

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

Driving Company Value – The Profit Risk Assessment (PRA®) Plus

We will review the learnings from over 30 PRA®s being conducted with local manufacturers. The PRA® is a proprietary tool that assesses what impacts streams of profit. They will describe how they assess a value range and then prioritize next steps to both protect then drive additional value.

- ▶ George Bureau – WMEP
- ▶ Tyler Carlson – Taureau Group

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
- ▶ Terry Hollenback – Precision Paper Converters
- ▶ Jeff Anderson – Precision Paper Converters
- ▶ Jon Selig – Precision Paper Converters

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 Electrical
- ▶ 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

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
- ▶ Ben Reynolds – Reynolds Transfer

Valuation: 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
- ▶ John Benzinger – Angelus Corp
- ▶ Roxanne Baumann (Moderator) – WMEP

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 – Imaginanium

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
- ▶ Jerry Keehan – SKANA Aluminum Inc.
- ▶ Michelle Jaeger (Moderator) – WMEP

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

INDUSTRY 4.0 / AUTOMATION

Leveraging New Technologies to Address the Labor Shortage

Collaborative robots disrupted the manufacturing sector when they burst on the scene and started working alongside humans. If your plant is suffering from a labor shortage, you may benefit from adding collaborative and autonomous mobile robots to your workforce. This session will focus on 3 different solutions to support your automation and internal logistic needs.

- ▶ Jeff Graham – NEFF

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 Rybowski – The Employer Group