



SETTING THE STAGE FOR  
**WHAT'S  
NEXT**

**SMART 2019 ANNUAL CONVENTION**  
MARCH 2-5, 2019 | SANTA MONICA, CA  
LOEWS SANTA MONICA BEACH HOTEL



**SECONDARY MATERIALS<sup>®</sup>  
AND RECYCLED TEXTILES**

*The Association of Wiping Materials, Used Clothing and Fiber Industries*

# SETTING THE STAGE FOR

# WHAT'S NEXT

## SPEAKERS + SESSIONS

### MONDAY, MARCH 4

10:00 AM - 11:00 AM

TECHNOLOGY, DIGITIZATION &  
AUTOMATION OF THE SMALL  
BUSINESS

*Amr Selim, Co-Founder, Human  
Talents Canada*



*Amr Selim*

Technology can be a small business owner's best friend. It can help you work more efficiently, find more customers, and save money while doing it. This session will educate attendees on the current business technology trends and the benefits of digitizing your business. Amr will touch on productivity tools, the four pillars of business, operations and automation tools, and CRM.

Amr is a certified technology and management consultant with expertise in Internet technology and the implementation/management of online services and e-Business. With more than 20 years of work experience and a balance of leadership, soft and technical skills, Amr developed a passion for service and realized the importance of aligning people, process and technology in order to achieve excellence.

### 11:15 AM - 12:00 PM

UPDATE ON GOVERNMENT AFFAIRS  
*Jessica Franken, SMART Government  
Affairs Director*



*Jessica  
Franken*

Regardless of your political viewpoint, few can argue that President Trump's unorthodox leadership style is shaking up Washington, DC and the policy community at large, for better or for worse depending on who you ask. Meanwhile, the Democrats recent take back of control of the U.S. House of Representatives means a new level of ambiguity in Washington, with questions about how increased oversight and looming investigations will affect the President's ability to execute on his agenda. As always, SMART is working to be a port in the storm for its members during these uncertain times.

Hear SMART's Jessica Franken talk about a number of issues affecting our industry including the latest on the EAC trade activity, revisions to the NAFTA, the impact of China tariffs, EPA Wiper Rule implementation and other topics du jour.

Technology is at the forefront of our personal and professional lives. Embracing technology is the only way to thrive in this changing landscape. Over the course of three days, SMART attendees will learn how to face these changes head on. They will hear from experts in their fields on current business technology and what is coming in the near future. They will learn from our International Members about how to best interact with them in this ever-evolving, interdependent global world. SMART is "Setting the Stage for What's Next" in the entertainment industry capital of the world!

### 1:30 PM - 2:30 PM

**WHY CRM? WHAT EVERY BUSINESS OWNER NEEDS TO KNOW** *Amr Selim*

CRM stands for "Customer Relationship Management" which is more than just an IT project or a tool. It is a strategy that requires a shift in the organizational culture and a transition process towards "customer-centricity." During this workshop, Amr will dive deeper into CRM, the technology, the barriers, and how to choose what is right for your business.

### TUESDAY, MARCH 5

#### 9:00 AM - 10:00 AM

**LAUNCHED BY DISRUPTION**  
*Alan Amling, Vice President,  
UPS Ventures*

Disruption is a word thrown around in a negative context all too often. The hype, hope, and reality of the commercial internet, artificial intelligence, and ubiquitous computing create a technology layer that is making what was previously impossible, possible. But change creates opportunity for those willing to look for it. How should companies respond? Can disruption be a launching pad to a better future?

Alan Amling is a TED speaker who is helping revitalize UPS innovation and



*Alan Amling*

venture capital programs for the digital economy. He is also leading UPS' Global On-Demand Manufacturing initiative. Amling began his UPS career in 1982 working as a seasonal. Since rejoining UPS in 1992, Amling has held numerous leadership roles in industrial engineering, customer technology and new product development.

### 1:30 PM - 2:30 PM

**DOING BUSINESS IN THE INTERNATIONAL MARKETPLACE**

With the market expansion to new regions of the world, understanding how to do business internationally has become more important now more than ever. Learn from other SMART members about best practices for doing business in other countries.



To book your room, call 888-332-0160 and mention SMART or book online at [www.smartasn.org/conventionhotel](http://www.smartasn.org/conventionhotel).

# SCHEDULE

## SATURDAY, MARCH 2

5:00 pm - 7:00 pm Early Arrival Networking Reception (Cash Bar)

## SUNDAY, MARCH 3

9:30 am - 10:30 am Program Committee Meeting  
10:45 am - 11:45 am Membership Committee Meeting  
12:30 pm - 4:00 pm Board of Directors Meeting  
3:00 pm - 5:00 pm Registration  
5:30 pm - 6:00 pm New Member & First Timer Reception  
6:00 pm - 8:30 pm Welcome Networking Reception

## MONDAY, MARCH 4

8:00 am - 9:00 am Breakfast  
8:00 am - 12:00 pm Registration  
9:00 am - 10:00 am Welcome and Introductions of Members  
10:00 am - 11:00 am Technology, Digitization & Automation of the Small Business  
*Amr Selim*  
11:00 am - 11:15 am Networking Break  
11:15 am - 12:00 pm Update on Government Affairs, *Jessica Franken*  
12:00 pm - 1:30 pm Lunch, Annual Elections, & Awards  
1:30 pm - 2:30 pm Why CRM? What Every Business Owner Needs to Know  
*Amr Selim*

## TUESDAY, MARCH 5

7:30 am - 9:00 am Breakfast  
8:00 am - 9:00 am SMARTWomen Meeting  
8:00 am - 10:00 am Registration  
9:00 am - 10:00 am Launched by Disruption, *Alan Amling*  
10:00 am - 11:00 am Wiper Chapter Meeting  
11:00 am - 11:15 am Networking Break  
11:15 am - 12:15 pm Recycled Clothing Chapter Meeting  
12:15 pm - 1:30 pm Lunch  
1:30 pm - 2:30 pm Doing Business in the International Marketplace  
6:00 pm - 8:00 pm Closing Networking Reception

[Schedule subject to change](#)



## LOEWS SANTA MONICA BEACH HOTEL

**L**oews Santa Monica Beach Hotel is one of Los Angeles' most celebrated beachfront hotels. Located steps from the Pacific Ocean, the hotel is walking distance to Santa Monica's premier attractions, including the iconic Santa Monica Pier, the original Muscle Beach, 3rd Street Promenade, world-class dining, and a variety of entertainment and outdoor recreation. The hotel was recently recognized with AAA's Four Diamond award for the 27th year in a row, a distinction they have held since opening in 1989. The hotel features spacious guestrooms, three restaurants and lounges, a full service spa and fitness center.

SMART has secured a discounted hotel room rate of \$319 per night and with a waived resort fee (normally \$30 per night) fee for the SMART Annual Convention attendees. The discounted rate will be available until February 1, 2019 or until rooms are sold out (whichever comes first). This rate will be honored three days pre and post meeting date (subject to availability). We advise members to book your room as soon as possible!

To book your room, call the Loews Reservation Center at 888-332-0160. You must mention that you are a SMART 2019 Annual Convention attendee to receive the group rate when booking via phone. You may also book your room online at [www.smartasn.org/conventionhotel](http://www.smartasn.org/conventionhotel).

If you have any trouble booking your room, contact Heather at SMART via email, [heather@kingmgmt.org](mailto:heather@kingmgmt.org) or phone, 443-640-1050 x112.

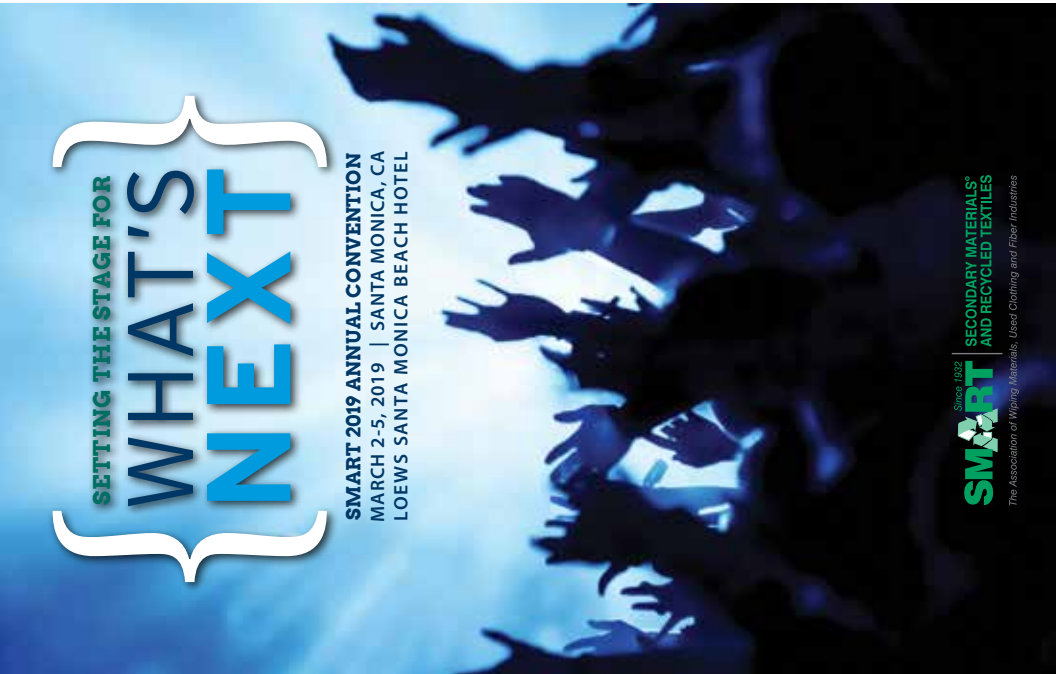
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The importance of reserving a hotel room at the SMART convention hotel cannot be stressed enough. SMART staff makes every effort to keep attendees expenses at the meeting, registration fees, and hotel rooms for the meeting as low as possible. They work hard to negotiate the best hotel rates and to make the best use of your registration dollars to keep the meetings affordable. SMART staff encourages all participants to register for the meeting. When anyone pays the registration fee and reserves a room at the group hotel, he or she is helping to support not only SMART 2019 Annual Convention, but also future conferences.

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