



CANADIAN PAINT  
AND COATINGS  
ASSOCIATION

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

# VISION 20-20 BEYOND 2020

Formulating Ideas for Tomorrow

CPCA 106<sup>th</sup> Annual Conference & AGM  
*The Sutton Place Hotel Vancouver • British-Columbia*





# THANKS

Special Thanks to Our Sponsors



**CPCA is honoured to have Product Care as our Platinum Sponsor for this year's Annual Conference & AGM.**

Every year in Canada over 28,000,000 kilograms of paint is recycled and diverted from our waterways and ecosystems. Product Care is at the heart of much of the recycling efforts with hundreds of service depots in eight provinces.

Product Care Recycling is an industry funded, not-for-profit organization providing recycling solutions for post-consumer paint and other household hazardous waste including lights and alarms. Pioneering paint recycling in Canada, Product Care dates back to 1994, with the world's first paint recycling program launched in B.C. Since then Product Care has been on the leading edge of post-consumer paint recycling for over 25 years in Canada.

To find your recycling location, visit **[productcare.org](http://productcare.org)**.



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# PROGRAM

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

## VISION 20-20 BEYOND 2020

### Formulating Ideas for Tomorrow

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. 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.**



## 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 peers 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

*\*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

Note: The location of today's events is on the 2<sup>nd</sup> floor of the Sutton Place Hotel. See map details below.

#### 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.

#### Business Sessions

Salon A Versaille Ballroom 8:45 a.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.



# BUSINESS

## Sessions

**Thursday, May 23, 2019**

Salon A & B Versaille Ballroom



### Chair's Welcome

**8:30 a.m. – 8:45 a.m.**

**Tim Vogel, President and CEO  
Cloverdale Paints**

industry in the UK. Like CPCA, BCF is a founding member of the World Coatings Council (formerly IPPIC), and works on key issues facing manufacturers in the paint, coatings, printing inks and wall-covering 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.

### 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.

### 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 assessment of chemicals in commerce. 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.

### 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

### Networking Break

Foyer & Salon A Versaille Ballroom

**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**  
**CPCA**

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 will be discussed 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

Salon B Versaille Ballroom

**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; millennials are 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 the market 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

### How to Approach a Compliance Program



**2:15 p.m. – 3:00 p.m.** Brian Martin, EHS Corporate 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

Foyer & Salon A Versaille Ballroom

**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 and empower sustainable decisions. Increasingly that is what stakeholders – from investors to consumers – want and need to make decisions including purchasing choices. This session provides an introduction to sustainability reporting with a focus on the GRI Standards. It also 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. It will outline where things stand with paint recycling in Canada, address some of the challenges and some of the successes.

### Closing Remarks

**4:30 p.m.** Gary LeRoux, President & CEO, CPCA

### 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 lobby.





# 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.

## ENHANCING COMPLIANCE & MITIGATING RISK

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



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**CPCA: The ONLY  
Trade Association  
Representing YOUR  
Regulatory Interests  
In Canada.**

CPCA was established in 1913 to represent the national paint and coatings industry, including adhesives & sealants and elastomers (CASE). CPCA champions the interests of manufacturers, suppliers, distributors and affiliated companies doing business in the coatings industry.

***Visit [canpaint.com](http://canpaint.com)  
to learn how to  
become a member.***

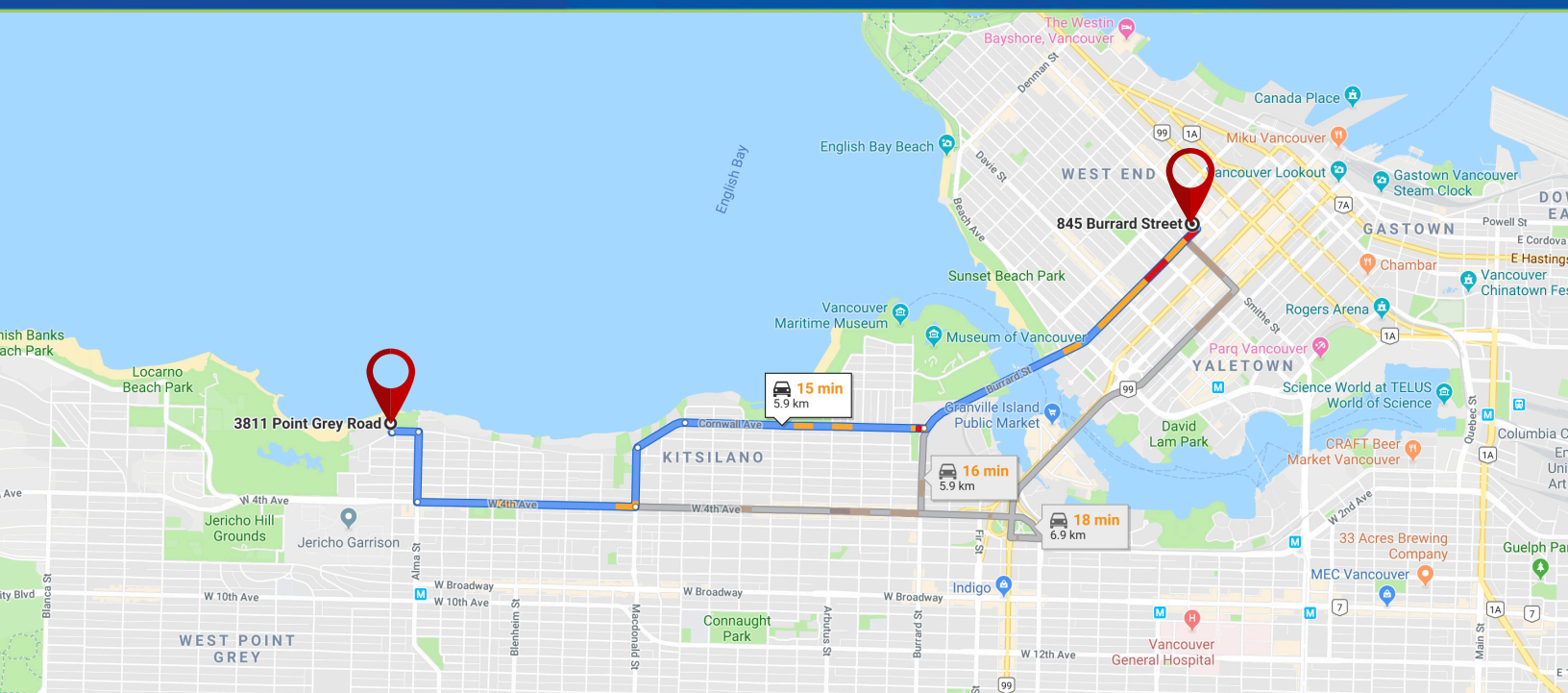
Follow CPCA on our social media channels to learn more about our advocacy efforts and the industry we serve.



[canpaint.com](http://canpaint.com)

# INFO

## Accommodations & Point of Contact



### Locations & Details

#### The Sutton Place Hotel Vancouver

845 Burrard St, Vancouver, BC V6Z 2K6

#### Royal Vancouver Yacht Club

3811 Point Grey Rd, Vancouver, BC V6R 1B3

### CPCA Point of Contact

During your stay and participation in CPCA's 106th Annual Conference & AGM should you have any questions or need assistance please speak with CPCA's staff:

#### Micheline Foucher

Director Administration & Member Services

[mfoucher@canpaint.com](mailto:mfoucher@canpaint.com)

Registration, hotel accommodations  
and general information.

#### Melanie Di Tullio

Director Graphic Design & Digital Communications

[mditullio@canpaint.com](mailto:mditullio@canpaint.com)

Speakers Presentation Decks  
and general AV inquiries.

### Shuttle Bus

CPCA will have two shuttle buses available to accommodate travel between the hotel and the Royal Vancouver Yacht Club.

Busses will be departing from the Sutton Place Hotel Lobby. We ask all those wishing to board the shuttle bus to be ready in the lobby at 6:00 p.m. as the bus will leave once it is full.

Busses returning to the hotel will be announced during the Chairman's Dinner and Awards Ceremony.





*Extended product stewardship...*



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 and 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.





# 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

**Note:** Please download the form & save it to your desktop prior to completing it and sending it in.

Name	Title	Company
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address		City
<input type="text"/>		<input type="text"/>
Province	State	Postal Code
<input type="text"/>	<input type="text"/>	<input type="text"/>
Zip	E-mail	
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone	Fax	Spouse Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

## 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)
<b>\$1,356</b>	<b>\$1,525.50</b>	<b>\$2,034.00</b>

## 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](mailto: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](http://www.vancouver.suttonplace.com)  
**BOOKING CODE : CPCA2019**

Air Canada is the official airline of the 106th CPCA Conference and AGM offering special prices to delegates travelling between Monday, May 20, 2019 to Sunday, May 26, 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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