



Laboratory Products Association

February 4, 2014

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## **LPA Announces Product Managers and International Breakfasts Programs During 2104 Pittcon**

Fairfax, VA – The Laboratory Products Association has announced the education programs for the Product Managers Breakfast and International Breakfast to be held during the Pittcon Conference in Chicago, Illinois.

The *Product Manager's Breakfast* will be held on Tuesday, March 4 at 7:30 am at the Hyatt McCormick Place and will feature Gini Dietrich, the CEO of Arment Dietrich speaking on **Using Social Media Trends to Stay Ahead of the Competition**. In an age of constant bombardment of messages and communication, there is a shift in how people discover, read, and share news, information, and content. People are looking for instant gratification and are no longer turning to the evening news or morning paper for their information fix; they are instead turning to their own networks, media sources online, and to brands and companies themselves. Social media allows us to secure desired information quickly, directly, and based on individual preferences. Dietrich, co-author of *Marketing in the Round*, and author of *Spin Sucks* (both a book and a blog), will discuss newest social media trends and how to use them to stay ahead of the competition. For more details on the Product Managers Breakfast and to register, go to [www.lpanet.org/pm](http://www.lpanet.org/pm).

The *International Breakfast* will be held on Wednesday, March 5 at 7:30am at the Hyatt as well. Benjamin F. Jones, a professor at the Kellogg School of Management, Northwestern University and the faculty director of the Kellogg Innovation and Entrepreneurship Initiative, will speak on **Choosing Wisely: An Assessment of Opportunity and Risk in Emerging Markets**. Emerging economies provide great business opportunities, with the promise of substantial growth. Yet these markets also bring substantial risks, and fears are rising that recent good times across much of the developing world won't last. In this talk for LPA members, Jones will assess the landscape today and in the years ahead, presenting the latest thinking on opportunity and risk in major potential growth engines, including China, India, Russia, and Brazil. A former Rhodes Scholar, Professor Jones served in 2010-2011 as the senior economist for macroeconomics for the White House Council of Economic Advisers. For more details on the International Breakfast and to register, go to [www.lpanet.org/international](http://www.lpanet.org/international).

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## LPA Spring Meeting to be held May 6-7 in Philadelphia, PA

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March 24, 2014 (Fairfax, VA) – The Laboratory Products Association (LPA) will hold its annual **Spring Meeting** this May 6-7 at the Radisson Blu Warwick Hotel in Philadelphia, Pennsylvania.

The program will feature **Gene Marks**, a small business owner, columnist, author, and CPA, who will present *Opportunities & Growth - Economic, Political, and Tech Trends That Will Affect Your Business Tomorrow*. Gene will discuss healthcare reform and how it will impact your company and employees; what economic metrics are important to watch; operating your business from your mobile device; the importance of Customer Relationship Management; how to increase the value of your company and much more.

Just before lunch, **K.C. Warawa** of K.C. Warawa & Associates, will present the *2014 Laboratory Purchasing Trends & E-Commerce Report*. Following lunch, **Mac McIntosh**, B2B marketing speaker, marketing and sales consultant, will present. Mac is one of America's leading sales and marketing consultants and speakers, and an expert on sales leads. With more than 20 years of advertising, marketing and sales experience, Mac specializes in helping companies get more high-quality B2B sales leads, turn them into sales, track and measure results, and prove a favorable return on investment.

**Christie Bird** of Frost & Sullivan will present the *mid-year market report*. The day concludes with a networking reception and dinner, as well as an optional outing to a Philadelphia Phillies vs. Toronto Blue Jays baseball game.

On Wednesday morning, **JW Wilson**, the Executive Director of The Advanced Learning Institute, an organization which researches, develops and implements scientific-based learning and behavioral change programs, will present *Transforming the Workplace through Neuroscience*. "Breaking the learning code" is a concept JW Wilson has taught many Fortune 500 companies, such as IBM, John Deere, and AT&T. The ground breaking *Learning Code* research is now being used by organizations such as the country's largest employer organization, and the group that does leadership training for NASA, the Defense Department and the United Nations.

**Jim Larranaga**, Head Men's Basketball Coach at the University of Miami will close with his inspirational Cinderella-story, leading the George Mason University Patriots to the 2006 NCAA Men's Basketball Final Four and now coaching for the University of Miami. He shares his leadership and teamwork strategies that apply on and off the court and how he led two underperforming basketball programs from irrelevance to being true champions that captured the attention and imagination of fans everywhere.

This meeting promises to be well-rounded and valuable to all who attend. The Radisson Blu Warwick Hotel has undergone major renovations that have transformed it in to a modern hotel in the midst of historic Rittenhouse Square. Reserve your room by calling today, (800) 967-9033 and mention the LPA Spring Meeting. Room rates are \$219. For more details on the program, schedule, and to register, go to [www.lpanet.org/spring](http://www.lpanet.org/spring).



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**2014 Annual Meeting to be held November 9-11 in Napa, California at The Meritage Resort & Spa  
*Cultivating Your Company's Success***

Contact: Angela Errera, 703-836-1360, ext. 302 or [aerrera@lpanet.org](mailto:aerrera@lpanet.org)

August 5, 2014  
(Fairfax, VA)

The Laboratory Products Association (LPA) will hold its 2014 Annual Meeting on November 9-11 at the The Meritage Resort & Spa in Napa, California. Attendees can look forward to a wide array of expert speakers, as well as participate in exclusive networking opportunities with senior level executives while gaining informed data on market trends and topics.

This year's theme is ***Cultivating Your Company's Success*** and there will be three keynote speakers. **Robert Reich** opens the meeting with insight into the economy's slow recovery and offers LPA Members a five-year look ahead in to its future. *Time Magazine* named him one of the ten most effective cabinet secretaries of the twentieth century; a best-selling author of thirteen books, an editor, and film director, Reich effectively reaches his audience through his expertise and pragmatic solutions.

**Jim Knight** will delve into every area of a company's environment and then reveal realistic solutions for systemic change. Topics covered will include: Definition of Culture, Heritage vs. Culture, 3C Employees, Designing Cultural Collateral, Effective On Boarding Processes, Virtuous vs. Vicious Cycles, Leadership Rock Stars, Employee Engagement and Philanthropy. Regardless of your company's cultural history or status, this session will inspire you to take up the challenge of enhancing your organizational environment. Now CEO of Hospitality on Point, a business solutions group supporting the restaurant and hotel industry, Jim shares the importance of creating a collaborative and engaged culture within the corporation- ***Culture that Rocks!***

**Peter Leyden** will be the closing keynote speaker Tuesday morning. Leyden is the founder of Reinventors, a media company that gathers top innovators in video roundtables to work on how to reinvent our world. An innovator and entrepreneur, Leyden will prove to LPA Members the importance of embracing technology while making long-term strategic plans through ***Our Age of Global Transformation.***

Other speakers include **Christi Bird**, a senior industry analyst with the Frost & Sullivan Life Sciences Team, will present the 2014 Annual Analysis & Forecast of the Lab Products Market Report. Her focus on Life Science Research Tools markets, developing forecasts, analyzing emerging trends & technologies, and tracking competitive dynamics will leave members better informed on what the future holds. **Elizabeth Iorns, Ph.D.** will present members with the latest laboratory innovation- Science Exchange, which is intended to improve the efficiency of scientific research by making it easy for researchers to access resources and experimental expertise at any research institution. **Hamid Ghanadan**, Founder and President of The Linus Group, successful book author, and editor of and contributor to the *Linus Group*. Hamid Ghanadan will provide LPA members with his synthesis of how today's trends within the sciences, as well as with communications technologies will shape the psyche of the scientists in the near future, and how we should prepare for this future through your own marketing.

For more details, go to [www.lpanet.org/annual](http://www.lpanet.org/annual)



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October 17, 2014  
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## **LPA Comments on Proposed EPA Coolant Regulation**

Fairfax, VA – The Laboratory Products Association (LPA) has provided comments to the U.S. Environmental Protection Agency on proposed rulemaking regarding Docket No. EPA-HQ-OAR-2014-0198, to phase out a range of coolants and foam blowing agents used in laboratory refrigerators, freezers, centrifuges, and other lab products.

“This proposed rulemaking will have an adverse impact on LPA members that manufacture these coolant-based products, many of which enable lifesaving discoveries and facilitate the delivery of life-altering therapies,” commented LPA President, Clark Mulligan. In order to make the changes proscribed, the lab products industry needs to spend millions of dollars, and these costs could mean lost jobs and even drive some of LPA’s members out of business.

“While the LPA and its members support the goal of this rule – namely shifting to coolants and blowing agents with lower global warming potential – the lab products industry needs additional time to implement the proposed adjustments to accommodate alternative coolants in their products, Mulligan stated. The EPA deadline is January 1, 2016.

Many lab products would need to be redesigned and re-engineered to accommodate the higher operating pressure of alternative foam blowing agents. Existing systems would have to be modified and these changes will necessitate additional time. In some cases, the products that LPA members manufacture are medical devices – listed with the FDA. Any changes to those devices is further complicated by the FDA’s regulatory timelines, because they would need to be reapproved by device regulators.

Mulligan added that the LPA has proposed that timeline for restrictions of HFC coolants used in blown foams align with the EU regulation no. 517/2014. This would allow the laboratory products industry and LPA members to transition to compliance with this regulation.

“While the LPA shares the long-term goal of protecting our environment and reducing the amount of ozone-depleting substances, it must be done in a prudent manner that permits the lab products industry to fully transition to alternative coolants while ensuring that the end users of these products are not jeopardized,” Mulligan added.

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For more details, go to <http://www.regulations.gov/#!documentDetail;D=EPA-HQ-OAR-2014-0198-0001>



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## **2015 LPA Sales & Marketing Workshop** ***Communicating, Collaborating, & Connecting in the Digital World***

Contact: Angela Errera, 703-836-1360, ext. 302 or [aerrera@lpanet.org](mailto:aerrera@lpanet.org)

December 9, 2014  
(Fairfax, VA)

The Laboratory Products Association (LPA) will hold a Sales & Marketing Workshop on February 2-3 at Le Méridien Philadelphia in Philadelphia, Pennsylvania.

This workshop's theme is *Communicating, Collaborating, & Connecting in the Digital World*, presented by Gini Dietrich, the founder and CEO of digital communications firm, Arment Dietrich, author of *Spin Sucks*, co-author of *Marketing in the Round*, co-host of Inside PR, and blogger at Spin Sucks.

Attendees will learn:

- how to communicate effectively, no matter if they are in sales or marketing;
- how to use technology to drive sales;
- how to keep communication open between all departments;
- how to follow a marketing funnel to generate leads, nurture them, and convert them to customers;
- how to create the metrics that are meaningful to the corner office

This session will be designed specifically with laboratory product manufacturers and distributors in mind. Gini will spend time ahead of the workshop on member websites, learning about what they are already doing and where improvements can be made. Laptops are encouraged on-site, as the afternoon session will be interactive and hands-on, with a take-home to-do list to implement immediately.

There will be a reception Monday, February 2<sup>nd</sup>, with the general session all day Tuesday, February 3<sup>rd</sup>.

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For more details, go to [www.lpanet.org/workshops](http://www.lpanet.org/workshops)