



CANADIAN PAINT
AND COATINGS
ASSOCIATION

ASSOCIATION CANADIENNE
DE L'INDUSTRIE DE LA PEINTURE
ET DU REVÊTEMENT

VISION 20-20 BEYOND 2020

CPCA 106th Annual Conference & AGM
The Sutton Place Hotel Vancouver • British-Columbia



THANKS

Special Thanks to Our Sponsors

Become a Sponsor

CPCA would like to extend a special thank you to all those who have contributed to this year's 106th Annual Conference & AGM. As in the past the success of our event relies on the important contributions of our sponsors who have gone out of their way to lend financial support to this important annual event. Sponsors will be featured in Association products and during the event, on the website, in the conference program, at the conference, member reception throughout the year, recognition in regular newsletters and more.

As a valued member of CPCA we are soliciting your patronage to contribute to the success of the conference. Sponsors will be clearly identified by the level of their contribution:

Platinum: \$4,000 Gold: \$3,000 Silver: \$2,000 Bronze: \$1,000

As a sponsor, your organization is sure to receive exposure from media, trade publications and all promotions for the event. You will also gain exposure from the audience attending the event.

The conference is a 'once a year' opportunity to meet and celebrate the vibrant and growing industry that is visible in every aspect of life. We sincerely hope you will be able to join us and that CPCA can count on your support for the success of this event.

Please join us by sponsoring this event and complete the linked form and email, fax, or mail it with your contribution made out to:

Canadian Paint and Coatings Association
900-170 Laurier Avenue West
Ottawa, ON K1P 5V5
f: 613.231.4908
e: mfoucher@canpaint.com

CPCA thanks you for your ongoing support and participation in this annual event showcasing Canada's paint and coatings industry.

Silver Sponsors



THE HUB

Have You Activated Your Account?



In December, 2018, CPCA launched its NEW website complete with a custom designed member portal, The Canada CoatingsHUB. The multi-functional member resources center is a cutting edge approach in digital communications for regulatory compliance, delivered on all platforms. It provides members with the critical data they need for important decision-making on a wide range of chemicals used in thousands of consumer and industrial products. Members can create their own individual dashboard, set priorities and identify resource types needed to do their job. Getting the data you need, when you need it, is the core of any strong compliance and issue management program. The key is to sustain it over the long-term in an organized, cohesive and comprehensive manner.

The Canada CoatingsHub delivers that for members. Chemical assessment and chemical communications requires a comprehensive set of data points to capture and disseminate the required information throughout complex supply chains. Users are able to track industry issues in real-time with filtering capabilities and resources categorized by industry issue.

If you haven't activated your account members are encouraged to contact Melanie Di Tullio to assist with your activation.

[ACTIVATE MY ACCOUNT](#)



Keep what you need.
Recycle the rest.

PaintCare™ is a market-based product stewardship program that: reduces environmental impacts and needed resources for production; reuses recycled content and packaging; recycles leftover paint resources. It seeks to increase acceptance of all three tools for efficient waste reduction and responsible resource recovery.

CPCA supports a policy of sustainability that meets the business objectives of its member companies, while preserving the health and safety of its workers and protects human health and the environment. The industry seeks to minimize its impact on the environment and enhance public health and safety through the responsible use of natural resources, as well as the adoption of pollution prevention, waste minimization, risk management and product stewardship practices throughout the value chain.

Visit canpaint.com to learn more or to find a local member company that participates in the PaintCare™ program.

PROGRAM

CPCA's 106th Annual Conference & AGM

Why Attend the Conference?

Hosted by CPCA, this annual networking event explores major trends, challenges and solutions in the paint and coatings industry. As a delegate, you will be able to:

- Network with key executives in the Canadian coatings industry
- Hear presentations by informed speakers from across North America
- Establish new contacts in the industry: manufacturers, suppliers/distributors, government, academia, and more
- Discuss coatings management and operational issues with executives in the coatings value chain in large, and small- and medium-sized enterprises
- Learn from success stories that continue to drive growth and prosperity in the coatings industry
- Obtain insight and ideas from your peer in the industry

Who Should Attend?

- Manufacturer, supplier and distributor professionals
- Sales, marketing and regulatory representatives
- Supply chain specialists
- Affiliated industry associations
- Government officials
- Trade representatives
- Coatings industry consultants
- Relevant industry stakeholders

Agenda

Wednesday, May 22, 2019

Registration

Location
12:00 a.m. - 6:30 p.m.

Board of Directors Meeting

Chateau Belair Room
1:30 p.m.

Chair's Welcoming Reception

Chateau Lafite Room
6:30 p.m.

Thursday, May 23, 2019

Registration

Salon A Versaille Foyer
7:30 a.m. - 2:00 p.m.

Breakfast

Salon B Versaille Ballroom
7:30 a.m. - 9:00 a.m.

Chair's Welcome

8:30 a.m. - 8:45 a.m.
Salon A Versaille Ballroom

Business Sessions

Salon A Versaille Ballroom
9:00 a.m. - 10:15 a.m.

Networking Break

Salon A Versaille Foyer
10:15 a.m. - 10:45 a.m.

Business Sessions

Salon A Versaille Ballroom
10:45 a.m. - 11:30 a.m.

Annual General Meeting

Salon A Versaille Ballroom
11:30 a.m. - noon

Lunch

Salon B Versaille Ballroom
12:00 p.m. - 1:30 p.m.

Business Sessions

Salon A Versaille Ballroom
1:30 p.m. - 3:00 p.m.

Networking Break

Salon A Versaille Foyer
3:00 p.m. - 3:30 p.m.

Business Sessions

Salon A Versaille Ballroom
3:30 p.m. - 5:00 p.m.

Chair's Industry Awards Dinner

Royal Vancouver Yacht Club
*Shuttle is available

Chair's Reception

6:30 p.m. - 7:30 p.m.

Industry Awards Dinner

7:30 p.m. - 9:30 p.m.

A map and addressing information is available on page 9.

VISION 20-20 BEYOND 2020



The paint and coatings industry remains forward-looking. Whether driven by product innovation, regulation or competition, the coatings industry is ever-changing and never satisfied with the status quo. There is an old adage that ***“to be forewarned is to be forearmed.”*** CPCA is on constant sentry duty, keeping watch for issues arising in Ottawa, across Canada, and around the globe via its network of international partners. Through advocacy, research and informed technical analysis, CPCA seeks to have 20-20 vision for the challenges and opportunities ahead.

The year 2020, once a distant destination, is upon us and with it comes a number of milestones that can significantly impact all segments of the coatings industry. Canada’s Chemicals Management Plan (CMP) is scheduled to wrap-up its assessment of over 4300 substances in commerce by 2020. What changes are in store in the scope and reach of the CMP’s Post-2020 mandate? Is ideology replacing scientific rigour in environmental policy and regulations being developed at all levels of government or will scientific weight-of-evidence prevail? Federal elections in Canada and the United States will have concluded before 2020 comes to an end. How will future governmental promises, policies and platforms impact the North American paint and coatings landscape including its supply chains, market challenges, environmental concerns and customer demands?

CPCA member companies are committed to sustainability, spending millions annually on product safety, product performance and product sustainability to meet evolving customer demands. What scientific advancements will influence product innovation and regulatory standards beyond 2020?

All important questions seeking credible answers at CPCA’s 106th Conference & AGM.

Join us and be a part of the discussion and network with others who have a vested interest in the answers to those important questions.



BUSINESS

SESSIONS

Chair's Welcome

8:30-8:45

Tim Vogel, President and CEO

Economic Update: Trends, Trials and Tribulations

8:45-9:15

Dan Murad – President & CEO

By the conference date ChemQuest will have completed the global market analysis for the paint and coatings industry (2020-2025) and will provide highlights of the study to those attending the annual conference. This highly respected report is commissioned on behalf of industry by the World Coatings Council and updated every five years. It provides comprehensive market research covering the global paint and coatings industry, addressing topics of relevance to coatings manufacturers, end users, raw material suppliers, and others interested in the industry. It looks at all the coatings segments with chapters focusing on coatings segment analysis, market trends and key drivers, within the context of the global and regional competitive landscape.

Chemical Assessment: Beyond 2020

9:15-9:45

Deep Khosla - Executive Director,
Industry Coordinating Group for CEPA

Some have argued that since 2006 the assessment of all chemicals in commerce in Canada has been on steroids. CPCA has worked diligently with member companies to ensure proper data is used in those assessments to address data gaps for the benefit of human health and the environment. Relevant industry data is also critical to ensure science can prevail in cases where toxic designations and/or use restrictions are determined. While much of the work on the 4300 substances begun in 2006 will soon be complete,

there is now a new focus on how new chemicals will be assessed in future and whether or not those already assessed will be back on the table for further assessment in terms of concentration, new uses and exposure scenarios. This session will look in the crystal ball to determine what chemical assessment might look like beyond 2020 and what industry is doing in the ongoing dialogue related to the way assessment is conducted in the future in Canada.

Global Initiatives - Local Challenges

9:45-10:15

Steve Sides, Vice-President, Global Affairs
and Chief Science Officer

There are many global issues impacting the paint and coatings industry. CPCA works on many of these via the World Coatings Council. Many of those issues are already on Canada's agenda including the ongoing chemical assessments. These issues impact how chemicals are managed and ultimately the actual product formulations in many ways. Some of the issues at the top of that list include biocides used for in-can and film preservation; the new focus on the assessment of microplastics in paint; the reclassification of TiO₂ as a carcinogen and impacts on coatings; ethical questions on the harvesting of mica widely used in automotive refinishing; and how chemical assessment generally in Europe finds its way onto the agenda in North America and Canada specifically. These and other issues will be discussed in the context of Canada and North America generally and how the coatings industry might address them in a manner that has positive outcomes for all concerned.

Networking Break

10:15-10:45

CPCA Report: The Good, The Bad and The Ugly

10:45-11:30

Gary LeRoux, President & CEO

This session takes stock of where things are today for the coatings industry in Canada. Reviewing the ongoing regulatory challenges that seem to increase over time and outline some of the greater concerns for the coatings industry. Included are challenges related to chemical assessment and the renewed focus on 'expanding the lens' of chemical assessment for a large list of substances and regulatory targeting of biocides used for in-can and film preservation for waterborne paint. The ongoing international eruptions such as restrictions related to TiO₂ in Europe, tighter VOC limits in California and home grown VOC challenges, as the federal government takes a fresh look at industrial categories for new VOC limits, which was not on the agenda in the first round of VOC regulations in 2009. The session will also look at CPCA's new Canada CoatingsHUB and how the new custom-designed, digital platform will facilitate the use of relevant data for more effective decision-making and support strategic and tactical decisions for better issue management and regulatory compliance.

Annual General Meeting

11:30-12:00

For members only

Luncheon

12:00-1:30

Plated food service

Millennial Market Power: Fact or Fiction

TBD

Millennial total income will have doubled globally by 2020, from \$8 billion in 2013 to \$27.8 billion in 2020. They will soon represent the largest buying group. How they view the world will drive how companies do business. For example, 84% of them are open to the idea of sustainable investing; 45% will use their wealth to help others; CSR is a key factor when they make investment decisions; they are 2 times more likely to invest in portfolios or individual companies that seek to have positive environmental or social impacts. There is no question that in the next 10 years they will frame the decisions that drive markets. This session will look at how companies will need to change or adapt to engage with millennials. We will hear from an expert on the millennial view of the world and address the burning question.

Product Offerings Abound: Standards and Specifications

1:30-2:30

TBD

Certification related to the use of paint and coatings products take many forms for different categories and all related to use, performance and evaluation processes. These include specifications for products; how standards factor into the equation from the perspective of an architect, paint contractor or coatings supplier; all in the context of 'standards' for paint products used. Manufacturers and suppliers need to understand specifications as they relate to the appropriate paint system for a wide range of architectural surfaces as diverse as: coatings for concrete, coils, decks and walls; coatings for planes, trains and automobiles; and how green specifications such as LEED requirements, VOC content and more factor into the equation. This session looks at product performance, product specifications and what matters most for a sustainable industry, both economic and environmental.

Canada-United States Regulatory



BUSINESS

SESSIONS

Alignment: Mission Impossible?

2:30-3:00

Alan Neef - Director, Sectoral Coordination
Division, Treasury Board of Canada

Two-way trade between Canada and the United States is \$2 billion daily. Almost 50 percent of the coatings products sold in Canada today are now imported from the United States. A number of the larger companies manufacturing in Canada are US-based multi-national companies. The challenge over the past number of years has been the need for alignment of regulations between the two countries. Both governments recognized this in 2011 when they established the Canada-US Regulatory Cooperation Council and re-affirmed its importance by re-signing the agreement at the White House in June of 2018. What is the work plan for the next several years on regulatory alignment? What are the key concerns for both US and Canadian coatings companies? How can we ensure those are fully addressed? These and other questions will be answered by the RCC in this session.

Networking Break

3:00-3:30

Paint Recycling In Canada: Bad, Better Or Worse

3:30-4:00 | Mark Kurschner -
President, Product Care

National product stewardship programs continue to evolve across Canada under provincial jurisdiction. Industry has shown great leadership in this field and in 2018 funded 100% of the recycling of 28 million kilograms of leftover paint, enough to paint 2 million homes. Recycling leftover paint in Canada costs approximately \$75 million. Provincial programs across Canada impact mandated paint recycling programs to varying degrees, in some provinces more than others. There is a lack of consistency across jurisdictions and some cost more than others to implement; and some are more effective than others. This session provides the views of the program operators who manage these programs on behalf of industry. They will outline where things stand with paint recycling in Canada, addressing some of the challenges and some of the successes.

Green Chemistry: Driving Innovation

4:00-4:30 | TBD

Green chemistry has taken root in many industries as companies using chemicals in products continue to comply with increasingly strict regulations. Companies increasingly seek to have more innovative and sustainable products on the shelf. Green chemistry is a grab-all phrase that looks at a multitude of sophisticated innovations for chemicals that serve to enhance human and environmental health, while ensuring economic opportunities continue as it relates to product performance. This session will look at some of the green chemistry trends applicable to the paint and coatings industry.

Closing Remarks

4:30 | Gary LeRoux, President & CEO

Chair's Industry Awards Dinner

Royal Vancouver Yacht Club

6:30-7:30 Chair's Reception

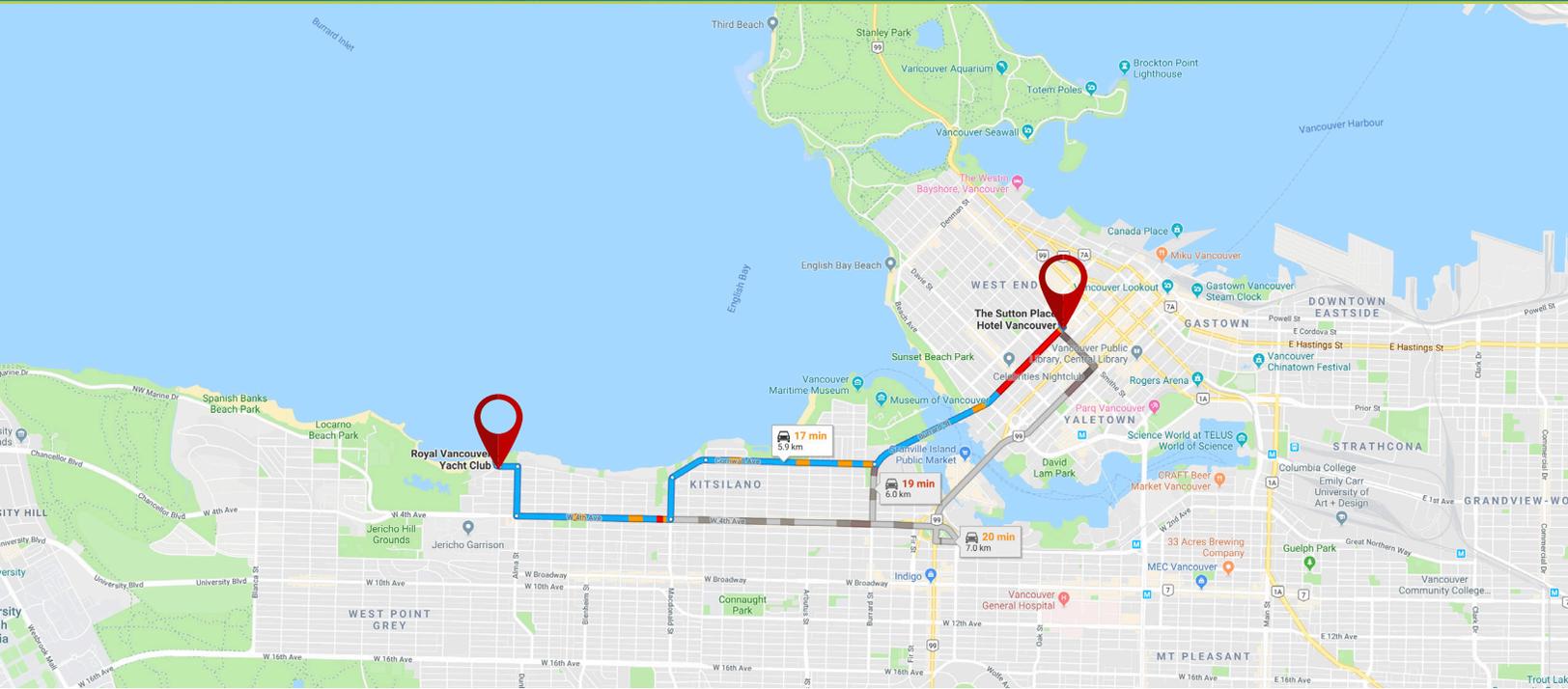
7:30 - 9:30 Industry Awards Dinner

A shuttle service is available for all members attending the Chair's Industry Awards Dinner. Service begins at 6:00 p.m. from the hotel.



INFO

ACCOMODATIONS & MAP



Accomodations

A block of rooms has been reserved for you in the center of the city at the lovely Sutton Place Hotel. Reasonable hotel rates have been secured for your stay in the best comfort has to offer.

Registration

Members can register by completing the linked form and sending the form by email to mfoucher@canpaint.com and mailing payment to CPCA.

The Sutton Place Hotel Vancouver

845 Burrard St,
Vancouver, BC V6Z 2K6

Royal Vancouver Yacht Club

3811 Point Grey Rd,
Vancouver, BC V6R 1B3



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Canadian Paint and Coatings Association
900-170 Laurier Avenue West
Ottawa, ON K1P 5V5

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Canadian Paint and Coatings Association Annual Conference and AGM

Wednesday, May 22 and Thursday, May 23, 2019
The Sutton Place Hotel Company
845 Burrard Street, Vancouver, British Columbia

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|----------|-------|-------------|---------|
| Name | | Title | Company |
| Address | | City | |
| Province | State | Postal Code | Zip |
| E-mail | | Spouse Name | |
| Phone | | Fax | |

Rates

The registration fee covers all business sessions, meals and organized social activities.

| <input type="checkbox"/> Early Bird | <input type="checkbox"/> Regular Registration | <input type="checkbox"/> Welcome |
|---|--|---|
| BEFORE APRIL 29, 2019 \$ 1,200.00 + \$156.00 (GST/HST) | AFTER APRIL 29, 2019 \$ 1,350.00 + \$175.50 (GST/HST) | NON-MEMBERS \$ 1,800.00 + \$234.00 (GST/HST) |
| \$1,356.00 | \$1,525.50 | \$2,034.00 |

Payment & Registration

Please confirm your participation at the following events:

- Welcome Reception
- Chairman's Reception, Dinner & Award Ceremony
Royal Vancouver Yacht Club,
3811 Point Grey Road, Vancouver, B.C.

Hotel & Flight Bookings

There are three different ways of booking your guestrooms

- Via Telephone:** 1-866-378-8866 you need to specify that you are making reservation for the Canadian Paint and Coatings Association Conference & AGM
- Via Email:** res_vancouver@suttonplace.com you need to specify that you are making reservation for the Canadian Paint and Coatings Association Conference & AGM
- On Line:** www.vancouver.suttonplace.com
BOOKING CODE : CPCA2019

Air Canada is the official airline of the 106th CPCA Conference and AGM offering 10% to delegates travelling between Monday, May 13, 2019 to Sunday, June 2, 2019 . Click here to book your flight using the promotional **CODE 2WCKCH41**.

Please mail this completed form with your cheque to:

Canadian Paint and Coatings Association,
170 Laurier Avenue West, Suite 900, Ottawa, ON K1P 5V5.

- You may also fax a copy to 613-231-4908 and send payment later.
- Your Conference Package will be prepared in advance and held for you at the CPCA Conference Registration Desk.
- If you cancel your registration before April 29, 2019 you will receive a full refund. All cancellations must be in writing.

Flight Bookings Rules

- The booking is to be made to the following city: Vancouver, YVR (BC)
- The travel period begins Monday, May 13, 2019 and ends Sunday, June 02, 2019.
- Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.
- No discount will apply to Tango bookings for travel within Canada or between Canada and the U.S. For International travel (destinations outside North America), discounts apply to all fares including Tango.
- However, all bookings made using the promotion code will count toward the minimum 10 passenger requirement for Meetings and Conventions events.

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CANADIAN PAINT
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CONTRIBUTION OPPORTUNITIES

Canadian Paint and Coatings Association Annual Conference and AGM

Wednesday, May 22 and Thursday, May 23, 2019
The Sutton Place Hotel Company
845 Burrard Street, Vancouver, British Columbia

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Contribution

| <input type="checkbox"/> Platinum | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze |
|--|--|--|--|
| \$4,000 | \$3,000 | \$2,000 | \$1,000 |
| (one opportunity available) | (multiple opportunities available) | (multiple opportunities available) | (multiple opportunities available) |
| PLATINUM LEVEL SUPPORT Recognition within CPCA Press Release and featured on CPCA Social Media Channels. Company logo displayed in: <ul style="list-style-type: none"> • Conference Website • Conference Program • Chair's Awards Dinner • Business Session | GOLD LEVEL SUPPORT Recognition within CPCA Press Release and featured on CPCA Social Media Channels. Company logo displayed in: <ul style="list-style-type: none"> • Conference Website • Conference Program • Chair's Awards Dinner • Business Session | SILVER LEVEL SUPPORT Recognition within CPCA Press Release and featured on CPCA Social Media Channels. Company logo displayed in: <ul style="list-style-type: none"> • Conference Website • Conference Program • Chair's Awards Dinner • Business Session | BRONZE LEVEL SUPPORT Recognition within CPCA Press Release and featured on CPCA Social Media Channels. Company logo displayed in: <ul style="list-style-type: none"> • Conference Website • Conference Program • Chair's Awards Dinner • Business Session |

Payment

Please mail this completed form with your cheque to:

ATTN: Micheline Foucher

Canadian Paint and Coatings Association,
170 Laurier Avenue West, Suite 900, Ottawa, ON K1P 5V5.

You may also fax a copy to 613-231-4908 and send payment later.

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