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Association

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# CANADIAN COATINGS CONFERENCE

Adding Value to Canada's Economy



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*CASE Industry's Trusted  
Source for Canadian Compliance*



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The HUB is the only digital platform tracking the progress of Canadian regulatory developments impacting the CASE industry. The HUB provides tailored insights for the issues that matter most to your organization, more importantly, it offers clear actions to help your organization proactively assess risk, support compliance, influence decision makers, protect brand reputation and shape better regulatory outcomes.

*Visit [CanadaCoatingsHUB.ca](https://CanadaCoatingsHUB.ca)  
to Learn More*

# CANADIAN COATINGS CONFERENCE



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## Adding Value to Canada's Economy

The Coatings industry provides essential products for the world. It provides essential inputs for manufacturing industries comprising more than 70% of Canada's GDP. Without these inputs, many industry sectors would be challenged such as aerospace, automotive, construction, shipbuilding, oil and gas, design and many more. Increasingly, these products are more innovative, more sustainable and still meet the highest standards

of Canadian manufacturers and their customer demand. The Coatings Conference will look at the ways in which the coatings industry delivers essential coatings for industry and consumers. The coatings industry drives sustainability by extending the lifecycle of critical assets and contributes significantly to Canada's GDP with more than 125,243 direct and indirect jobs annually.

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## Conference Agenda

### Wednesday May 21, 2025

**Marriott Harbourfront**  
1919 Upper Water St,  
Halifax, NS

**Board of Directors Meeting**  
1:30 p.m. — 5:00 p.m.  
Sable A - Ground Floor

**Welcome Reception**  
7:00 p.m. — 10:00 p.m.  
**Alexander Keith's Brewery**  
314 - 1496 Lower Water St.  
Halifax, NS

### Thursday May 22, 2025

**Breakfast**  
7:45 a.m. — 9:00 a.m.  
Annapolis - Ground Floor

**Plenary Sessions**  
9:00 a.m. — 5:00 p.m.  
Halifax Room - Second Floor

**Lunch**  
12:00 noon — 1:30 p.m.  
Annapolis - Ground Floor

### Thursday Night May 22, 2025

**Chair's Awards**  
Reception & Dinner  
6:30 p.m. — 11:00 p.m.  
Halifax Room - Second Floor

**On-Site Conference Contacts**  
For any questions or concerns related to the Conference, AV requirements, or other details please speak with CCA Staff.

**Melanie Di Tullio**  
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# PLENARY SESSIONS

## Adding Value to Canada's Economy

May 22, 2025

### Breakfast

7:45 a.m. — 9:00 a.m.

Annapolis - Ground Floor



### Chair's Welcome

9:00 a.m. — 9:15 a.m.

**Darrin Noble**

Chair of CCA  
President & COO  
Cloverdale Paint



### Economic Update: CASE Industry in Canada

9:15 a.m. — 9:45 a.m.

**Doug Bohn**

Principal  
Orr & Boss

This session provides current economic and market insights on the coatings industry in Canada and the United States as well as globally with respect to market growth and some of the challenges in those markets. The session will also take a look at the impact of tariffs and the overall economic environment in the paint & coatings market as it relates to current and future growth trends. It will further assess the overall size of the various markets, expected growth rates, and trends in the Canadian economy impacting the CASE market. No review can ignore the issues impacting the raw material market throughout the supply chain.





## Advancing Sustainability in Paint and Coatings: Bio-Based Dispersants for Enhanced Pigment Stability

9:45 a.m. — 10:15 a.m.

**Bailey McLean, Scientist 2**  
Integrity Mining Industrial

As demand for environmentally friendly materials grow, there is increased pressure on the industry to use sustainable additives while retaining functionality. This session focuses on research in developing sustainable products to replace current synthetic materials using functionalized polysaccharides as bio-based agents for pigment dispersion. Modification of naturally occurring polysaccharides dispersants were developed to enhance the stability, uniformity and performance of coatings derived from renewable resources. This has significant implications for the development of high-performance coatings across various coating markets including architectural, industrial and automotive.

## Networking Break

10:15 a.m. — 10:30 a.m.

Halifax Foyer - Second Floor



## Trade Impacts on Raw Material Supply

10:30 a.m. — 11:00 a.m.

**Jake Jevric**  
Senior Vice-President  
LBB Specialties Canada

This session will address the sluggish and uncertain growth rates across the CASE manufacturing landscape that was further challenged by geopolitical uncertainty over the past few weeks related to tariffs. Uncertainty continues to influence long-term strategic planning for both raw material suppliers and their customers. It's unclear whether or not this will result in deflationary price pressures or cause inflation to remain a sticky issue under current trading relationships. Both manufacturing and raw material supply must be reassessed in terms of import-export flows that will evolve over time and likely impact how raw material suppliers will have to adjust and respond.





## PLENARY SESSIONS



### The Evolution: Public Policy, Legislation and Regulation

11:00 a.m. — 11:30 a.m.

**Gary LeRoux**  
President & CEO  
CCA

The coatings industry remains among the most heavily regulated sectors in Canada for thousands of formulated products across 15 industry segments. Regulations for each one of those segments varies and impacts the CASE industry differently. As such, they often require different advocacy strategies to ensure a fair and evidenced-based approach to regulations in a more volatile trading world. This session will touch on these constantly evolving regulatory challenges and how industry must adjust advocacy approaches moving forward to ensure positive outcomes.

### AGM

11:30 a.m. — noon  
AGM Meeting

### Lunch

12:00 noon — 1:30 p.m.  
Annapolis - Ground Floor



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### The Changing World of Work: Leading and Engaging Through Disruption

1:30 p.m. — 2:00 p.m.

**Keynote Speaker — Eddie LeMoine**  
Award-Winning Speaker and Bestselling Author

As industries across Canada adapt to unprecedented change, the coatings sector is no exception. Skills shortages, demographic shifts, AI and automation, tariffs, and global trade uncertainty are all reshaping the workforce faster than ever before. For members of the Canadian Coatings Association, these changes demand a fresh approach to leadership.

In this engaging and forward-looking keynote, award-winning speaker and bestselling author Eddie LeMoine shares practical insights from two of his most requested presentations: Attracting and Retaining a Skilled Workforce and Leadership and Employee Engagement.

With a warm, relatable style and plenty of real-world examples, Eddie explores how leaders can:

- Understand why employees join, stay, or leave
- Build a workplace that works across generations
- Boost engagement in times of transition
- Lead with clarity and purpose in a time of rapid change

Attendees will leave with inspiration and actionable strategies for helping their teams and organizations adapt, grow, and thrive in this new world of work.





**Darrin Noble**  
President & COO  
Cloverdale Paint



**Katie Maljaei**  
Senior Account Manager  
Quadra



**Roula Hanna**  
Key Account Manager  
Kronos Worldwide



**Gary LeRoux**  
President & CEO  
CCA

## Industry Talks

2:00 p.m. — 3:00 p.m.

There are always business challenges in the CASE industry in Canada and in some segments more than others. The past number of months have presented economic challenges like never before on the trade front. Members will continue to grapple with these challenges in Canada going forward. This session will be an open and frank discussion about the coatings industry in Canada today and how it is likely to evolve in the coming years. Everything is on the table. The audience is encouraged to engage.



## Paint Recycling in Canada

3:00 p.m. — 3:30 p.m.

**Brian Bastien**  
President  
Product Care Recycling

Canada was the first in the world to establish paint recovery and recycling in the early 1990s for paint manufacturers and has led the world in post-consumer paint recycling since. Paint manufacturers have been and remain a driving force behind paint recycling in Canada, which has evolved significantly over the years with the advent of sustainability and more recently ESG. During that time Product Care was on the ground working closely with and for paint manufactures to deliver on the industry's commitment to recycling. This session will look at the state of paint recycling in Canada today, the current challenges and where it's headed in future.

## Networking Break

3:30 p.m. — 3:45 p.m.  
Halifax Foyer - Second Floor



## PLENARY SESSIONS



### Colour Complexity

3:45 p.m. — 4:15 p.m.

**Samantha MacLean**

Global Marketing Lead  
Lorama Group

Colour is a captivating force, transforming not just what we see, but how we feel. In the coatings industry, it shapes everything from safety and brand identity to the very emotions our customers experience. While we acknowledge the science of colour as light and energy, it's the impact on our lives that truly resonates. This session is about unlocking colour's transformative power. We'll explore its dynamic evolution, influencing our choices and crafting vibrant experiences in both our work and daily lives. Together, we'll explore harnessing the power to create spaces and products that not only delight aesthetically but also resonate emotionally.



### The NEW Coatings Academy

4:15 p.m. — 4:45 p.m.

**Dave Saucier**

Director, Issues Management  
CCA

**Melanie Di Tullio**

Director, Graphic Design & Digital Communications  
CCA

CCA established an online coatings course in 2013 by leveraging the excellent educational courses offered by the Toronto Society for Coatings Technology (TOSCOT) over several decades. TOSCOT was made up of volunteers and specialists in the CASE industry who wanted to provide practical coatings courses for those already in the industry and those wishing to enter it. CCA is now building a new online, more engaging modular course format on a new digital platform to be completed at the end of 2025 for the benefit of members and non-members alike.



### Closing Remarks

4:45p.m. — 5:00 p.m.

**Darrin Noble**

President & COO  
Cloverdale Paint

### Chair Awards Dinner

6:30 p.m. — 10:00 p.m.

Halifax Room - Second Floor







# Colour of the Year & Colour Trends 2025

Cinnamon Slate  
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Enduring style meets modern sensibility.



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CCA would like to extend a warm thanks to all of our sponsors. Your financial support helps CCA provide a conference that is engaging, insightful, and entertaining.

PLATINUM



## Benjamin Moore<sup>MD</sup>

GOLD



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BRONZE







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*Trusted Advocacy.  
Proven Results.*

*Fidèle défenseur des intérêts.  
Résultats éprouvés.*

# Sustainability Matters

The coatings industry in Canada leads the world in post-consumer paint recycling with a program in every province. The industry pays 100% of the costs for paint recycling.

CCA members have been supporting product stewardship programs in Canada since the 1990s.

Éco-peinture, Alberta Recycling Management Authority and Product Care work to ensure Canadians have easy access to recycling depots and Return-to-Retail sites in every province.

***Paint Share is available at participating depots.***

**#coatingsaresustainable**



[productcare.org](http://productcare.org)



[albertarecycling.ca](http://albertarecycling.ca)

éco-peinture

Société québécoise de gestion écologique de la peinture

[ecopeinture.ca](http://ecopeinture.ca)





# Skills Training for the Coatings Industry

Learn the Necessary Skills to Succeed in Today's Most Innovative Industry.



Diploma Coatings Technology



Diploma Coatings Technical Sales



Diploma Canadian Coatings Regulations



Diploma Coatings Retail Sales

## Courses Focused on Coatings Technology

Best-in-class training for those entering the industry. Learn to formulate like the experts and better understand all the industry has to offer.



**Leading Science**

Learn the latest trends in coatings science.



**Industry-backed Oversight**

Gain industry specific skills to respond to demands.



**Sustainable Chemistry**

Latest green chemistry and ESG best practices.



**Canadian Compliance**

Understand the connection between coatings science and compliance.



**Trusted Training**

Trusted training for professionals all over the globe, both CCA member and non-member companies.

**Coming Soon**



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*Trusted Advocacy.  
Proven Results.*

*Fidèle défenseur des intérêts.  
Résultats éprouvés.*



# YOUR VOICE MATTERS

Strong advocacy is essential in an industry where every formulated product is scrutinized. CCA ensures better regulatory outcomes for the CASE Industry in Canada. CCA members play an active role in creating change.

**CREATE POSITIVE CHANGE — JOIN CCA!**

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



# CHAIR AWARDS & DINNER

## Honouring Excellence & Innovation

### Reception

6:30 p.m. — 7:00 p.m.

Halifax Room C — Second Floor

### Dinner Service

7:00 p.m. — 10:00 p.m.

Halifax Room AB — Second Floor

CCA has a rich history of honouring excellence and innovation. For the past three decades, the paint and coatings industry has been honouring key people who have made significant contributions to the Canadian paint and coatings industry. The awards are presented each year at CCA's Annual Chair Awards Dinner. We look forward to celebrating this year's recipients.

### Roy Kennedy Award

This award is presented to an individual who has made an outstanding contribution to CCA and who epitomizes Roy Kennedy's dedication to the Association, its members and the paint and coatings industry. The recipient must still be very active in the industry and in CCA. Only one individual can receive this award each year from CCA's Board Chair.

Tim is the Chair and CEO of Cloverdale paint, which was founded in 1933 in Cloverdale, B.C. focused on high quality manufactured coatings and superior customer service. He has been involved for years in helping grow what has become more than just a family business committed to strong community values. Cloverdale is now one of the largest paint manufacturers in Canada and the 12 largest in North America. All of that was achieved through both organic growth and acquisitions in both Canada and the Pacific Northwest of the United States. A true Canadian success story.



**Tim Vogel**  
Cloverdale Paint  
Roy Kennedy Award



## Industry Achievement Award

CCA Presents the Industry Achievement Award to an individual or an organization that has demonstrated exceptional achievement in advancing the interests of the industry and/or the association.



**Roger Mouhanna**  
EMCO-Inortech  
Industry Achievement  
Award



**Steve Veroba**  
Benjamin Moore  
Industry Achievement  
Award



**Adil Meziati**  
Sherwin-Williams  
Industry Achievement  
Award



**Sjoerd Bos**  
SANSIN  
Industry Achievement  
Award

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## Industry Distinction Award

CCA Presents the Industry Distinction Award to an individual who has made a continued, long-term contribution to the association at the national or local level.



**Lynn Hall**  
Arxada  
Industry Distinction  
Award



**Roger Couture**  
AkzoNobel  
Industry Distinction  
Award



**Bruce Clatworthy**  
AR Monteith  
Industry Distinction  
Award



**Diane Brickman**  
Sherwin-Williams  
Industry Distinction  
Award





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