



CANADIAN PAINT  
AND COATINGS  
ASSOCIATION

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

# VISION 20-20 BEYOND 2020

The Paint and Coatings Industry  
Remains Forward-looking in Canada.

**CPCA 106<sup>th</sup> 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 106<sup>th</sup> 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	Gold	Silver	Bronze
\$4,000	\$3,000	\$2,000	\$1,000
(one opportunity available)	(multiple opportunities available)	(multiple opportunities available)	(multiple opportunities available)
<b>PLATINUM LEVEL SUPPORT</b> Recognition within CPCA Press Release and featured on CPCA Social Media Channels. <b>Company logo displayed in:</b> <ul style="list-style-type: none"><li>• Conference Website</li><li>• Conference Program</li><li>• Chair's Awards Dinner</li><li>• Business Session</li></ul>	<b>GOLD LEVEL SUPPORT</b> Recognition within CPCA Press Release and featured on CPCA Social Media Channels. <b>Company logo displayed in:</b> <ul style="list-style-type: none"><li>• Conference Website</li><li>• Conference Program</li><li>• Chair's Awards Dinner</li><li>• Business Session</li></ul>	<b>SILVER LEVEL SUPPORT</b> Recognition within CPCA Press Release and featured on CPCA Social Media Channels. <b>Company logo displayed in:</b> <ul style="list-style-type: none"><li>• Conference Website</li><li>• Conference Program</li><li>• Chair's Awards Dinner</li><li>• Business Session</li></ul>	<b>BRONZE LEVEL SUPPORT</b> Recognition within CPCA Press Release and featured on CPCA Social Media Channels. <b>Company logo displayed in:</b> <ul style="list-style-type: none"><li>• Conference Website</li><li>• Conference Program</li><li>• Chair's Awards Dinner</li><li>• Business Session</li></ul>

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.***



Platinum Sponsor



Celebrating 25 Years Serving The Paint Industry

Silver Sponsors



Bronze Sponsors



Media Sponsor





# THE HUB

Have You Activated Your Account?



In December, 2018, CPCA launched it's 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.

**CANADA COATINGSHUB**  
**ENHANCING COMPLIANCE**  
**& MITIGATING RISK**

Visit [canpaint.com](http://canpaint.com) to learn more.



## RELEVANT RIGOROUS ROBUST

When it comes to Regulatory Decision-making, paint and coatings organizations can't leave anything to chance. CPCA understands compliance and issue management are key drivers for brands. It's the reason behind our decision to build a custom designed member portal – **The Canada CoatingsHUB** – to support member organizations navigating the Canadian regulatory landscape.

*To learn more visit:*  
[canpaint.com/membership/canada-coatings-hub/](http://canpaint.com/membership/canada-coatings-hub/)



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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 about how CPCA members support a circular economy for paint in Canada.





# PROGRAM

CPCA's 106<sup>th</sup> Annual Conference & AGM

## 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.**

## Agenda

*\*Dress Code: Business Casual*

### Wednesday, May 22, 2019

#### Registration

Main Lobby 12:00 p.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

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

#### Business Sessions

Salon A Versaille Ballroom 8:45 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. – 12:00 p.m.

#### Lunch

Salon B Versaille Ballroom 12:00 p.m. – 1:00 p.m.

#### Business Sessions

Salon A Versaille Ballroom 1:00 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

*\*Dress Code: Business Formal*

*\*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 address information is available on page 11.*

## 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





# BUSINESS

## Sessions

**Thursday, May 23, 2019**

### Chair's Welcome

**8:30 a.m. – 8:45 a.m.**

Tim Vogel, President and CEO  
Cloverdale Paints

### Economic Update: Trends, Trials and Tribulations

**8:45 a.m. – 9:15 a.m.**

Dan Murad, President & CEO  
ChemQuest

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.

### Advancing the Interests of Coatings in the UK

**9:15 a.m. – 9:45 a.m.**

Tania Morrill, Marketing Director,  
British Coatings Federation

This session will provide insight into the workings of the British Coatings Federation representing the coatings industry in the UK. Like CPCA, BCF is a founding member of the World Coatings Council (formerly IPPIC), and works on key issues manufacturers in the paint, coatings, printing inks

and wallcovering industry. BCF is focused on key issues for its members and advocates strongly to: reduce the cost and complexity of regulation, enhance overall competitiveness of the sector, promote sustainability and innovation, and seek to ensure a stable workforce for the future with online training courses.

### Global Initiatives - Local Challenges

**9:45 a.m. – 10:15 a.m.**

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

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 TiO<sub>2</sub> 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 a.m. – 10:45 a.m.**



## CPCA Report: The Good, The Bad and The Ugly

10:45 a.m. – 11:30 a.m.

Gary LeRoux, President & CEO

Canadian Paint and Coatings Association

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 TiO<sub>2</sub> 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 by members.

## Annual General Meeting

11:30 a.m. – 12:00 p.m.

For members only

## Luncheon

12:00 p.m. – 1:00 p.m.

Plated food service

## Keynote Speaker Millennial Market Power: It's Real

1:00 p.m. – 1:45 p.m.

Katherine Greenland

Greenland Consulting

Millennials will soon represent the largest buying group in the world with 2.3 billion globally today. How they view the world will drive how companies do business given that 84% of millennials are open to the idea of sustainable investing; 45% will use their wealth to help others; CSR is a key factor in making investment decisions; 2 times more likely to invest in companies seeking to have positive environmental or social impacts. This session will look at how companies will need to change or adapt to engage with this new force in markets and in the workplace.

## Product Offerings Abound: Standards and Specifications

1:45 p.m. – 2:15 p.m.

Cynthia O'Malley, Executive Director,  
Master Painters Institute

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.



# BUSINESS

## Sessions & Information on Accommodations

### How to Approach a Compliance Program

2:15 p.m. – 3:00 p.m.

Brian Martin, EHS Safety Executive

Outdated compliance programs are more the norm than exception. This does not help a company mitigate risk or gain the approval of customers. This presentation will focus on approaches to compliance, leadership, stakeholder expectations, implementation and automation. Aligning reporting requirements with standards is critical for the manufacturer and all throughout the supply chain. Hear valuable insights from one who's been on the frontline as a global EHS and sustainability director.

### Networking Break

3:00 p.m. – 3:30 p.m.

### Sustainability Reporting: Communicating with the Customer

3:30 p.m. – 4:00 p.m.

Piya Baptista, Manager Program Implementation  
Global Reporting Initiative

Sustainability reporting helps organizations to measure, understand and communicate their economic, environmental, and governance performance. Increasingly that is what consumers want and need to make purchasing choices. This is now an integral part of a companies corporate responsibility effort and thus the need to ensure best practices are used in do so. This session looks at best practices a company must consider when reporting to maximize both internal and external benefits for sustained growth of their companies.

### Paint Recycling In Canada: Bad, Better Or Worse

4:00 p.m. – 4:30 p.m.

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.

### Closing Remarks

4:45 p.m.

Gary LeRoux, President & CEO  
Canadian Paint and Coatings Association

### Chair's Industry Awards Dinner

Royal Vancouver Yacht Club

6:30 p.m. – 7:30 p.m.

Chair's Reception

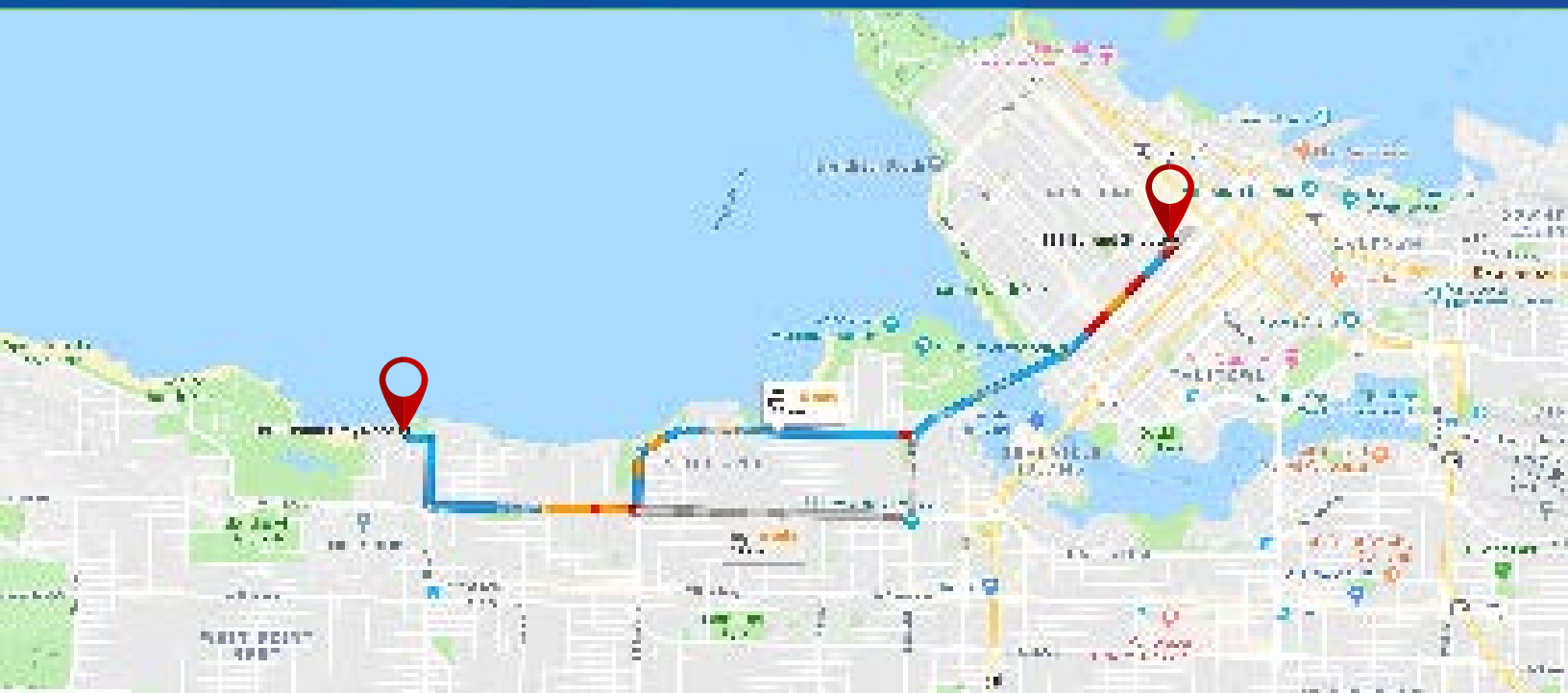
7:30 p.m. – 9:30 p.m.

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.







## Accommodations

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](mailto: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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