

Attend Wednesday's HACCP seminar or special pre-conference workshops. Registered Manufacturing Matters! attendees will receive a \$100 discount for pre-conference events. Contact Tammy Schwarzbauer to receive the special discount code. schwarzbauer@wmep.org or 920.915.2582



Wednesday February 28th, 8:00 am – 4:00 pm

HACCP Certification One-Day Seminar

An intensive one-day seminar designed to achieve Hazard Analysis and Critical Control Point (HACCP) knowledge and competency led by WMEP HACCP expert Peg Dorn.

Companies need to develop and maintain a robust food safety system in order to conform with Global Food Safety Initiative (GFSI) and regulatory standards. This seminar provides the tools you need to build a successful food safety system. Upon successful completion of the course, the attendee will be able to do the following:

- ▶ Write a HACCP plan
(Standard starter templates provided)
- ▶ Implement a HACCP system

Certificate of Completion provided upon successful completion of the course.

Register at: www.wmep.org/events

Registration fee: \$350 - Reduced fee of \$250 if registered for Manufacturing Matters!



Peg Dorn, WMEP
Food Safety
Specialist

Wednesday February 28th, 5:30 pm - 7:30 pm

Director's Reception

Please join us to "officially" kick-off this year's Manufacturing Matters! event at the ever popular WMEP Director's Reception in the Hyatt Regency Milwaukee Atrium from 5:30 - 7:30 pm. Lieutenant Governor Rebecca Kleefisch is our featured guest.



Wednesday February 28th, 8:00 am - 4:00 pm

Advanced Principles of Quick Response Manufacturing (QRM)

Registration: www.manufacturingmatters.org

By applying Quick Response Manufacturing (QRM) to create ultra-short lead times, many manufacturers have increased their quality, productivity, and sales. However, after seeing significant results initially, progress often plateaus. This workshop will delve into some of the more complex components so that QRM companies can breakthrough to the next level of performance.

Topics covered will include:

- ▶ System Dynamics
- ▶ Applying POLCA, the improved Kanban control for QRM companies
- ▶ Determining the benefit of QRM projects
- ▶ Sustaining QRM in the organization
- ▶ A simulation of Quick Response Office Cells (Q-ROC's)

While not required, it is strongly suggested that attendees have a basic level of understanding and training in QRM.

This workshop is required for those who want to obtain the Tempus Institute QRM Level Two Certificate.

To learn more about the QRM Certificate program, visit TempusInstitute.com

Bill Ritchie, who will personally lead this session, has worked with companies of all sizes to understand the need for an operations strategy and launch lead time reduction programs with Quick Response Manufacturing. Bill is a certified trainer in QRM and is actively involved with the Center for QRM at the University of Wisconsin. Prior to becoming a consultant, Bill was General Manager, Vice President of Operations, and Plant Manager for several industrial businesses including Boston Gear, Cone Drive Textron, and Union Pump Textron, where he was named Six Sigma Champion of the Year for the Industrial Group.

Registration fee: \$495 - Reduced fee of \$395 if registered for Manufacturing Matters!



Bill Ritchie,
President/CEO,
Tempus Institute

Registration at: www.manufacturingmatters.org





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Wednesday February 28th, 9:00 am - 3:00 pm

Leading for High Performance (for Owners, Presidents, CEOs, COOs)

This working session is designed to immerse executives into the strategic side of their business. Executives will be guided to reflect and assess their business against nine essential elements for building a high performing culture and prioritize action steps for closing the gaps.

All participants will receive an electronic toolkit so action can be immediate.

This session will empower CEOs/Presidents/COOs:

- ▶ With critical insights for leading, inspiring, and developing leaders and teams.
- ▶ To align all business functions so the company operates as "one team" and execution is fast.
- ▶ With a system for operationalizing strategies into clear expectations so every team member, at every level, is empowered to take initiative and is recognized for their contribution.
- ▶ With the knowledge and tools to build an accountable, inspiring, values-driven culture that attracts top talent where employees invite their friends to join the company.
- ▶ With a customizable toolkit for immediate implementation.



Christine McMahon,
Executive Coach

Registration fee: \$247 - Reduced fee of \$147 if registered for Manufacturing Matters!

Wednesday February 28th, 3:30 pm - 5:15 pm

Great Lakes Distillery Tour

WMEP has arranged for a private tour of Great Lakes Distillery for your learning, viewing and tasting pleasure. The tour is approximately one hour in length. You'll learn about the history of Wisconsin Distilleries and the Great Lakes Distillery as well as be able to sample a flight of six products made at the Distillery. The tasting is included in the cost of the tour.

WMEP will provide round trip bus transportation from the Hyatt to the Distillery. Boarding will begin at 3:30pm at the East Side entrance to the Hyatt. The bus will return to the Hyatt at approximately 5:15 pm.

The cost per person is \$12.00 and will be collected the day of the tour. (Discount does not apply)



Wednesday February 28th, 8:30 am - 3:30 pm

Marketing Specialist Workshop

The recent industry-wide shift in the perception of marketing has resulted manufacturing companies growing their marketing departments. Marketing Specialist is the #2 most desired position in marketing this year (BizTimes, 2017), and many manufacturers are adding marketing positions (director, manager, specialist, coordinator, e-commerce, etc.) to their staff.

With the growing number of people in marketing positions, this year at Manufacturing Matters we wanted to offer a workshop designed to support new and growing marketing departments.

Often, in the Marketing Staff role, you're responsible for successfully implementing marketing tactics, but likely weren't provided a strategy or plan to follow. More than likely, you've been asked to "get on social media" without further detail on why or who you should be growing engagement with.



Katie Felten, Marketing Strategist,
Strategy House

If you're excited about the prospect of having a strategic plan and enthusiastic about improving your processes, this workshop is designed for you.

You'll learn:

- ▶ How to tie social media (and marketing tactics) back to business growth goals
- ▶ How to target marketing to your best prospects
- ▶ How to develop a quarterly plan for your marketing initiatives
- ▶ How to use social media and other marketing platforms in manufacturing
- ▶ Industry-wide best practices for connecting with your target customers

By the end of this workshop, you'll have a clear picture of who you're marketing to, how to connect with them, and how to report to your CEO or Marketing Leader.

Registration fee: \$250 - Reduced fee of \$150 if registered for Manufacturing Matters!

Registration at: www.manufacturingmatters.org



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