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AME JACKSONVILLE 2014
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NOVEMBER 10-14



www.amejacksonville.org

November 10-14

UTILIZING VALUE STREAM MAPPING & ToC

June 24 | Atlanta, GA

DAILY MANAGEMENT & KPI

June 25 | Atlanta, GA



WHY ATTEND?

- Participants will learn to build quality Value Stream Maps that will allow clear identification of waste
- Participants will learn how to generate Kaizen activities that will positively affect the entire business
- Participants will have the hands-on opportunity to build their own Value Stream Map derived from a class simulation
- Learn how to drive results with Daily Management
- Learn how to develop an impactful results oriented KPI board
- Learn how to engage your organization by making results visible

MORE INFO:

<http://www.ame.org/events/utilizing-value-stream-mapping-toc-sunny-delight>

Upcoming Events

Events	Dates	Location	Cost
Utilizing VSM ToC	June 24	Atlanta, GA	\$195
Daily Management & KPI	June 25	Atlanta, GA	\$195
AMEV2 Symposium	June 30	Atlanta, GA	Free
Lean Production Development	July 15	Whitsett, NC	\$245
Toyota Kata	August 5-6	Campbellsville, KY	\$795
Lean Boot Camp	September 15-19	Auburn, AL	\$1,445
Lean Bronze Cert Prep & Exam	September 26-27	Fort Lauderdale, FL	\$449

EARLY BIRD DISCOUNTS ARE AVAILABLE FOR THE INTERNATIONAL CONFERENCE.

CALL AME AT 224-232-5980 FOR INFORMATION

To sign up for AME events, contact AME at 224-232-5980. To host an AME event in your area contact a SE Region Director in your state.

UPCOMING EVENTS

UTILIZING VALUE STREAM MAPPING & ToC

June 24 | Atlanta, GA



WORKSHOP DESCRIPTION

This highly interactive workshop focuses on Value Stream Mapping and the Theory of Constraints. Each subject is critical for a successful Lean transformation. Students will participate in hands-on activities that will engage, challenge, and entertain!

MORE INFO: <http://www.ame.org/events/utilizing-value-stream-mapping-toc-sunny-delight>

Note: These are back to back workshops at Sunny Delight. Information on the other, **Daily Management and KPI Workshop**, on June 25th is highlighted below. You must sign up for both events if you would like to make this a 2-day workshop.

DAILY MANAGEMENT & KPI

June 25 | Atlanta, GA

WORKSHOP DESCRIPTION

This interactive workshop focuses on Daily Management, Key Process Indicator (KPI) Boards and Visual Management. It will touch on Lean subjects such as root cause analysis and strategy deployment. In addition, the participants will be presented with the same presentation on this subject that was part of the 2013 AME Champions meeting that was rated a perfect 5!

MORE INFO: <http://www.ame.org/events/daily-management-and-kpi-workshop-sunny-delight>

HOST COMPANY

Sunny Delight Beverages Co. is a leading producer of juice-based drinks in North America, headquartered in Cincinnati, Ohio. It currently produces and markets 7 brands: SunnyD, Elations glucosamine and chondroitin dietary supplement, Fruit₂O flavored waters, Veryfine juices, fruit smoothies and Crystal Light bottled beverages.

Sign Up Now! Call AME at 224.232.5980.



UPCOMING EVENTS

UNDERSTANDING THE 2014 AME INTERNATIONAL EXCELLENCE INSIDE CONFERENCE

June 25 – 1:00 PM to 1:30 PM Eastern Standard Time

The AME International Excellence Inside Conference, which takes place each fall, is the largest and best lean conference anywhere. This year it will be held in Jacksonville, Florida from November 10 – 14, 2014. The conference theme is “Strategic Success Through People-Powered Excellence.” More than 2,000 operational excellence and lean professionals are expected to attend. This webinar will provide an overview of the conference and the reasons why anyone beginning, thinking about starting, or already on a lean journey should attend.

For more information on the 2014 Conference go to www.amejacksonville.org

MORE INFO:

<http://www.ame.org/events/webinar-understanding-2014-ame-international-excellence-inside-conference>

AMEV2 SYMPOSIUM

June 30 | Atlanta, GA

EVENT DESCRIPTION

The Association for Manufacturing Excellence is offering interested employers training and coaching in hiring Veterans. The program uses industry best practices and state of the art theory to meet current and future hiring of Veterans. This program is for organizations who desire to improve their business performance through improved workforce productivity and believe that re-capitalizing their workforce with Veterans is the American way to improve their business.

The goal in attending this symposium is to assist employers of all sizes to navigate and leverage the systems available so they can access these proven Americans and meet their organization's hiring and retention needs. AMEV2's primary focus has been with companies with less than 1,000 employees. These employers collectively represent the overwhelming majority of the total hiring demand. The AMEV2 Program is designed to incentivize American organizations of all sizes to acquire high quality Veterans. The goal is to accelerate America's economic recovery by leveraging a tremendous American resource.

MORE INFO: <http://www.ame.org/events/amev2-symposium-0>

Sign Up Now! Call AME at 224.232.5980.

UPCOMING EVENTS

LEAN PRODUCT DEVELOPMENT & INNOVATION ENGINEERING

July 15 | Whitsett, NC



WORKSHOP DESCRIPTION

This program combines learning and coaching to develop new ideas to grow your business. You will also have the opportunity to interact with a development manager from a business which has successfully launched a new product line using these principles. We will show you how lean design tools and LPD can reduce costs, improve resource utilization, and accelerate time-to-market for new products and services by eliminating the non-value-added waste in the development stages. LPD can be used by those new to product development or trying to improve their current product or process development. Learn what waste and value look like in the context of new product development. Learn how to achieve significant improvements in time-to-market, and production costs by applying lean principles to the product development environment.

HOST COMPANY

Precor designs and builds premium fitness equipment for effective workouts that feel smooth and natural. With a passionate focus on ergonomic motion, proven science and superior engineering, the company continually advances the home and commercial fitness industry with breakthrough new product categories. Precor is a subsidiary of Amer Sports Corporation, the world's largest sports equipment company.

MORE INFO: <http://www.ame.org/events/lean-production-development-innovation-engineering>

LEAN BOOT CAMP

September 15-19 | Auburn, AL

COURSE DESCRIPTION

Lean is a systematic approach to eliminating waste and creating flow within an organization to improve overall customer value. Learn to produce more and be more efficient by eliminating non-value-added activities. Our Lean manufacturing training employs the proven techniques pioneered by Toyota to improve any process -- from manufacturing, to service industries, to medical organizations. Our training can assist companies in saving time, money, and precious resources through creating the most efficient work force possible. Benefits of implementing these techniques include savings on turnover expenses, increased profitability, reduction in inventory, increased productivity, reduced set up and lead times, improved costs, and increased employee involvement. Topics include:

- Introduction to Lean & Toyota Kata
- Lean Management System
- 8 Step Problem Solving
- 5S, Standards and Training Within Industry
- Teambuilding & Culture
- Value Stream Mapping
- Quick Changeover

MORE INFO: <http://www.ame.org/events/lean-boot-camp-1>

Sign Up Now! Call AME at 224.232.5980.

UPCOMING EVENTS

LEAN BRONZE CERTIFICATION PREP & EXAM

September 26-27 | Fort Lauderdale, FL

COURSE DESCRIPTION

This course is intended to prepare participants to take and pass the Lean Bronze Certification Examination, which will be offered on the second day for those who sign up for the exam separately with SME. This 3-hour multiple choice exam is designed to test understanding of the Lean Certification Body of Knowledge. The 1-1/2 day course helps participants understand the body of knowledge that test questions are drawn from, provides practice exams and exercises to give students a good idea of what will be included in the exam, and offers several takeaways that students will find useful on exam day.

Exam questions are based on specific Recommended Readings:

- Gemba Kaizen, Masaaki Imai
- Lean Production Simplified, Pascal Dennis
- Lean Thinking, James P. Womack and Daniel T. Jones
- Learning to See: Value Stream Mapping to Create Value and Eliminate Muda, Mike Rother and John Shook
- Lean Lexicon - LEI

Participants in this course are expected to read the recommended readings prior to the course and should bring their books to the class.

MORE INFO: <http://www.ame.org/events/lean-bronze-certification-prep-and-exam-4>

Sign Up Now! Call AME at 224.232.5980.



AME is pleased to announce the launch of a new resource to help AME members access the knowledge and expertise of your peers - the **Benchmarking Community of Practice Query System**. Developed in conjunction with APQC, this self-service portal will allow you to **submit questions you have concerning best practices in manufacturing, lean, productivity, process management and much more**. Once submitted, your question will be distributed to Benchmarking Community of Practice and you will be notified when a response is posted.

Not only are you able to submit questions online through the portal, you can also **search the library of past queries to find out what your peers have been asking as well as the responses**. It's like *Facebook* for operations professionals - a community of peers sharing knowledge to help each other learn and grow.

If you have any questions or need assistance, please feel free to contact Jerrienne Strohmeyer, AME Benchmarking CoP Coordinator, at jstrohmeyer@ame.org or (224) 232-5980 ext. 222.

AME WEBINAR SERIES

Each month world recognized speakers will be making 1-hour presentations representing a wide variety of topics. Authors, Shingo Prize recipients, and thought leaders in their respective areas form the line-up of presenters. Webinars are very modestly priced at \$25 for members, \$50 for non-members and free for corporate members. The webinar series is just one way that AME is trying to increase the value it delivers to its members, and better fulfill its mission of “Share-Learn-Grow”. So gather up some colleagues at your organization and register for a webinar today.

The upcoming line-up includes:

- Understanding the 2014 AME Int’l Excellence Inside Conference: June 25
- Making More Money With Lean: July 10
- Migrating From “Batch” to “Continuous” Improvement: August 21

Go to <http://www.ame.org/webinars> for more details on these and other webinars scheduled through the year.



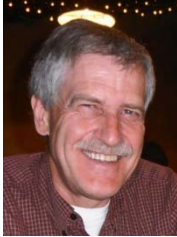
Five Benefits of Hosting a Regional Event

- 1 - As a host you can select the subject. Identify a “gap” in existing knowledge or Experience within your organization. AME will bring in a facilitator to teach the host participants as well as the other attendees.
- 2 - Hosting an application based event (e.g. a kaizen event) will provide the Host company with Tangible improvements in the selected area. Attendees from other companies will be valuable resources during the event to implement real change. AME will bring in a facilitator if required.
- 3 - Build your network of fellow Continuous Improvement and Operational Excellence professionals that will provide continued benefits long after the Event.
- 4 - Receive suggestions for improvement from attendees after a tour of the Host facility.
- 5 - Use the event as a “rallying point” for the organization to progress to the next level in Your quest for Operational Excellence, or to reinvigorate a stalled effort.

Value Stream Mapping, Lean Office, Pull Systems, TPM, TWI, Toyota Kata, Daily Visual Management – whatever the subject area - AME can help you close an Existing knowledge gap. Contact Southeast Program Director, Larry Fast, email: larry@pathwaysllc.net to discuss the possibility of holding an event at your facility.



Gain Leverage, Profitable Value Streams through Lean R&D



If your organization has largely focused lean improvement initiatives on manufacturing and the supply chain, it's time to broaden your lean perspective to include research and development (R&D) processes. That's the opinion of Norbert Majerus, a senior six sigma master black belt and a lean product development master black belt at The Goodyear Tire & Rubber Company. Majerus has championed Goodyear's lean product development process and he teaches a corporate lean product development certification program.

Some companies implement lean product development with the goal to cut cost in R&D. Although lean is a good tool for achieving that goal, experience has shown that solely focusing on cost cutting can be detrimental to creativity and innovation. The net gain of a cost reduction initiative in R&D has a very small effect on the bottom line of the business, because R&D is typically a small fraction of business costs. Majerus stated that, by contrast, Goodyear executives understand that the new product decisions made in R&D can have a large effect on the profitability of the products. Lean can and should be leveraged in R&D to further enhance the profitability of new products.

"The secret, at Goodyear, was to educate people doing the actual work in lean principles and to engage them in helping us change their processes, in line with Toyota concepts," Majerus continued. "For example, if you are working on a major project, and the market demands moving up the launch by six months to a year, lean principles can help you speed up the development process and assure the on-time delivery of the new product. Lean principles helped Goodyear achieve faster time to market, agility to react very quickly to changes in the marketplace and the ability to incorporate new technology."

When you are extending lean practices into the R&D arena, counseled Majerus, make sure that safety and quality come first. Then focus on service to the customer, such as on-time delivery and speed. That approach will also enhance creativity, as it frees up design engineers' time to innovate.

Majerus said that, at Goodyear, lean product development helped it achieve almost 100 percent on-time delivery and reduce new product development cycle time by more than 70 percent.

"In a big product development project, things can change quickly – the market, the technology that becomes available and so on. In the past, we did not have the capability to put the product on the market when the market was ready for it. Now, with lean product development, faster time-to-market can mean millions in additional revenue," said Majerus. He noted that in addition to gaining faster and more predictable new product development, Goodyear has received more innovation awards than ever before.

Editor's note: Norbert Majerus will be a presenter on the topic, "Using Lean to Develop Profitable Value Streams: Challenges and Significant Rewards of Lean R&D," during the AME's annual conference in Jacksonville, FL, November 10-14. For more information about the event, or to register, check www.amejacksonville.org.

Lea Tonkin, editor, AME regional newsletters, is the president of Lea Tonkin Communications.



AME CORPORATE MEMBER BENEFITS

As a Corporate member all of your employees may attend AME events, including conferences and workshops at AME member rates. Five key contacts within your organization will become full AME members and receive the following:

- Access to the Benchmarking Community of Practice Query program and a website query library.
- Subscription to the award winning publication *Target* magazine and monthly online newsletter *Target Online*.
- Access to the website portal on AME.org for *Target* magazine and *Target Online* along with complete archives of both publications.
- Participate in monthly AME webinars for free.
- A free single registration for a 1-day regional workshop for Site Members and three free single registrations for a 1-day regional workshop for Enterprise Members in their inaugural membership year.
- Online access to future benchmarking and lean assessment tools.

Corporate Membership Options:

Site Membership

A site is defined as a single physical location or campus with multiple plants/facilities within a short distance from each other. All employees at your site can attend AME events at the AME member rate. A one year AME Corporate Site Membership is only \$1,000. Multi-year discounts are also available.

Enterprise Membership

An Enterprise includes all of the corporation's facilities within North America. Each facility can identify 5 employees to become full members in AME and all employees can attend AME events at the AME member rate. A one year AME Corporate Enterprise Membership is only \$5,000. Multi-year discounts are also available.

For additional information or to join: Contact Robert Carlson, AME Business Development Manager at 224-232-5980, ext. 227 or rcarlson@ame.org.

REFER A MEMBER

As an AME member you know that a strong community of professionals dedicated to enterprise excellence is at the core of our Association. But did you know that the best way to maximize your benefits within this network, is to expand it? When you serve as an AME ambassador, you not only help enhance the resources you need to excel in your career, you also help us make a stronger impact on our vital industry.

Learn more at <http://www.ame.org/refer-member>

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SAVE **\$200** \$2,199

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AND INTERNATIONAL


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AME MISSION

Inspire a commitment
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Excellence through
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by bringing people
together to Share,
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AME VISION

A Manufacturing
Renaissance driven by
People-Centric
Leadership coupled
with Enterprise
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CORE VALUES

- Volunteerism
- Practitioner Focused
- Integrity & Trust
- Passion for Excellence
- Engaging & Welcoming