

# CMUC 2008

Constraints Management User Conference

See the  
world's most  
complete TOC compliant  
TECHNOLOGY OPTIONS

**PORTLAND, OR**  
**APRIL 30-MAY 2**

## **Conference Highlights:**

*TWO local company tours!*

*TEN companies will share their implementation stories!*

*Keynote address by Carol Ptak!*

**Register online at: [www.thoughtwarepeople.com](http://www.thoughtwarepeople.com)**

CONSTRAINTS MANAGEMENT



USER CONFERENCE

2008

# Your Organization has constraints. Manage them or they will manage you.

Constraints Management Group, LLC invites you to attend this years Constraints Management User Conference. Through **28 different sessions & workshops** including 5 company case studies, 5 pre-conference events, 5 update sessions and a special keynote address you can discover and/or share in a solution to improvement that allows you to **concentrate effort and investment** throughout your organization and supply chain.

## Pre-Conference Events, April 30th

### Plant Tours

For the first time, the conference will feature TWO local company tours. **Oregon Freeze Dry** and **Tube Forgings of America** have agreed to host these tours and show participants how they have used Constraints Management methodology and tools to make bottom line impacts to their businesses. For safety considerations, participation is limited to two groups of 20 (total of 40). Furthermore, participation will be limited to 2 attendees per organization. Participants should be prepared for a long day. Lunch will be provided. There is a \$100 per person charge to attend the tour.

### Throughput Improvement Simulation™ (TIS)

This experiential simulation helps managers and employees learn about throughput improvement techniques and then allows them to experience the results by applying these methods in a simulated manufacturing plant and supply chain. By the end of the TIS attendees will have experienced the implementation of practical and effective throughput improvement techniques. One major highlight of the TIS is that participants will actually see and experience the difference between a LEAN manufacturing implementation and Drum-Buffer-Rope implementation and will have an insight on how to apply both without compromise. Attendees who enroll in this workshop must attend the full session running from 8:00-5:00 on Wednesday. Pre-enrollment is required, see registration form. Registration is limited to 18 participants per session and is on a first come, first served basis. There is a **\$300 additional charge** per person for conference attendees to attend the TIS.

### DBR+™ & Replenishment+™ User Forums

These sessions are open to existing DBR+™ and R+™ users only. Users can learn about new and planned enhancements, share their experiences with the products and make feature requests.



### The Measurement Nightmare Workshop by Debra Smith

Debra Smith will lead attendees through her groundbreaking work in the field of constraints management. Attendees will be provided with an explanation of the evolution of TOC from the initial production solution to a series of solution sets dealing with distribution, project management external constraints and strategic decision making. Participants will learn about the Throughput World and how this approach often results in a chronic conflict with traditional Cost World systems and beliefs. Learn a process for exposing conflicting policies, measures and work practices and how to generate win-win solutions for both the organization and its individuals. Leave with an innovative, yet practical, business solution for maximizing the ROI equation in your company. This session is a must for senior leaders. Registration is limited to 40 people. There is a **\$300 additional charge** per person for conference attendees to attend this day long session.



### Reengineering The Sales Process - A Full Day Workshop for Executive Teams

Today most companies' sales "processes" look like a manufacturing process would have looked 200 years ago. The modern salesperson is effectively an artisan: a person responsible for the entire end-to-end sales (and customer-service) function. Justin Roff-Marsh — author of *Reengineering the Sales Process* and editor of *Adverb* — will show your team how to apply lessons from the recent history of manufacturing to multiply the effectiveness of the sales process and, in so doing, how to eliminate a perennial conflict that limits sales output in almost every organization. The workshop will show how to apply division-of-labor to the sales process to significantly increase throughput. More importantly, participants will learn how to protect process integrity using standardization, centralized scheduling and even statistical process control. The result is a formal process that 'manufactures' sales. This session is open to executive teams of up to 8. The price per team is \$2,500.



## General Session Case Studies

### Siegwerk

With 4,000 employees in 37 countries and annual sales of over \$1 Billion (USD), Siegwerk is a world-leading independent ink manufacturer. Hear how the NAFTA division is using Drum-Buffer-Rope and Replenishment across its sites and through the supply chain to increase throughput and service levels while controlling inventory related expenses and waste.



### Midwesco Filter

The Midwesco Filter Group is a global player in the industrial air-filtration market with operations in the US, Europe and Africa. Hear how this company has used constraints management methodology to not only remain competitive but return to profitability and growth in a cut-throat and highly commoditized global market.



### Tube Forgings of America

Tube Forgings of America, Inc. (TFA) has been manufacturing steel pipe fittings since 1955 for the oil refining, chemical and petro-chemical processing, gas transmission, power generation, shipbuilding and commercial construction industries. You will hear how TFA has dramatically expanded its use of constraints management methodology and tools while under pressure from unprecedented market demand.



### Royal Plastics Manufacturing

Royal Plastic Mfg., Inc. designs and manufactures advanced composites, primarily in high performance applications for aircraft, defense, and microwave applications. Hear how the implementation of DBR has dramatically changed the operational performance of this fast growing company.



### Astro Manufacturing and Design

Astro Manufacturing and Design, Inc. provides manufacturing services for the medical, aerospace, commercial, industrial, automotive and other industries. Astro Manufacturing and Design recently took first place for medium size firms in the competitiveness challenge sponsored by MAGNET. Astro balanced inventory levels, streamlined ordering, and created a more time-efficient and cost effective manufacturing system.



CONSTRAINTS MANAGEMENT USER CONFERENCE

April 30-May 2, Portland, OR

2008

## Keynote Address

### Carol Ptak

#### *"Keys to Operational Effectiveness in Today's Manufacturing Landscape"*

Carol Ptak, former CEO and President of APICS and author of *MRP and Beyond* and *ERP, Tools, Techniques and Applications for Integrating the Supply Chain* as well as co-author of *Necessary But Not Sufficient*, will explore the key factors to the erosion of operational effectiveness inside modern manufacturing operations, which conventional tools are failing to adequately address those factors and where the missing pieces of the puzzle can be found.



## Update Sessions

Hear how companies that have formerly presented case studies at the CMUC have continued on their journey with constraints management. Five companies, Oregon Freeze Dry, Rex Materials Group, Romac Industries, LeTourneau Technologies and Erickson Air-Crane have agreed to make brief presentations and take questions about their continuing experience with constraints management.



## Breakout Sessions

### *Introduction to Drum-Buffer-Rope (DBR)*

*The Goal* introduced a common sense, but unconventional way to look at maximizing the performance of a manufacturing environment through a scheduling process called Drum-Buffer-Rope. If your organization has difficulty producing and executing a stable, realistic and reliable schedule that is responsive to the market, this session is a must.

### *Introduction to Critical Chain Project Management (CCPM)*

Critical Chain Project Management (CCPM) is the newest and most effective way to synchronize and maximize the use of resources in project environments. Attendees will learn a revolutionary technique for planning and executing in a single or multi project environment. If your company has a limitation in project management or engineering CCPM is a good place to start with constraints management methodology.

### *The TOC Thinking Processes*

Learn the basic tools at the strategic and tactical level that TOC uses to tackle various logic and policy based constraints throughout an enterprise.

### *Reengineering the Sales Process - Justin Roff-Marsh*

Justin Roff-Marsh is the founder and managing director of Ballistix — a management consultancy with operations in Australia and (of late) the USA. He's the author of *Reengineering the Sales Process* and the editor of *AdVerb*. Justin's contrarian approach to the design and management of sales environments is based on process-engineering principles, including (of course) TOC. In short, he shows managers how to shift their focus from maximizing conversion (win : loss ratios) to maximizing throughput. While this approach is counter-intuitive (particularly in complex-sales environments), Justin argues convincingly that a focus on throughput leads to increased sales effectiveness, reduced sales cycle-times and improved customer service. Justin will pay special attention to complex-sales environments — suggesting that the integration of sales and production is critical to these firms, and showing how incredibly tight-integration can readily be accomplished with his approach.

## Conference Pricing

1-2 people = \$950 USD per person, 3 or more = \$850 USD per person. \$100 USD discount for past attendance.

## Breakout Sessions (cont.)

### *DBR+™*

DBR+™ is a powerful tool that brings DBR methodology into real-time reality. Through proprietary design, DBR+™ allows users to easily MODEL, SCHEDULE and then EXECUTE through a real-time, user friendly web-based format. Additionally, reporting formats easily facilitate multiple types of CONTINUOUS IMPROVEMENT activities. Learn more about this solution at [www.thoughtwarepeople.com](http://www.thoughtwarepeople.com).

### *Replenishment+™*

Replenishment+™ is a uniquely powerful solution to the compromises and ineffectiveness of MRP in today's manufacturing environment. It effectively facilitates pull-based materials and supply chain management throughout a manufacturing enterprise (Purchasing, Bill of Materials, and Fulfillment/Distribution). Learn more at the R+™ home page [www.beyondmrp.com](http://www.beyondmrp.com).

### *Newest Supply Chain Lessons*

Join Debra and Chad Smith for a review of the newest lessons learned in applying TOC across supply chains including the four basic lead time compression strategies for large scale and vertically integrated manufacturers.

### *Beyond MRP*

Is your company living the "MRP Conflict?" Does your company work within its MRP system or outside of its MRP system? Does it do both? When Materials Requirements Planning (MRP) software was introduced it revolutionized the manufacturing landscape. Businesses immediately rushed to implement and harness its power. Today, most companies have some form of MRP system in charge of demand forecasting, plant scheduling and materials management and procurement. Despite this proliferation, almost every company is dissatisfied with its MRP system's ability to properly synchronize and manage between actual demand, capacity and incoming supply. Learn simple solutions for the critical shortcomings of MRP assumptions in the new world of PULL based planning and execution.

### *TOC and its Implications for Accounting*

Ask any company that has had long and sustainable progress with TOC and they will tell you that support from Finance and Accounting is absolutely crucial. But how to get them on board when manufacturing and accounting personnel seem to speak two different languages? Fortunately, there is a simple and effective case to find common ground and a consistent operating and financial policy when using constraints management. Accountants, CFOs and Controllers are encouraged to attend this session.

### *Flying Logic*

The Thinking Processes of the Theory of Constraints are incredibly powerful. Until now, users had to force fit some of the unique constructs into traditional diagramming or flow-charting programs. Robert McNally from Sciral will demonstrate how a new program called Flying Logic will facilitate faster and better use of the Thinking Processes. If you are a Jonah or a frequent user of the Thinking Processes you will not want to miss this session.

### *Combining LEAN & CCPM in Pull-Based Project Delivery Systems*

Hear how LEAN's focus on cycle time and waste reduction are being used in concert with the powerful planning, scheduling and execution methodologies of CCPM to create a fully sufficient project delivery system for major manufacturing and engineering enterprises.

### *Guest Speaker - Dr. James Holt, "Why Strategic Plans Fail; How to Really Implement Strategy"*

Join Dr. James R. Holt, Associate Professor of Engineering & Technology Management at Washington State University in this presentation. Studies shows that 90% of Fortune 500 Companies do not implement their corporate strategy well. The main block is the CEO's inability to resolve operational conflict at lower levels of the company. The Theory of Constraints shows not only how to remove the embedded conflicts but to accelerate the strategy of the firm. Learn how to make a 'Happy CEO'.

Register online at [thoughtwarepeople.com](http://thoughtwarepeople.com)



## Wednesday, April 30<sup>th</sup>

6:00 AM – 8:00 AM Pre-Conference Workshop Registration and Continental Breakfast

7:00 AM – 5:30 PM:  
Plant Tours

8:00 AM – 12 Noon: **DBR+**™ User Forum  
1:00 PM – 5:00 PM: **R+**™ User Forum

8:00 AM – 5:00 PM:  
Measurement Nightmare Workshop

8:00 AM – 5:00 PM:  
Reengineering the Sales Process

8:00 AM – 5:00 PM:  
Throughput Improvement Simulation™ (TIS) Workshop

7:00 pm – Cocktail Reception for All CMUC 2008 Attendees

### Hotel Information:

**Portland Marriott Downtown Waterfront**  
1401 SW Naito Parkway  
Portland, OR 97201

Tel: 503-226-7600 or (800) 546-9513

**Discount Conference Room Rate – \$161 (per night plus tax) if reservations are made before April 4th, 2008**

<http://www.marriott.com/hotels/travel/pdxor-portland-marriott-downtown-waterfront/>

### Airport Information:

**Portland International Airport (PDX)**

### Transportation:

Hotel is located approximately 9 miles SW of PDX  
Blue Star Bus Shuttle <http://bluestarbus.com/>  
Taxi from airport - rate estimated at \$30 one way  
Subway Station: MAX Light Rail – Yamhill  
On-Site parking fee \$26 daily.

## Thursday, May 1<sup>st</sup>

6:30 – 8:00 AM Registration and Continental Breakfast

8:00 – 9:00 AM **General Session:**  
Opening Remarks  
Keynote Address by Carol Ptak

9:00 – 9:15 Break

9:15 AM **General Session:**  
Case Study Presentations by  
**Midwesco Filter and Siegwark**

10:45 – 11:00 Break

11:00 – 12:30 **Break Out Flight**

▶ Introduction to Drum-Buffer-Rope Scheduling

▶ Dr. James Holt

▶ Beyond MRP

▶ Reengineering the Sales Process

12:30 – 1:30 Lunch

1:30 PM **General Session**  
Case Study Presentations by  
**Astro Manufacturing and Design and Royal Plastics**

3:00 – 3:15 Break

3:15 – 4:45 **Break Out Flight**

▶ Introduction to Critical Chain Project Management

▶ **R+**™ (Includes Intro to Replenishment)

▶ The TOC Thinking Processes

▶ Newest Supply Chain Lessons

5:15 PM – 9:00 PM: **Offsite Dinner**

## Friday, May 2<sup>nd</sup>

7:00 AM – 8:00 AM Continental Breakfast

8:00 AM **General Session:**  
Update Sessions by  
**Rex Materials**  
**Romac Industries and LeTourneau Technologies**

9:00 – 9:15 Break

9:15 – 11:45 **Break Out Flight**

▶ Flying Logic

▶ **DBR+**™

▶ TOC and Its Implications for Accounting

▶ Combining LEAN & CCPM in Pull-Based Project Delivery Systems

11:00 AM **General Session**

Case Study Presentation by  
**Tube Forgings of America**  
Update Sessions by  
**Erickson Air-Crane and Oregon Freeze Dry**

12:30 Conference Adjourns

## CONSTRAINTS MANAGEMENT USER CONFERENCE **2008** **PORTLAND**

About Portland, OR from Wikipedia:

Portland is a city located near the confluence of the Willamette and Columbia rivers in the U.S. state of Oregon. With a population of 537,081 it is Oregon's most populous city, and the third most populous city in the Pacific Northwest, after Seattle, Washington and Vancouver, British Columbia. Approximately two million people live in the Portland metropolitan area, the 23rd most populous in the United States as of July 2006.

Portland lies in the Marine West Coast climate region, which is marked by warm summers and rainy but temperate winters. This climate is ideal for growing roses, and for more than a century Portland has been known as "The City of Roses," with many rose gardens – most prominently the International Rose Test Garden. Portland is also known for its large number of microbreweries, and as the home of the Trail Blazers NBA basketball team.

Register online at [thoughtwarepeople.com](http://thoughtwarepeople.com)

To register by phone call:  
800-496-4144 (US Only)  
360-802-0368



Manage Variability and Volatility. Create Visibility and Velocity.