

MAY 5-7, 2025 | ORLANDO, FL

# EMERGING LEADERS<sup>25</sup>

POWERED BY

NTMA

IN PARTNERSHIP WITH:





# S H A P I N G THE FUTURE



Join manufacturing’s rising industry leaders to network, share insights, and explore innovative manufacturing technologies. Build valuable connections and inspire tomorrow’s manufacturing advancements.

## TABLE OF CONTENTS

SCHEDULE .....	4-8
EVENING EVENT .....	7
HOTEL INFORMATION .....	9
OPENING KEYNOTE .....	10
DENNIS SNOW .....	11
GENERAL SESSION .....	12
EMMA DOYLE .....	13
GENERAL SESSION .....	14
JAMES MCQUIGGAN .....	15
GENERAL SESSION .....	16
DAN SODERLUND .....	17
FRANK BRASKI .....	17
GENERAL SESSION .....	18
JENNY DRESCHER .....	19
REGISTRATION INFORMATION .....	20
SPONSORS .....	21



# Monday, May 5

## REGISTRATION

2:00PM - 3:00PM



## OPENING KEYNOTE

Presented by Dennis Snow: President - Snow & Associates, Inc. | 20+ Years of Experience Leading in the Disney Institute

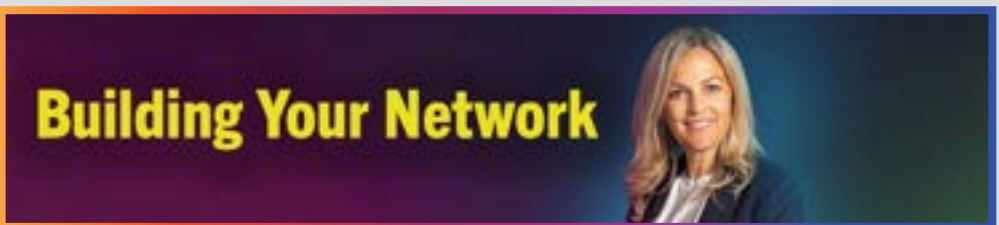
3:00PM - 4:30PM



## BUILDING YOUR NETWORK

Presented by Emma Doyle: Partner - Open Door Coaching

4:45PM - 5:30PM



## WELCOME RECEPTION

5:30PM - 6:30PM



# Tuesday, May 6

## REGISTRATION

8:00AM - 9:00AM



## BREAKFAST

8:00AM - 8:30AM



## OPENING REMARKS

Presented by Emma Doyle: Partner - Open Door Coaching

8:30AM - 8:45AM

### Opening Remarks



## GENERAL SESSION

Presented by James R. McQuiggan, CISSP, SACP

8:45AM - 9:45AM

### Deepfakes & Dark Side A.I. Attacks



## NETWORKING BREAK

9:45AM - 10:00AM



# Tuesday, May 6<sup>(cont.)</sup>

## GENERAL SESSION

Presented by Emma Doyle: Partner - Open Door Coaching

10:00AM - 11:00AM

### How To Work With The 5 Different Generations Sitting Side By Side In The Workplace



## ROUNDTABLES

11:15AM - 12:15PM



## DEPART FOR PLANT TOURS

1:00PM



## PLANT TOURS

1:30PM - 4:00PM



## RETURN TO HOTEL

4:30PM



## LEAVE FOR EVENING EVENT

6:00PM



# **EVENING EVENT - A NIGHT OUT AT DISNEY SPRINGS**

**6:30PM - 9:30PM**



Start the night out with dinner, drinks, and good conversation! This venue will provide the perfect opportunity to network and connect with fellow emerging leaders before exploring Disney Springs at your own pace. This lively entertainment, dining, and shopping district in Orlando offers something for everyone, from unique boutiques and flagship stores to Disney-themed shops.

Enjoy live music, street performances, and entertainment. The vibrant nightlife includes themed bars, lounges, and a rooftop hangout with stunning views. Experience interactive attractions like the LEGO Store's play area and the Coca-Cola rooftop bar with specialty drinks.





# Wednesday, May 7

## BREAKFAST

8:00AM - 8:30AM



## NETWORKING BREAK

9:30AM - 9:45AM



## GENERAL SESSION

Presented by Frank Braski: Chief Evangelist - Softura & Dan Soderlund: Senior Account Executive - CloudNC

8:30AM - 9:30AM

**Optimizing  
Manufacturing with AI:  
Efficiency, Innovation,  
and Growth**



## GENERAL SESSION

Presented by Jenny Drescher: Founding Partner - The Bolder Company

9:45AM - 11:00AM



**Make Yourself Heard:  
Assertive Communications  
for Rising Leaders**

## CLOSING REMARKS

Presented by Roger Atkins: President of NTMA

11:00AM - 11:15AM

**Closing Remarks**





## Hotel Landy | 7800 Universal Blvd | Orlando, FL 32819

This comfortable Orlando theme park hotel offers 400 rooms, and is located right across I-4 from Universal Orlando Resort. Diverse, outdoor amenities will make your stay enjoyable and memorable while giving you peace of mind. Location is everything! On Universal Boulevard across from Universal Orlando Resort, 1/4 mile to ICON 360 Park and just 1.5 miles to the Orlando Orange County Convention Center. Getting around is easy with the complimentary scheduled shuttle service to Walt Disney World Resort. Shopping, entertainment and dining are only a short walk away on International Drive.

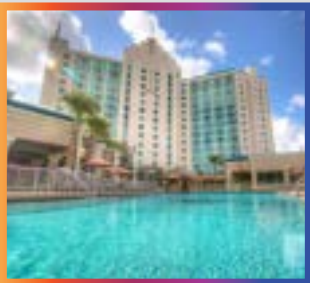
**NTMA Group Rate: \$149++ per night** \*Rate is available 3 days pre and post meeting

### To make a reservation:

Please call 1.866.580.6279 or Click the Link

### RESERVE YOUR ROOM TODAY!

**\* Hotel Deadline: 4/7/2025 or based on availability**



# Opening Keynote | Monday, May 5, 2025

## Leading a Culture of Service Excellence: Lessons from the Mouse.

3:00PM - 4:30PM | Dennis Snow - Snow & Associates, Inc.

### Participants will learn:

- The behaviors that will define your organization's service culture.
- Hiring processes that ensure that service-oriented individuals are recruited and selected for employment.
- New-hire and ongoing training practices that reinforce your organization's service culture.
- Effective communications strategies that keep employees focused on the customer experience.
- Techniques for involving employees in the forward movement of the organization and empowering customer-focused decision making.
- Accountability processes that ensure that service excellence is non-negotiable.

**Description:** This program builds on Delivering World-Class Customer Service or stands alone. In today's competitive market, leaders must do more than develop a service excellence strategy—they must ensure its execution.

Successful execution determines whether service excellence becomes a lasting standard or just another passing trend. Employees take their cues from leadership, making it essential for leaders to champion and embody service excellence.

Drawing from his 20 years at Walt Disney World, Dennis Snow shares key leadership behaviors that bring a service strategy to life. His presentation provides actionable insights on embedding service excellence into an organization's culture.





**Dennis Snow** honed his customer service expertise over 20 years with Walt Disney World, developing a passion for service excellence that now defines his global speaking and consulting work. Starting in 1979 as a front-line attractions operator, he advanced into leadership, managing various park operations and gaining firsthand experience in running a world-class, service-driven organization.

At the Disney Institute, Dennis launched a consulting division that worked with major corporations like ExxonMobil, AT&T, General Motors, & Coca-Cola. Giving presentations worldwide, from South Africa to Argentina, and led the division to become the Institute's fastest-growing venture, achieving nearly 100% repeat business.

He also played a key role at Disney University, teaching corporate philosophy and business practices to employees and leaders. As coordinator of the Disney Traditions program, he helped set the benchmark for corporate training. In his final year with Disney, his leadership ranked in the top 3% of the company's leadership team.

Now a full-time speaker, trainer, and consultant, Dennis helps organizations enhance customer service, leadership, and employee development. His clients include American Express, Johns Hopkins Medicine, and Nationwide. A recognized expert in industry publications and business radio, he is also the author of *Unleashing Excellence* and *Lessons From the Mouse*, widely used as blueprints for organizational success.



# General Session | Tuesday, May 6, 2025

## How To Work With The 5 Different Generations Sitting Side By Side In The Workplace

10:00AM - 11:00AM

### 3 Key Takeaways:

- 1. Understand Generational Strengths** - Each Generation brings distinct values, communication styles, and motivators. Learning to adapt and connect with each group enhances teamwork and productivity.
  - 2. Coach, Don't Dictate** - A coaching mindset - one that prioritizes curiosity over judgment - creates a workplace culture of learning, feedback, and growth.
  - 3. Diversity Drives Performance** - Embracing intergenerational collaboration leads to better decision-making, innovation, and workplace engagement.
- **Final Thought:** Success in today's workplace isn't about eliminating generational differences - it's about harnessing them. Be curious, communicate with care, and coach for collaboration.

**Description:** For the first time in history, five generations are working together in the same workplace. This session explores how leaders can bridge generational differences through communication, curiosity, and coaching. Learn how to leverage the unique strengths of each generation while fostering collaboration, engagement, and adaptability.







## Emma Doyle | Emcee & Session Speaker

With a distinguished background as a tennis touring professional and extensive experience as a talent development coach, Emma brings a wealth of expertise to her role as a High-Performance Coach. Having represented Australia as a National coach on 20 occasions, she possesses a unique perspective on communication and coaching that motivates individuals to take decisive action. Emma provides practical coaching tools that empower coaches to effectively engage and inspire others, enabling them to develop a high-performing mindset, harness their energy, and excel under pressure both in their personal lives and professional endeavors.



# General Session | Tuesday, May 6, 2025

## Deepfakes & Dark Side A.I. Attacks

8:45AM - 9:45AM

### 2 Key Takeaways:

- 1. AI presents both opportunities and threats:** While artificial intelligence offers powerful tools for automation, analytics, and decision-making, it also enables new forms of cyber threats—especially through advanced social engineering tactics like deepfakes.
- 2. Deepfake detection is a critical focus area:** As deepfake technology becomes more convincing and accessible, organizations must prioritize understanding how these fakes are created and invest in AI-driven tools and techniques to effectively detect and counter them.

**Description:** Artificial intelligence (AI) revolutionizes multiple industries, providing unprecedented automation, analytics, and decision-making capabilities. However, the rapid advancements in AI technology have also led to the emergence of sophisticated social engineering attacks, posing significant challenges to individuals, businesses, and governments. With deepfake technology, leveraging AI, creates convincing fake audio and video clips that are rapidly evolving, posing significant risks to personal and organizational cybersecurity. These technologies present unique challenges and opportunities for organizations. In this context, it's critical to understand the complexities of deepfakes, highlighting their creation, detection, and the latest tools and techniques, including AI-driven technologies, for identifying them.





**James R. McQuiggan** has over 20 years of experience in cybersecurity and is currently Security Awareness Advocate for KnowBe4. Prior to joining KnowBe4, McQuiggan worked at Siemens in the Energy and Wind Divisions. Over the years he has held various cybersecurity roles, including consulting on cybersecurity standards, information security awareness, incident response and securing industrial control system networks. McQuiggan is a part-time faculty professor at Full Sail University, teaching Cyber Threat Intelligence. He also volunteers with ISC2, including a member of the North American Region Advisory Council and past president of the ISC2 Central Florida Chapter.



# General Session | Wednesday, May 7, 2025

## Optimizing Manufacturing with AI: Efficiency, Innovation, and Growth

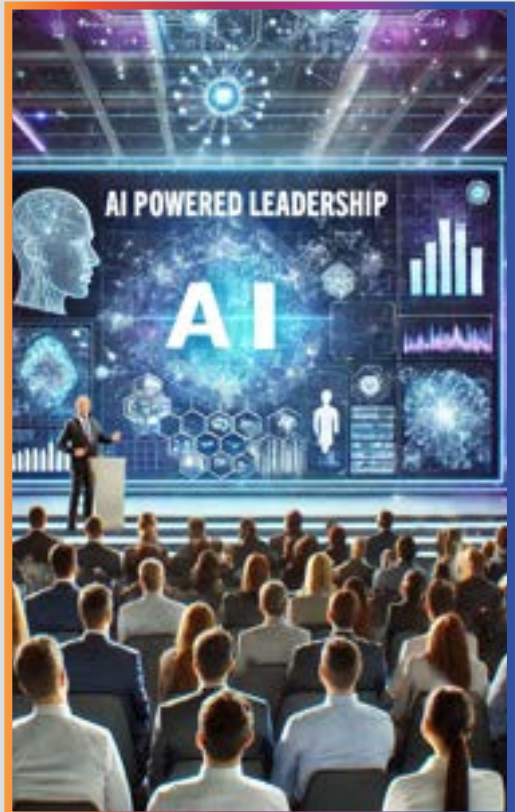
8:30AM - 9:30AM | Frank Braski - Sotura & Dan Soderlund - CloudNC

### Participants will learn:

- AI Literacy & Strategic Integration – Understanding AI fundamentals and how to leverage it for business innovation.
- Data-Driven Decision-Making – Using AI insights to enhance problem-solving and strategic planning.
- Ethical AI Leadership – Navigating AI ethics, bias, and responsible implementation.
- Leading AI-Driven Change – Managing organizational transformation and overcoming resistance to AI adoption.
- Human-AI Collaboration – Balancing automation with human creativity, emotional intelligence, and leadership.

**Description:** In today's rapidly evolving industrial landscape, AI is revolutionizing manufacturing by enhancing efficiency, driving innovation, and enabling sustainable growth.

This session explores how AI-powered solutions—such as predictive maintenance, quality control, supply chain optimization, and autonomous decision-making—are transforming operations. Learn from industry experts and real-world case studies about the latest AI advancements, implementation strategies, and the tangible benefits of integrating AI into manufacturing processes. Gain insights on overcoming challenges, scaling AI adoption, and unlocking new opportunities for competitive advantage.







**Dan Soderlund** is a seasoned sales and marketing professional with over 18 years of experience, currently contributing his expertise to CloudNC. Based in Marietta, Ohio, Dan has been instrumental in promoting CloudNC's innovative solutions that integrate artificial intelligence (AI) into manufacturing processes. His efforts focus on demonstrating how AI can optimize operations from start to finish, enhancing efficiency and productivity in manufacturing facilities.

**Frank Braski** thrives on innovation, not just envisioning the future but creating impactful solutions in the present. His approach as a “Now”ist sets him apart from traditional futurists, ensuring immediate and tangible results. Known for his ability to blend visionary thinking with practical execution, Frank shares insights on how to disrupt the status quo creatively and effectively, transforming dreams into reality.



# General Session | Wednesday, May 7, 2025

## Make Yourself Heard: Assertive Communications for Rising Leaders

9:45AM - 11:00AM

**Description:** This energizing, fun hour will engage you in 3 key steps to communicating clearly and assertively across a variety of situations. You will laugh, connect with others, and walk away with actionable tools for finding your voice and navigating challenges with power.

**About Bolder Company:** Bolder transforms businesses by driving lasting behavioral change. We equip organizations—especially in manufacturing, architecture, engineering, and construction—with the skills to modernize culture, foster thriving teams, and fuel growth. Our action-focused programs emphasize relationships and community-building. Personality Styles (DiSC & MBTI Certified)





**Jenny Drescher** -is an invigorating speaker and coach with a bold, funny style. An accomplished performance Improviser, instructional designer, and candid-yet-kind facilitator, she draws out courage and playfulness in her audiences and students. She delights in guiding people to break free of patterns that hold them back and liberate the powerful leader within.

Jenny has 15+ years of executive coaching and facilitation experience in workplaces, service agencies, and schools. Jenny’s work background includes sales, distribution, and account management. She has been a certified coach since 2007, bringing extensive knowledge about Emotional Intelligence, DiSC®, the ROI Methodology, and Adaptability AQai to help clients create real impact through their efforts.



# REGISTRATION

## Travel Information

**If flying into Orlando, the closest and most convenient airport will be Orlando International Airport.**

- Distance to and from hotel: 14 miles
- Estimated Taxi/Uber fare: \$30-\$50 (One Way)
  - 21-25 Minute ride
- Bus Ride (One Way)
  - 90 - 115 minute ride

## Pricing

**Early Bird Rate**

**\$495**

**Standard Rate**

**\$595**

**Early Bird Deadline:**  
**APRIL 13, 2025**



For More Information,  
Contact Kristen Hrusch  
P: 216.264.2845  
E: [khrusch@ntma.org](mailto:khrusch@ntma.org)

**[CLICK HERE TO REGISTER!](#)**



## Platinum Sponsors

**DMG MORI**

**GRAINGER**

alliantgroup®

**PT Solutions**

## Gold Sponsors

**HEIDENHAIN**

**BIG**  
BIG DAISHOWA

 datanomix

**KENNAMETAL**

**SMW  
AUTOBLOK**

**1factory**

## Silver Plus Sponsors

**PROSHOP**

**Mazak**

## Silver Sponsors

**environ**  
Formerly APPI Energy

**PILOT**  
Precision Products

**CGTECH  
VERICUT**

**usbank**

**LOKUMA**

 CloudNC

**MORSE**  
CUTTING TOOLS

## Bronze Sponsors

**FANUC**

**HAIMER**

**tma**

**SPINNER**

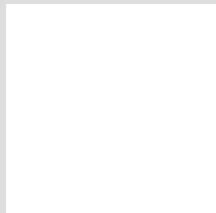
**Blaser.**  
SWISSLUBE

**SCHUNK**



NATIONAL TOOLING  
AND MACHINING  
ASSOCIATION

1357 Rockside Rd  
Cleveland, OH 44134



# EMERGING LEADERS '25

POWERED BY



**SCAN THE CODE TO  
REGISTER TODAY!**