariffs on steel and aluminum and the tens of thousands of exclusion requests that have been submitted? What exactly is going on with the separate China Section 301 tariffs? What about overseas retaliation against U.S. trade moves? Will the new NAFTA and other trade agreements that are on the table make life easier or harder for the industry? We will also touch on export control and sanctions issues, particularly sanctions on Russia and Venezuela, where lots of companies sell. This presentation will be a practical discussion of how trade issues affect day-to-day life in the valve industry and discuss what your company can do within the rules to adapt.

9:45 – 10:00

## **Morning Coffee Break**

10:00 – 10:30 am

## **Case Study - BHGE**

*Speaker: Tim Mansfield, Senior Manufacturing Projects and Initiatives Leader, BHGE Flow and Process Technologies*

This presentation will focus on understanding the new challenges related to trade and tariffs in our valve industry. We will discuss what exactly is changing, and what progress have we made so far? What have we learned and what will be our approach now and in the future?

10:30 – 11:00 am

## **Case Study - Emerson - Supply Chain Optimization as it Relates to Tariffs**

*Speaker: Keith Sink, Director, Global Supply Chain Support Services, Emerson Automated Solutions*

Valve manufacturers demand quality, speed and price from their supply base. With the rise of US protectionism, there has been

a need to ensure a more diversified supply chain from multiple best cost countries, both global and regional. Rapid changes in the Geopolitical environment cause strain on a supply chain by increasing cost, limiting supplier output and consuming valuable resources through new supplier qualifications. Companies must have a robust sourcing strategy developed around the previous attributes, securing constant material supplies in any circumstances, including optional sources avoiding sole or single sourcing. Supply choices are, based on company values and strategy developed over time. This case study will explore challenges that the supply chain must overcome

11:00 – 11:30 am

## **Panel Discussion on Tariffs**

11:30 am – 1:00 pm

## **Lunch with Exhibitors/Mobile Lab Open (all attendees)**

1:00 pm – 1:45 pm

## **Using Robotics to Improve Productivity and Operator Safety**

*Speaker: Tom Moylan, Regional Automation Manager, ACIETA*

Valve manufacturers see great benefits in moving to robotic automation. Better safety, improved accuracy, increased productivity and less downtime can be achieved. Upgrading production lines to robotic automation helps valve manufacturers streamline productivity and address worker safety and labor shortages. This presentation, will provide details on the benefits of robotic automation, how to choose the right robotics integrator, and real-world details about a major valve company in the U.S. using robotic cells to handle heavy parts.

1:45 – 2:30 pm

## **Digital Transformation & Predictive Analytics for Valve Manufacturers**

*Speaker: Mohamad Abuali, CEO, IoTco, & Edzel Lapira, President and CEO, Predictronics Corporation*

This presentation will provide a comprehensive understanding of the digital transformation of industry and the Industrial Internet of Things as well as how they are being used in the valve world.

2:30 – 3:15 pm

## **Afternoon Break with Exhibitors (all attendees)**

3:15 – 4:45 pm

## **The Future Factory Floor and How to Train your Workforce to Succeed in that Environment**

*Speaker: Kristi Bain, Assistant Director of North Alabama, AIDT*

This presentation will discuss the technologies that will be present on the future factory floor. This includes robotics, programmable

logic controllers (PLCs), vision technology, the internet of things, additive manufacturing and other technologies. We will discuss what gaps may be present between the current capabilities of the workforce, and what is required to use these technologies, and how you go about filling that gap to prepare your workforce to succeed in the future. Some case studies will be presented that illustrate what other organizations and AIDT are doing to prepare their workforce to embrace and use these technologies of the future.

4:45 – 5:30

#### **Panel Discussion**

**Moderator:** *Dennis Petrucci, Manufacturing Manager, DFT Inc.*

A panel of the day's speakers will be on hand to answer additional question on the topics presented

5:30 – 6:30 pm

#### **Welcome Reception with Exhibitors (all attendees)**

6:30 pm

#### **Dinner on your own**



# Marketing & Management Track

**WEDNESDAY, APRIL 10**

9:00 – 9:45 am

#### **Non-disclosure and Non-compete Agreements**

**Speaker:** *Jack Wisdom, Partner, Martin, Disiere, Jefferson & Wisdom*

Non-disclosure and non-compete agreements can be beneficial for companies and sometimes detrimental to employees. A good NDA or NC agreement should be fair and equitable to both parties. On the employer side, there are components that should wisely be included in these agreements and on the employee side there are some clauses that can make future employment very restrictive and should not be summarily accepted.

9:45 – 10:00 am

#### **Morning Coffee Break (all attendees)**

10:00 – 10:45 am

#### **Third-party Logistics**

**Speaker:** *Meredith Moot, Principal, Korn Ferry*

This topic will provide a close look and insight into the disruptions and advancements of technology and their impact on supply chain and logistics. Technology and constant change exacerbate the talent challenges in an already tight labor market but there are opportunities and advantages to be capitalized on and tools to better plan for the supply chain workforce of tomorrow.

10:45 – 11:30 AM

#### **Finances for the Non-finance Manager**

**Speaker:** *Matt Bate, Chief Financial Officer, Setpoint Integrated Solutions*

There comes a time in every manager's career where understanding a P&L is critical to being successful. Finance training for managers without a finance background is often lacking or overlooked completely resulting in many managers trying to figure it out on their own. The goal of this presentation is to provide a framework for making financial decisions and to help provide baseline knowledge of key financial concepts.

11:30 am – 1:00 pm

**Lunch with Exhibitors/Mobile Lab Open** *(all attendees)*

1:00 – 1:45 pm

**Economic Developers as Industry Partners: Regional and State Allies in Policy and Business Development**

*Speaker: Andrew Fitzgerald, Senior Director of Business Intelligence, Baton Rouge Area Chamber*

Business climate and growth in customer base are two crucial factors for any business, but especially manufacturers. Industry and trade groups throughout the country have natural allies in these two areas: regional and state economic development groups, who not only advocate for tax, incentive, and regulatory policies that ensure a state or region has laws conducive to growth, but also have project managers that make the business case for the area to companies looking to open a new facility, or expand one that currently exists. The presentation will highlight instances in which the Baton Rouge Area Chamber has successfully advocated for policies that helped regional manufacturers, as well as economic development policy wins - based in large part to the positive business climate cultivated - that led to potentially expanded customer bases for existing regional manufacturers and service providers.

1:45 – 2:30 PM

**Achieving High, On-Time Delivery**

*Speaker: Michel Babineau, President, Celero Optima*

How can the best valve and industrial products manufacturer stay ahead of their competitors, in today's increasing demand for valves and with high on-time delivery expectations? Managing demand, forecasting, creating safety stocks, entering and quoting customer orders, and especially properly planning and controlling the material flow through the internal supply-chain can mean the difference between nicely rewarding shareholders, and struggling to stay financially viable. Learn how to make promises and keep them in a low-volume, high-mix manufacturing and distribution environment using a practical approach.

2:30 – 3:15 pm

**Afternoon Break with Exhibitors** *(all attendees)*

3:15 – 4 PM

**Social Media Tools & Trends for B2B Enterprises**

*Speaker: Kelly Watson, CEO, Project1421*

Project1421 will present a concise run-down of the most effective editing, publishing, listening and analytics tools available for B2B businesses. We will also discuss current social media trends and how industrial enterprises can embrace these trends to improve their recruiting, sales & public relations efforts.

4:00 – 5:00 pm

**Websites Done Right**

*Speaker: Nomah Zia, Director, Digital Customer Experience, Emerson Automation Solutions – Final Control*

Learn how you can optimize your website to provide an engaging and personalized customer experience and position your brand with a strong online presence. Strengthen your knowledge of digital best practices and latest technologies by understanding how basic web elements, such as responsive design and site content, can create a user-friendly customer experience within a well-functioning site that delivers business results.

5:00 - 5:30 pm

**Panel Discussion**

5:30 – 6:30 pm

**Welcome Reception with Exhibitors** *(all attendees)*

6:30 pm

**Dinner on your own**



## JOINT EDUCATION

# Technical & Manufacturing Tracks

**THURSDAY, APRIL 11**

7:30 – 8:00 am

### **Continental Breakfast**

8:00 – 8:45 am

### **The Future of Industrial Manufacturing**

*Speaker: Nick Sondej, Senior Applications Engineer, Markforged*

3D Printing often sounds like one of those technologies that will be useful 'one day', but the truth is, it's already having a huge impact in a factory near you. If you're not at least considering where 3D printing can impact your business, you're probably falling behind. Find out how 3D Printing is changing manufacturing and helping manufacturers around the world get to market faster and become more competitive.

8:45 – 9:30 am

### **Hybrid-Additive Manufacturing: Role of Mechanical Design and Traditional Manufacturing Processes in the Adoption of Metal AM**

*Speaker: Guha Manogharan, Assistant Professor, Pennsylvania State University*

The focus of this presentation will be on two unique hybrid AM approaches: (1) How will a universal direct metal AM hybrid approach accelerate the adoption of AM? and (2) How should mechanical design methodologies and casting-hydrodynamics evolve to integrate casting processes through indirect metal AM? The former challenge can be answered by combining AM with traditional manufacturing processes without significant modification to existing CNC machine configuration and by integrating advanced DDM tools such as non-contact metrology and in-process tool-path generation. The latter challenge can be solved by re-thinking fundamentals of casting-hydrodynamics with freeform design approaches using 3D Sand-Printing.

9:30 – 9:45 am

### **Morning Break** *(all attendees)*

9:45 – 10:30 am

### **Current Status of 3D Sand Printing**

*Speaker: Tony Badamo, President, Hazelton Casting*

Additive Manufacturing (AM) or 3D printing is an exciting technology that creates solid objects from a 3 dimensional CAD models. 3D sand printing (3DSP) falls under the Binder Jetting category of additive manufacturing. Molds or cores are produced by jetting a chemical activator over a bed of blended silica sand and dry acid binder to create the component in accordance with the 3D model design. This presentation is intended to assist in the proper adoption and application of 3D sand printing by providing a basic understanding of the capabilities and limitations of the process.

10:30 – 11:15 am

### **Additive Manufacturing of Non-Pressure Retaining Valve Components in Pilot Production**

*Speaker: Rebecca Rutishauser, Director, Global Manufacturing Additive Metal Technology, Emerson Automation Solutions*

Additive Manufacturing (also known as 3D printing) has the potential to reshape the way valves are designed and manufactured. To keep up with these changes, Emerson has been using additive technologies to understand what's possible with today's 3D printing technology and materials, as well as to identify opportunities to provide benefits to our customers. This presentation will provide an overview of Emerson's Additive Manufacturing journey from prototyping parts to pilot production. Topics covered will include learnings from that journey, and how Emerson is innovating and leveraging additive technologies currently.

11:15 – Noon

### **Panel Discussion**

*Moderator: Rory Bennett, Production Control Supervisors, AUMA Actuators*

Noon

### **Technical & Manufacturing Track Adjourns**



# Marketing & Management Track

**THURSDAY, APRIL 11**

8:00 – 9:30 am

## **Improve Communication using DISC**

*Speaker: TBD*

DISC is a personal assessment tool designed to improve employee productivity, teamwork and communication. Using an on-line questionnaire, the tool assesses your style as Dominant, Influencing, Steady, or Conscientious. The use of DISC will equip employees to become more successful by understanding the behavioral styles of their peers, developing confidence, and modifying their behavior to improve communication.

9:30 – 9:45 am

## **Morning Coffee Break (all attendees)**

9:45 – 10:30 AM

## **Making the Decision to Specify or Buy Your Product: End-User Perspective**

*Speaker: Ron Merrick, Senior Fellow, Fluor Enterprises*

Everybody who makes valves expects that customers will buy them. Notwithstanding your boundless charm and your selling ability, some other factors are in play. While low price seems like an obvious factor, there are actually many and complicated reasons and thought processes in play behind the scenes at the customer's office. This presentation will discuss some of the more common ones.

10:30 – 11:15 am

## **Keeping Customers Happy: After Sales Service**

*Speaker: David Bayreuther, Jamesbury-Metso*

After sales service is much more than mechanical repair of worn product. It encompasses all the help and information a company provides after a customer purchases a product. Keeping the customer happy is essential to ensure a stable, long-term business relationship well into the future. This presentation will cover the past and present state of after sales service, with focus on changing customer expectations. It will also identify changing industry demographics and how they will impact customer expectations for after sales service in the future.

11:15 am - Noon

## **Roundtable Discussion**

An opportunity for attendees to share their management and marketing challenges and successes with colleagues.

Noon

## **Marketing & Management Track Adjourns**



# Sponsorship Opportunities!



We offer a variety of sponsorship opportunities for the 2019 VMA Knowledge Forum. Opportunities that are available are as follows:

**April 10, 2019**  
WEDNESDAY  
Morning Coffee Break  
**\$600**

**April 10, 2019**  
WEDNESDAY  
Afternoon Exhibit Break  
**\$800**

**April 10, 2019**  
WEDNESDAY  
Welcome Reception  
**\$2,500**

**April 11, 2019**  
THURSDAY  
Morning Coffee Break  
**\$600**

**Tote Bag Sponsorship**  
**\$2,000**  
(for 100 tote bags)

**SOLD**

Signage announcing the sponsorship along with recognition during the Opening remarks for each educational track, and at the Welcome Reception will be provided as recognition. Sponsorships are available to purchase during exhibit registration online or using the registration form. Your logo will also appear in the Forum Program. Please call Malena Malone-Blevins at 202-331-8105, ext. 310, if you have any questions regarding sponsorships.

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**VMA would like to thank their sponsors for the 2019 Knowledge Forum.**



Valve Manufacturers Association

# Valve Industry Knowledge Forum



**April 9-11, 2019**

Doubletree Perimeter Park  
Birmingham, Alabama

## Fees

### Early Bird through February 28

#### MEMBER

First Registrant - **\$600**

Additional Registrants - **\$500**

#### NON-MEMBER

First Registrant - **\$650**

Additional Registration - **\$550**

### After February 28

#### MEMBER

First Registrant - **\$650**

Additional Registrants - **\$550**

#### NON-MEMBER

First Registrant - **\$700**

Additional Registration - **\$600**

### Wednesday, April 9

Honda or KAMTEK Tour

**\$75**

(see brochure schedule for details)

## Registration Cancellation Policies

- Cancellations received up to 30 days before the event are refundable, minus a 5% administrative fee
- Cancellations received between 15 and 29 days before the event are 75% refundable
- Due to hotel and other event guarantees, cancellations received between 0 - 14 days prior to the event are non-refundable. Substitutions will be accepted for cancelled reservations.
- Substitutions will be accepted until April 5, 2019 online. After April 5, 2019 substitutes must register in person at the 2019 Knowledge Forum.

Please copy this form for **each** Registrant or Additional Registrant. Complete information is needed for each registrant type.

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

## Attendee Registration Fees

	Fee	Quantity	Total
<b>Early Bird through February 28</b>			
<b>Member</b> - First Registrant	<b>\$600</b>		
<b>Member</b> - Additional Registrant	<b>\$500</b>		
<b>Non-Member</b> - First Registrant	<b>\$650</b>		
<b>Non-Member</b> - Additional Registrant	<b>\$550</b>		
<b>After February 28</b>			
<b>Member</b> - First Registrant	<b>\$650</b>		
<b>Member</b> - Additional Registrant	<b>\$550</b>		
<b>Non-Member</b> - First Registrant	<b>\$700</b>		
<b>Non-Member</b> - Additional Registrant	<b>\$600</b>		
Honda Tour	<b>\$75</b>		
KAMTEK Tour	<b>\$75</b>		
<b>TOTAL AMOUNT DUE \$</b>			

## 4 Ways to Register

### Online:

[www.vma.org/meetings/KnowledgeForum](http://www.vma.org/meetings/KnowledgeForum)

### Fax:

202.296.0378

### Email:

[mmaloneblevins@vma.org](mailto:mmaloneblevins@vma.org)

### Mail:

VMA  
1625 K Street, NW  
Suite 325  
Washington, DC 20006

## QUESTIONS?

Contact Malena Malone-Blevins  
at 202-331-8105 or  
[mmaloneblevins@vma.org](mailto:mmaloneblevins@vma.org).

**Payment by check** \$ \_\_\_\_\_ representing \_\_\_\_\_ registration(s)

### Payment by Credit card

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

**Amount to charge \$** \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Number \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**NOTE:** Changes or substitutions to your Knowledge Forum registration have to be made by VMA staff.