FOCUS & GO

Join over 500 manufacturing professionals at Manufacturing Matters! 2020. This premier manufacturing conference takes place at the Hyatt Regency in Milwaukee on February 27th.

Pre-Conference Sessions, Feb. 26th:
- Secrets of Successful Negotiations: Christine McMahon - Principal, McMahon and Associates
- Winning the War For Talent: Chris Czarnak – Career Research Group
- How Your Digital Brand is Impacting Talent Attraction: Katie Felten - Strategy House
- Celebration of Wisconsin Manufacturing Reception: Presented by WMEP Board of Directors
- Best Place at Historic Pabst Brewery Tour: Exclusive Event for Manufacturers only

Keynote Speaker:
Steve Brown, The Bald Futurist

As the former Futurist and Chief Evangelist at Intel Corporation, Steve has over 30 years’ experience in high tech, half of that spent in strategic planning or as a Futurist. He helps his audiences to understand the major technologies that will shape the future five, ten, or fifteen years from now, and to determine which strategies they will need to follow to take full advantage of the opportunity that is being created.

Steve has been featured on BBC, CNN, Bloomberg TV, ABC News, CBS, Wired, The Wall Street Journal, and many other media outlets. He holds Bachelor of Science and Master of Engineering degrees in Micro-Electronic Systems Engineering from Manchester University, and now lives in Portland, Oregon where he runs his own speaking and consulting business under the brand, Bald Futurist.

Full Conference Information at ManufacturingMatters.org | #MFGMatters2020
INDUSTRY 4.0 / AUTOMATION

Leveraging New Technologies to Address the Labor Shortage
Solving a crisis of labor requires a reinvention of work and the workplace that uses bold changes in technology. Learn how leveraging Industry 4.0 technologies has the opportunity to improve the experience of manufacturing work and enhance value for customers.

- Universal Robots

Automation Implementation Panel
Panelist will discuss their methodology for implementing Automation, and share their automation stories. Panelists represent End Users, OEMs, and Custom Equipment Manufacturers within a variety of industries.

- Cory Larson – Trek Bicycle
- Lindsay Feldt – Better By Design

Driving Business Success Through Data, Analytics and Business Intelligence
Manufacturers have great opportunities to make data-driven decisions to gain competitive advantage. This session presents tools and insights to enhance your company’s growth and profitability through analytics.

- Dr. Raj Veeramani – University of Wisconsin-Madison
- Shawn Helwig – Total View Analytics

LEADING FOR SUCCESS

Negotiating: Master strategies for giving and getting concessions
Every move you make conditions the other party how to negotiate with you. In this session we’ll discuss strategies for giving and getting concessions that will preserve both your reputation and your bottom line.

- Christine McMahon – McMahon and Associates

Wisconsin Works: The New Wisconsin Economy
Wisconsin’s economic performance on a series of economic benchmarks, and the economic outlook for the U.S. and for the State of Wisconsin will be presented.

- John Koskinen – WI Department of Revenue

Communicating and Operating Successfully Across Generations in the Workplace
This session will help all levels of employees recognize the potential for conflict across generations, minimize that potential, and ensure an environment where all can thrive.

- Marla Rybowiak - The Employer Group

WORKFORCE EXCELLENCE

Employer Branding: Winning at recruitment through messaging
Learn how to uncover your value proposition for current employees and prospective recruits, and effectively communicate that brand to become an employer of choice.

- Melinda Morella-Olson - Imaginasium

Effective Onboarding
Increasing the speed in which new hires feel proficient is a key to retention. Leading companies share their employee onboarding, skills tracking, and job instructions stories.

- Steve Fink – Schu Industries
- Dian Fellows – Strattec

Developing a Data Driven Culture
Sussex IM will discuss the progression of their organizational redesign and how they have reinforced the use of data to drive decisions. They will share how they interpret and present this data to create efficiencies and improve performance.

- Megan Tzanoukakis – Sussex IM
- Kyle Kopp – Sussex IM

IMPROVING BUSINESS PERFORMANCE

Integrating Sustainability into Decision Making
Manufacturers pursuing sustainable practices are finding it helps them attract and retain talent, manage risk, save money and grow their top line. Leading manufacturers share their sustainability stories.

- Jessy Servi-Ortiz – Wisconsin Sustainable Business Council
- Kevin Tubbs – Oshkosh Corporation
- Mark Allen - Inpro Corporation

What is the difference between a 5X and 10X Company?
This session will focus on value drivers, industry, and size characteristics that can make the difference between being a 5x and 10x company valuation.

- Mike Schroeder - Taureau Group

Go-To-Market Strategy: Sales Channel Partners
In this session, a panel of global business professionals who manage reps, dealer, and distributors will share real-world best practices in the critical execution of sales channel partner management.

- Chad Vetter – Bradley Corp
- Glaselyn Miller – Synthego Corp
- John Benzinger – Angelus Corp
- Roxanne Baumann (Moderator) – WMEP

IMPROVING PRODUCTIVITY

Making things better with Lean Six Sigma
Wisconsin Manufacturers share stories about how Lean Six Sigma helped their organizations realize cost savings and increase capacity for continuous improvement.

- Tony Schellinger - Triton Trailers
- Chris Sawyer - Brakebush
- Spencer Hamilton - Brakebush

Transformational Productivity Initiative (TPI) Assessments – Value & Insights Gained
TPI is designed to address lagging productivity, a declining workforce, automation, and technology. Learn how TPI Assessments helped WI manufacturers prioritize actions to improve productivity.

- Sara Esser - Spincraft
- Ken Schuh - Dairyland Electric
- Michael Esser - Dielectric

Assembly Teams and Smaller Batch sizes Reduce Lead Times, Increase Flexibility
Learn about the approach and dramatic results of implementing Quick Response Manufacturing principles – lead time reduced over 37%, on-time delivery over 95%, and temp labor costs reduced 25%.

- Steve Banovich - Marsh Electronics

STRATEGIC GROWTH

Leveraging the Voice of the Customer
Attendees will learn how to productively use Voice of Customer (VOC) feedback, the challenges associated with VOC efforts, and other side benefits.

- Bryan Lilly – Market Research Insights

Growth with a Focus
Panelists will discuss how their companies focused on ideal customers and markets, and drove profitable growth.

- Rod Drummond – Unlimited Services
- Matt Jacobsen – Heiden
- Jeff Kerlin - Tailored Label Products
- Tony Mallinger - Metal Era

Increasing Sales Through Lead Qualification
Lead qualification is vital. This session focuses on the process of qualifying sales leads to determine whether prospects are ready, willing, and able to buy your products and services.

- Steve Fidlin – 313Sales

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