

Supply Chain Optimization

Join us for a one-day workshop

Tuesday, May 11, 2004

Sheraton Milwaukee Brookfield

375 South Moorland Road

Brookfield, WI

Featuring Industry Experts

and

Professor Rajan Suri

Director, Center for Quick Response Manufacturing

University of Wisconsin-Madison

Presented by:



Consortium for Innovative Manufacturing

and Operations Management

UWM School of Business Administration

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About the Speakers



Clif Perryman

Clif Perryman is the President of Milsco Manufacturing Company, a unit of Jason Inc. Milsco is an 80-year old manufacturer of premium seating products for the construction, lawn/turf care, industrial, and small agricultural markets both in North America and in Europe. Prior to joining Milsco, Clif held positions at Copperweld Miami Division (a welded steel tubing manufacturer) and Huffy Bicycles. He is a graduate of the University of Dayton and holds an MBA.



Rick Pues

Rick Pues is a Process Manager within Harley-Davidson's Material Systems Group. The Materials Systems Group is responsible for the development and maintenance of Harley-Davidson's web-based supplier network known as H-DSN. With Harley-Davidson since June of 1996, Rick has a bachelor's degree in Operations Management and Human Resource Management from UW-Oshkosh and an MBA from Marquette University. He has over 16 years of experience in the area of materials management.



David E. Robinson

David E. Robinson, CPIM, CIRM, C.P.M. is Manager, Supply Management at Harley-Davidson Motor Company, Parts and Accessories Group. He has been involved in the field of supply chain management for 14 years, with experience in purchasing, inventory management, production scheduling, and forecasting. His industry experience also includes publishing, material handling equipment, construction and agricultural equipment, and apparel. He holds an MBA from Marquette University, and a BBA in Operations Management and BS in Applied Mathematics from UW-Oshkosh.



Anthony (Tony) Vohs

Tony Vohs has 20 years of combined industry and consulting experience focused in manufacturing operations and supply chain management. As a Senior Manager for Deloitte Consulting LLP, he regularly consults with manufacturing companies on supply chain strategy, planning and optimization, technology integration, performance improvement and change management. Tony holds a BBA in Operations Management from UW-Oshkosh.



Bill Welch

Bill Welch is Operations Manager for Phillips Magnesium Injection Molding in Menomonie, WI. Bill has been with Phillips for over two years and has responsibility for all engineering, manufacturing, quality, and logistics aspects of the facility. A graduate of the University of Minnesota at Duluth with a degree in Industrial Engineering, he has 14 years of manufacturing experience supporting primarily automotive, medical, and electronics customers.

Program Agenda

- 8:45 am Registration
- 9:15 am **Welcome and Overview of the Day**
Layth Alwan, Director, CIMOM
Ed Schmitt, President, CIMOM Advisory Board
- 9:30 am **The Challenge of Complexity in Global Manufacturing:
Critical Trends in Supply Chain Management**
Anthony Vohs, Deloitte Consulting
- 10:30 am Break
- 10:50 am **Downstream Supply Chain Improvements
from Level-Loaded Production**
Bill Welch, Phillips Magnesium Injection Molding
- 11:25 am **Supply Chain Global Competitiveness**
Clif Perryman, Milsco Manufacturing
- 12:00 pm Lunch
- 1:00 pm **Quick Response Manufacturing: A Competitive Strategy for
Low Volume and Custom-Engineered Products**
Rajan Suri, Center for Quick Response Manufacturing, UW-Madison
- 2:15 pm **Harley-Davidson Supplier Network:
Optimizing Supplier Communication**
Rick Pues, Harley-Davidson Motor Company
David Robinson, Harley-Davidson Motor Company
- 2:45 pm Q&A
- 3:15 pm Adjourn



Professor Rajan Suri

Rajan Suri is Professor of Industrial Engineering at the University of Wisconsin-Madison and Director of the Center for Quick Response Manufacturing (QRM), a consortium of 40 firms working with the University on understanding and implementing QRM strategies. He is internationally regarded as an expert on the analysis of manufacturing systems, and is author of the book *Quick Response Manufacturing: A Companywide Approach to Reducing Lead Times* (Productivity Press, 1998). Dr. Suri has consulted widely for leading firms.

Lean Manufacturing techniques have become popular in recent years. For certain markets, however, Quick Response Manufacturing (QRM) can be a more effective competitive strategy. Specifically, QRM is more effective for companies making a large variety of products with variable demand, as well as for companies making highly engineered products. With the growing use of CAD/CAM and internet-based ordering, serving such markets will be increasingly important for competitiveness. Dr. Suri will provide an overview of QRM strategy and show its potential for dramatic lead time reduction. Dr. Suri will describe the revolutionary new material control strategy, POLCA, which performs better than Kanban for low volume and custom products. Finally, he will highlight case studies showing the impact of QRM on the supply chain, including impact on lead time, cost, quality, and on-time delivery.



Mission Statement:

The mission of CIMOM is to promote strategic advances in the area of innovative manufacturing and operations management by acting as a liaison between manufacturing organizations and the resources that assist companies in reaching their goal of manufacturing excellence.

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Conference Registration

Registration Fee: \$249 per person
(checks payable to UWM/CIMOM;
credit card registration available online)

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