

# Meeting the Challenge of a **Global Marketplace**



**A Full Day on the Realities  
of Overseas Competition &  
What You Can Do About It**

## **BMT Spring '04 Manufacturing Excellence Conference & Expo**

- ❖ **Plenary Session**
- ❖ **Keynote Presentation**
- ❖ **Over 20 Breakouts**
- ❖ **Over 20 Exhibitors**
- ❖ **Pre-Conference Workshops**
- ❖ **Over \$4000 in prizes**
- ❖ **Only \$79 per person**

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*Feeling the impact of overseas competition ?*

- \* *Hear from experts all over Indiana as well as from NIST - U.S. Dept. of Commerce*
- \* *Gain information and insights into the nature and depth of the overseas competitive issue*
- \* *Assess your ability to compete globally*
- \* *Learn what it will take to survive*

*Choose from:*

*2 half-day, pre-conference workshops... plus, a full day jam-packed with an opening session, keynote presentation and over 20 breakouts. Learn how to unlock your employees' knowledge and creativity, compete with new products, prioritize and problem-solve, map improvements, cut costs, leverage your leadership and.....*

**MEET THE CHALLENGE!**

**March 18, 2004  
Adam's Mark Hotel  
Indianapolis Int'l. Airport  
REGISTER ONLINE AT**

**[www.bmtadvantage.org](http://www.bmtadvantage.org)  
or call 800-877-5182**



- \* **Challenges & opportunities in a global marketplace**
- \* **Strategies for thriving against overseas competition**
- \* **Tools to improve your productivity & competitiveness**
- \* **Managing change to make the most of opportunities**

# Pre-Conference Workshops - March 17th

**8:00 am - 12:00 pm**

## Best Practices in Safety Management Systems

*Risk Management Services (RMS), NFS-ISR, Ltd. and BMT*

Learn how to make improvements in your safety management system. Explore real life examples and compare with your current practices. Hear about OHSAS\* 18001, which is under adoption by many organizations and is one logical approach to managing your Occupational Health and Safety system. (*\*Occupational Health and Safety Assessment Series*)

OHSAS 18001 is also complementary to the Indiana Voluntary Protection Program (VPP), which is a State of Indiana managed recognition program designed to promote safety and health management programs throughout the State.

Work with an expert team, which includes John Lindenschmidt, President of Risk Management Services, John Meier, Quality Field Agent for BMT and staff from NSF-ISR, Ltd, an ISO Registrar. Lindenschmidt is a Certified Safety Professional with over 23 years experience in the Safety and Health field. Meier has over 25 years experience in the Quality field.

Gain insights and solutions to your safety management issues in this half-day, comprehensive overview of best practices.

**1:00 pm - 5:00 pm**

## Six Sigma for Business Improvement

*Hari Agarwal, President, AEC International, Inc.*

Six Sigma is gaining more and more prominence as an important business improvement methodology. Learn why Six Sigma is here to stay, how it will influence your important business decisions, where your best opportunities are, how it blends with other programs, how it relates to your industry, what it can mean to your bottom-line and much more.

Hari Agarwal is an international consultant in "Six Sigma Breakthrough Methodology." With over 15 years experience in worldwide delivery of business solutions and results-driven training and consulting in Six Sigma and other leading business methodologies, Hari is in a unique position to compare Six Sigma progress and success among countries, and in particular, can speak about Six Sigma deployment in China. Hari will help you develop a roadmap outlining *your* next steps for successful Six Sigma implementation. If you want to gain a basic understanding of Six Sigma concepts and how Six Sigma can impact your company, this half-day workshop is tailor-made for *you!*

# Special Guest Speakers - March 18th

## Walt Sutton, W.G. Sutton International

Walt Sutton is a speaker, author and advisor to CEOs. Walt has been awarded "Speaker of the Year 2000" by The Executive Committee (TEC Worldwide) and is a professional member of the National Speakers Association. He has written numerous articles for business publications and has been quoted in a range of publications from the New York Times and Fortune Magazine to Engineering News Record.

## Ben Vickery, NIST Manufacturing Futures Group, U.S. Dept. of Commerce

Ben Vickery is a Senior Analyst with the Manufacturing Futures Group and was previously the Product Line Manager for Lean Enterprise at NIST MEP\*. Author of "Information Tools for Industry" and "Smaller Manufacturers: Building a Stronger America," Ben has emerged as a leader in understanding the issues of the low-cost, competitive environment shaped by countries like China.

(\*NIST - National Institute of Standards and Technology; MEP - Manufacturing Extension Partnership.)

## Larry Dunville, President and Owner, Dearborn Crane & Engineering Co., Mishawaka, IN

Dearborn Crane & Engineering has been awarded the Indiana Governor's "Quest for Excellence 1997," the "Growth 100" by IU's Kelly School of Business in 1999 and 2000, the Fabricated Manufacturers Association's "Corporation of International Merit," the "Senator Richard Lugar Certificate of Achievement" and was nominated for Industry Week's "Best Manufacturing Plants in America." Learn how Larry managed his company into the winner's circle in a special, CEO-focused session! *Seating is limited.*

### 4 WAYS TO REGISTER

Online: [www.bmtadvantage.org](http://www.bmtadvantage.org)  
Fax this form to: 317-231-7095  
Mail this form to: BMT, 10 West Market Street  
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(Complete for each registrant from your company.)

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
e-mail \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

Registration includes continental breakfast, snacks and lunch.

I need special meal accommodations.

Specify: \_\_\_\_\_

### PAYMENT INFORMATION

#### Check the events you wish to attend:

- A.M. pre-conference workshop 3/17: Safety Management  
 P.M. pre-conference workshop 3/17: Six Sigma  
 Full Day Conference 3/18

Discounts are available for multiple event selections and/or multiple attendees from the same company.

- \$79** 1 event selected by 1 attendee  
**\$69** each 2 events selected by 1 attendee or 2 attendees  
**\$59** each 3 events selected by 1 attendee or any combination of events &/or attendees totalling 3 or more

- Check (make payable to BMT)  
 Credit Card:  Visa  MC

Charge amount: \_\_\_\_\_  
Account # \_\_\_\_\_  
Exp. date \_\_\_\_\_

### YOUR DAY AT A GLANCE

#### March 17: Pre-Conference Workshops

AM - Safety Management (8:00 - noon)  
PM - Six Sigma (noon - 5:00)

#### March 18: Full Day Conference

7:15 - 8:00 Registration ~ Exhibits  
Continental Breakfast  
8:00 - 9:20 Opening Session  
9:25 - 10:40 Session I  
10:40 - 10:55 Break  
10:55 - 12:10 Session II  
12:10 - 1:40 Lunch ~ Exhibits ~ Keynote  
1:40 - 2:55 Session III  
2:55 - 3:15 Break  
3:15 - 4:30 Session IV  
4:30 Drawing for Lean Mfg. Workshop  
Silent Auction Winners Announced  
**All winners must be present!**



## OPENING SESSION

### “Competing with Low-Cost Countries”

Ben Vickery, Senior Analyst, NIST Manufacturing Futures Group, U.S. Dept. of Commerce

We cannot begin to speculate about the future of manufacturing in the United States without considering the current and future states of manufacturing in China. Even while the growth of China's economy opens new markets for goods made in the United States, it poses new challenges to U.S. manufacturing and to our economy. It is absolutely essential that we “understand the nature of such low-cost competition and practical options for competing in this economic environment.”

The NIST\* Manufacturing Futures Group just completed their latest research on factors driving China's phenomenal economic growth and how these trends do and will continue to impact U.S. manufacturing. Ben Vickery, a Senior Analyst with the NIST Manufacturing Futures Group and previously the Product Line Manager for Lean Enterprise at NIST MEP\*, is an experienced policy analyst and program manager. Author of “Information Tools for Industry” and “Smaller Manufacturers: Building a Stronger America,” Ben has emerged as a leader in understanding the issues of the low-cost, competitive environment shaped by countries like China. Don't miss this chance to learn what fuels China's growth and explore the choices you must make to stay competitive as Ben delivers the critical findings from this NIST research. \*NIST--National Institute of Standards and Technology; MEP--NIST Manufacturing Extension Partnership

## Morning Breakout Sessions

9:25 - 10:40

### 1A Competing with Low Cost Countries - Case Studies, Strategies & Discussion: a follow-on session to the Opening Presentation

Case studies and strategies will illustrate opportunities for successfully competing in the global marketplace. You will explore what works, the options you have and the choices you must make to stay competitive. Expect lots of interaction in this two-session discussion group.

### 1B Leading Change - Overcoming Cultural Barriers to Achieve a High Performance Workplace, Bob Olson, BMT

Is maintaining the status quo holding you back? Jump-start your move away from a traditional organization to one that a) understands the needs and expectations of its workforce, b) deals effectively with the various mental models within the workforce and c) adapts and reacts quickly and efficiently to market demands. This session will explore the steps you can take to “meet change head-on” and manage it successfully!

### 1C Using the Web to Address the Global Marketplace

Tim Wills, Information Management Group (IMG)

Learn how to become a trusted partner in global markets. As your prospective customers use the internet more and more to find products and services, you must target effective online and offline efforts to attract your desired customers. Learn how to use the web to your advantage, and take away action steps to optimize your global web opportunities.

### 1D Factors for Successful Worldwide Sourcing Improvement Projects, John S. Pennington, APICS - Central Indiana Chapter

Explore the challenges of worldwide sourcing and partnering, and hear about the lessons learned by companies that have already expanded their operations and sourcing overseas. Learn why becoming a lean enterprise and embracing other improvement processes are so critical for companies wishing to compete in the global economy.

### 1E Process Auditing Approach, Win Wedeking, NSF-ISR, Ltd.

Are you having trouble relating to the meaning of a “process approach” for the new ISO-based standards? This session promises to take away the mystery. Explore the opportunities to streamline and personalize your management system made possible by ISO 9001:2000; gain confidence in adequately defining the processes related to your operation. Learn what a registrar looks for as evidence of conformance for process auditing, and take home a) a list of sample questions to expect from third party registrars and b) examples of process descriptions.

### 1F Even Eagles Need a Push: How to Soar in a Changing Environment, Margie Thomas, M.A.T. Consulting

Create confident, empowered employees! This session presents a foundation to help employees embrace new responsibilities and challenges while becoming more fulfilled and more productive. Learn how focusing on personal strengths contributes to personal and organizational success, how employees can gain confidence in their ability to take on added responsibilities, contribute beyond their typical job definition, rededicate themselves to their work with a clear sense of purpose and create balance between performance and personal fulfillment both on and off the job.

10:55 - 12:10

### 2A Competing with Low Cost Countries - Case Studies, Strategies & Discussion: a continuation of the 9:25 breakout session

### 2B Administrative Value Stream Mapping, Jim Handy, BMT

Value Stream Mapping has proven to be a powerful tool in Lean implementation. This tool is just as applicable in the administrative area as it is on the shop floor. In fact, not leaning the office to complement shop floor implementation will likely result in stalled or regressed factory initiatives. This session will explore the application of VSM to significantly reduce administrative cycle times. It's time to bring lean into the office!

### 2C Leveraging Your Existing Data to Produce Better Reports

Curt Franke, Quest Information Systems, Inc.

Knowledge is power! Good information leads to good decision-making. Learn how to leverage the data already in your system to generate better reports that hone in on those critical metrics and vital statistics you need to know to make the best business decisions. Also, find out how to collect data real time and how RFID (radio frequency identification) differs from bar coding in how it can help your small or medium-sized company manage your inventory better, improve quality control and more.

### 2D Case Study: International Supply Chain Management

Rick Curtis, APICS - Central Indiana Chapter

Learn how a multi-national pharmaceutical firm achieved World Class Performance in a supply chain network that requires sourcing bulk, intermediate and finished products across six continents and over 20 plant sites. Explore the four levels of Manufacturing Control Systems required to meet their Business Plan objectives and the steps the company took to go from where they were to where they are now.

### 2E Six Sigma and How It Factors Into Business Decisions

Hari Agarwal, AEC International, Inc.

Explore the substance of Six Sigma: Learn how Six Sigma can influence your business decisions, what makes it unique when implemented, how it integrates with other programs, where your best opportunities reside, how it relates to your industry and what managers need to know. Also, learn how well China is deploying Six Sigma from someone who conducts business in China and travels overseas regularly.

### 2F Leveraging Your Leadership to Compete in a World Economy

Larry Lukasik, Jim Therrien, World Class Manufacturing Consulting, Inc.

In order to compete in a global economy, companies must leverage their greatest asset, their people. Learn how world class companies prepare their people to be agents for change, create a performance-based culture, engage their entire workforce and blend leading with customer intimacy and operational excellence.

CO-SPONSORS: APICS ~ IDOC ~ M.A.T. Consulting, Inc. ~ Risk Management Services ~ World Class Manufacturing Consulting, Inc.



## KEYNOTE PRESENTATION

### “The Secret: Your Life as a CEO”

Walt Sutton, Writer, Speaker, Teacher, Advisor to CEOs

As a CEO or senior manager, you probably often find yourself challenged to maintain that elusive balance between your business life and your personal life. You may have discovered that while success reaps many rewards—true happiness remains out of reach. Bottomline: if success cannot coexist with happiness, then what’s the point of all your hard work?

Walt Sutton has a 23 year track record of starting, owning, growing and selling four successful companies. He employed over two thousand people, achieved his financial goals and took advantage of all the CEO perks. Then, one day, he’d had enough. He packed up, moved to the country and redefined his life. For the past eight years, Walt has devoted himself to

helping others build both better businesses and better lives. He has presented over 1,000 programs and interviewed over 13,000 CEOs. He was awarded “Speaker of the Year 2000” by The Executive Committee (TEC Worldwide), an international organization of CEOs, and is a professional member of the National Speakers Association. 8000 copies of Walt’s book, “Leap of Strength”, were purchased by TEC for their members worldwide. He has written numerous articles for business publications on CEO skills, team building, life balance and entrepreneurship—and has been quoted in a range of publications from the New York Times and Fortune Magazine to Engineering News Record. W.G. Sutton International presents workshops and programs around the world to help high achieving individuals and organizations build better businesses and richer lives. Don’t miss this chance to make sure that business success and personal well being are *not* mutually exclusive in your life!

## Afternoon Breakout Sessions

1:40 - 2:55

### 3A Competing with Low Cost Countries - Case Studies, Strategies & Discussion:

a follow-on session to the Opening Presentation  
Case studies and strategies for successfully competing in the global marketplace.

### 3B Reducing Energy Costs with Lean Energy Techniques

Dr. Kelly Kissock, University of Dayton Industrial Assessment Center  
How lean is your energy use? Learn how to quantify production versus non-production energy use, how to apply lean manufacturing principles to reduce “fat” energy use and how to accurately track progress (savings) and create budgets—even as production and other circumstances change. Walk away with an outline showing how to achieve these objectives and an opportunity for a free energy assessment.

### 3C Product Development: Technology that will Transform Products and Your Company,

Kristen Schario, Air Force Research Lab  
U.S. companies are prospering from a wealth of technology and new applications under development at Wright-Patterson Air Force Research Lab. This session will focus on success examples and new technologies available for private sector use and how to gain access. (For executives and engineering decision makers from companies that develop and produce products.)

### 3D Doing Business in China: Legal Minefields & Opportunities

Angella Castille, Baker & Daniels  
The legal structure your company chooses to enter the Chinese market should fit your business objectives and strategy and give your company future flexibility. Too often companies enter the Chinese market with insufficient preparation and research to avoid making costly mistakes. This session will address legal and practical restrictions on doing business in China and discuss options for solving problems commonly encountered by foreign companies competing in the Chinese system. Take away a checklist to assess your company’s risk and evaluate options to maximize your business goals.

### 3E Using Six Sigma to Improve Your Competitiveness

Dale Siegelin, TQM Network  
For domestic manufacturers to remain competitive against offshore competition, they must continually reduce product costs without surrendering margin, increase product quality and increase the speed at meeting customer requests. This session will teach you about the Customer Value Model and how to use it to assess competitiveness on a product by product basis, how Six Sigma can be applied to small and medium-sized businesses and the initial steps you can take.

### 3F Motivating for Performance: A Workshop in Human Motivation

Rodney Vandever, TAP - Purdue University  
Good leaders must have the ability to motivate, understand and inspire their followers. In today’s competitive and global marketplace, it is *people* that will provide the competitive edge, and creating a motivational environment is critical for a business to grow. Explore the four concepts of motivation and the leading “people incentives.” You will also learn how to motivate *yourself* as the starting point for motivating others and how to create a motivational plan to help your employees perform at their very best.

3:15 - 4:30

### 4A Competing with Low Cost Countries - Case Studies, Strategies & Discussion:

a continuation of the 1:40 breakout session

### 4B Lean for Job Shops, Jim Handy, BMT

Lean is not just for the larger manufacturer with high volume products! This session will show you how Lean concepts can also be applied to job shops and small shops to reduce costs and lead times. Explore where to begin in your shop, the steps to get started and what improvements to expect.

### 4C Rev Up Your Productivity...Some Winning Ideas

Patrick Sheean, Sheean & Associates, Inc., Chris Gildea, GT Automation, LLC  
Learn several ways to improve productivity and lower your manufacturing costs. Actual case studies will illustrate what really works. You will explore how to apply these techniques in diverse manufacturing situations, how actual companies “leapfrogged” their competition to gain competitive advantages and how to use productivity improvement as a tool to compete in the global marketplace.

### 4D The Environmental Standard: ISO 14001 and Its Impact on Your Business, Glen Page, BMT

ISO 14001 is already a reality in the auto industry. Requiring suppliers to meet the same certification is becoming a reality, as well. By minimizing your company’s wastes and environmental liabilities, an ISO 14001-based program can reduce costs and improve your company’s profitability—and help you gain entry into markets that require ISO 14001 registration. This session promises to give you a better understanding of ISO 14001 and how it can positively impact your business.

### 4E New markets - New Products: How to Think and Plan Ahead

Tom Bains, Guy Johnson, BMT  
Product and market life-cycles are shorter than ever. Products are often eclipsed by new, higher-tech versions; and markets mature rapidly as competitors produce lower-cost versions of your product. As you actively market in one area, you must also look ahead by one or two product/market life cycles to develop what’s next. How do you do that? This session will explore the strategies and steps to keep you ahead of your competition.

### 4F Taking Action: Developing a Competitive Advantage...with Tools and Improvement Techniques for Proactive Leaders, Don Foley, BMT

This action-oriented session will explore the analytical tools and improvement techniques that can literally transform your company! Understand the benefits to gaining an unbiased, outside assessment of your operations, and learn how to implement the notion of “constraints” and “value-added concepts” to target areas for review in your company’s operations. Walk away with a “constraints diagram” to help get you started.