

Valve Manufacturers Association

# MANUFACTURERS

## Workshop & Tour



**John Deere Tractor Assembly and Engine Works Facility Tour**

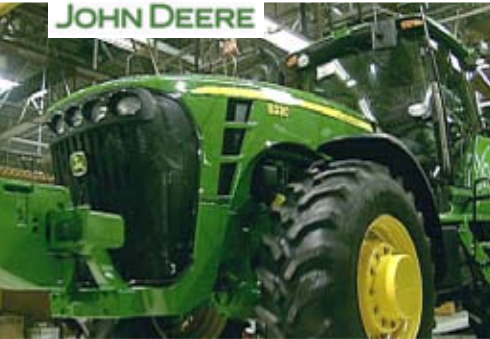
**April 7-9, 2010**

**Ramada & Five Sullivan Brothers Convention Center  
Waterloo, Iowa**

# MANUFACTURERS **Workshop** **PROGRAM**



## Wednesday, April 7, 2010



- 9 AM** Depart Ramada for John Deere Tractor Assembly and Engine Works facility
  - 9:30 AM** Engine Works tour begins
  - 10 AM** Tractor Assembly tour begins
  - 11:30 AM** Lunch
  - 1 PM** Engine Works and Tractor Assembly second tours begin
  - 3:30 PM** Return to Ramada
- Evening at Leisure**

## Thursday, April 8, 2010

**7:30 AM** Registration/Continental Breakfast

**8:00 AM** Welcome, and Opening Remarks

**8:15 AM** The Quality Journey at John Deere

Moderator Colleen VanderVelde, Chairman, VMA Manufacturers Committee, Plant Manager, **Cameron Flow Control**

Speakers George Suppes, Manager of Quality, **John Deere Waterloo Works Drive Train Division**

John Deere is known worldwide for the quality of their products. This presentation will outline Deere's approach to manufacturing Quality – past, present, and future.

Gary Miner, Manager of Factory Master Planning, **John Deere**

In the nearly 100 years since Deere purchased the Waterloo Gasoline Engine Company to enter the agricultural tractor business, the Waterloo operations have evolved to adjust to the volume and product complexity changes which the agricultural tractor market demanded. The presentation will provide an overview of how the factories physically changed and what tools and techniques have led to Deere's leadership in quality and productivity.

**9:30 AM** Coffee Break, and Networking Opportunity

**9:45 AM** Lean Supply Chain

Moderator Bill Metz, Vice President of Operations, **Richards Industries**

Speaker Michael Kuta, **Productivity, Inc.**

This session will explore the new technologies and methodologies associated with leading and managing today's value chain. Our focus is material and information

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flow upstream and downstream from the determined manufacturing processes/ service provider. The session will deal with the activities associated with the planning, management, and integration of key business processes involved in the sourcing, procurement, and logistics activities from end user through original supplier within and across companies that add value to customers and stakeholders. This includes the integration, coordination, and collaboration with channel partners: suppliers, intermediaries, third party service providers, and customers.

We will cover topics such as:

- Defining the Value Proposition
- Three components of SCM: Product Flow, Information Flow, and Financial Flow
- SC Metrics
- The 'Extended Supply Chain'
- SCM Goal: Generate the greatest return to the value chain
- Decoding: DM, CSM, SRM, CRM, and OF
- The 'Bullwhip Effect': observed phenomenon in forecast-driven distribution channels
- The 'Top 5 SC Strategic Imperatives'
- The 10 attributes to SC competitive advantage: the SC quiz

**12 PM**      **Lunch, and Networking Opportunity**

Speaker      Ken Branco

**1:15 PM**      **Establishing and Managing a Culture of Improvement**

Moderator      Dennis Petrucci, Manufacturing Manager, **DFT**

Speaker      Michael Kuta, **Productivity Inc.**

Lean Manufacturing has become the accepted process improvement model. Lean has evolved into an 'order qualifier'. Today, organizations need to balance the improvement of existing forms of value [Lean] with creating new forms of value [Innovation]. Doing so requires building a community of problem solvers, creators, and experimenters. The combination of Lean and Innovation is the 'order winner'. This session will examine the significance of leadership, empowerment, and a systemic approach to building a Culture of Improvement and value creation.

In this session we will explore:

- Linking empowerment to the business value proposition
- Definition: Empowering the workforce and the 8 steps to empowerment
- Roles and responsibilities: leadership, managers, supervisors, and hands-on value adders

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- The components of teamwork and team norms
- Team structures
- Designing a Direct Communication Program
- Interventions and the rules of expression: facilitating, teaching, coaching, mentoring
- Techniques for idea generation
- Risk taking and a no blame environment
- The Culture of Improvement and Value Creation road map

- 3:15 PM**      **Coffee Break, and Networking Opportunity**
- 3:30 PM**      **Establishing and Managing a Culture of Improvement** *continued*
- 5:15 PM**      **Q&A**
- 5:30 PM**      **Adjournment immediately followed by VMA Reception**

## **Friday, April 9, 2010**

- 7:30 AM**      **Continental Breakfast**
- 8:00 AM**      **Tactics of Lean Innovation**
- Moderator      Bob Kachur, Director of Operations, **AUMA Actuators**
- Speaker        Jamie Finchbaugh, **Learning Center**  
We will focus on the tactics of lean innovation. The ten tactics that savvy marketers employ for product rollouts can help you introduce and gain acceptance of your lean initiative throughout your organization. You'll discover how a combination of tactic pairs, such as clear message and compatible fit, can make all the difference.
- 9:30 AM**      **Coffee Break, and Networking Opportunity**
- 9:45 AM**      **Tactics of Lean Innovation** *continued*
- 11:30 AM**     **Chairman's Closing Comments - Adjournment**

# MANUFACTURERS Workshop registration

register online at [www.vma.org](http://www.vma.org)



JOHN DEERE

**Wednesday, April 7**

**Yes**       **No**

Please indicate whether you will be participating in the John Deere Tractor Assembly and Engine Works facility tours on Wednesday, April 7. The group will be split, with morning and afternoon tours scheduled. Transportation will leave the Ramada at 9:00am, with a return approx. 3:30pm.

**First Registrant** ..... **\$575**

**Additional Registrations from the same company** ..... **\$525**

*(Includes round-trip transportation from the Ramada to John Deere facilities; coffee breaks, lunch, hosted reception and seminar materials)*

Name \_\_\_\_\_ Name for Badge \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is a check in the amount of \$ \_\_\_\_\_ representing \_\_\_\_\_ registration(s)

*Please make checks payable to VMA, referencing the Manufacturers Workshop & Tour, and mail to Angela Hingston-Oliver, Meetings Manager, VMA, 1050 17th Street, NW, Suite 280, Washington, DC 20036.*

**Charge my:**  VISA  MasterCard  Discover  American Express

If you do not register online, please fax your completed registration form to Angela Hingston-Oliver at 202.296.0378. (Credit card registration payments will show up on international customer invoices in U.S. dollars.)

Billing Zip Code \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Number \_\_\_\_\_

Signature \_\_\_\_\_

### Cancellation Policy

Full refund on registration cancellations received before Thursday, February 4, 2010. 75% refund on cancellations received by Thursday, March 4, 2010. Due to hotel and other meeting guarantees, no refunds thereafter. Substitutions accepted anytime but please advise of name changes before Friday, April 2, 2010, if at all possible, thanks!

### Online

Attendees are encouraged to register for this event online at [www.vma.org](http://www.vma.org). Click on the Events tab to get more information and confirm your space for this meeting.

### Questions

For registration questions, contact Angela Hingston-Oliver, Meetings Manager, at 202.331.8105, ext. 312 or email: [ahingstonoliver@vma.org](mailto:ahingstonoliver@vma.org).



### Ramada & Five Sullivan Brothers Convention Center Waterloo, Iowa

VMA has negotiated a special hotel room rate of \$89.95 single/double per night at the Ramada & Five Sullivan Brothers Convention Center, 205 W. Fourth St., Waterloo, IA 50701; [www.ramadawaterloo.com](http://www.ramadawaterloo.com) from April 7-9, 2010. For reservations please call the hotel directly at **319.233.7560** and request the VMA group rate. The cut-off date to receive this rate is Friday, March 19, 2010.