

CLOUDY WITH A CHANCE FOR PROFITS.

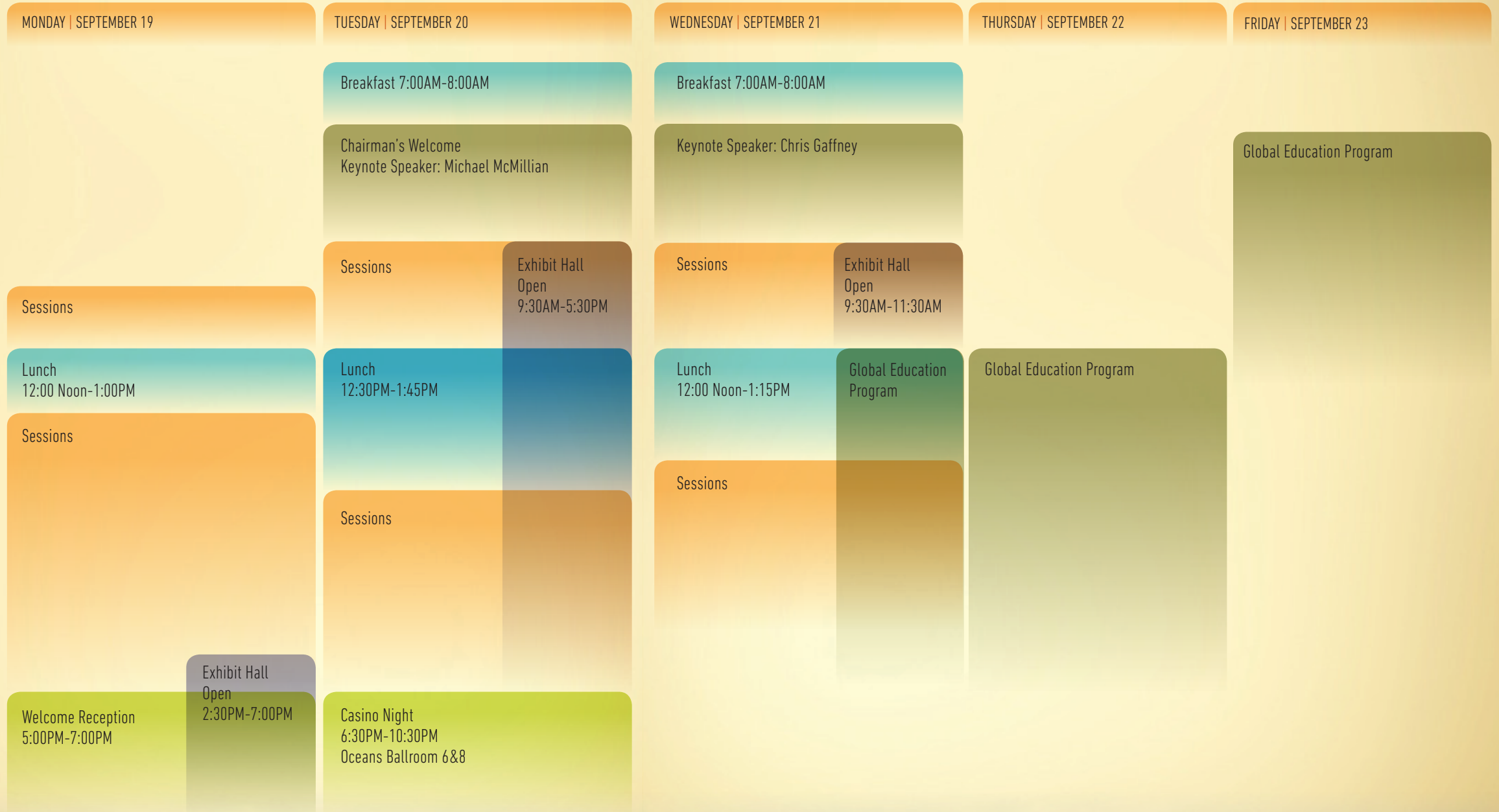
2011 NORTH AMERICAN CONFERENCE



WEEK AT-A-GLANCE

SEPTEMBER 19 | SEPTEMBER 20 | SEPTEMBER 21 | SEPTEMBER 22 | SEPTEMBER 23

7:00AM
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CLOUDY WITH A CHANCE FOR PROFITS.

2011 NORTH AMERICAN CONFERENCE



WORKSHOP SESSIONS

MONDAY | SEPTEMBER 19

6:00AM
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Registration Open (Rm: Crystal Office) 10:00AM-5:30PM

Lunch 12:00 Noon-1:00PM

Executive Workshop & Roundtable (Rm: Mako) 1:00PM-2:30PM

MES & MOM 101 Workshop 1:00PM-2:30PM (Rm: Crystal A)

Linking Operational & Financial KPIs In Practice 1:00PM-2:30PM (Rm: Crystal B)

Break: 2:30PM-3:00PM

Executive Workshop & Roundtable (Rm: Mako) 3:00PM-4:30PM

Historian 101: What Is A Historian & Why Do I need One? 3:00PM-4:30PM (Rm: Crystal A)

MESA Metrics Workshop 3:00PM-4:30PM (Rm: Crystal B)

Break: 4:30PM-5:00PM

VIP Executive Reception 5:00PM-8:00PM Location: Tradewinds Restaurant

Welcome Reception 5:00PM-7:00PM (Rm: Crystal Ballroom D & E)



Welcome Reception | 5:00PM-7:00PM | Crystal Ballroom D & E

Join us in the exhibit hall for drinks and hors d'oeuvres at our Welcome Reception! Visit the exhibit booths and see what each company has to offer. Don't miss this great opportunity to hear a unique announcement by Microsoft®.

Registration Open (Rm: Crystal Office) 10:00AM-5:30PM

Registration Open (Rm: Crystal Office) 10:00AM-5:30PM

Cloud Computing Workshop 11:00AM-2:30PM (Rm: Walu)

Lunch 12:00 Noon-1:00PM

Product Safety & Traceability 1:00PM-2:30PM (Rm: Palani Sailfish A)

Cloud Computing Workshop 11:00AM-2:30PM (Rm: Walu)

Exhibitor Hall Set-Up (Rm: Crystal D & E) 11:30AM-2:30PM

Break: 2:30PM-3:00PM

Sustainability In Operations 3:00PM-4:30PM (Rm: Palani Sailfish A)

Cloud Computing Workshop 2:30PM-4:30PM (Continued)

Exhibitor Hall Opens 2:30PM-7:00PM

Break: 4:30PM-5:00PM

Welcome Reception 5:00PM-7:00PM (Rm: Crystal Ballroom D & E)

CLOUDY WITH A CHANCE FOR PROFITS.

2011 NORTH AMERICAN CONFERENCE



GENERAL SESSIONS

TUESDAY | SEPTEMBER 20

6:30AM

7:00AM



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9:00AM

9:30AM

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10:30PM

Registration Open
(Rm: Crystal Office): 7:00AM-4:30PM

Breakfast (Rm: Crystal C): 7:00AM-7:45AM

Chairman's Welcome: John Southcott &
Keynote Speaker: Michael McMillan
(Rm: Crystal C): 8:00AM-9:45AM

Break: 9:45AM-10:00AM

Operational Flexibility & Agility Gained By
Implementing BPM-Based MES
10:00AM-11:00AM (Rm: Crystal A)

Best Practices in Asset
Performance Management
10:00AM-11:00AM (Rm: Crystal B)

Break: 11:00AM-11:30AM

Driving Effective, Efficient & Economical
Manufacturing Through Workflow Automation
11:30AM-12:30PM (Rm: Crystal A)

Risk & Reliability Assessments For
Improvement Of Process Safety
11:30AM-12:30PM (Rm: Crystal B)

Lunch: (Rm: Crystal D & E)
12:30PM-1:45PM

Double-Digit OEE Improvements With
Manufacturing Operations Management (MOM)
2:00PM-3:00PM (Rm: Crystal A)

Interpreting The ISA95 Standard For The
Continuous & Process Industries (CPI)
2:00PM-3:00PM (Rm: Crystal B)

Break: 3:00PM-3:30PM

MOM Infrastructure - It's All About the Meta-Data
3:30PM-4:30PM (Rm: Crystal A)

Responding to Scale, Agility and Flexibility in
Manufacturing IT 3:30PM-4:30PM (Rm: Crystal B)

A Phased Approach To Manufacturing
Operations Management
4:30PM-5:30PM (Rm: Crystal A)

Group Driven Standards For
Manufacturing Solutions
4:30PM-5:30PM (Rm: Crystal B)

Casino Night*
6:30PM-10:30PM (Rm: Oceans Ballroom 6 & 8)

Registration Open
(Rm: Crystal Office): 7:00AM-4:30PM

Breakfast (Rm: Crystal C): 7:00AM-7:45AM

Chairman's Welcome: John Southcott &
Keynote Speaker: Michael McMillan
(Rm: Crystal C): 8:00AM-9:45AM

Break: 9:45AM-10:00AM

Unconference Session
10:00AM-11:00AM (Rm: Palani Sailfish A)

Exhibitor Hall Open: (Rm: Crystal D & E)
9:45AM-5:00PM

Break: 11:00AM-11:30AM

Unconference Session
11:30AM-12:30PM (Rm: Palani Sailfish A)

Exhibitor Hall Open: (Rm: Crystal D & E)
9:45AM-5:00PM

Lunch: (Rm: Crystal D & E)
12:30PM-1:45PM

Unconference Session
2:00PM-3:00PM (Rm: Palani Sailfish A)

Exhibitor Hall Open: (Rm: Crystal D & E)
9:45AM-5:00PM

Break: 3:00PM-3:30PM

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Exhibitor Hall Open: (Rm: Crystal D & E)
9:45AM-5:00PM

Casino Night*
6:30PM-10:30PM (Rm: Oceans Ballroom 6 & 8)

Casino Night | 6:30PM-10:30PM | Oceans Ballroom 6 & 8*

Cut loose! Footloose! Kick-off your business shoes! Join us Tuesday evening and experience a Vegas-style night of fun! Use your "MESA Cash" and play all night at one of many tables including blackjack, poker, and roulette. All attendees will be entered to win the grand prize "XBox 360 Kinect Package".



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GENERAL SESSIONS

WEDNESDAY | SEPTEMBER 21

6:30AM

7:00AM



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Registration Open
(Rm: Crystal Office): 7:00AM-4:30PM

Breakfast (Rm: Crystal C): 7:00AM-7:45AM

MESA Recognition: Mike James & Corporate Host, Business
Keynote Speaker: Chris Gaffney, Coca-Cola Refreshments
(Rm: Crystal C): 8:00AM-9:30AM

Break: 9:30AM-9:45AM

Crossing The Great Divide: Aligning
Manufacturing & Supply Chain Performance
9:45AM-10:45AM (Rm: Crystal A)

Workflow Automation As An Alternative
To Traditional MES
9:45AM-10:45AM (Rm: Crystal B)

Break: 10:45AM-11:00AM

Real-Time Brand Management
11:00AM-12:00 Noon (Rm: Crystal A)

Leaning Out Lean
11:00AM-12:00 Noon (Rm: Crystal B)

Lunch: (Rm: Crystal D & E)
12:00 Noon-1:15PM

Manufacturing Operations
Top 10 Predictions
1:30PM-2:30PM (Rm: Crystal A)

Making The Right MES Decision
1:30PM-2:30PM (Rm: Crystal B)

A True Story Of An MES Implementation
2:30PM-3:30PM (Rm: Crystal B)

Registration Open
(Rm: Crystal Office): 7:00AM-4:30PM

Breakfast (Rm: Crystal C): 7:00AM-7:45AM

MESA Recognition: Mike James & Corporate Host,
Business Keynote Speaker: Chris Gaffney, Coca-Cola Refreshments
(Rm: Crystal C): 8:00AM-9:30AM

Break: 9:30AM-9:45AM

Unconference Session
9:45AM-10:45AM (Rm: Palani Sailfish A)

Exhibitor Hall Open: (Rm: Crystal D & E)
9:30AM-1:30PM

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Unconference Session
11:00AM-12:00 Noon (Rm: Palani Sailfish A)

Exhibitor Hall Open: (Rm: Crystal D & E)
9:30AM-1:30PM

Lunch: (Rm: Crystal D & E)
12:00 Noon-1:15PM

Unconference Session
1:30PM-2:30PM (Rm: Palani Sailfish A)

Unconference Session
2:30PM-3:30PM (Rm: Palani Sailfish A)

Education Program-COA

12:00 NOON

12:30PM

1:00PM



5:00PM

Lunch For Educational Program
12:00 Noon-1:00PM (Rm: Crystal D & E)

Education Program-COA
Location: Zander
1:00PM-5:00PM