

## GROWTH & INNOVATION

### Positioning your Company for Growth

During this breakout session we will hear from executives on how they have positioned their companies for growth what has worked, what has not worked and what advise they would offer other 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.

- ▶ Tom Price – President, Price Engineering

### Getting Ahead of 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.

- ▶ Joe Quinn – Sr. Director of Public Affairs, Walmart
- ▶ Jessica Ginger – Director of Implementation, 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.

- ▶ Enno Siemsen – Procter & Gamble Bascom Professor at University of Wisconsin-Madison
- ▶ Randy Bertram – WMEP Director Sustainability and Operational Excellence Services

## 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)
- ▶ Zachary Mayer – Partner, Wipfli CPA

### Increasing Company Value

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

Participants:

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

### Are You Ready For Foxconn?

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

### 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 Uitenbroek – Continuous Improvement Manager, Alliance Laundry Systems
- ▶ Jerry Thiltgen – WMEP

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

During this Panel Discussion we will learn first hand about the recruiting challenges facing manufacturers and hear about creative ways of addressing this challenge including reaching out to youth.

- ▶ Ron Roehl – CEO, CNC Solutions
- ▶ Dean L. Popek – CPA, CGMA, Chief Financial Officer, Racine Metal-Fab, Ltd
- ▶ John Peterson – President-GM, Schuette Metals

## 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

### Considerations for Developing Your Digital Road Map

We will explore what B2B marketing teams across the state are focusing on as 2018 digital initiatives, and hear about one leading manufacturer's experience.

- ▶ Dawn Meier – Marketing Practice Director, UW E-Business Consortium
- ▶ Melissa Thorson – Vice President Marketing, Inpro

### Cyber Risk in Manufacturing: Be Proactive and Prepared

Cybersecurity has become a nonnegotiable responsibility for companies of every size and in every industry as cyber-attacks are on the rise. During this information-packed presentation, you will gain a solid overview of cybersecurity risks and what you should do to improve your cybersecurity preparedness.

- ▶ Bob Cedergren – Partner, Wipfli, Risk Advisory Services

## WISCONSIN INDUSTRY FOCUS

### From Rust Belt to Brain Belt: Driving Wisconsin's Digital Renaissance

As manufacturing transforms in the digital age we are entering a Skills Revolution. What will it take for Wisconsin to take the lead?

This session will discuss trends in manufacturing and how it is transforming Wisconsin today and its impact on employers and individuals alike in the future.

- ▶ Kimberly Miller – Manpower CORE Recruiting Manager

### State of the State & Manufacturing

Wisconsin Economic Development Corporation (WECD) and Department of Workforce Development (DWD) will share key initiatives in support of Wisconsin Manufacturing.

- ▶ Mark Hogan – Secretary/CEO, Wisconsin Economic Development Council
- ▶ Chris Hagereup – Deputy Secretary, Department of Workforce Development

### 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