



FIA MARKETING WORKSHOP

October 21-22, 2020
Doubletree Downtown-Lakeside
1111 Lakeside Ave E
Cleveland, OH 44114
(216) 241-5100

PROGRAM AGENDA

Tuesday, October 20, 2020

4:00 p.m. Marketing Committee Meeting at FIA HQ (*Invite only*)
6:00 p.m. Marketing Committee Dinner (*Invite only*)
Masthead Brewery, 1261 Superior Ave (near FIA HQ)

Wednesday, October 21, 2020

9:30 a.m. – 10:00 a.m. Registration

10:00 a.m.—10:45 a.m. Opening Keynote: How Traditional Sales Techniques Accelerate Digital Marketing
Matt Bailey, SiteLogic

10:45 a.m.—12:00 p.m. Best Practices Marketing for the Forging Industry
Josh Blankenship, TopSpot

12:00 p.m. - 12:45 p.m. Lunch Presentation: Orders & Shipments Survey Update
Ian Stringer, AMT/MTInsight
(*Dual course plated lunch*)

12:45 p.m. – 1:30 p.m. Economic Update
Dr. Chris Kuehl, Armada

1:30 p.m. – 2:15 p.m. Washington D.C. Update
David Castagnetti, Mehlman Castagnetti Rosen & Thomas

2:15 p.m. – 3:00 p.m. Refreshment Break

3:00 p.m. – 3:45 p.m. Trade Update
Greg Timmons, Ellwood Group

3:45 p.m. -4:30 p.m. Automotive Market Overview: Combustion, EVs & Mobility
Bernard Siewicki, Center for Automotive Research

4:30 p.m. – 5:15 p.m. Defense Market Overview: FDMC & DLA Perspective
Dean Hutchins, Defense Logistics Agency (DLA),
Charles Edens & Dekland Barnum, ATI & FDMC

Thursday, October 22, 2020

8:00 a.m. - 8:30 a.m.	Full Hot Breakfast
8:30 a.m. - 9:00 a.m.	Steel Market Outlook: Long Bar, Die Steel, Non-Ferrous Lynn Lupori, CRU Group
9:00 a.m. – 9:30 a.m.	Construction, Mining & Agriculture Markets Overview Jim Barlow, Caterpillar
9:30 a.m. – 10:00 a.m.	Aerospace Market Overview – Virtual Presentation Kristi Diener and Kyle Finnegan, Boeing
10:00 a.m. – 10:30 a.m.	Refreshment Break
10:30 a.m. – 12:00 p.m.	Energy Markets <ul style="list-style-type: none">- Forging Technology Roadmap Projections for Fulfilling Power Generation Industry Advancements: Mike Manning, Finkl Steel- Oil & Gas (Virtual Presentation): Bernard Weinstein, Ph.D. Southern Methodist University- Wind: Adam Stern, AWEA staff
12:00 p.m.	Conclusion