

PRESS RELEASE
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AMBA Conference 2021: Connections Reimagined! Sets New Dates

Indianapolis, IN – The American Mold Builders Association (AMBA) is pleased to announce that new dates have been set for the AMBA Conference 2021: Connections Reimagined! Originally slated for February 17-19, 2021, in Grand Rapids, MI, the 2021 conference now will take place June 22-24 in the same location: Amway Grand Plaza Hotel in Grand Rapids. According to AMBA Managing Director Kym Conis, the strategic move was made in direct response to member feedback that indicated a strong desire to meet “responsibly and safely” in-person, just as soon as the pandemic will allow.

“State- and company-wide travel restrictions, self-quarantine requirements and the absence of a vaccine have made it impossible to hold a February conference in a manner that is safe and responsible,” stated Conis. “We are hopeful that the postponement will enable our members to connect in person with a renewed sense of purpose and support as we tackle these tumultuous times together as an industry!”

Programming for the event already is underway, with new strategies for attendees to connect and share best practices, increased opportunities for partner participation and enriched programming for AMBA’s Emerging Leaders network. “Creating programming that is timely and relevant to member and partner needs during these unprecedented times will be a key focus of the 2021 Conference,” stated Conis. “Through member data collected from recent roundtable discussions, benchmarking reports and committee feedback, we are designing an event that will address the issues and tackle the challenges faced by mold builders today.”

For additional details on programming, registration and hotel in the coming months, visit www.amba.org/conference.

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About the AMBA

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit www.amba.org. For media inquiries, contact Rachael Pfenninger at rpfenninger@amba.org.