

4th Annual

# Global Lean, Six Sigma and Business Improvement Summit & Industry Awards 2009

Walt Disney World Swan and Dolphin, Orlando, FL

■ Summit: October 14-15 ■ The Global Six Sigma & Business Improvement Awards Gala Reception and Dinner: October 14  
■ Pre-Summit Workshops: October 13 ■ Post-Summit Workshops and Universal Six Sigma Challenge: October 16

OUR LEADING SPEAKER PANEL INCLUDES:



Westy Bowen,  
Vice President of Quality and Six Sigma,  
E-Z-GO – ENTERPRISE LEVEL SHINGO PRIZE RECIPIENT



Deron Ertel,  
General Manager - Process Excellence, EMBARQ



Fabrizio Majorana,  
Chief Quality Officer, UNICREDIT GROUP



Barbara Peterson,  
GIO Six Sigma Champion, AGILENT TECHNOLOGIES



Neal Mackertich,  
Founder of Raytheon SS Institute & Systems Engineering Fellow, RAYTHEON INTEGRATED DEFENSE SYSTEMS



Phil Geyer,  
Director, Lean Six Sigma, PRAXAIR INC.

Norman Bodek  
President, PCS INC

Plenary Address  
Robert Weiner  
President and CEO, PAS TECHNOLOGIES INC

Plenary Address  
Lee Campbell  
LSS Deployment Director and Strategic Planning Officer, US ARMY MILITARY DISTRICT OF WASHINGTON



**DON'T MISS LEADERSHIP BENCHMARKING FORUM**

Exclusive strategic roundtable for Decision-Makers from across all industries to network and share business excellence experiences PLUS



**Summit Highlights:** ■ Over 25 Presentations and 8 Dedicated Tracks ■ 5 Roundtable Discussions ■ 2 Masterclasses ■ Numerous networking and information-sharing opportunities ■ 11 Pre and Post Summit Interactive Workshops ■ Leadership Benchmarking Forum ■ Deployment Champion & VP of Six Sigma Benchmarking Forum ■ Master Black Belt Forum ■ Global Six Sigma and Business Improvement Industry Awards ■ Technology Test Drives ■ Universal Studios Six Sigma Challenge

**Masterclasses on:** ■ Lean Six Sigma deployment: are you achieving Return on Investment? ■ Designing and implementing Lean Six Sigma blended learning curricula

**NEW Focused Tracks and Break-Out Sessions include:** • Interactive Forums • Challenges and best practices for continuous improvement • New to Six Sigma • Optimizing operational performance • Sustainability in business transformation • Optimizing Lean processes • Quality in healthcare • Performing in a slow economy

Hear insights from leading quality executives:

- ABBOTT
- ACCENTCARE
- ADC TELECOMMUNICATIONS
- AETNA
- AGILENT TECHNOLOGIES
- ALABAMA PRODUCTIVITY CENTER
- BLACK & VEATCH CORPORATION
- BMO FINANCIAL GROUP
- CANADIAN IMPERIAL BANK OF COMMERCE (CIBC)
- CINTAS CORPORATION
- DENVER HEALTH AND HOSPITAL AUTHORITY
- THE DEPOSITORY TRUST & CLEARING CORPORATION
- DEUTSCHE BANK AG
- DOMINION
- E-Z-GO
- EMBARQ
- GENENTECH
- HEXION SPECIALTY CHEMICALS
- HSBC
- ING
- INGERSOLL RAND
- INTEL CORPORATION
- JP MORGAN CHASE
- MERCK & CO.
- MONOMOY CAPITAL PARTNERS
- NORTH SHORE-LIJ HEALTH SYSTEM
- NORTHROP GRUMMAN, LASER SYSTEMS
- OSF SAINT FRANCIS MEDICAL CENTER
- PAS TECHNOLOGIES INC
- PERSHING – BANK OF NEW YORK MELLON
- PFIZER, INC.
- PRAXAIR INC.
- PROVIDENCE HEALTH AND SERVICES
- RAYTHEON INTEGRATED DEFENSE SYSTEMS
- RBC ROYAL BANK
- SHRINERS HOSPITALS FOR CHILDREN
- SISTERS OF CHARITY OF LEAVENWORTH HEALTH SYSTEM
- SONOCO PRODUCTS
- SUNTRUST BANKS, INC.
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- UNICREDIT GROUP
- UNITEDHEALTHCARE
- US ARMY MILITARY DISTRICT OF WASHINGTON
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**BRING YOUR TEAM AND SAVE 50% - see back page**

# Global Lean, Six Sigma and Business Improvement Summit

Our Leading Speaker Panel Includes:



**Westy Bowen,**  
Vice President of Quality  
and Six Sigma,  
E-Z-GO



**Jerry L. Calvert,**  
MBB, Senior Vice  
President, Enterprise  
Business  
Process Services,  
SUNTRUST BANKS, INC.



**Lee Campbell,**  
LSS Deployment Director  
and Strategic Planning  
Officer,  
US ARMY MILITARY  
DISTRICT OF  
WASHINGTON



**Renee Ceresa,**  
Organizational Readiness  
Leader,  
INGERSOLL RAND



**Mavis Chisholm,**  
Head, Process  
Excellence,  
RBC ROYAL BANK



**Joe De La Cruz,**  
Director, Lean Six Sigma,  
WORD AND BROWN



**Tiran Dagan,**  
CSM, MBB, Director,  
Engagement Leader,  
Strategic Initiatives  
& Analysis,  
NBC UNIVERSAL



**Ajay Dedhia,**  
Manager, Process and  
Change Execution,  
MERCK & CO



**Deron Ertel,**  
General Manager -  
Process Excellence,  
EMBARQ



**James Eynard,**  
Lean Six Sigma Master  
Black Belt and Deployment  
Manager for Sales &  
Marketing and Sustainability,  
INTEL CORPORATION



**Lisa Fuller,**  
Director of 6 Sigma,  
OSF SAINT FRANCIS  
MEDICAL CENTER



**Jason Gerros,**  
MBB, Director of Business  
Re-Engineering and Quality,  
THE DEPOSITORY  
TRUST & CLEARING  
CORPORATION



**Phil Geyer,**  
Director,  
Lean Six Sigma,  
PRAXAIR INC.



**Amber Gravett,**  
FVP Enterprise  
Programs, MBB,  
JP MORGAN CHASE



**Adam Hallet,**  
Quality Leader,  
ING



**Fadel Hamed,**  
Associate Director,  
Global Operational  
Excellence,  
GENENTECH



**Victoria Hughes,**  
Statewide Director,  
Performance  
Excellence, California  
Member Services,  
KAISER FOUNDATION  
HEALTH PLAN, INC.



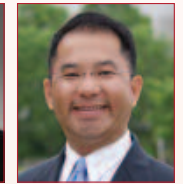
**Bob King,**  
CEO and Founder,  
GOAL/QPC



**Jim Kubus,**  
Master Black Belt,  
PRAXAIR INC.



**Dalchand Laljit,**  
VP - Global Six Sigma,  
HEXION SPECIALTY  
CHEMICALS



**Richard Lam,**  
Lean Six Sigma  
Corporate Deployment  
Leader,  
BMO FINANCIAL  
GROUP



**Neal Mackertich,**  
Founder of Raytheon  
SS Institute & Systems  
Engineering Fellow,  
RAYTHEON INTEGRATED  
DEFENSE SYSTEMS



**Fabrizio Majorana,**  
Chief Quality Officer,  
UNICREDIT GROUP



**Ben Mellett,**  
Vice President, Program  
& Project Management,  
CANADIAN IMPERIAL  
BANK OF  
COMMERCE (CIBC)



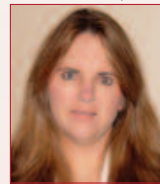
**David M. Miller,**  
Professor of Management  
Science, University of  
Alabama and Director,  
ALABAMA PRODUCTIVITY  
CENTER



**Rob Miller,**  
Director of HR Global  
Services and Delivery,  
INGERSOLL RAND



**Rick Morrow,**  
Director of Business  
Excellence, MBB,  
THE JOINT  
COMMISSION



**Kim Mueller,**  
Director - Business  
Excellence,  
DOMINION



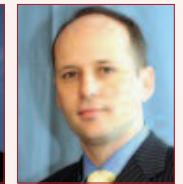
**Roger Noble,**  
Corporate Director of  
Performance Excellence,  
SHRINERS  
HOSPITALS FOR  
CHILDREN



**Barbara Peterson,**  
GIO Six Sigma  
Champion,  
AGILENT  
TECHNOLOGIES



**José Pires,**  
Strategy Deployment  
Leader - Six Sigma  
MBB, BLACK &  
VEATCH  
CORPORATION



**Steven B. Raclaw,**  
Program Manager,  
Operational Excellence,  
DEUTSCHE BANK AG



**Kathy Price,**  
Director, Clinical  
Effectiveness,  
SISTERS OF CHARITY  
OF LEAVENWORTH  
HEALTH SYSTEM



**Lesly Regis,**  
Senior Executive,  
HSBC



**Nancy Riebling,**  
Director of Operational  
Performance Solutions,  
NORTH SHORE-LIJ  
HEALTH SYSTEM



**Vince Sanchez,**  
Senior Director,  
Operational Excellence,  
UNITEDHEALTHCARE



**Jeffrey Slater,**  
Operating Excellence  
and Productivity Leader,  
SONOCO  
PRODUCTS



**Paul Slattery,**  
Operational Excellence  
Group (OEG),  
AETNA



**Shar Stocker,**  
Senior Master  
Black Belt,  
INTEL CORPORATION



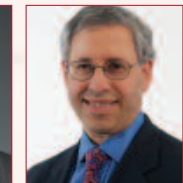
**Michael Tornello,**  
Vice President Quality  
Management Office,  
PERSHING -  
BANK OF NEW YORK  
MELLON



**Shiv Venkataramani,**  
Global Deployment  
Leader-Lean Sigma,  
ADC  
TELECOMMUNICATIONS



**David Weiner,**  
Partner,  
SEYFARTH SHAW LLP



**Robert Weiner,**  
President and CEO,  
PAS TECHNOLOGIES  
INC

# Summit At A Glance:

## PRE-SUMMIT WORKSHOPS, Tuesday October 13<sup>th</sup> 2009

08.30	Nine Interactive Workshops
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## DAY ONE MAIN SUMMIT, Wednesday October 14<sup>th</sup> 2009

08.40	<b>FEATURED HEADLINE ADDRESS: FINANCIAL AGILITY: THE FOUR CRUCIAL CONVERSATIONS FOR UNCERTAIN TIMES</b>			
09.50	<b>PLENARY ADDRESS: LEAN AND SIX SIGMA AS KEY TO SURVIVING A DOWNTURN</b>			
11.30	<b>CONSULTANT PLENARY PANEL DISCUSSION: SUCCESSFUL DEPLOYMENTS IN A GLOBAL RECESSION – INSIGHTS FROM ACROSS INDUSTRY</b>			
02.30	<b>TRACK A:</b> INTERACTIVE FORUMS MBB FORUM & LEADERSHIP BENCHMARKING FORUM	<b>TRACK B:</b> CHALLENGES AND BEST PRACTICES FOR CONTINUOUS IMPROVEMENT	<b>TRACK C:</b> NEW TO SIX SIGMA	<b>TRACK D:</b> OPTIMIZING OPERATIONAL PERFORMANCE
06.20	GALA DRINKS RECEPTION			
07.30	THE GLOBAL SIX SIGMA & BUSINESS IMPROVEMENT AWARDS CEREMONY			

## DAY TWO MAIN SUMMIT, Thursday October 15<sup>th</sup> 2009

08.40	<b>FEATURED HEADLINE ADDRESS: WORLD CLASS COMPETITIVENESS – GOING BEYOND TOYOTA</b>			
09.50	<b>PLENARY ADDRESS: ACHIEVING OPERATIONAL EXCELLENCE: LEAN SIX SIGMA AS A NEXUS OF STRATEGIC AND OPERATIONAL OBJECTIVES</b>			
11.20	<b>PRACTITIONER PLENARY PANEL DISCUSSION: REALIGNING DEPLOYMENT WITH STRATEGIC INITIATIVES IN VOLATILE MARKETS</b>			
02.00	DEPLOYMENT CHAMPION & VP OF SIX SIGMA BENCHMARKING FORUM		<b>MASTERCLASS A: LSS DEPLOYMENT: ARE YOU ACHIEVING RETURN ON INVESTMENT?</b>	<b>MASTERCLASS B: DESIGNING AND IMPLEMENTING LEAN SIX SIGMA BLENDED LEARNING CURRICULA</b>
03.30	<b>TRACK E: SUSTAINABILITY IN BUSINESS TRANSFORMATION</b>	<b>TRACK F: OPTIMIZING LEAN PROCESSES</b>	<b>TRACK G: QUALITY IN HEALTHCARE</b>	<b>TRACK H: PERFORMING IN A SLOW ECONOMY</b>
04.50	SPECIAL KAIZEN ROUNDTABLE DISCUSSION			
07.30	NETWORKING EVENING			

## POST SUMMIT DAY, Friday October 16<sup>th</sup> 2009

08.30	Two Interactive Workshops
11.30	Universal Studios Six Sigma Challenge

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## The Global Six Sigma & Business Improvement Awards 2009

The **Global Six Sigma and Business Improvement Awards** are given to the most outstanding organizational achievements through the deployment of business improvement programs. The Global Six Sigma Awards Ceremony will be held on October 14th in conjunction with The Global Lean, Six Sigma & Business Improvement Summit, October 13-16th, which is the largest gathering for those who are passionate about achieving process and business excellence.

The Awards present a great opportunity for organizations to win recognition for the great work that their Six Sigma and business excellence people are delivering to customers, shareholders and other key stakeholders.

For further information on this prestigious Awards program, the Judging Panel and how to enter, please visit: [www.tgssa.com](http://www.tgssa.com) or contact Flora Hamilton – [flora.hamilton@wcbf.com](mailto:flora.hamilton@wcbf.com)

### The Awards Categories

#### Organizational Categories

- Best Achievement of Organizational Business Improvement in Financial Services
- Best Achievement of Organizational Business Improvement in Manufacturing
- Best Achievement of Organizational Business Improvement in Chemicals and Pharmaceutical
- Best Achievement of Organizational Business Improvement in IT, Software and Telecoms
- Best Achievement of Organizational Business Improvement in Healthcare
- Best Achievement of Organizational Business Improvement in Transactional Services
- Best Achievement of Organizational Business Improvement in Energy

#### Business Process Excellence Categories

- Best Project Achievement in Innovation or Product Development (including Design for Six Sigma)
- Best Project Achievement in Supply Chain Management
- Best Project Achievement in Business Enabling Processes – HR/IT/Regulatory/Risk Management
- Best Project Achievement in Sales, Marketing or Customer Experience
- Best Project Achievement in Health & Safety
- Best Project Achievement in Green Six Sigma

#### People Categories

- Six Sigma & Business Improvement CEO of the Year Award
- Business Improvement Deployment Leader of the Year Award
- Master Black Belt of the Year Award
- Black Belt of the Year Award

#### Special Awards

- Best Emerging Business Improvement Deployment
- The Platinum Award for Organizational Business Improvement
- The Platinum Award for Process Excellence Project
- Best Achievement of Organizational Business Improvement by a Small Organization
- Best Application of Lean Tools within a Business Excellence Project

*It has been an honor to accept the award for Best Achievement of Organizational Business Improvement in Healthcare this year. The WCBF award has allowed SSFHS to increase the credibility of its Lean Six Sigma Program within its own system and in the communities it serves. The award shows our customers and competitors that we are committed to excel and progressing steadily as we improve the quality of care for our patients.*

**Gene Diamond**, Regional CEO, SISTERS OF ST. FRANCIS HEALTH SERVICES, INC. NORTHERN INDIANA REGION

## VENUE INFORMATION – Walt Disney World Swan and Dolphin, Orlando



In the heart of the **Walt Disney World® Resort**, the award-winning **Walt Disney World Swan and Dolphin** is your gateway to Central Florida's illustrious theme parks and attractions. The resort is located in between Epcot® and Disney's Hollywood Studios and close to Disney's Animal Kingdom® Theme Park and Magic Kingdom® Park. Discover our magical surroundings, superior service, luxurious facilities and redesigned guest rooms featuring the Heavenly Bed®. Enjoy the new Mandara Spa, 17 spectacular restaurants and lounges, five pools, a white sand beach, two health clubs, tennis, nearby golf and many special Disney benefits, including complimentary transportation to all Walt Disney World® Theme Parks and Attractions, and exclusive Extra Magic Hours in the theme parks.

## BOOK GIVEAWAYS AND SIGNINGS

Get your copy of books by leading business authors to take away at the exclusive book signings during the Summit including:



**Al Switzler** – “Crucial Conversations: Tools for Talking when Stakes are High” (McGraw-Hill, 2002)

**Norman Bodek** – “The Idea Generator - Quick and Easy Kaizen” (PCs Press, Oct 2001)



If you register before July 27th 2009: Get a copy of Business & Innovation in the 21st Century and Stat Free Six Sigma; If you register before September 7th 2009: Get a copy of Business & Innovation in the 21st Century



**Business Innovation in the 21st Century:** The Business Innovation book, with Foreword by Dipak Jain, Dean, Kellogg School of Management, provides a framework for process of innovation in corporations for introducing new products, services, or solutions faster.\*\* Features -- Powerful new framework called Brinnovation™; Types of innovation: Fundament, Platform, Derivative, and Variation; Management of Innovation; Measures of innovation.\*\*

**Stat Free Six Sigma** Stat Free Six Sigma has been written to ease implantation of Six Sigma by minimizing statistics, and to achieve great results through innovative application. Unique features of the book include 1. No cumbersome statistics, hypothesis testing, and statistics tables; 2 Stat Free DMAIC Tool Matrix; and 3. Key Executive Tools.



## OUTSTANDING SOCIAL AND NETWORKING ACTIVITIES

### DON'T MISS WEDNESDAY OCTOBER 14TH 2009 06.20 GALA DRINKS RECEPTION

Take the opportunity to unwind and share a cocktail with your fellow attendees at the evening Gala Drinks Reception following the exciting first day of the main summit.

### 07.30 GLOBAL SIX SIGMA & BUSINESS IMPROVEMENT AWARDS CEREMONY

Find out the winners of the most outstanding organizational achievements through the application of Six Sigma and Business Improvement programs with the presentation of the prestigious Global Awards at the Global Awards Ceremony



### THURSDAY OCTOBER 15TH 2009 07.30 NETWORKING EVENING

A dining experience in the Marrakesh Restaurant at the Morocco Pavilion at Epcot followed by a dessert reception from a private terrace to enjoy the fireworks show, IllumiNations.



### FRIDAY OCTOBER 16TH 2009 11.30 UNIVERSAL STUDIOS SIX SIGMA CHALLENGE

Combining the exhilarating thrills of Universal's Islands of Adventure theme park with Six Sigma concepts - the Universal Six Sigma Challenge will test your knowledge of Six Sigma theory along with your ability to work together to solve a variety of park related clues and challenges. Each team will have the opportunity to experience the park's most popular attractions while working together to complete their assignments. But only one team will emerge the winner!



## SUBMIT POSTER PRESENTATIONS:

### Gain recognition for your process improvement initiatives!

WCBF invites you to submit poster presentations to be displayed at the Global Lean, Six Sigma and Business Improvement Summit and on our website after the event. The authors of all the accepted storyboard presentations are offered a 30% discount to attend the entire Summit and a prize will be presented to the winning poster presentation at the event. To be considered, please email an abstract of your presentation proposal of up to 250 words to [claire.arpa@wcbf.com](mailto:claire.arpa@wcbf.com) by **August 21st 2009**, and all applicants will be informed if their storyboard has been accepted by September 4th 2009

## All delegates will receive:

### FREE GOALQPC SIX SIGMA MEMORY JOGGER II



A portable teaching and reference guide for everyone in the organization, The Six Sigma Memory Jogger™ II explains the What, Why and How of Six Sigma. Provides a Six Sigma Overview, explains the DMAIC process and offers detailed instruction on how to perform over forty Six-Sigma analytical, decision-making and planning tools. This pocket guide provides a concise and convenient source of everything your team needs to succeed.

## CONTINUING EDUCATION CREDITS

### ASQ - RU Professional Development Credits

ASQ has approved WCBF's Global Lean, Six Sigma and Business Improvement Summit for 2.5 RU Professional Development Credits. For more information contact the ASQ @ 1-800.248.1946 or check us out on the web [www.asq.org/certification/recertification/index.html](http://www.asq.org/certification/recertification/index.html)

### SOCIETY OF MANUFACTURING ENGINEERS (SME) – SME Re-Certification Credits

This training may be applied towards education and training requirements for Lean Certification sponsored by the Society of Manufacturing Engineers, the Association for Manufacturing Excellence and the Shingo Prize for Excellence in Manufacturing. Participants are encouraged to pursue the progressive Lean Certification as part of their personal development in Lean. See [www.sme.org/leancert](http://www.sme.org/leancert) for full details on this Lean Certification



### APICS – APICS' Certification Maintenance Program (CPIM & CFPIM) – Earn up to 25 Re-Certification Points!

WCBF's Global Lean, Six Sigma and Business Improvement Summit counts for points towards APICS' Certification Maintenance Program (CPIM or CFPIM). Applicable individuals should keep a copy of the summit agenda and registration to document their continuing education activities. Contact APICS Customer Support with any questions on the maintenance program at (800) 444-2742 or (773) 867-1777, fax (773) 867-1916, or send an email to [service@apicshq.org](mailto:service@apicshq.org). APICS' official website: [www.apics.org](http://www.apics.org)

### Product Development and Management Association (PDMA)

The Product Development and Management Association (PDMA) has approved WCBF's Global Lean, Six Sigma and Business Improvement Summit for 16 Professional Development Hours (PDH) towards your New Product Development Professional (NPDP) Re-Certification. For more information contact PDMA @ 1-800-232-5241 or check us out on the web [www.pdma.org](http://www.pdma.org)



## PAST ATTENDEE TESTIMONIALS

*The 2008 global summit was well organized and had some of the most dynamic speakers of any summit I have attended. I also like that WCBF presents speakers from many companies – not just companies representing LeanSigma services – and that brings an excellent dynamic to the session, which is very value-added. I would highly recommend any WCBF summit, and would encourage organizations to submit projects to the annual awards competition.*

**Julie Brignac**, Group Vice President, Procurement and LeanSigma, **BRAMBLES LIMITED**

*Despite being a Lean Six Sigma practitioner for the past 10 years, I found new deployment ideas and excellent shared practices at the WCBF conference. As well, the headline speakers were outstanding. There clearly remains a great diversity of approaches to Lean Six Sigma deployment throughout industry and the conference was a nice forum to gain a window into many of these.*

**Vince Sanchez**, Senior Director of Operational Excellence (OpX), **UNITEDHEALTHCARE**

*I found the quality of the speakers and attendees to be exceptional, allowing for great exchanges of ideas and strategy. A must attend for a new leader who is just starting out on their Six Sigma and Lean journey or for a seasoned expert looking to push their organization to the next level of process excellence.*

**John Sabino**, SVP, Commercial Excellence & Operations, **NBC UNIVERSAL**

*The Global Summit was a phenomenal opportunity for us to exchange ideas with process professionals in several industries who come across similar challenges & opportunities. I came back with practical ideas I will be implementing immediately on our enterprise projects, within our process excellence team and in my day-to-day work.*

**Tiran Dagan**, Director/Engagement Leader, Strategic Initiatives & Analysis, **GE/NBC UNIVERSAL**

*I enjoyed the latest WCBF conference. I was able to meet and speak with peers so we all could share lessons learned, as well as listen to experienced and entertaining speakers on a variety of issues relevant to process improvement deployment leaders.*

**David Myers**, Vice President, **AVIS BUDGET GROUP**

*The WCBF experience brought together a stimulating group of leading edge passionate business people. The event provides a rich environment of knowledge sharing with many opportunities to gather new, actionable ideas that immediately create value and results.*

**Yvonne Tocquigny**, Chief Executive Officer, **TOCQUIGNY**

*In today's volatile economy the ability to learn best practices and how others are applying process improvements successfully is critical to accelerating our individual organizations efforts. This conference is a "must attend" for anyone responsible for those efforts!*

**Jerry L. Calvert**, Senior Vice President, **ENTERPRISE BUSINESS PROCESS SERVICES SUNTRUST BANKS, INC.**

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# Summit In Detail:

## PRE- SUMMIT WORKSHOPS, Tuesday October 13<sup>th</sup> 2009

Choose from 9 Practical, Interactive Workshops to include hands-on exercises and walk-throughs of specific projects

### WORKSHOP A: 8.30-11.15

#### Back to basics

Includes Breakfast

- Deployment of Lean and Six Sigma, especially in today's global economy
- Getting senior management and employee buy-in
- Selecting, training and maintaining the right deployment teams
- Deployment best practices
- How to sustain your deployment, or revitalize it

**WORKSHOP LEADER: Julie Brignac**, President, **QUANTUMSIX SOLUTIONS, INC.** Julie Brignac has over 20 years of highly successful commercial and operational experience in globally matrixed organizations, where her career began at E.I. du Pont in Wilmington, Delaware. For nearly ten years, she assumed increasing responsibilities in Supply Chain Operations and Project Management at key manufacturing sites throughout the United States, and was a member of the highly prestigious field program for Finance professionals.

Over the next ten years, Julie's leadership included roles in the areas of Quality and LeanSigma, Supply Chain Management, Finance and Procurement. She has significant experience in international outsourcing, as well as leading team members located throughout the globe. She has held senior executive positions at Honeywell and Newell Rubbermaid's Sanford Brands, and was the LeanSigma deployment leader for all businesses of Brambles Limited, a \$4.5B company headquartered in Sydney, Australia. Through Julie's leadership and expertise in deploying LeanSigma programs, her efforts have resulted in project benefits and savings totaling in excess of \$300M. In addition to Julie's LeanSigma responsibilities at Sanford Brands and Brambles, she was the Vice President – Purchasing and Chief Procurement Officer respectively for those organizations.

Julie now is the President and founder of QuantumSix Solutions, Inc., a firm focused on supporting small to midsized companies deploying LeanSigma within their organizations. QuantumSix focuses on all elements of strategic deployment, including executive coaching, change management, training and facilitating at all organizational levels and infrastructure development. Julie is also a principal consultant and partner with PMMS Consulting Group North America, a globally renowned procurement consulting firm based in the United Kingdom. PMMS provides various levels of consultancy in procurement, as well as world class training in negotiation, skills development and strategic proposal management.

Julie holds a degree in English and Communications from the University of Virginia, and a Master of Business Administration degree from the University of Maryland. She is an Associate Adjunct Professor in the Undergraduate School of Supply Chain Management at the University of Maryland, and an Adjunct Professor of Online Learning for the Whitman Business School for Syracuse University. She is a certified Six Sigma Blackbelt, Lean Expert and a Certified Purchasing Manager from the Institute of Supply Management.

### WORKSHOP B: 8.30-11.15

#### Applying DFSS to Software and Hardware Systems

Includes Breakfast

#### Objective

- An overview of the steps involved in Design for Six Sigma and how they can be applied
- Awareness of advanced methods, including yield surface modeling and methods to handle attribute parameters such as defects
- Awareness of how DFSS can work effectively to link marketing, design and the supply chain teams

This session will provide an overview of DFSS, review some examples of completed DFSS Black Belt projects, following a DFSS flowchart. With DFSS, the engineering team drives to meet or exceed customer expectations using predictive engineering to predict the performance at the subsystem and system levels. The proactive use of predictive engineering, followed by verification with prototypes, allow the team to anticipate and prevent problems, while engaging the supply chain, manufacturing and delivery resources to ensure that the suppliers and assembly organizations meet their requirements that are flowed down from, and traceable to the voice of the customer.

**WORKSHOP LEADER: Eric Maass**, Master Black Belt, Six-Sigma Experts, Oracle Crystal Ball GBU. Eric Maass has had 30 years of experience with Motorola, ranging from Research and Development through Manufacturing, to Director of Operations for a \$160 Million business and Director of Design and Systems Engineering for Motorola's RF Products Division, and most recently has been the Lead Master Black Belt for Design for Six Sigma at Motorola. Dr. Maass was a co-founder of the Six Sigma methods at Motorola, and was a key advocate for the focus on Variance Reduction; his article on a "Strategy to Reduce Variance" was published in 1987, the year that Motorola announced Six Sigma. He co-developed a patented method for multiple response optimization that has resulted in over 60 first pass successful new products. He co-authored the Handbook of Fiber Optic Data Communication and Applying Design for Six Sigma to Software and Hardware Systems, and also a variety of chapters in books and articles ranging from concept selection to augmentation of design of experiments to multiple response optimization to advanced decision making methods. Dr. Maass' other accomplishments include driving the turnaround of Logic Division from "virtual chapter 11" to 2nd most profitable division (of 22 divisions) in 2 years, and winning the contract for Freescale Semiconductor's largest customer, Qualcomm. Dr. Maass has a rather diverse educational background, with a bachelor's in Biological Sciences, master's in Chemical and Biomedical Engineering, doctorate in Industrial Engineering, and considerable experience in Electrical Engineering.

Includes Breakfast

### WORKSHOP C: 8.30-11.15

#### Leveraging organizational knowledge, raising operational excellence by the power of replication

What has your organization invested in Operational Excellence in the last 5 years? 10 Years? What has happened to that knowledge and those processes? Are you confident that the excellence that you create (or discover) is effectively shared with every process and Stakeholder that can benefit? Does your organization rely on databases and search tools for sharing or replicating your project success? Do you have replication efforts that rely on osmosis alone? George Pesansky will share both a strategic roadmap for integrating Replication into your Operational Excellence efforts, as well as a number of unique tactical tools that create the structure, and persistence needed to make replication a reality. Experience tools such as the Success Modes Effects Analysis for prioritizing key contributions and Knowledge Stream Mapping™ for identifying and communicating the factors that influenced a Best Demonstrated Practice. George will focus on the specifics of how to harness the knowledge you have already invested in and make sure your Operational Excellence efforts are exponential in the future.

**Workshop Exercise:** Get hands on experience in creating a Knowledge Stream Map of how and why a best Demonstrated Practice (BDP) is worthy of replication. See what you would succinctly communicate to others enabling replication of your mapped best demonstrated practice. Participants will see and use this and other focused replication tools. Participants will receive a Knowledge Stream mapping workbook and a free one hour virtual replication counseling session after the summit with the author.

**Panel Discussion:** Listen first hand to practitioners and organizations applying and gaining the value of this ground breaking toolkit. See how it complements all of your Operational Excellence efforts (Lean, Six Sigma, TOC, BPM, etc...). Ask questions and experience real life application of this powerful toolkit. XONITEK will present 4-5 key business leaders at leading Oil & Gas, Manufacturing, Pharmaceutical, and Transactional companies.

**WORKSHOP LEADERS: Steve Bonacorci**, MBB, PMP, MBA, MS-CIS, Deployment Leader and Lean Six Sigma Master Black Belt, **XONITEX CORPORATION** Steve is an experienced Engagement Director/Principal with 18 years of process improvement experience in the areas of information technology, human resources, federal defense, asset management, finance, retail, and medical services industries. Steven has global experience in leading enterprise-wide deployments both Federal and Commercial.

**George Pesansky**, Sr. Consultant, **XONITEK CORPORATION** Mr. George Pesansky has worked in Continuous Improvement for over 10 years, teaching hundreds of Green and Black Belts the methods and tools of Lean and Six Sigma. Working with many organizations that struggle to utilize the largest lever of these tools (transferring the project knowledge); George has devoted himself to developing the tools and methods to achieve this elusive result. Mr. Pesansky has discovered and utilized methods that allow organizations to unlock these benefits as well as unlocking the root causes of excellence that were never touched by a Six Sigma or Lean project. Helping organizations utilize the excellence they already have is George's specialty and focus. George Pesansky is a thought leader in the area of Knowledge Transfer and Results Replication. As a Lean Six Sigma Master Black Belt trainer and coach, George has developed over 500 continuous improvement professionals and facilitated the development of Continuous Improvement and Knowledge Transfer efforts at multiple companies

### WORKSHOP D: 11.30-02.15

#### Blended Learning LSS/CPI Benchmarking Workshop

Includes Lunch

Increasingly, organizations are discovering that blended learning – if the e-Learning is engaging and motivational – is a better learning technique for Lean Six Sigma/Continuous Process Improvement than 100% ILT or Standalone e-Learning. Here's a single workshop where you can benchmark your training process with the LSS/CPI blended e-Learning programs of AT&T, Black & Decker, Blood Systems, CSX Transportation, PwC, and Raytheon. Workshop case study and discussion material will be drawn from recent webinar presentations delivered by each organization. You will learn about their former state of LSS/CPI training, current blended approach, plans for the future and 'lessons learned'. You will walk out the door with the knowledge, data and a plan to achieve similar results in your organization.

### WORKSHOP E: 11.30-02.15

#### The 12 Voices of the Customer: how to uncover, translate, measure & deliver what customers want

Includes Lunch

Success in challenging times is more dependent than ever on understanding and delivering what customers want. But the well-meaning notion that we should listen to "the voice of the customer" is an insult to our intelligence. Everyone knows there is no such thing as the customer. This necessarily means there must be more than one voice to listen to. Yet we can make potentially fatal assumptions about (1) who "the customers" really are, (2) what questions to ask, (3) how to prioritize their answers and (4) how to define and measure success. You'd never tolerate ambiguity in the answer to the math problem, 7+5=X. We've had years of math training, but little or none in linguistics. The ambiguity of our language and weak linguistic discipline remains a largely untouched challenge. This course supplies the needed rigor by giving you simple "word formulas", powerful as math equations, that reveal the mind of the customer. Tools such as surveys, quality function deployment (QFD), the Kano model, ISO 9000, design for six sigma (DFSS) and others have been increasingly used to capture the voice of the customer (VoC). While they have all made contributions, NONE answer key questions every practitioner must answer. Naturally, this workshop provides those answers. The firm that lost a \$400 billion contract (that's right, with a "b"),

Includes Lunch

### WORKSHOP F: 11.30-02.15

#### Implementing process improvement in a design-only facility

When discussing process improvement, Business Process Management and Implementation (BPM/I), or even Corrective and Preventive Action (CAPA), examples provided are typically for manufacturing facilities or service industries. What happens when an organization is only a design organization? Can these tools be used effectively? If so, how?

This workshop will involve the attendee in discussing the pros and cons of implementing BPI, BPM/I, and CAPA in a design-only environment. We'll explore what tools are most appropriate for use in a Design house, and show the universality of some tools that are typically considered to be "manufacturing" tools, and how these tools can be used in a variety of non-manufacturing ways.

As a result of your participation in this workshop, you should be able to:

- reduce ILT training days plus overall training time and costs
- increase training capacity, adaptability, effectiveness and retention
- properly prepare Green Belt candidates for a one-week class of simulations and project work with as little as 10-15 highly productive online training hours
- automate pre and post testing, certification exams, and refresher assessments using questions and passing criteria that fit your situation
- refine e-content via preferences and virtual customization so that it fits your needs
- create complementary, custom e-Courses that will exceed your expectations in terms of simplicity, cost and quality
- deploy on your own, a completely "green" blended learning system to organize modules, manage classes
- deliver materials, mentor students, administer exams, monitor progress and report results

**WORKSHOP LEADER: Rob Stewart**, President and CEO, **THE QUALITY GROUP** the thought leader in blended learning and producer of best-of-class LSS/CPi e-Learning solutions that exponentially increase ROI and are the choice of leading global corporations, respected academic institutions and revered subject matter experts. Rob has 20 years of experience in the e-Learning field, and has spent his entire career in technology.

referenced in this presentation, is simply one more scenario of what can go wrong when interpreting customer priorities. On the other hand, examples from government, healthcare and such recognizable firms as Starbucks, Amazon.com, Southwest Airlines, Honda, Motorola and Google illustrate the growth potential possible by using the easy-to-understand but rigorous methodology described in this session.

**LEARNING OBJECTIVES** The innovative framework and tools in this workshop will strengthen whatever you are already doing on voice of the customer projects, commissioning a customer survey or designing new products. You'll learn a refreshing new way to uncover and translate the mind of the customer in ways you never thought possible, including how to:

- Create the strategic framework for your VoC initiative
- Consider the 7 most common ways to collect customer needs
- Avoid the ten most frequent failures of satisfaction surveys
- Determine who your customers really are in every context
- Ask the three "word formulas" that always uncover priorities
- Translate squishy perceptions into objective measures and innovative alternatives
- Connect customer satisfaction, product design, innovation and growth
- Cases of how this methodology has resulted in better than 20-to-1 ROI

**WORKSHOP LEADER: Robin Lawton**, President, **INTERNATIONAL MANAGEMENT TECHNOLOGIES, INC.** is a best-selling author and internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 30 years experience directing both strategic and operational improvement initiatives. His powerful but easy-to-understand principles and tools are outlined in his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at Google and Amazon). Some of his other books and articles are described at [www.imt3.com](http://www.imt3.com). Rob was ranked #1 of 88 speakers by an international organization in 2007. He has been a featured presenter at international and domestic conferences sponsored by the Chamber of Commerce, Japan Management Association, American Management Association, Federal Executive Board, American Quality Institute, International ISO Conference, Minnesota Healthcare Association, American Society for Quality (ASQ), Association for Manufacturing Excellence (AME) and many others. Rob is a provocative, humorous and engaging speaker with a wealth of practical application experience.

**WORKSHOP LEADER: Mary McDonald**, CQA, MSIA CEO/CTO, **MCDONALD CONSULTING GROUP**. Mary F. McDonald's varied career includes Senior Engineer at IBM, Director of Quality, Environmental, Health and Safety at Electrosources; Program Manager at Motorola, and CEO/CTO of the McDonald Consulting Group? where she consults with a variety of clients in the oil/gas, semiconductor/high tech, automotive, service, Mgt System Registrar, and manufacturing sectors. Mary holds a BS in Environmental Engineering and an MSIA in Industrial Administration, and numerous certifications, including Lead Auditor in several management standards.

Mary is a member of the United States Technical Advisory Group for ISO 9001 (TC176) and ISO 14001 (TC207), a Fellow and former President of the International Microelectronics and Packaging Society, a Senior Member of the American Society for Quality, and has won numerous accolades and awards from clients and conferences. Mary is a frequent invited speaker on diverse topics ranging from management systems integration and effective root cause analysis, to how to deal with your psycho boss/coworker or discover which of the seven intelligences you possess. She is also branded as "the Efficiency Doctor" (tm) and "the Integration Doctor" (tm). Her passion is streamlining processes, and she works with her clients to eliminate waste, integrate systems, and design and implement processes that not only make sense but save money.

Mary lives in Austin TX with her husband and two teenaged children (when she's not living in hotels) and loves to read (which she does on airplanes, usually).

Includes Refreshments

### WORKSHOP G: 02.30-05.15

**Finding the silver lining in a cost conscious world - how to move from optimization to innovation and back again through transactional innovation**

- Defining transactional innovation
- Marrying the best of Lean Six Sigma and the structured innovation methods and tools
- A perspective on what fits where and how
- Interactive case study

**WORKSHOP LEADERS: James Eynard**, Lean Six Sigma Master Black Belt, **INTEL CORPORATION** James Eynard is a Lean Six Sigma Master Black Belt and Methodology Deployment Manager for Sales & Marketing and Sustainability for the Intel Corporation. He has extensive experience in deploying Lean Six Sigma within key process areas including Manufacturing, Procurement, Logistics, Finance, Information Technology, Customer Support, Sales & Marketing and Sustainability. James develops courses in technical and non-technical methods and tools. Past courses include Transactional Innovation, Survey Design and Analysis, Monte Carlo Simulation and Bubble Plot Analysis. He is a regular author of internal insights on applied Lean Six Sigma analysis techniques and on convergence of complimentary methods (TRIZ, ASIT, ToC, etc.) and is renowned for his engaging teaching style and demeanor with students. James holds an MBA in International Management from the Thunderbird School of Global Management. He is married with 4 children and resides in Portland, OR.

**Sharlyn Stocker**, Senior Master Black Belt, **INTEL CORPORATION** Sharlyn Stocker is a Senior Master Black Belt and Methodology Deployment Manager for Fab Sort Manufacturing and Assembly Test Technology Development for the Intel Corporation. Prior to joining Intel, she successfully consulted in Six Sigma methodologies for 20 years in a variety of industries which included; semiconductor, automotive, mining, biotechnology, telecommunications and non-profit service organizations. Sharlyn has extensive experience in applying Lean Six Sigma and innovative techniques to manufacturing, product and process development and transactional environments. She has designed and developed entire curriculums, industry-specific course materials and how-to's on implementation over the course of her career. Sharlyn has a Bachelor's and Master's degree in Industrial Engineering from Arizona State University and was awarded 2 patents for applications in electroluminescent technology. Sharlyn and her husband have three children and live in Mesa, Arizona.

Includes Refreshments

### WORKSHOP H: 02.30-05.15

**Operational excellence in the era of turbulence**

Today's business environment challenges your ability to achieve and sustain competitive performance. Change comes faster than expected and the consequences of poor responsiveness are severe. It is likely that your organization has invested large sums of money and key resources in programs and methods to improve performance, only to become frustrated with less than expected returns and poor capability to meet changing customer needs.

This interactive workshop will explore the following questions:

- Do you become aware of problems only after performance has failed?
- Are your customers frustrated, increasing their oversight and going to your competitors?
- Is performance reactive to and lagging customer requirements?
- Does your current capability and talent mix fit your performance challenges?
- Are business controls constraining competitiveness and responsiveness?

**WORKSHOP LEADER: John C. Evelyn**, President, **TRIDENT LEVERAGE, LLC** Widely known for an agile insight that quickly crystallizes strategic and operational business issues, John Evelyn delivers high energy and effective candor to senior executives, enabling focused execution of successful and measurable strategies. He has earned the role of trusted advisor across a wide range of organizations in the private and public sectors, domestic and multi-national. With extensive experience in guiding very successful business transformations and the development of hundreds of exceptionally capable business professionals, John has developed a timely and innovative approach to operational excellence in today's turbulent business and service environment. His experience and expertise includes leading teams of professionals and personal delivery of Enterprise and Organizational Strategic Alignment, Six Sigma and Lean Transformations, Business Process Management, Voice of the Customer in Dynamic Environments and a range of tailored executive coaching and development engagements. John earned a Bachelor of Mechanical Engineering from Georgia Tech and a Masters of Business Administration, Summa Cum Laude from the University of Miami. Following his key contributions within Florida Power and Light which led to the first award of the Deming Prize outside of Japan, John began a global career of enabling innovative solutions to challenging business and strategic issues. A gifted communicator, he is often asked to deliver engaging and evocative messages to groups, organizations and events. A favorite topic is energizing organizations and individuals to understand the importance of choices and decisions and the impacts they have, far beyond the foreseen, and finding opportunities for success in every storm.

Includes Refreshments

### WORKSHOP I: 02.30-05.15

**Six Sigma marketing: from cutting costs to growing market share**

Six Sigma Marketing takes elements from both Six Sigma and marketing and forges them into a powerful and focused discipline designed to increase the enterprise's market share and top-line revenues. It is a structured approach that addresses the need for more effective and efficient marketing activities in order to achieve value proposition goals at lower costs. It represents what many have called the next generation in Six Sigma—one not focused solely on reducing costs or defects but actually on increasing revenues and market share.

Based on a case study from DuPont Performance Coatings, this workshop will provides hands-on experience with the modified SSM DMAIC that will enable participants to:

- Define product/markets that will provide the greatest ROI for Six Sigma and marketing initiatives
- Measure market perspectives on value that include market-driven CTQs and their relative importance
- Analyze competitive performance on those CTQs to identify value performance gaps
- Improve competitive performance by capitalizing on value-enhancing opportunities with people, products/services, and processes
- Control customer defects by monitoring performance at all customer touch points

The result is a data-driven, market-focused approach to identifying and prioritizing Six Sigma projects that will drive revenue and market share growth while reducing or eliminating customer defects.

**WORKSHOP LEADER: Dr. Reginald W. Goeke**, Principal and Founding Partner, **MARKET VALUE SOLUTIONS (MVS)** Reg has consulted on marketing, competitive strategy, and business process improvements for such companies as DuPont, Dunn and Bradstreet, the Principal Financial Group, Thrivent Financial, the Caterpillar Inc. Worldwide dealer network, Kraft Foods, Case New Holland, the Southern Companies and other public utilities. Dr. Goeke has pioneered in the development of customer information systems for these and other companies, and specializes in the systematic deployment of customer information into effective competitive strategies and business performance improvements. Before founding MVS, Reg was on the faculty at Penn State University, where he has also taught in Smeal College's Executive Education Programs. Dr. Goeke has served as a subject-matter expert for the APQC on the benchmarking of best practices in value management across business sectors and industries.

Reg has authored or co-authored numerous articles and half a dozen books on using the voice of the market to drive business performance, increase market share, and improve profitability.

**TO REGISTER: Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331**  
**Email: [register@wcbf.com](mailto:register@wcbf.com) Register On-line: [www.wcbf.com/quality/5099](http://www.wcbf.com/quality/5099)**

# DAY ONE MAIN SUMMIT, Wednesday October 14<sup>th</sup> 2009

07.30	Registration and Networking Breakfast
08.30	Chairman's Opening Remarks
08.40	<b>FEATURED HEADLINE ADDRESS: FINANCIAL AGILITY: THE FOUR CRUCIAL CONVERSATIONS FOR UNCERTAIN TIMES</b> The rollercoaster ups and downs of our economy are enough to make any executive dizzy, or even nauseous. But we've found teams that are ten times better at riding out the economic bumps. The most agile respond five times faster than others and find millions of dollars in savings that their peers never discover. Less agile firms can take months longer to respond—and some suffer horribly because they never quite make the pivot. This agility gap has huge consequences for financial performance. Agile firms adjust on the run while staying the course; less agile firms end up in the ditch. So how do the more agile firms differ from the sluggish? This special address will examine the four crucial moments leaders face while responding to fiscal challenges that profoundly predict the quality and speed of their organization's response. Leaders who handle these four moments well are more than five times more likely to respond within days or weeks rather than seeing the responses drag on for months or even years. Furthermore, leaders who step up to these crucial moments are more than ten times more likely to respond in a way that positions their company for future success rather than cutting into bone and muscle. <b>Al Switzler – Bestselling Author and Award-Winning Instructor</b>
09.40	Questions and Discussion
09.50	<b>PLENARY ADDRESS: LEAN AND SIX SIGMA AS KEY TO SURVIVING A DOWNTURN</b> For most of us, today's economic conditions are the most difficult we have encountered in our working lives. It's harder to be profitable and everyone is taking notice of the sense of urgency. Having to do more with less is one of the few elements available to meet management expectations. Continuous Process Improvement and Lean Six Sigma not only reduces costs, but by doing Lean well from a performance standpoint, it allows you to maximize your sales or minimize your loss during these tough times. This session will provide case studies of Lean Six Sigma implementations and their results. <b>Robert Weiner</b> , President and CEO, <b>PAS TECHNOLOGIES INC</b>
10.50	Questions and Discussion
11.00	Morning Coffee Break and Technology Test Drive
11.30	<b>CONSULTANT PLENARY PANEL DISCUSSION: SUCCESSFUL DEPLOYMENTS IN A GLOBAL RECESSION – INSIGHTS FROM ACROSS INDUSTRY</b> Panellists include: <b>Ed Baddour</b> , President, <b>ARGO INC.</b> ; <b>Randy Clark</b> , Director of Six Sigma & Strategic Alliances, <b>POWERSTEERING</b> ; <b>David Niles</b> , President, <b>SSA and Company</b>
01.00	Lunch

## PARALLEL TRACKS:

Choose from 4 tracks of powerful case study presentations and topical breakouts according to your areas of interest

	TRACK A: INTERACTIVE FORUMS	TRACK B: CHALLENGES AND BEST PRACTICES FOR CONTINUOUS IMPROVEMENT	TRACK C: NEW TO SIX SIGMA	TRACK D: OPTIMIZING OPERATIONAL PERFORMANCE
02.30	<b>MASTER BLACK BELT FORUM</b> <i>Interactive, hands-on session exclusive to Master Black Belts</i> <ul style="list-style-type: none"> <li>Current projects being worked on: sharing challenges and lessons learned</li> <li>Role of the MBB</li> <li>What makes a successful MBB?</li> <li>Moving from a leadership to a supportive role once departments have quality initiatives successfully embedded into them</li> </ul> <b>José Pires</b> , Strategy Deployment Leader - Six Sigma MBB, <b>BLACK &amp; VEATCH CORPORATION</b>  <b>Paul Sandell, Sr.</b> Master Black Belt, <b>INTEL CORPORATION</b>	<b>Ensuring fast delivery of top and bottom line results</b> <ul style="list-style-type: none"> <li>Getting ROI from prioritized Lean, Six Sigma programs</li> <li>Effectively cutting waste and delivering more business</li> <li>How to recover and be well positioned to take advantage of future growth opportunities once markets settle</li> <li>Best practices on cost reduction using Lean, Six Sigma: how we have used Lean Six Sigma during this down turn</li> </ul> <b>Dalchand Laljit</b> , VP - Global Six Sigma, <b>HEXION SPECIALTY CHEMICALS</b>	<b>Examining how process excellence can support an organization in these current economic times</b> <ul style="list-style-type: none"> <li>Cost saving and revenue generation projects: cheaper, faster and better</li> <li>Generating \$ benefits when production volumes are low</li> <li>Getting support when times are tough</li> <li>Being a partner to leadership when margins are weak</li> <li>Tactics to get there and quick wins that can save you money</li> </ul> <b>Fabrizio Majorana</b> , Chief Quality Officer, <b>UNICREDIT GROUP</b>	<b>Application of Lean, Six Sigma to the supply chain</b> <ul style="list-style-type: none"> <li>Lean, Six Sigma and supply chain process improvements</li> <li>Implementing a systematic approach to process improvement</li> <li>Supply chain and Lean, Six Sigma focused improvement pillar and maintenance</li> <li>Re-configuring the supply chain for the new market reality: <ul style="list-style-type: none"> <li>supplier changes</li> <li>customer changes</li> <li>supply chain responsiveness and flexibility</li> </ul> </li> </ul> <b>Jeffrey Slater</b> , <b>Operating Excellence and Productivity Leader, SONOCO PRODUCTS</b>
03.10	<b>Brad Zylstra</b> , Deployment Champion, Director, Business Process Improvement, Six	<b>Benchmarking with peers to compare quality processes and achieve cost-saving efficiencies</b>	<b>When Lean events or Kaizan projects aren't enough: Using Lean training to embed Lean principles and Lean practice throughout the organization</b>	<b>Deploying a customer experience focused program</b>

	<p>Sigma Master Black Belt, <b>VOLT INFORMATION SCIENCES</b></p> <p><b>Other panelists to be confirmed</b></p>	<ul style="list-style-type: none"> <li>■ Challenges and benefits of establishing industry network connections</li> <li>■ Opportunities of comparing notes with peers on best in class quality processes</li> <li>■ How do you benchmark effectively to gain the required benefits?</li> <li>■ A look at how Agilent effectively used benchmarking within the Indirect Material Accrual Project</li> </ul> <p><b>Barbara Peterson</b>, GIO Six Sigma Champion, <b>AGILENT TECHNOLOGIES</b></p>	<p>This presentation will focus attention on the training of mid and upper level managers and executives to use the principles and tools of Lean in their day-to-day jobs. We will explore the model for transformation of an organization by saturating all the leaders with Lean learning. Using a six day intensive Lean training event has produced collective results in every area of the our integrated health care delivery system. This unique (to Denver Health) model includes, training, individual tracking of metrics and a results oriented, production quota (dollars and quality) for all of our Denver Health internally trained "black belts"</p> <p><b>Nancy McDonald</b>, Lean Facilitator, <b>DENVER HEALTH AND HOSPITAL AUTHORITY</b></p>	<ul style="list-style-type: none"> <li>■ Leveraging client data to add value in financial services</li> <li>■ Aligning priorities with those of the customer through various channels</li> <li>■ Learnings and best practices for those wishing to move to end-to-end Lean, Six Sigma deployments</li> </ul> <p><b>Ben Mellett</b>, Vice President, Program &amp; Project Management, <b>CANADIAN IMPERIAL BANK OF COMMERCE (CIBC)</b></p>
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**03.50** Afternoon Coffee Break and Technology Test Drive

<p><b>04.20</b></p>	<p><b>LEADERSHIP BENCHMARKING FORUM</b>          Exclusive strategic roundtable for Decision-Makers who are passionate about Lean, Six Sigma and the future for innovation.  <i>Attendance exclusive to Corporate CEOs, Group Managing Directors, Presidents and Heads and is subject to approval</i></p>	<p><b>Establishing metrics and measuring Six Sigma maturity within the organization</b>          Establishing metrics and measuring progress within an organization faced with different levels of engagement and sophistication require flexible approaches that encourage participation. RBC Royal Bank has responded to this challenge by adopting a four pillar approach for their Lean Six Sigma deployment. Deployment efforts and services are grouped under four pillars - Enablement, Culture, Execution and Expansion. This presentation will examine how RBC Royal Bank's four pillar model provides business leaders with options to tailor the deployment of Lean Six Sigma capabilities in their areas, how goals are established at the local business group level, and how the organization measures its overall deployment progress.</p> <p><b>Mavis Chisholm</b>, Head, Process Excellence, <b>RBC ROYAL BANK</b></p>	<p><b>Making a new Path: The MBB as Leader During a Merger/Acquisition</b></p> <ul style="list-style-type: none"> <li>■ What does the MBB role look like when the organization is changing, moving away from OpEx or is merged with another?</li> <li>■ How can programs and jobs saved?</li> </ul> <p><b>Amber Gravett</b>, FVP Enterprise Programs, MBB, <b>JP MORGAN CHASE</b></p>	<p><b>Faster Yes- But at what risk?</b>          Traditionally, schedules are managed deterministically by the task manager limiting the ability of the organization to assess the risk &amp; opportunity involved, perform sensitivity analysis, and implement strategies for risk mitigation and opportunity capture. Raytheon Integrated Defense Systems has developed a Scheduling Analysis of Variability Engine enabling projects to statistically predict their likelihood of meeting schedule deadlines; identify task drivers based on their contribution to overall cycle time and their % of time spent on the critical path across; and develop strategies for mitigating the identified risk based on a captured set of best practices. A demonstration of the developed model will be shared along with quantitative and qualitative results from its organizational deployment.</p> <p><b>Neal Mackertich</b>, Founder of Raytheon SS Institute &amp; Systems Engineering Fellow, <b>RAYTHEON INTEGRATED DEFENSE SYSTEMS</b></p>
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<p><b>05.00</b></p>		<p><b>Continuous improvement in a manufacturing operations environment</b></p> <ul style="list-style-type: none"> <li>■ What is it? Why do we need it?</li> <li>■ The scary part of DMAIC</li> <li>■ Business as usual, Cultural factors and typical roadblocks</li> <li>■ Requirements for success and boundaries</li> <li>■ Leadership participation and the importance of the "buy in"</li> <li>■ The selling points, making the best of Lean-Sigma &amp; success stories</li> </ul> <p><b>Manny Laveria</b>, QE, CI MBB NORTHROP GRUMMAN, <b>LASER SYSTEMS</b></p>	<p><b>Track concluding roundtable discussion</b></p> <ul style="list-style-type: none"> <li>■ Does one implement quality initiatives from the start or benchmark and figure things out before making an investment? This discussion will examine the pros and cons of each thought process</li> <li>■ Harmonizing multiple process initiatives: finding the right mix and integrating them effectively</li> <li>■ Best practice perspectives of deploying a global operational excellence initiative in various departments: marketing, HR, customer services</li> </ul> <p>...continues overleaf</p>	<p><b>The Value of Standardization</b>          Accentcare has primarily grown artificially (through acquisition) and as a result, numerous methods by which operational tasks were conducted had to be integrated; at a great cost to the organization. This case study will review the challenges and ROI of a Payroll Optimization project that standardized the PR method across an entire division</p> <p><b>Marie Costantino</b>, Manager - Training &amp; Development, <b>ACCENTCARE</b></p>
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**TO REGISTER:** Call Toll Free: **1-800-959-6549 or 1-312-466-5774** Fax Toll Free: **1-800-959-6561 or 1-312-873-4331**  
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	TRACK A: INTERACTIVE FORUMS	TRACK B: CHALLENGES AND BEST PRACTICES FOR CONTINUOUS IMPROVEMENT	TRACK C: NEW TO SIX SIGMA	TRACK D: OPTIMIZING OPERATIONAL PERFORMANCE
05.40	<b>LEADERSHIP BENCHMARKING FORUM</b> ...continues	<b>Using analytics to drive organizational and process change</b> <b>Tiran Dagan</b> , CSM, MBB, Director, Engagement Leader, Strategic Initiatives & Analysis, <b>NBC UNIVERSAL</b>	<b>Track concluding roundtable discussion</b> ...continues  <b>Ajay Dedhia</b> , Manager, Process and Change Execution, <b>MERCK &amp; CO</b>  <b>Victoria Hughes</b> , Statewide Director, Performance Excellence, California Member Services, <b>KAISER FOUNDATION HEALTH PLAN, INC.</b>  <b>Kim Mueller</b> , Director - Business Excellence, <b>DOMINION</b>  <b>Abdul Parkar</b> , Founder, <b>AVANGARDE CONSULTING LTD</b>  <b>David Weiner</b> , Partner, <b>SEYFARTH SHAW LLP</b>  <b>Dave Wheeler</b> , Vice President of Global Production and Logistics, Global Supply Chain, <b>CINTAS CORPORATION</b>	<b>Development of Effective Leaders for Toyota-based Production Systems: The Alabama Operations Management Institute</b> Sustaining operational success in most organizations requires a number of factors, including consistent and effective deployment of appropriate operation management concepts and tools. One such concept is the use of Lean principles employed through a comprehensive Production System. An overarching concept is that the effectiveness of such a System is heavily dependent on knowledgeable and involved leaders. As part of its commitment to economic development, the State of Alabama has teamed up with the Mercedes automotive manufacturing plant in Vance, Alabama, to share its very successful Production System with all industries in the State. This sharing is being done through a new state initiative, the Alabama Operations Management Institute (AOMI). In this presentation, we will describe the distinguishing features of the benchmark Production System model, the approach being used to generalize it, the business model of the host AOMI, and the research agenda being pursued to support the AOMI mission  <b>David M. Miller</b> , Professor of Management Science, University of Alabama and Director, <b>ALABAMA PRODUCTIVITY CENTER</b>
06.20	<b>Gala Drinks Reception</b>			
07.30	<b>The Global Six Sigma &amp; Business Improvement Awards Ceremony</b>			

## KEYNOTE BIOGRAPHIES



### AL SWITZLER - BESTSELLING AUTHOR AND AWARD-WINNING INSTRUCTOR

In the past twenty-five years, Al Switzler has helped hundreds of organizations achieve measurable change with his broad knowledge of leadership, teamwork, quality, and communication. Cofounder of VitalSmarts, Al has researched methods for driving rapid, sustainable, and measurable change in behaviors. Al is coauthor of three New York Times bestsellers, *Influencer: The Power to Change Anything*, *Crucial Conversations: Tools for Talking when Stakes are High*, and *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior*.

In addition to authoring three bestsellers, Al has served on the faculty of several universities including the University of Michigan, Brigham Young University, Auburn University, and the University of Kentucky. These institutions have recognized Al with awards for innovation and outstanding teaching. Drawing from a large pool of corporate experience and knowledge, Al has addressed an impressive clientele including AT&T, Xerox, IBM, Sprint, Ford Motor Company, BASF, Philips, Lockheed Martin Aerospace, and Intermountain Health Care. His ability to entertain and inspire his audience to improve their personal and professional lives has clients asking for his return again and again.



### NORMAN BODEK, PRESIDENT, PCS INC.

Norman Bodek discovered and published the works of the truly great Japanese manufacturing geniuses: Dr. Shigeo Shingo and Taiichi Ohno, the inventors of the Toyota Production System now called JIT and Lean manufacturing and many others. From his numerous trips to Japan he introduced to the western world the Kaizen Blitz, SMED, TPM, QFD, Hoshin Kanri, Poka-Yoke, Visual Factory and other new manufacturing methodologies that have helped companies improve their quality, and productivity. In 1988 he initiated the Shingo Prize for Manufacturing Excellence with Professor Vern Buehler at Utah State University. Most recently he co-authored a book with Bunji Tozawa titled *The Idea Generator - Quick and Easy Kaizen*. The Quick and Easy Kaizen system recognizes that every worker has hidden creative talent locked inside. This system becomes a powerful tool for management to bring forth lots and lots of small but significant improvement ideas from all their employees. The employee becomes empowered to make changes to improve customer service, to make their worker easier and more fun, to improve quality, to reduce costs, and to improve safety. And it works!

Through newsletters, books and 50 industrial study missions to Japan Norman discovered, brought over, had translated and popularized many of the Japanese quality tools, techniques, and technologies that transformed American industry in the mid 1980's and 1990's.

# DAY TWO MAIN SUMMIT, Thursday October 15<sup>th</sup> 2009

07.30	Breakfast for Speakers and Delegates		
08.30	Chairman's Opening Remarks		
08.40	<p><b>FEATURED HEADLINE ADDRESS: WORLD CLASS COMPETITIVENESS – GOING BEYOND TOYOTA</b>          Is your company's quality and continual improvement systems at a world-class level? What system do you have in place to accelerate cost reduction efforts? Do you have a system in place to promote lifelong learning and the development of highly skilled workers? And the rapid transfer of skills and techniques from highly skilled workers to potential successors? This special keynote address will examine how every employee has unlimited capabilities to learn and grow - Gulfstream received 517 ideas in 2004 from 1000 employees and last year received 33,000. Imagine how your people would feel about themselves from participating in the overall success of their company!  <b>Norman Bodek</b>, President, <b>PCS INC.</b></p>		
09.40	Questions and Discussion		
09.50	<p><b>PLENARY ADDRESS: ACHIEVING OPERATIONAL EXCELLENCE: LEAN SIX SIGMA AS A NEXUS OF STRATEGIC AND OPERATIONAL OBJECTIVES</b>          Lean Six Sigma is the toolbox for accomplishing Strategic and Operational objectives. Only by correctly identifying the type of environment surrounding a process can the proper tools be applied. This requires a holistic view of overall objectives not always found at lower levels of an organization. By tying operational goals to overall strategy and applying process improvement resources based on that strategy, far greater progress can be made.  <b>Lee Campbell</b>, LSS Deployment Director and Strategic Planning Officer, <b>US ARMY MILITARY DISTRICT OF WASHINGTON</b></p>		
10.50	Morning Coffee Break and Technology Test Drive		
11.20	<p><b>PRACTITIONER PLENARY PANEL DISCUSSION: REALIGNING DEPLOYMENT WITH STRATEGIC INITIATIVES IN VOLATILE MARKETS</b>          Faced with tightening budgets and limited resources, how does one re-engage the right quality initiatives and processes? This debate will examine how organizations are reassessing their quality programs in volatile markets to determine the right projects which they should be focusing on to achieve rapid results. How are organizations determining the right programs which will enable them to do better? How do companies develop and implement Lean when under duress? What is the role of leadership in change execution?  <b>Jerry L. Calvert</b>, MBB, Senior Vice President, Enterprise Business Process Services, <b>SUNTRUST BANKS, INC.</b>  <b>Fadel Hamed</b>, Associate Director, Global Operational Excellence, <b>GENENTECH</b>  <b>Rick Morrow</b>, Director of Business Excellence, MBB, <b>THE JOINT COMMISSION</b>  <b>Steven B. Raclaw</b>, Program Manager, Operational Excellence, <b>DEUTSCHE BANK AG</b>  <b>John Stewart</b>, Operating Partner, <b>MONOMOY CAPITAL PARTNERS</b></p>		
12.30	Lunch		
02.00	<p><b>DEPLOYMENT CHAMPION &amp; VP OF SIX SIGMA BENCHMARKING FORUM</b>  <i>Exclusive roundtable discussion for Chief Quality Officers and VPs</i></p> <ul style="list-style-type: none"> <li>■ Accelerating ROI and getting value from quality investments</li> <li>■ Driving innovation whilst dealing with budget cuts how can innovation be maintained when investment in technology is cut? Is efficiency sacrificed as a consequence?</li> <li>■ Leadership modalities in deploying LSS: Top Down or Viral?</li> <li>■ What are the Lean, Six Sigma alternatives to reducing, sustaining and increasing productivity during tight budgets?</li> <li>■ Examining how technology can really secure success in difficult market times, and how to gage the return on investments made</li> <li>■ Retention of certified BBs and MBBs: Implementing appropriate reward and recognition mechanisms for high achievers; Moving people to more value added activities</li> </ul> <p><b>Joe De La Cruz</b>, Director, Lean Six Sigma, <b>WORD AND BROWN</b>  <b>Phil Geyer</b>, Director, Lean Six Sigma, <b>PRAXAIR INC.</b>  <b>Adam Hallett</b>, Quality Leader, <b>ING</b>  <b>Richard Lam</b>, Lean Six Sigma Corporate Deployment Leader, <b>BMO FINANCIAL GROUP</b>  <b>Vince Sanchez</b>, Senior Director, Operational Excellence, <b>UNITEDHEALTHCARE</b>  <b>Shar Stocker</b>, Senior Master Black Belt, <b>INTEL CORPORATION</b></p>	<p><b>MASTERCLASS A: LEAN SIX SIGMA DEPLOYMENT: ARE YOU ACHIEVING RETURN ON INVESTMENT?</b></p> <ul style="list-style-type: none"> <li>■ What was the original intent of 'Lean Six Sigma'?</li> <li>■ Do current deployment approaches address the original intent?</li> <li>■ Are we achieving ROI for deployment activities?</li> <li>■ Incorporate proven methodologies to ensure success</li> <li>■ Continuously improve the 'improvement' program</li> </ul> <p><b>Karen Welch</b>, Director BEx, Strategic Projects, <b>ABBOTT</b></p>	<p><b>MASTERCLASS B: DESIGNING AND IMPLEMENTING LEAN SIX SIGMA BLENDED LEARNING CURRICULA</b></p> <ul style="list-style-type: none"> <li>■ Designing a focused blended learning approach for all Lean Six Sigma roles</li> <li>■ Implementing blended learning for process improvement</li> <li>■ What is the belts' actual experience upon graduating from these courses?</li> <li>■ Gaining the most value from e-learning investments</li> <li>■ Best deployment practices of blended learning in global organizations</li> <li>■ Recommended steps for blended learning program development</li> <li>■ How do we apply Six Sigma to training?</li> </ul> <p><b>Jim Kubus</b>, Master Black Belt, <b>PRAXAIR INC.</b></p>
03.00	Afternoon Coffee Break		

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	TRACK E: SUSTAINABILITY IN BUSINESS TRANSFORMATION	TRACK F: OPTIMIZING LEAN PROCESSES	TRACK G: QUALITY IN HEALTHCARE	TRACK H: PERFORMING IN A SLOW ECONOMY
03.20	<p><b>Driving sustainability: methods to achieve innovative, green solutions given near zero budget</b></p> <ul style="list-style-type: none"> <li>Setting the stage for sustainability and surrounding constraints</li> <li>Initiating change by connecting to the core</li> <li>Leveraging the closed world to drive innovation</li> <li>Bringing it all together in IT data centers</li> </ul> <p><b>James Eynard</b>, Lean Six Sigma Master Black Belt, <b>INTEL CORPORATION</b></p>	<p><b>Applying Lean principles to downsizing efforts in cost-cutting times</b></p> <ul style="list-style-type: none"> <li>What is the best approach to take?</li> <li>How can efficiency gains be achieved?</li> <li>When things are being done on a budget, where are we losing out?</li> <li>Lean Six Sigma Deployment and Results at ADC</li> </ul> <p><b>Shiv Venkataramani</b>, Global Deployment Leader-Lean Sigma, <b>ADC TELECOMMUNICATIONS</b></p>	<p><b>Aligning your program and accelerating results: best practices in Lean Six Sigma deployment from the nation's largest health insurer</b></p> <p>In today's business environment, it is more critical than ever to align your Lean Six Sigma program with strategic business priorities and accelerate delivery of results. This discussion will focus on how UnitedHealthcare is accomplishing these objectives by continuing to evolve its Operational Excellence deployment. The discussion will include:</p> <ul style="list-style-type: none"> <li>A changing approach to the identification of LSS engagement opportunities</li> <li>Strategies for addressing complex business issues and challenges</li> <li>Evolving program performance metrics</li> <li>The importance of maintaining discipline while maximizing program flexibility and reach</li> <li>Key tactics for driving accelerated project execution</li> </ul> <p><b>Vince Sanchez</b>, Senior Director, Operational Excellence, <b>UNITEDHEALTHCARE</b></p>	<p><b>Building the business case and leveraging the crisis mode to deploy productivity initiatives that optimize financial results</b></p> <ul style="list-style-type: none"> <li>Optimizing your team and resources to maximize the value to your organization</li> <li>Leveraging the right productivity tools and methodologies to help the organization overcome recession challenges</li> <li>Adjusting productivity deployment strategies in light of current market conditions</li> <li>In today's low growth economy, productivity improvements are even more critical to supporting your operating profit growth goals!</li> </ul> <p><b>Phil Geyer</b>, Director, Lean Six Sigma, <b>PRAXAIR INC.</b></p>
04.10	<p><b>Utilizing Lean, Six Sigma to go green and the impact on your bottom line</b></p> <ul style="list-style-type: none"> <li>Calculating the value of being green, particularly in a down economy</li> <li>Identifying areas for improvement</li> <li>Driving sustainable operational improvement initiatives</li> <li>Measuring the ROI in terms of cost savings made and boosting customer satisfaction</li> </ul>	<p><b>Deploying global process standardization (post merger) in a transactional environment</b></p> <ul style="list-style-type: none"> <li>Integrating LSS techniques with project management and organization readiness</li> <li>Leadership engagement and cadence techniques</li> <li>Organizational readiness on a global project</li> </ul> <p><b>Rob Miller</b>, Director of HR Global Services and Delivery, <b>INGERSOLL RAND</b>  <b>Renee Ceresa</b>, Organizational Readiness Leader, <b>INGERSOLL RAND</b></p>	<p><b>Taking Six Sigma and Lean beyond projects in healthcare</b></p> <p>The North Shore-LIJ Health System has been utilizing Six Sigma and Lean methodologies to solve issues within their organization since 2001. One of the challenges the organization faced was translating the knowledge learned from a completed project to other parts of the organization. In order to embed the quality mindset and processes in the organization, the role of the Master Black Belt &amp; Black Belt were expanded. This talk will focus on the following:</p> <ul style="list-style-type: none"> <li>The role of the BB/MBB in aiding unionized labor &amp; management to speak the same language</li> <li>Utilizing the MBB/BB as a facilitator on system value analysis teams to drive standardized best practices across 13 hospitals</li> <li>MBB/BB as Mentors to management: How to achieve maximum ROI from Six Sigma/Lean trained employees</li> <li>Partnering MBB/BB with senior leadership to make key strategic initiatives a reality: Aligning the initiatives within the organization</li> <li>MBB/BB as coaches for future managers: The use of Lean Six Sigma tools to solve issues &amp; engage employees</li> </ul> <p><b>Nancy Riebling</b>, Director of Operational Performance Solutions, <b>NORTH SHORE-LIJ HEALTH SYSTEM</b></p>	<p><b>Embedding the quality mindset and processes into the organizational overall strategy and corporate culture: things to look out for as a business leader</b></p> <p>Since late 2006, Aetna has been utilizing a comprehensive and flexible process improvement approach, Aetna Process Improvement (API) which follows the DMAIC (Define, Measure, Analyze, Improve, and Control) model while incorporating the simple and effective waste-reducing tools of Lean. Given the slowing economy, it becomes even more critical that resources are effectively utilized, quality is closely aligned with and supports the overall organizational strategy, and assists leaders address their cost and revenue challenges. Many may view the sagging economy as a threat to their program but it can also be an opportunity if approached "smartly". This session will focus on:</p> <ul style="list-style-type: none"> <li>Continuing to effectively deploy and expand your quality program even in a recession</li> <li>Making the most of experienced Six Sigma resources that are already embedded in the organization</li> <li>Incorporating quality into all organizational functions and strategies</li> <li>Using quality to drive innovation</li> <li>Maintaining momentum and productivity in process excellence initiatives</li> <li>Utilizing technology in your deployment and integration strategy</li> <li>Integrating motivational change into your quality program</li> <li>Ensuring that large-scale change initiatives are successful</li> </ul> <p><b>Paul Slattery</b>, Operational Excellence Group (OEG), <b>AETNA</b></p>

04.50	<b>SPECIAL KAIZEN ROUNDTABLE DISCUSSION</b> <ul style="list-style-type: none"> <li>■ Project Selection: picking good projects for Kaizen</li> <li>■ Deployment: Enabling Kaizen to be a tool used throughout the organization</li> <li>■ Learning: how Kaizen activity has improved through use cycles</li> <li>■ Benefits: Notable projects and benefits completed through Kaizen</li> <li>■ Words of wisdom: how would you help someone starting into Kaizen?</li> </ul> <p><b>Jason Gerrosm</b>, MBB, Director of Business Re-Engineering and Quality, <b>THE DEPOSITORY TRUST &amp; CLEARING CORPORATION</b></p> <p><b>Lesly Regis</b>, Senior Executive, <b>HSBC</b></p> <p><b>Michael Tornello</b>, Vice President Quality Management Office, <b>PERSHING – BANK OF NEW YORK MELLON</b></p>	<b>SHINGO PRIZE CASE STUDY: The story of E-Z-GO's lean transformation from "dungeon" state to first ever enterprise level Shingo Prize recipient</b> <ul style="list-style-type: none"> <li>■ Introduction to E-Z-GO and lean journey</li> <li>■ E-Z-GO's beginning state and how Shingo became a long term goal for E-Z-GO</li> <li>■ The right people in the right places</li> <li>■ The measurement system: Textron Business System Assessment vs. Shingo assessment</li> <li>■ How to get started on your lean journey</li> <li>■ Evolution from single point improvements to full value stream improvements: Lean Accelerator, Material Flow, Process Flow, Information Flow, Cultures, Mindsets, and Behaviors</li> <li>■ Evolution from value stream improvements to business level improvement: Cascading of objectives, Goal Deployment Process (GDP), Performance Management Process (PMP), Safety Quality Delivery Cost (SQDC), Pay For Performance, Lean Technician Training</li> <li>■ Business Results</li> <li>■ What's next?</li> </ul> <p><b>Westy Bowen</b>, Vice President of Quality and Six Sigma, <b>E-Z-GO</b></p>	<b>Special Healthcare roundtable discussion</b> <ul style="list-style-type: none"> <li>■ Examining the impact of current healthcare reform and modernization on Lean, Six Sigma initiatives</li> <li>■ Effectively combining process excellence with regulatory requirements</li> <li>■ Integrating R&amp;D into Lean, Six Sigma</li> <li>■ Choosing projects which add value when budgets are tightened</li> <li>■ The need for lean in Health Care</li> <li>■ Reinforcing methodology that works</li> </ul> <p><b>Lisa Fuller</b>, Director of 6 Sigma, <b>OSF SAINT FRANCIS MEDICAL CENTER</b></p> <p><b>Roger Noble</b>, Corporate Director of Performance Excellence, <b>SHRINERS HOSPITALS FOR CHILDREN</b></p> <p><b>Jennifer Panco</b>, Process Improvement Specialist, <b>PROVIDENCE HEALTH AND SERVICES</b></p> <p><b>Kathy Price</b>, Director, Clinical Effectiveness, <b>SISTERS OF CHARITY OF LEAVENWORTH HEALTH SYSTEM</b></p> <p><b>Lisa Ritz</b>, Strategic Project Lead, <b>PFIZER, INC.</b></p> <p><b>Bob King</b>, CEO and Founder, <b>GOAL/QPC</b></p>	<b>Best practices on cost reduction using Lean, Six Sigma</b> <p>Embarq have been able to recognize substantial savings as a business. In the fiscal year 2008, they launched a large BPI initiative in addition to their tactical level projects. Less is more in this case. Through focusing on 5 key initiatives as a company, they were able to recognize substantial annualized cost and capital reductions. The approach to hit this mark was to utilize Lean to move fast, Six Sigma to hit the right things, and strong project management to make sure that they were following through on what they had agreed. These three components are the most critical of their deployment of BPI (business process improvement). Embarq doesn't lead with the tools – they lead with results. The tools are a means of getting there. Integrating them is what makes the difference.</p> <p><b>Deron Ertel</b>, General Manager - Process Excellence, <b>EMBARQ</b></p>
05.50	Concluding Remarks from the Chair			
06.00	End of Summit			
07.30	<b>NETWORKING EVENING</b> A dining experience in the Marrakesh Restaurant at the Morocco Pavilion at Epcot followed by a dessert reception from a private terrace to enjoy the fireworks show, IllumiNations.			

## POST-SUMMIT WORKSHOPS, Friday October 16<sup>th</sup> 2009

### WORKSHOP J: 8.30-11.15

#### Achieving design excellence

Smart designs are released for production after fanfare in the design engineering for its completion. Ecstasy of smart designs often turns into nightmares for the manufacturing department. Experience has shown that most manufacturing problems can be traced to design related issues, thus making excellence in design a high priority. Praveen's workshop includes simple and powerful concepts and tools necessary to achieve excellence in design and better manufacturability for customer loyalty. Excellent designs should lead to revenue growth, and the higher profit margin with waste-free production.

**Topics include:**

- 1.Ten Killers of Excellence
- 2.Requirements for Excellence
- 3.Design Excellence - Design for Manufacturing
- 4.Manufacturing Excellence - Manufacturing to Design
- 5.The Breakthrough Innovation Framework

**WORKSHOP LEADER: Praveen Gupta**, President, **ACCELPER CONSULTING**. Praveen consults with companies looking for sustained profitable growth. He has deployed methodologies for rapid improvement in top and bottom line through measurements, excellence, and innovation.

Praveen has worked for Motorola and AT&T Bell Laboratories, and consulted with several organizations. He has written for several magazines. His best selling books include Business Innovation in the 21st Century, Six Sigma Business Scorecard, The Six Sigma Performance Handbook, and Service Scorecard. Praveen's work has been translated in multiple languages.

Praveen teaches Business Innovation at Illinois Institute of Technology, Chicago, and Operations Management at DePaul University.

**Key Benefits:**

- 1.Better designs in shorter time
- 2.Innovative designs
- 3.Improved quality

### WORKSHOP K: 8.30-11.15

#### Cost optimization

Many companies have suffered inertia to recession-proof their organizations and have leapt to drastic and deep cost cutting initiatives. We have found 9 out of 10 cost-reduction programs fail to achieve their targets and don't deliver long lasting results. Some leading organizations are starting to realize that "cost optimization" – instead of cost cutting – is not a one time exercise, and they are focusing on more effectively managing their business to deliver sustainable cost improvement. Various approaches will be presented, from taking a holistic view across functions to shared services models to deploying IT that is flexible and right sized for the business, all targeted at greater transparency of operational costs and ways to mitigate, defer or offset these costs.

**WORKSHOP LEADER: Sanjay Basu**, Director, **KPMG** Sanjay is a Director in KPMG's Transaction Services practice where he specializes in understanding the value and cost of the technology component in acquisition or divesting candidates, uncovering business issues that have technology implications and potential risks to the deal, and identifying opportunities for additional value after completion of the transaction. His special area of interest is guiding cost optimization strategies to help companies work through the downturn and prepare for a recovery.

He has worked on over 100 M&A transactions covering corporate acquisitions, spin outs or sales. He has worked in private equity for over 4 years, advising portfolio companies and strategic corporate partners on technology mergers and acquisitions/corporate venturing programs, intellectual property, business model due diligence, and transaction management (acquisition and sale valuation, deal structuring, negotiation and identification of funding sources).

Includes Breakfast

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Leading global corporations like Abbott, Credit Suisse, DuPont, France Telecom, Lilly, Lenovo and Xerox rely on a single system called EnterpriseTrack to fulfill the distinctive requirements of their strategic project portfolios such as Lean Six Sigma, IT/PMO and new product development.



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The diverse applications for Crystal Ball include financial risk analysis, valuation, engineering, Six Sigma, portfolio allocation, cost estimation, and project management. With Oracle Crystal Ball Enterprise Performance Management, you can apply the power of Crystal Ball to your Oracle Enterprise Performance Management (EPM) and Business Intelligence (BI) applications to improve the strategic decision-making process.



**PowerSteering** is the industry leading program management software used to manage Lean Six Sigma, New Product Development, IT, PMOs, Merger Integration and other enterprise initiatives. Our easy-to-use software provides executive visibility, strategy alignment, and black belt productivity to over 140 global organizations including AT&T, Merck, Ingersoll Rand, United Health and across the Department of Defense in all branches of the military. Practitioners depend on PowerSteering to run their Six Sigma deployments more strategically, more efficiently and more analytically - an approach we refer to as "Applying Six Sigma to Six Sigma." For additional information, please visit [www.powersteeringsoftware.com](http://www.powersteeringsoftware.com) or call 1-866-390-9088.



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**SSA & Company** helps leading companies around the globe increase margins, grow revenues and improve working capital through improved business processes. Founded in 1994 by the progenitors of the Six Sigma methodology, the firm has taught companies like GE, AlliedSignal, DuPont and AXA how to achieve higher levels of quality with substantially lower costs. Today, the company continues to improve upon and evolve beyond its Lean Six Sigma legacy through its Strategic Process Management (SPM) framework – an approach that aligns process improvement with business strategy, achieves results in 60-90 days and typically delivers a 10x or more return on investment. Please visit [www.sssandco.com](http://www.sssandco.com)



**XONITEK Corporation** is a global Lean Six-Sigma consultancy firm with a reputation for success in the realization of Operational Excellence.

Our experienced professionals possess a depth and breadth of technical, functional and industrial skills. With a focus on results, we assess how the company and its strategies fit within the company itself – its value-chain, technologies and processes. We consider the entire reality of the organization in developing solutions that drive stakeholder value and are committed to turning strategic insight into tactical action. In doing so, we provide them with high-quality, leading-edge, industry-focused, services and solutions – wherever they do business.

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**The Alabama Productivity Center (APC)**, a nonprofit organization of The University of Alabama was established in 1986. The Center works to improve Alabama companies' productivity, quality, and competitiveness through the use of the University's research and educational resources.

The Center serves as a reliable source of information on productivity and quality improvement, measurement, and management techniques and methods. The Center is an affiliate of the National Institute of Standards and Technology's Manufacturing Extension Partnership Program (MEP) and the Alabama Technology Network.

The Alabama Productivity Center administers the Alabama Quality Award Program for the state which is modeled after the Malcolm Baldrige National Quality Award Program.



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**QFD Online** provides tools, tips and instruction for learning and mastering the Quality Function Deployment process. We focus on utilizing the House of Quality matrix/diagram to capture the "voice of the customer" and pride ourselves on being the only online journal dedicated exclusively to the QFD methodology. In addition to advice that will benefit quality engineers and novices alike, our site provides QFD tutorials, QFD examples, and free QFD templates for Excel



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# Global Lean, Six Sigma and Business Improvement Summit & Industry Awards 2009

October 13-16 2009, Walt Disney World Swan and Dolphin, Orlando, FL

Global Lean, Six Sigma & Business Improvement Summit

OCTOBER 13-16 2009, ORLANDO ■■■

Register online with credit card and receive an additional \$50 discount

## YES, I want to register

	Price Before 08/10/09	Price Before 09/07/09	Full Price
<input type="checkbox"/> <b>Gold Package – October 13–16</b> Summit plus Pre-Summit and Post-Summit Workshops	<input type="checkbox"/> \$4392 Save \$600	<input type="checkbox"/> \$4492 Save \$500	\$4992
<input type="checkbox"/> <b>Silver Package – October 13–15</b> Summit plus Pre-Summit Workshops	<input checked="" type="checkbox"/> \$3493 Save \$500	<input type="checkbox"/> \$3593 Save \$400	\$3993
<input type="checkbox"/> <b>Bronze Package – October 14–16</b> Summit plus Post-Summit Workshops	<input type="checkbox"/> \$3194 Save \$400	<input type="checkbox"/> \$3294 Save \$300	\$3594
<input type="checkbox"/> <b>Summit Only – October 14–15</b>	<input checked="" type="checkbox"/> \$2695 Save \$300	<input type="checkbox"/> \$2795 Save \$200	\$2995
<input type="checkbox"/> <b>Corporate CEO One-Day Package</b> Corporate CEOs only & subject to approval. Contact claire.arpa@wcbf.com Leadership Benchmarking Forum & full access to the Summit on October 14th, 2009			\$500

Further reductions available prior to 06/15/09 - please see website for more details

To qualify for discount, one discount per registration, payment must be made at time of registration.

### REGISTRATION CODE FOR THIS EVENT:

Please also quote this when registering on-line or by telephone



**\*FREE!** All completed registrations received before 08/03/09 will be entitled to receive 5 GOAL/QPC Memory Joggers worth over \$75, to be sent to you by GOAL/QPC prior to the event. If you wish to take advantage of this offer, please tick this box

### Please tick to select the options you wish to attend (selection is optional):

**Silver and Gold packages Only:** Workshops - October 13 A  or B  or C  and D  or E  or F  and G  or H  or I   
**Bronze and Gold packages Only:** Workshops - October 16 J  or K  **Networking Evening – October 15**  **Universal Studios Six Sigma Challenge – October 16**   
**All Packages:** Masterclasses A  or B  **Global Six Sigma & Business Improvement Awards Ceremony – October 14**

Mr/Mrs/Miss/Ms/Dr/Other \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Approx length of time personally involved in Six Sigma. Years \_\_\_\_\_ Months \_\_\_\_\_

Organization \_\_\_\_\_

Nature of Business \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

Zipcode \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_

Dept. Head \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Yes, I agree to WCBF's terms

#### Venue: ORLANDO SUN RESORT AND CONVENTION CENTER By Lexington

Walt Disney World Swan and Dolphin  
1500 Epcot Resorts Boulevard  
P.O. Box 22653  
Lake Buena Vista, FL 32830 USA  
For reservations please call 1-888-828-8850  
www.swananddolphin.com

#### Accommodation:

Hotel and travel costs are NOT included in the summit fee. However, WCBF has negotiated a special room rate for those attending the Summit of \$169++ per room per night. Mention WCBF Global Six Sigma Summit when booking. (Note: Group reservations MUST be made by calling - can not be done online)

#### Delegate Cancellation Policy

If you have to cancel your registration you can either send a substitute colleague in your place or claim a credit within the following time frames before the conference. To send a substitute colleague, please send an email to register@wcbf.com with your full contact details of the current attendee and conference they are registered for, and then your full contact details, including your job title, and email address.

WCBF does not provide refunds for cancellations.

For cancellations received in writing more than ten (10) working days prior to the conference you will receive a 100% credit to be used at another WCBF conference for up to one year from the date of issue. For cancellations received less than ten (10) working days prior to the event no credits will be issued. In the event that WCBF cancels an event, delegate payments at the date of cancellation will be credited to a future WCBF event. This credit will be available for up to one year from the date of issue. In the event that WCBF postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future WCBF event. This credit will be available for up to one year from the date of issue. No refunds will be available for cancellations or postponements.

WCBF is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. WCBF shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder; disturbance; and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency.

#### Changes to the Programme

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, WCBF reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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By Post: Complete and return the registration form together with check to

**WCBF Inc, Customer Service,  
30 South Wacker Drive, 22nd Floor,  
Chicago, Illinois, 60606 USA**



online: [www.wcbf.com/quality/5099](http://www.wcbf.com/quality/5099)

e-mail: [register@wcbf.com](mailto:register@wcbf.com)

## Payment Methods

### Check.

Enclosed is our check for \$..... in favour of WCBF.

### Credit Card.

Please debit my  Visa  Amex  Eurocard  
 Mastercard  Access  Switch

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

Card Verification Number \_\_\_\_\_

Billing Address \_\_\_\_\_

**By Bank Transfer.** Please call for details.

#### Payment Terms and Conditions

Payment includes refreshments, lunches and delegate pack containing all presentations and meeting materials. For us to make sure that we can provide you with the best service, please arrange for payment to arrive 10 days prior to the conference. For less than 10 days prior to the event, a credit card payment will be requested.

#### Protection of your data

Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please write to WCBF Customer Service at the address above.

## Unable to attend?

The summit experience is unique, but we can still provide you with the documentation of the event you missed on CD! Please complete Registration Form and Payment Methods, and your copy of the event documentation will be posted to you. Please allow for 28 days for delivery. **To place an order please tick.**  CD (slides of all presentations) – \$699 (inc P&P)

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