

## GROWTH & INNOVATION

### Positioning your Company for Growth

Hear from executives on how they have positioned their companies for growth. Learn what has worked, what hasn't, and what advice they would offer leaders who want to grow their companies.

- ▶ Ken Turzinski - President, Tyri Americas
- ▶ Rod Drummond - President, Unlimited Services
- ▶ Scott Lucas - President, Racine Metal Fab

### Strategic: Not Accidental Exporting

Strategic exporting fast tracks your company to solid revenues and profits; while minimizing your risks.

Award-winning Lucigen Corporation will share best practices, lessons learned, and their systematic approach that led to award-winning growth.

- ▶ Glaselyn Miller | Director, Global Sales & Distribution, Lucigen Corp.

### Fast Tracking Sales Growth

Learn how companies such as Vivisimo, Optima, StarCite and Serigraph have shifted their go-to-market sales strategies and, as a result, within three years generated staggering results:

- 31% - 600% in revenue growth
  - 400% - 1000% in deal size
  - 21% reduction in sales cycle
  - 02% - 350% close rate improvement!
- ▶ Christine McMahon, Christine McMahon & Assoc, llc

## PRODUCTIVITY

### Automation for Everyone

Automation and Robots are no longer the realm of large companies as the next wave of technology makes it possible for small businesses, job shops, craft manufacturers to realize their benefits.

- ▶ Price Engineering

### Getting Ahead of Supplier Sustainability Requirements

Learn how to meet sustainability reporting requirements from stakeholders and use survey and audit results to take action. Understand practices and trends from sustainability leaders Walmart and The Sustainability Consortium.

- ▶ Angie Cooper - Senior Director, Global Public Policy, Walmart
- ▶ Jessica Ginger - Director of Implementation at The Sustainability Consortium (TSC).
- ▶ Wally J. Barger - VP of Operations, Mueller Sports Medicine, Inc.

### Transformational Productivity: Growing the States GDP, One Manufacturer at a Time.

American Industry has a structural productivity problem that if left unchecked will slow GDP growth and diminish the competitiveness of U.S. Manufacturing. This session will explain this structural problem, identify what is driving it, and more importantly what manufacturers can do and are doing to close this gap.

## C-SUITE ESSENTIALS

### Creative (but sound) Tips & Best Practices for: Transitions, Financing, Growth & Improved Cash Flows

Hear from Industry experts on what the best in class are doing to move their companies forward in an ever evolving economy and business environment.

- ▶ Gordon Guthrie - Div Manager Treasury Mgmt - Wells Fargo
- ▶ John Wooten - Tax Exempt Lending Div Manager - Wells Fargo
- ▶ Chris McGraw - SR Wealth Planning Strategist - Wells Fargo
- ▶ Manufacturing Co leader (details soon)
- ▶ Wipfli CPA

### Increasing Company Value

Panelists will explore the importance of and strategies to increase company value and the importance of a systematic approach.

Participants:

- ▶ Larry Burnett - Shareholder, Reinhart Law
- ▶ Tyler Carlson - Associate, Taureau Group
- ▶ Ben Holbrook - Managing Director, Mason Wells

### Foxconn in Wisconsin

Foxconn's plans to invest billions through their Wisconsin expansion will impact the states manufacturing ecosystem for years to come.

This session will provide an update on Foxconn's plans for Wisconsin and its supply chain.

## WORKFORCE ENGAGEMENT

### Improving Retention with Effective Employee Onboarding

Explore the critical impact that well-designed onboarding programs can have on retaining employees, present characteristics of effective employee onboarding models, and hear overall best practices in employee retention.

- ▶ Thomas O'Rourke - President & CEO, Connolly Clarke, LLC

### Creative Ways for Recruiting - Reaching Out to Youth

Manufacturing labor shortages are occurring now and predicted to worsen. Hear how growing your own talent pipeline from the public schools career based learning initiative can help close the talent gap. Participating students will share their insights.

- ▶ Susan Koehn, Director of Industry Partnerships, M7
- ▶ Stacey Duchrow, District Assessment Coordinator/STEM Coordinator, Union Grove High School
- ▶ William Slattery, student, Union Grove High School

### Transforming Workers into Leaders and Problem Solvers

Organizations invest time and money in Continuous Improvement with varying results. Worker engagement can be the key to success. Using TWI (Training Within Industry) and Toyota Kata companies successfully engage employees in transforming their organizations. This session focus on the benefits of and how to implement TWI & Toyota Kata.

- ▶ Jeff Uietenbroek, Lean Manager, Alliance Laundry
- ▶ Jerry Thiltgen, WMEP

## TECHNOLOGY & INNOVATION

### 3D Printing and the Manufacturing Revolution

3D printing is the next revolution in manufacturing.

The possibilities of 3D printing are only limited by your imagination. This informative and interactive session will open your eyes to what's possible - and how your product development and production needs can benefit from it.

- ▶ Joe Jones, President, Big Systems

### E-Commerce for Manufacturing

Details coming soon.

- ▶ Dawn Meier - Marketing Practice Director, UW E-Business Consortium | University of Wisconsin-Madison
- ▶ Melissa Thorson - LEED Green Associate, Vice President Marketing, Inpro

### Protecting your Enterprise: Cyber Security

- ▶ Wipfli

## WISCONSIN INDUSTRY FOCUS

### Wisconsin Manufacturing Workforce Trends

Details coming soon.

### State of the State & Manufacturing

Wisconsin Economic Development Corporation (WECDC) and Department of Workforce Development (DWD) programs in support of Wisconsin Manufacturing.

### Boom or Bust? Will the New Tax Code Re-ignite Manufacturing in Wisconsin?

The stock market reacted positively when the marginal tax rate on corporations finally dropped from 35% to 21%, but the impact of the tax code revisions are clearly differential. Is this a one-time boost or will the changes have a lasting impact? This presentation gives the case for a powerful long-lived boost to many of the types of manufacturing that are so prominently featured in Wisconsin.

- ▶ Dr. Richard Marcus, Professor, UW-Milwaukee