

Join us August 25th

Innovating Your Products and Markets for New Business Opportunities

Supply Chain Innovation Workshop



WISCONSIN MANUFACTURING
EXTENSION PARTNERSHIP

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Now**

SUPPLY CHAIN INNOVATION WORKSHOP

Innovating Your Products and Markets for New Business Opportunities

Tuesday, August 25

8:00 am - Noon

UW-Oshkosh Alumni and Welcome Conference Center

Some of the most fertile fields for innovation lie at the intersection between one industry and another. In this half-day workshop, you'll learn:

- What opportunities are emerging in the water, aerospace and energy industries
- What resources and tools are available to help you capitalize on these opportunities

This workshop, presented by [Dr. Anthony Ross](#), Founder of the [Supply](#)

[Chain Management Institute at the Sheldon Lubar School of Business-UWM](#), explores how thinking innovatively about your products and capabilities will help point your business into new markets and growth opportunities.

The panel will feature representative industry experts from [The Water Council](#), [Midwest Energy Research Consortium \(M-WERC\)](#) and Wisconsin Aerospace Partners.

Resources to Grow Your Business

Learn about the following resources available to help grow your business:

- **Supply Chain Marketplace:** Learn how to reach new customers through this FREE Online Supply Chain sourcing tool. Enter your company profile [here](#).
- **Defense Contractor Technical Assistance Programming:** If your business has been affected by the downturn in defense, Wisconsin Manufacturing Extension Partnership will provide information on the technical assistance available to diversify into new markets.
- **Technical Assistance to become a Government Contractor:** Selling to the government can be an effective way to diversify. The Wisconsin Procurement Institute will walk you through the process to get started as a government contractor and to grow your business in this channel.

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Dr. Anthony Ross, Founder, Supply Chain Management Institute

Dr. Ross' research interests focus on buyer-supplier relationships, supply chain design, information technology in the supply chain, and global logistics.

His research appears in leading journals and has received national recognition at professional meetings. His cutting-edge online teaching in virtual classrooms has also been recognized with all-university teaching awards.



Learn more about Dr. Ross [here](#) or connect with him on [LinkedIn](#).

Join us!

Tuesday, August 25, 2015

8:00 am to 12:00 pm

[UW-Oshkosh Alumni and Welcome Conference Center](#)

625 Pearl Ave.

Oshkosh, WI 54901

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Manufacturers diversifying and strengthening to combat downturn in defense business

by [Rich Rovito, Industry Reporter, WMEP](#)

Domestic manufacturing, including the industrial sector in Wisconsin, has suffered with the recent and significant loss of military contracts.

It's imperative for the state's manufacturers who have relied on federal contracts for a major part of their business to adjust and diversify in order to remain viable.

Strategic diversification is key, said [Wil Cox, senior manufacturing specialist](#) with the Wisconsin Manufacturing Extension Partnership.

"There is usually no easy direct replacement for a high-volume/low-mix military contract," Cox said.

Some manufacturers have been able to rebuild their sales with a low-volume/high-mix strategy but now spend more non-productive time on set-ups and change-overs and are struggling to break even, he added.

[Read more.](#)

The WMEP is available to companies that need direct business assistance and

supply chain solution consulting, including market diversification strategies like such as:

- Quality improvement processes
- ISO 9100 Quality Management System and AS9100C Aerospace Quality Management System
- Supply Chain Optimization
- ExporTech™, a proven export expansion process delivering significant new business for companies with limited or no experience selling products outside the United States.
- Customer diversification assessments

Contact [Wil Cox, senior manufacturing specialist, WMEP](#), for a complimentary consultation about which tools would be best suited to help you meet your diversification goals.

New North Launches Supply Chain Marketplace

[The New North](#), a regional marketing and economic development organization representing 18 counties in northeast Wisconsin, has launched the [Supply Chain Marketplace](#) to ensure rapid market entry into multiple North America supply chain markets.

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WMEP Mission: To elevate the Wisconsin manufacturing economy to be the best in the world.