



Unlocking Your Operations Potential

2010 North American Conference
Dearborn, Michigan U.S.A.
June 21 - 23

SCHEDULE AT A GLANCE

(Subject to Change)

MONDAY, JUNE 21, 2010

12:00pm **Registration Opens | Ford Conference & Event Center Lobby**

Conference Workshops at Ford Conference & Event Center

1:00 - 2:30pm	Justifying Manufacturing Operations Management to Business Leaders (Also offered from 3-4:30pm) Charlie Gifford, Chief Manufacturing Consultant; 21st Century Manufacturing Solutions	MESA Education Program: Real-Time Enterprise, 11 Function Model and MES Product Selection Mike James, MESA EMEA Treasurer; Group Managing Director; ATS International BV	Unlocking Your Operations Potential Jan Snoeij, MESA EMEA Chair, EMEA Working Group Chair; Principal Consultant; Logica	Performance Management Benchmark, Practices and Roadmap Mitchell Weisberg, Managing Director; Lumen, Inc.	Optimizing Manufacturing with MES Rob Markevics, Director, MES Discrete Business Development; Siemens
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Darren K. Riley,
Sr. Manufacturing Consultant;
Rockwell Automation

Dave Frede,
Global Marketing Manager of Operations Management Software; GE Intelligent Platforms

2:30 - 3:00pm **Exhibits | Ford Conference & Event Center Gallery**

3:00 - 4:30pm	Justifying Manufacturing Operations Management to Business Leaders (Also offered from 1-2:30pm) Charlie Gifford, Chief Manufacturing Consultant; 21st Century Manufacturing Solutions	MESA Education Program: Real-Time Enterprise, 11 Function Model and MES Product Selection (continued) Mike James, MESA EMEA Treasurer; Group Managing Director; ATS International BV	Working Session for MESA's Quality and Regulatory Compliance Guidebook Khris Kammer, Sr. Information Solutions Consultant; Rockwell Automation	Performance Management Benchmark, Practices and Roadmap (continued) Mitchell Weisberg, Managing Director; Lumen, Inc.
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Darren K. Riley,
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Rockwell Automation

Dave Frede, *Global
Marketing
Manager of
Operations
Management
Software; GE
Intelligent
Platforms*

Opening Banquet at The Dearborn Inn

- 5:00pm **Welcome Reception | Cocktail Hour | Dearborn Ballroom Foyer**
- 6:00pm **Banquet Dinner | Opening Remarks | Dearborn Ballroom**
John Dyck, *09-10 MESA Chair, Global Director, Software Business Development; Rockwell Automation*
James Tetreault, *Vice President, North America Manufacturing; Ford Motor Company*
- 6:30 - 7:30pm **KEYNOTE ADDRESS: Game Plan for Success | Dearborn Ballroom**
Lou Holtz, *Legendary Coach and ESPN Analyst*

TUESDAY, JUNE 22, 2010

- 8:00 - 9:00am **Registration | Breakfast | Exhibits | Ford Conference & Event Center Lobby & Gallery**
- 9:00 - 10:00am **Unlocking Your Operations Potential - The Global MESA Community in 2010 and Beyond | Ford Conference & Event Center Grand Hall 1&2**
MESA Industry Thought Leaders including:
John Dyck, *MESA 09-10 Chair & Global Director, Software Business Development; Rockwell Automation*
Julie Fraser, *MESA Metrics Working Groups Chair, Principal; Cambashi Inc*
Mike James, *MESA EMEA Treasurer, Group Managing Director; ATS International BV*
- 10:00 - 10:45am **The Transformation of Automotive Manufacturing | Ford Conference & Event Center Grand Hall 1 & 2**
Jim Tetreault, *VP of North America Manufacturing; Ford Motor Company*
- 10:45 - 11:15am **Networking | Refreshments | Exhibits | Ford Conference & Event Center Gallery**
- 11:15 - 12:00pm **The Future of Manufacturing in a Connected World | Ford Conference & Event Center - Grand Hall 1 & 2**
Rick Bullotta, *Industry Luminary*
- 12:00 - 1:30pm **Lunch | Networking | Exhibits | Ford Conference & Event Center Gallery**
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| Track 1 - Manufacturing Executive Speakers
Grand Hall 1 & 2 | Track 2 - Manufacturing Executive Speakers
Grand Hall 3 |
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- 1:30 - 2:15pm **Right-size Your Technology Investments to Fuel Growth While Enforcing Quality**
Greg Augustine, VP Information Systems; Network Engines
- 2:30 - 3:15pm **Transitioning to Lean MES at General Electric**
Kevin Uhls, *Supply Chain IT Leader; GE Consumer & Industrial*
- 3:15 - 3:45pm **Networking | Refreshments | Exhibits | Ford Conference & Event Center Gallery**
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|-----------------------------|--------------------------------|
| Track 1
Grand Hall 1 & 2 | Track 2
Grand Hall 3 |
|-----------------------------|--------------------------------|
- 3:45 - 4:30pm **MES: Managing Risk and Manufacturing in a Vertically Integrated Medical Device Enterprise**
Bob Erb, *VP of Operations; Biotronik*
- The Great Data Exchange - Asset Performance Management and Automation of the Data Collection Process**
Lance Holmer, *Technical Specialist, Refining Engineering; Marathon Petroleum Company*
- 4:45 - 5:30pm **Using A Lean System Systematically is the Key to Financial and Operational Success**
Dr. Heidingsfelder, *Senior VP of Operations; Freudenberg-NOK*
- Multiply the Value with a Global Approach to MES Deployment**
Miguel Angel Espinosa, *Global MES COE Leader; Cordis, a Johnson & Johnson Company*
- 5:30 - 5:45pm **Wrap-Up | Review Logistics for Evening & Day 2**
- 5:45 - 6:30pm **Exhibits | Ford Conference and Event Center Gallery**
- 6:30pm **Dinner & Networking Event at The Henry Ford Museum**

WEDNESDAY, JUNE 23, 2010

8:00 - 9:00am	Registration Breakfast Exhibits Ford Conference & Event Center Lobby & Gallery		
		Track 1 - Spotlight Sessions	Track 2 - Spotlight Sessions
	MESA Unconference Ford Conference & Event Center	Grand Hall 1	Grand Hall 2
9:00 - 9:45am	At the Unconference, attendees can share and learn in an open, participatory environment. It is an intense multi-discussion, multi-room event with no script. Bring ideas and a desire to interact with peers - and test the brains and bounds of the MESA community. Anyone with something to contribute or with the desire to learn is invited and welcome!	MES for Continuous Petrochemical Processes <i>Dr. Arnesh Telukdarie, MES Engineering Manager; Sasol</i>	Quality Operations Management <i>Ralph Marsh, IT Director; New United Motor Manufacturing Inc.</i>
10:00 - 10:45am	In this "confer and conquer" environment, attendees can present ideas or questions and discuss operations topics with other practitioners and subject matter experts in the spirit of MESA's mission - to provide an environment for the sharing of best practices. Leading industry experts, including members of the MESA Technical Committee, will be on hand to help facilitate discussions.	<i>Ugan Maistry, Managing Director; EOH Mining & Manufacturing</i> Lessons Learned in Global MES Roll-Out <i>Gilad Langer, Consulting Manager; NNE Pharmaplan</i>	Unlocking Operations for a Competitive Advantage in the Private - Label Beverage Market <i>Don Enstrom, Sr. Director of Operations; Cliffstar</i>
10:45 - 11:15am	Networking Refreshments Exhibits Ford Conference & Event Center Gallery		
		Track 1 - Spotlight Sessions	Track 2 - Spotlight Sessions
		Grand Hall 1	Grand Hall 2
11:15 - 12:00pm	MESA Unconference Continued Ford Conference & Event Center 2nd Floor	Real-Time Manufacturing Management for a Hybrid Process <i>Scott Daugherty, Director of Operations; Cormetech, Inc.</i>	Keys to Achieving Rapid ROI on Plant Software Investments <i>Melissa Nippert, Director of Capital and Strategic Projects; Pinnacle Foods Group LLC</i>
		<i>Rodney Neal, Practice Manager; Global Automation Partners, Inc., A M&W Group Company</i>	<i>Mark Sutcliffe, President; CDC Software</i>
12:00 - 1:30pm	Lunch Networking Exhibits Ford Conference & Event Center Gallery		
	Track 1 - Thought Leadership	Track 2 - Thought Leadership	Spotlight Sessions
	Grand Hall 3	Room 103	
1:30 - 2:15pm	Multiple Site MES Projects: Systems Implementation is Half the Battle <i>Simon Jacobson, Research Director, AMR Research</i>	BPM & The Cloud in Operations <i>Matthew Littlefield, Senior Research Analyst; Aberdeen Group</i>	Commitment to Corporate Responsibility -- New Management System Requirement for Suppliers <i>Michael Meaden, VP Services & General Procurement; IBM Corporation</i>
	<i>John Southcott, Co-CEO; Brock Solutions</i>	<i>Catherine Minter, President of Americas; Cordys</i>	
2:30 - 3:15pm	From Metrics Confusion to Business Intelligence: Calming the Sea <i>Larry White, Executive Director, Resource Consumption Accounting Institute</i>		Product Lifecycle Quality <i>Dr. Michael Grieves, Author and NASA Consultant</i>
3:15pm	Conference Closes		


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