

**Lehigh University
Center for Value Chain Research—Fall Symposium**

TRANSFORMING LEAN FROM THEORY TO PRACTICE

**November 6-7, 2007
Rauch Business Center, 621 Taylor Street, Bethlehem, PA 18015
Room 091 (ground floor)**

Plan to attend the Networking and Student Recruiting Dinner at the Bethlehem Brew Works on Tuesday, November 6. This event provides a great opportunity for companies to get to know some of Lehigh's best and brightest graduate-level students.

Co-Sponsored by the Council of Supply Chain Management Professionals



Symposium Registration and Rates

Symposium and Dinner	\$275 per person (Dinner only is \$35)
Symposium only	\$250 per person

Early-registration Discount—before October 12th (\$50 off)
Group discount—3 or more from same company (\$50 off per person)
CSCMP Members will receive a discount of \$75 off regular rates

Registration: Register on line at
www.lehigh.edu/~inchain/SymposiumFall07/register.html
or contact Kathy Rambo at 610-758-4052 or kgr0@lehigh.edu

Registration fee includes dinner on November 6 and/or the full-day symposium, continental breakfast, lunch and reception.

Rooms are available at historic Hotel Bethlehem www.hotelbethlehem.com through October 7, at the special rate of \$119, space available.

Agenda

Tuesday, November 6 (Attire for reception and dinner is business casual)

<i>Time</i>	<i>Event</i>
6:30 - 8:30 pm	Networking and Student Recruiting Dinner, Bethlehem Brew Works (www.thebrewworks.com)

Wednesday, November 7 (Attire for all sessions is business casual)

<i>Time</i>	<i>Event</i>
8:00 - 8:30 am	Registration & Continental Breakfast
8:30 - 8:45 am	Welcome, Introductions and Update on CVCR Activities Mike Santoro & Larry Snyder, Co-Directors–CVCR Joel Sutherland, Managing Director–CVCR
8:45 - 10:00 am	Session 1: Understanding the Lean Supply Chain-Beginning the Journey Lean principles have enabled firms to be more flexible and profitable. Yet, to truly be lean, firms must extend these principles beyond the bounds of manufacturing to their supply chain partners. This session will provide the key attributes of a lean supply chain; present clear benchmarking data; and provide six major attributes of the lean supply chain - demand management, cost and waste reduction, process standardization, industry standardization, cultural change, and cross-enterprise collaboration. Each attribute will be defined and benchmarked. Kate Vitasek, Managing Partner, Supply Chain Visions
10:00 - 10:15 am	Break
10:15 - 11:15 am	Session 2: Hytrol Power Lean - The Transformation of a Company After 55 years of operating the business in the same manner, Hytrol embarked on a journey to transform their company using the principles of lean enterprise, six sigma and maintenance excellence. This small company made a major commitment to change the culture and will outline the successes and setbacks encountered during the journey. Gregg Goodner, President, Hytrol Conveyor Company, Inc.
11:15 - 12:15 pm	Session 3: Continuous Improvement at Hershey: The Challenges of Changing a Culture Hershey's continuous improvement model began taking shape in 2004 and is still evolving. Although many successful operational and process improvements have been made through the implementation of lean tools, the cultural change across the organization is only just beginning. You will benefit from the experiences of The Hershey Company in pursuing a company-wide change. Deborah Laudenslager, Director–Industrial Engineering, The Hershey Company

Contact: Joel Sutherland, Managing Director, 610-758-6428 or email joel.sutherland@lehigh.edu.
Visit our website at www.lehigh.edu/~inchain

12:15 - 1:15 pm	Lunch
1:15 - 2:15 pm	<p>Session 4: Manufacturing and Information Supply Chains, an Inter-Disciplinary Approach to <i>Lean</i></p> <p>HP has been successful at streamlining its manufacturing supply chains as well as making significant advances in its' lean information supply chains. This session will review the transformation of one of HP's manufacturing supply chains looking at the tools, processes, and metrics used to attain targeted efficiencies. In addition, you will learn of trends in information supply chains that HP is leveraging to support its manufacturing supply chains, the significant shift within internal information systems, and how HP is helping its customers deploy lean information supply chains.</p> <p>Christopher Green, Business Manager–Utility Services, Hewlett Packard</p>
2:15 - 3:15 pm	<p>Session 5: Using Lean Tools, Techniques to Boost Customer Service</p> <p>Learn how Boeing, through a series of lean activities, is shortening the amount of time each aircraft spends on the ground for maintenance, allowing more flexibility to the war fighter. Lean maintenance is critical because it ensures mechanics and technicians perform work that adds value as defined by the customer. This process discipline improves quality, schedule and cost, in turn increasing customer satisfaction.</p> <p>David Ott, Support Systems Lean Enterprise Focal, Boeing</p>
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	<p>Session 6: When is Lean Too Lean?</p> <p>Lean practices have revolutionized supply chain management and enabled enormous cost savings. But they can also leave supply chains vulnerable to uncertainty, unable to react when unexpected events cause changes in the supply chain's environment. In this panel session, you will hear about potential risks faced by lean supply chains and the benefits that supply chain "fat" can provide. The panelists will suggest ways that companies can evaluate the tradeoff between the risks and benefits of lean practices, illustrating these concepts with examples from their own companies.</p> <p>Several speakers from today's symposium will participate in this panel, moderated by Kate Vitasek, Managing Partner, Supply Chain Visions</p>
4:30 - 4:45 pm	Wrap-up
5:00 - 6:00 pm	Cocktail reception: Zoellner Arts Gallery (Lehigh University)