

PENNSYLVANIA AGGREGATES & CONCRETE ASSOCIATION



# YOUNG LEADERS DEVELOPMENT GROUP CONFERENCE



October 11-12  
2023



Plymouth  
Meeting, PA

# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 11, 2023

9:45 AM

### Arrival and Registration

Chestnut Ballroom

10:20 AM

### Welcome by the Young Leaders Development Group Chairman - Dan Ridenour, York Building Products

Chestnut Ballroom

10:30 AM

### General Session I

Chestnut Ballroom

## The ABCs of Your Personal Brand

Speaker: Michael Lyons

*Each of us is unique and, like it or not, represent a brand - the "Brand of You." How you present yourself, how you behave and how you are perceived by your professional peers determines your personal brand and the level of success in your career (and life). After all, if you don't brand yourself, other people will. And, chances are they won't brand you in the way you want to be branded.*

*If you are not conscious of your personal brand and don't work on it, you may fall short of your career aspirations. This session reviews the disciplines of business branding and applies them to the process of creating, developing, managing and protecting your own personal brand.*

### Session Outcomes:

- Learn to identify your points of differentiation and how to capitalize on them.
- Learn how to delineate the dos and don'ts of self-promotion.
- Learn how to link your personal story to your professional experience to create your own value proposition.

### ABOUT MICHAEL

Michael J. Lyons is a Philadelphia-based author, professional speaker, actor, entrepreneur, and former hospitality industry executive. Mike's career has spanned 50 years and includes senior management roles with CIGNA, Carlson Wagonlit Travel, Global Events Partners, EGR International and Reed Exhibitions where he served as Exhibition Director of IBTM America.

As a professional speaker, Mike has delivered hundreds

of talks both in the U.S. and abroad to diverse audiences and has also served as an Emcee, Moderator and Podcast Host.

As an author, Mike wrote the highly acclaimed book "Set Yourself Free: Daydream it... Believe it... Achieve it!" and has been a professional actor for the past 30+ years with dozens of appearances in major films, TV shows, and commercials. His credits include speaking parts in "House of Cards," "The Sixth Sense," "All My Children," "Veep," "What Would You Do?" and the 2022 HBO series "We Own This City", among many others.

11:30 AM

### Lunch and Networking Time

Brandywine Hunt Club

1:00 PM

### Community Service Project Participation

TBD

4:00 PM

Return to the Hotel

6:00 PM

### Reception and Dinner

Brandywine Restaurant (in the hotel)

## THURSDAY, OCTOBER 12, 2023

8:00 AM

### Breakfast Buffet

Chestnut Ballroom

9:00 AM

### General Session II

Chestnut Ballroom

## The History of the Aggregates Industry in Pennsylvania & the Work of the PA Geologic Survey

Speaker: Dr. Gale Blackmer

*According to the Pennsylvania Department of Conservation & Nature Resources (DCNR), "the varied geology of Pennsylvania is representative of deep geologic times and events – when geologic plates collided and formed mountains, when the land surface was under water or ice, and even during relatively quiet times." Dr. Blackmer will*



*elaborate more on the extensive history of our industry in the Commonwealth and the role the Bureau of Geologic Survey (a division under DCNR) plays in the aggregates industry.*

#### **ABOUT GALE**

State Geologist Dr. Gale C. Blackmer is the Director of the Bureau of Geological Survey. She provides leadership for the bureau's administrative functions and its three divisions:

#### **Geologic and Geographic Information Services**

- Information Technology
- Geographic Information Systems (GIS)
- Earth Science Education
- Library

#### **Geologic Mapping**

- Stratigraphic Studies
- Groundwater and Environmental Geology

#### **Economic Geology**

- Mineral Resource Analysis
- Petroleum and Subsurface Geology

9:45 AM

#### **Networking Break**

10:15 AM

#### **General Session III**

Chestnut Ballroom

## **How to Take the WORK Out of Networking**

Speaker: Jim Roman, Business Owners Institute

*You can be a master networker! Make networking events work for you by having a plan and focusing on serving, not selling.*

#### **ABOUT JIM**

For more than 20 years, Strategic Business and Leadership Coach Jim Roman has helped thousands of small business owners and managers make more money, have more time and live more life. He knows from personal and professional experience the vital part associations play in educating, supporting and growing these small business professionals. That's why he works closely with associations, chambers and organizations like National Association of Residential Property Managers (NARPM), Association of Consulting Foresters (ACF), Oklahoma Society of Association Executives (OSAE), American Business Woman's Association (ABWA) and many others.

Jim's work with associations nationally, regionally and at the chapter level focuses on increasing the value of membership and the strength of leadership. He provides the education, tools and inspiration for associations to become indispensable to their members. He meets associations where they are, customizing his training and

coaching to their needs and challenges so that they can gain, engage and retain active, motivated members who get what they need from the association but also give back to it. Jim's goal for all the associations he works with is to build chapters and national organizations that will grow and thrive far into the future.

11:15 AM

#### **General Session IV**

Chestnut Ballroom

## **How the Industry Differs in the US Compared to Europe**

Speaker: Paul McCarthy; Pennsy Supply, Inc., a CRH company

*The way we do business here in the United States is not necessarily how it is done in other parts of the world. Learn more about the differences here.*

#### **ABOUT PAUL**

Paul is Pennsy Supply, a CRH company's General Manager of Ready Mixed Concrete and a member of the PACA Board of Directors. Paul's career with CRH has taken him from Ireland to India to the United States.

Noon

#### **Young Leaders Conference Concludes**

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#### **OUR MISSION/VISION**

Ignite our membership to elevate PACA as the premier building materials association and achieve widespread recognition of our industry's essential role in Pennsylvania communities.

#### **OUR VALUES**

Accountability  
Inclusion  
Integrity

Education  
Innovation  
Stewardship

#### **SOCIAL MEDIA**

Visit our website at [www.pacaweb.org](http://www.pacaweb.org) to link to our social media accounts. PACA can be found on Facebook, LinkedIn, YouTube, Twitter and Tik Tok.

## **MARK YOUR CALENDAR**

# **PACA Annual Meeting**

November 13-14, 2023  
Hotel Hershey, Hershey, PA