

Nonprofit Organization
U.S. Postage
PAID
Permit No. 69
Bozeman, MT 59715

Montana State University
313 Roberts Hall
P.O. Box 173800
Bozeman, MT 59717-3800
Return Service Requested

MONTANA
MANUFACTURING
EXTENSION CENTER
AN MSU COLLEGE OF ENGINEERING CENTER

Please Route to:

<input type="checkbox"/> CEO	<input type="checkbox"/> Production Manager
<input type="checkbox"/> Owner	<input type="checkbox"/> Development Officer
<input type="checkbox"/> Human Resources	<input type="checkbox"/> Sales Manager
<input type="checkbox"/> Office Manager	<input type="checkbox"/>

a NIST | Network
MEP | Affiliate

To register contact MMEC (800) MEP-4MFG (637-4634) or (406) 994-3812 • Fax (406) 994-3391
Design: Kelly Bellicour, Wise Acre Studios, Inc.



COMPETE S M A R T

Montana Manufacturing Conference

October 3-4, 2002

DoubleTree

Edgewater Hotel

Missoula, Montana



and the MT Manufacturing Council of the state Chamber of Commerce

Compete Smart

Come and bring your key people with you.

Dear Montana Manufacturers,

In this community we call Montana, our resourceful and independent spirit takes us far. When our neighbors are in need, we readily lend a hand, and it's clear that without each other -- striving, surviving or thriving -- would be difficult, if not impossible.

Montana has over 2400 manufacturers who, like you, face the day-to-day challenges of running and building a business. While the industries may vary, each with unique obstacles and opportunities, manufacturers have become an undeniable economic force in the state.

In today's business climate, we can benefit from sharing our successes and failures with each other. Looking behind the scenes, you'll find that profitable manufacturers continuously learn from networking among -- and partnering with -- other manufacturers. Together, Montana's Manufacturing Sector can prosper, profit and remain competitive.

Having said that, we're pleased to invite you to join other Manufacturers as we learn and grow together at **Compete Smart**, Montana's premier **biennial Manufacturing Conference**. With the many miles that separate us day to day, this is an excellent opportunity to meet your manufacturing "neighbors".

Come hear what works as you plan your next step. Invest some time talking with manufacturers like yourself. Gain ideas that will help you compete in smart ways, add value to your products, and create great jobs here at home.

Compete Smart brings necessary visibility to manufacturing and its growing importance to Montana. We hope you and your key people will join us in Missoula **Thursday & Friday, Oct. 3 & 4** for Compete Smart 2002.

Sincerely,
MMEC Advisory Board

Steve
Steve Holland
MMEC Director

Nick
Nick Savko
Advisory Board Chair—TeleTech Corp.

COMPETE
S M A R T
Montana Manufacturing Conference

Opening Luncheon & Keynote Address

Come, hear Greg Long share how the winning attributes for TLC Junkyard Wars were learned in his 20 years in manufacturing and how those same strengths will work to help you be a winner in your business, building high-energy teams and an environment in which they can thrive.

Greg grew up on a dairy farm and knows the value of tools, working with your hands and your brain. As a featured team member of Junkyard Wars he is also general manager for WOODCRAFT INDUSTRIES, Inc., in Bellefonte, Penn., manufacturer of unfinished furniture.

He and his brothers, Brian and Terry, won the **2001 Junkyard Wars World Championship**, conquering a series of competitors during the program's fourth season on the Discovery Channel TLC network. Each episode features a competition pitting two teams of three friends (siblings in the case of the Long Bros.) against one another in a junkyard full of used parts and rusty, battered machines. At dawn, teams learn their challenge, constructing anything from a hovercraft to an egg launching skyrocket. Ten hours later, they must have designed and built machines to accomplish a given task.

"There is no 'magic formula,' but there are specific elements that must be in place for a company to be successful," says Greg, claiming his entire manufacturing career has been one junkyard war after another -- never enough time or resources, but ever-increasing expectations for quality, new product features, and quick delivery.

Greg has a proven record of implementing new operational systems and team-oriented management in entrepreneurial environments for new business and turn-arounds for industry-leading companies ranging from satellite communications equipment to computer control systems. He spends his spare time building motorized vehicles, tractor pulling and racing. Latest project: putting a jet turbine in a garden tractor. Helping the MMEC outreach mission, Greg will visit Missoula area high schools to talk with industrial arts students during his Montana visit.



Greg Long

The Compete Smart conference is brought to you by the Montana Manufacturing Extension Center and generous co-sponsors: NorthWestern Energy, First Interstate Bank, Montana Department of Commerce, & Montana Manufacturing Council of the state Chamber of Commerce.

Special acknowledgement to Montana Rail Link and the Montana Ambassadors for their support of conference activities and related youth activities.

You said you wanted to hear more from Montana companies. We heard you. Come, listen to three company leaders from Montana manufacturing firms as they share what works to grow your Montana company.

Larry Hall, S & K Electronics



his company makes it work in this neighborhood we call Montana. His winning focus will surprise & inspire you. Recognized for excellence by the U.S. Army, SBA, NASA, and others, S&K Electronics is a full service EMS company recently featured in the *Wall Street Journal* as a model company. Owned by the Confederated Salish & Kootenai Tribes of the Flathead Reservation since 1984, it has grown to over 100 employees.

Larry has been with SKE for more than nine years. As a team leader, he has overseen a three-fold growth in the company. SKE currently has three-year average annual sales of over \$12 million.

Larry has been involved with businesses and business development on the Flathead Reservation in Montana for over 30 years.

Hear Larry Hall, President and General Manager of S & K Electronics, tell about following a different vision in the beautiful Mission Valley of western Montana and how



Larry Hall

Laura Rydberg, Gibson Guitar



Listen to Laura Rydberg, Director of Operations/Controller at the renowned Gibson Guitar, Montana Division, in Bozeman. She inspired a company transformation several years ago that continues today. Find out what Gibson is doing and why. Hear how she and her support teams are making change work. Laura is a Certified Public Accountant whose attraction to activities on the plant floor moved her from typical historical analysis of data to leadership, setting the bar for increased performance and productivity at this famed acoustic guitar manufacturing company.

Some Gibson Acoustic lines have been inspired by the artists who owned them: Elvis, John Lennon, EmmyLou Harris. Gibson combines state of the art manufacturing practices with the skillful hands of artisans so no two instruments are alike. This custom approach continues a tradition of vibrant sound, high quality, and creativity that have earned it a place in the hearts and hands of many of great artists for over a century.

Laura has a history of finding smarter, more cost effective ways of getting the job done in public accounting with one of the Big 8 accounting firms, as controller for Immunex Corp., a Seattle cancer R&D company, and as finance manager for US Intelco, a telecommunications company research group. She earned her BA in accounting at Seattle University.

Gibson is doing and why. Hear how she and her support teams are making change work. Laura is a Certified Public Accountant whose attraction to activities on the plant floor moved her from typical historical analysis of data to



Laura Rydberg

Gerald McConnell, Jore Corporation



environments, global business expansions, consolidations, strategic planning and corporate restructuring. He came to Jore just over a year ago to steer it through rough financial waters. He acquired the Precision Sawmill Systems, a 25-year-old company, in 1999. Come hear his take on growing your business in Montana.

Jore Corporation manufactures power tool accessories and hand tools under retailers' private labels and for power tool makers. Products include a quick-change drilling and driving system, a reversible drill and driver, and hand tools such as its torque driver. Retailer Sears Roebuck is a major customer, and Jore also has a license to sell power tool accessories under the Stanley trademark. The original Jore, founded in 1987, filed for Chapter 11 in 2001. In April 2002 Western Mortgage and Realty bought the company assets, and the company is poised for continued growth under Jerry's leadership.

Gerald "Jerry" McConnell, President of Jore Corporation in Ronan and business owner of Precision Sawmill Systems, Inc., in Superior, deals with the obstacles and opportunities of doing business in Montana every day. A dynamic corporate leader, he has management expertise in rapid growth and turn around



Gerald McConnell

Two Pre-Conference Workshops

Thursday, Oct. 3, 8:30-11:30 am
\$35 for either session. Limited seating, so register early.

Power packed sessions to help you improve and compete in today's fast-paced business world.

Pre-Session I: Effective Cash Flow Management, \$35.00

Kelly O'Connor, Business Source, Bozeman

Three-hour session to ease your stress level with practical techniques you can apply tomorrow. Cash Flow is the lifeblood of your business. If cash flow is inadequate, nothing else matters. Kelly has over 25 years experience in Sales and Financial Management. He will help you get started controlling your cash flow for better business decisions & talking to your lender.

- Plan effective use of cash.
- Prioritize payables & follow through for receivables.
- Tips for cutting expenses or negotiating with creditors.

Pre-Session II: Unlock the Key Elements to Lean Manufacturing with Lego™ \$35.00

Dale Detrick, MMEC Field Engineer

Kate Bryan, MMEC Training Engineer

Let Dale and Kate lead you into more productive manufacturing based on the Toyota Production system. This 3-hour workshop & simulation using Lego™ will introduce you to Lean Manufacturing concepts to cut wastes, increase inventory turns, achieve on-time delivery, gain better space utilization, & more. Come explore Lean with Lego using a live simulation & discussion. It's the beginning of a journey that can move you ahead of your competition.

- Compare traditional vs. Lean.
- Identify non-value added processes/actions.
- Produce just what you need, when you need it.
- Preview how to make Lean work for you.

Conference Breakouts Sessions

Choose from concurrent sessions to help you & you key people with the "next step" in marketing and sales strategies, managing costs in several critical areas, and a panel discussion by people involved in technology transfer right here in Montana. Just indicate on the registration form which sessions will be attended each day and the number attending each.

A:1 Your Customers Cost Money: Explore Costs & Most Valuable Customer

Al Deibert, MMEC Field Engineer
Al Jones, Regional Development Officer, DOC

Fire a customer? Maybe you should! Join Al and Al and learn the value of managing your customers. Deibert specializes in costing models and financials for manufacturing & production and employee management. Jones has extensive marketing experience and business experience with over 20 years in private sector sales, marketing, and advertising.

- How your customers cost money.
- Ways to identify Most Valuable Customer (MVC).
- Why you should get more like them.
- Tips on how to profile and find more MVCs.

A:2 Adding Sales & Distribution Channels for Growth (2:30-4pm)

Woody Woodward

President & CEO of R.L. Winston Rod Company. Twin Bridges, & Showcase Carvers, LLC, Whitehall

Are sales reps the right choice for you? Could using sales reps expand your penetration & increase sales? Understanding how sales reps work and how they fit your company model & market profile can help you answer this question. Attend this session to

- Weigh the advantages and disadvantages.
- Hear examples and pointers to help guide your rep interactions.
- Receive valuable resource information.

Woody is a former owner of CEI Automation in Denver, a manufacturer of custom automatic assembly lines for automotive, medical, and computer component manufacturers. He has an MBA from Dartmouth College, Amos Tuck School of Business, and an MS and B.S. in Mechanical Engineering from University of Vermont. Woody cultivated strong marketing experience while at GE.



Woody Woodward



Kelly O'Connor

A:3 Explore Growth through Technology Transfer: a panel discussion.

This informative panel will help you see how tech transfer can leverage what you do best and open the door to new markets and strong alliances.

Learn important next steps, how to avoid pitfalls, and protecting intellectual property.

Jack Guns, a business consultant currently providing due diligence for Glacier Venture group, will moderate. He held seven managerial posts at McGraw-Hill over 25 years and served on its acquisition team. He is also a Montana Ambassador and lives in Polson.

Meet the panelists:

Todd Johnson, Executive Director, Federal Technology Group, working closely with MSU TechLink Center, Bozeman. He works with Global 500 and other companies to build competitive edge by analyzing cost structures, existing production technology strengths and weaknesses, production methodologies, etc. TechLink is involved in NASA, DOD registered technologies.

Barry Roose, Special Projects Director at American Eagle Instruments, Missoula, and Arcomac Surface Engineering, LLC. He originates and closes on technology activities and works start-up and spin-off technology projects. A life-long Montanan and former Montana Regional Development Officer, he has helped steer a number of Montana companies through securing funds and loan closing.

Marti Elder is a private marketing and management consultant in Bozeman. She specializes in technology project conception, licensing, and marketing of new products. She helps companies manage intellectual property including trademarks, patents, trade secrets, etc. Member of the Licensing Executives Society and National Inventor Fraud Center.

Each panelist will offer a practical piece of the tech transfer puzzle and the kinds of help that are available.



Cindy Taylor

B:1 R.E.A.L Selling with Cindy Taylor

Improved Performance Group, Gallatin Gateway, MT

Attend this session and look at selling as Relevant – Effective – Applied – Learning techniques to improve your own selling or help you recognize strong sales ability in your sales force. Cindy has a distinguished career building sales organizations in senior executive positions with IBM, Oracle, and Silicon Valley start-ups. Using her repertoire of real world experience, learn why successful selling in not about WHAT you do but HOW you do it.

- Identify Critical Focus for successful selling.
- How to recognize highly effective vs. what most do.
- Learn surprising & valuable closing information.

B:2 Managing Energy Costs & Efficiency

Deborah Singer

Economic Development/Key Account Specialist

NorthWestern Energy

At this session, you will learn about proactively managing electric & natural gas costs. Deborah has 23 years experience in the energy and utility industry. She can help you tame the impact of unpredictable energy prices & get tips you can share back at the plant.

- Explore components of your electric bill.
- Understand the role of your default supplier.
- Gain energy saving ideas & helpful resources.



Deborah Singer

B:3 Creating Positive Change: Your People Make the Difference

Jackie Lemieux

Idaho TechHelp, member Manufacturing Extension Partnership

Employees are in a perfect position to make positive change happen or to derail change efforts that add up to lost money. Understanding the dynamics behind these outcomes, then modeling and reinforcing constructive actions are critical for success. As a human performance consultant with expertise in organizational culture, change management, leadership, and recruitment, Jackie will help you examine how to

- Identify & understand company culture.
- Create sponsorship within.
- Develop winning teams.
- Get the best out of people in the manufacturing environment.

Luncheon/ Closing Address

Hear from policy makers about the progress toward making Montana a more business friendly place and the "Business Montana" outreach program. Take this opportunity to voice your concerns and ideas to help build a better Montana economy.

Agenda—Missoula DoubleTree Edgewater Hotel

THURSDAY—Oct. 3/Day 1

8:30 - 11:30	Pre-session with Kelly O'Connor (\$35.00 fee), <i>Effective Cash Flow Management</i>
8:30 - 11:30	Pre-session with Dale Detrick & Kate Bryan (\$35.00 fee), <i>Unlocking the Key Elements to Lean Manufacturing with Lego™</i>
8:00 - 12:30 pm	<i>Registration</i> in Lobby; Corvallis Robotics Team demo <i>Networking in the Coffee Garden</i>
11:00 - 12:20	Tour exhibitors (of Lewis-Clark- Bitterroot room)
12:30 - 2:10	Opening KEYNOTE Luncheon – <i>GREG LONG</i> , Featured Team Member of Discovery Channel TLC Junkyard Wars 2001 Championship Team– <i>Team Building & High Energy Environments</i>
2:10 - 2:30	Network/Visit Exhibitors/Break
2:30 - 4:00	Concurrent Breakouts A:1 <i>Your Customers Cost Money: Explore Costs & Most Valuable Customer</i> w/Al Deibert & Al Jones A:2 <i>Adding Sales & Distribution Channels for Growth</i> w/ Woody Woodard A:3 <i>Growth through Technology Transfer</i> : a Panel Discussion (Todd Johnson-Federal Technology Group; Barry Roose – Am Eagle; Marti Elder LLC, Mgmt & Mktg; Moderator Jack Guns, business consultant)
4:10 - 5:30	Hosted Exhibitor Reception/No-host bar Exhibit Booths - Door prizes - drawings
6:30- 9:00	Dinner Buffet/No-host bar w/ light entertainment Day Ends

FRIDAY—Oct. 4/Day 2

7:00 - 8:00	Breakfast/Visit Exhibitors
8:15 - 10:15	<i>Growing Your Business in Montana</i> – General Session in Ballroom: Company Leaders/Growing Your Business LARRY HALL – S & K Electronics - Mission Valley LAURA RYDBERG – Gibson Guitar - Bozeman JERRY McCONNELL – Jore Corporation - Ronan Networking/Exhibitors/Break Concurrent Breakouts : B:1 <i>R.E.A.L Selling with Cindy Taylor</i> : Learn to Recognize & Develop Behaviors for Highly Successful Sales B:2 <i>Managing Energy Costs & Efficiency</i> -- Deborah Singer, commercial accounts rep., NorthWestern Energy B:3 <i>Creating Positive Change: Your People Make the Difference</i> -- Jackie Lemieux, Idaho TechHelp Break Luncheon/Closing Address -- Policy makers will review progress toward making Montana a more friendly place and changing resources aimed at assisting Montana manufacturers.
10:15 - 10:30	
10:30 - 12:00	
12:00 – 12:30	Break
12:30 –2:00	
2:00	CONFERENCE ENDS

General Info

Conference registration includes all general sessions, your choice of workshops, 2 lunches, reception/dinner buffet, 1 breakfast and refreshments during breaks, conference materials. For pre-conference session, add \$35. For planning purposes be sure to indicate on the registration form which pre-session & breakout sessions you and/or your key people plan to attend. If you have any questions or special needs, please call (406) 994-3812 or email dnash@coe.montana.edu.

Vendor Hosted Reception/No-host bar

Thursday, Oct. 3 4-5:30 pm

Win a Palm™ handheld and get yourself organized! Other great Montana-made door prizes and exhibitor booth drawings will add to this special vendor-hosted reception prior to the evening buffet. Visit the exhibit booths and talk with the vendors about products and services that can strengthen your business. Take this opportunity for special networking time while enjoying hors d'oeuvres and a no-host bar. Winners will be announced during the reception. Dinner with light entertainment will follow.



Special Event

The Corvallis High School Robotics Team will demonstrate the robot they designed and built. Capable of complex skills, this robot placed 2nd out of 34 in qualifying rounds and 5th in finals at the March 2002 Pacific NW Regional competition. Corvallis High is currently the only Montana competitor through FIRST Robotics Program (For Inspiration and Recognition of the Science and Technology), a non-profit educational organization founded in 1989. Not unlike the TLC Junkyard War challenges, FIRST engages students to work cooperatively in innovative team engineering challenges. Stop by and talk with members/mentors.

Register Today!



Company Info

Company Name: _____			
Mailing Address: _____			
City: _____	State: _____	Zip: _____	Co. Web URL: _____
Phone: _____		Fax: _____	E-mail: _____

Attendees

Registrant: _____	Title: _____
Registrant: _____	Title: _____
Registrant: _____	Title: _____
Registrant: _____	Title: _____

Registration Fee

Registration fee is \$175 per person. Save \$25 each by registering by Sept. 5

Participants	\$175	x	_____	=	_____
Early Bird discount	<\$25>	x	_____	=	< _____ >
Mfg Council discount	<\$25>	x	_____	=	< _____ >
Total		=	_____		

Payment Method (circle one):

Check enclosed	Bill my company	Purchase Order # _____
VISA	MasterCard	# _____ (Exp.)

Make your check payable to and mail payment to:
MMEC
Montana State University
P.O. Box 173800
Bozeman, MT 59717-3800



PHONE
(406) 994-3812
or 1-800-637-4634
(800-MEP-4MFG)
between 8 a.m. and 5 p.m.
(M-F)

FAX
Transmit completed form to MMEC at:
(406) 994-3391

MAIL
Send completed form to:
MMEC
Montana State University
P.O. Box 173800
Bozeman, MT 59717-3800

ONLINE
mtmanufacturingcenter.com

E-MAIL
MMEC@coe.montana.edu

To request disability accommodations or inform us of special needs, contact MMEC.

Pre-session # Attending

I. Cash Flow (\$35) _____
II. Lean w/ Lego (\$35) _____

Workshops # Attending

A:1 Most Valuable Customer _____
A:2 Sales Reps _____
A:3 Tech Transfer Panel _____
B:1 R.E.A.L. Selling _____
B:2 Energy Costs _____
B:3 Positive Change _____

Accommodations

Compete Smart
Montana Manufacturing Conference
Oct. 3 and 4, 2002

DoubleTree • 100 Madison • Missoula MT

A block of rooms has been reserved at the DoubleTree Hotel for the nights of Oct. 2 & 3. Please call the hotel directly before Sept. 5 to make your reservations at the special conference rate. Be sure to mention the Compete Smart Montana Manufacturing Conference to receive the discounted room rate (plus tax).

For sleeping room disability accommodation or other special needs, please let hotel know when registering.



\$79 plus tax • 406-728-3100
www.doubletreehotels.com