



Original Equipment Suppliers Association

BULLETIN

To: OESA Members and Guests

BULLETIN: 04-51

From: Neil De Koker, President

Date: December 7, 2004

Lean to Survive

February 15, 2005 ♦ 7:30 Registration and Breakfast ♦ 8:00 a.m. – 11:30 a.m. Program
MSU Management Education Center ♦ 811 W. Square Lake Road ♦ Troy, Michigan

OESA presents “Lean to Survive” an action plan for suppliers to adopt elements of the Toyota Production System (TPS) throughout operations at a Breakfast Briefing, February 15, 2005 at the MSU Management Education Center, Troy, Michigan. The Briefing will provide suppliers through the value chain with information on how to survive and achieve long term profitability.

University of Michigan, College of Engineering, Industrial Engineering Professor **Dr. Jeffrey Liker**, author of *The Toyota Way*, will discuss integrating lean practices into manufacturing, product development, and organization practices, ultimately creating a lean enterprise. The focus takes lean beyond manufacturing operations to where TPS is a guiding philosophy that addresses every part of the corporation and employees.

The Briefing also includes topic experts discussing the opportunity to integrate functional areas into a lean enterprise operation. **Dr. David E. Cole**, Chairman, Center for Automotive Research, introduces the session, and executives with OEM and supplier experience will address manufacturing, product development, and organizational issues.

Senior management, operations, and product development executives should consider attending. The agenda and registration form are attached. Members with questions about the program should contact Dave Andrea, at dandrea@oesa.org.

OESA members may fax the attached form or, [Click Here](#), to register online with a credit card. Members must login using their e-mail address. Members who do not have their password should click “Reset My Password” to access online registration. For assistance with registration, contact Brenna Putman, at bputman@oesa.org, or 248.952.6401 ext. 226.



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Agenda

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|--------------------|--|
| 7:30 - 8:00 a.m. | Registration and Continental Breakfast |
| 8:00 - 8:15 a.m. | Welcome
Neil De Koker , President, OESA |
| 8:15 - 8:30 a.m. | The Need for Lean Operations
David E. Cole , Chairman, Center for Automotive Research |
| 8:30 - 9:15 a.m. | Lean Enterprise: The Toyota Way
Jeffery Liker , Professor, University of Michigan, College of Engineering,
Industrial Engineering |
| 9:15 - 10:30 a.m. | Lean to Survive
Roy Radakovich , President, Heart International
Bob Lyscas , Director of Strategic Solutions, Michigan Manufacturing
Technology Center
Hal Siegel , President, HSM Consulting
Fred Simon , Consultant, HMS Consulting |
| 10:30 - 11:15 a.m. | Question and Answer Session |
| 11:15 - 11:30 a.m. | Closing
Neil De Koker , President, OESA |



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Registration Form

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For faster online credit card registration click - [Online Registration](#).

Members must login using their e-mail address. Members without a password should click "Reset My Password" to access online registration. Contact Brenna at 248.952.6401 ext. 226 for assistance. Members may also complete this form and fax it to OESA at 248.952.6404.

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

1. Name: _____ **e-Mail:** _____

Title: _____

2. Name: _____ **e-Mail:** _____

Title: _____

3. Name: _____ **e-Mail:** _____

Title: _____

Registration Fees:

OESA Members before or on 02/03/05:	\$ 50.00 x _____ = Total: \$ _____
OESA Members after 02/03/05	\$ 70.00 x _____ = Total: \$ _____
Non-Members before or on 02/03/05:	\$ 80.00 x _____ = Total: \$ _____
Non-Members after 02/03/05	\$ 100.00 x _____ = Total: \$ _____

Payment Method: Check enclosed for \$ _____ **Make check payable to OESA** OR

Charge to (*Circle One*): American Express MasterCard VISA

Card Number Exp. Date

Name (as printed on card) Signature

* OESA Membership is based on company, not individual. To review the membership list, visit www.oesa.org.

Notes: **Refunds cannot be given after February 8, 2005.** Substitutions are always welcome. Mail the completed registration form and check payment to the address below. Confirmations are mailed upon registration. Registrants who do not receive a confirmation by February 12, 2005 should contact OESA.

2950 W. Square Lake Road, Suite 101 • Troy, Michigan 48098-5724 • Phone: 248.952.6401 • Fax: 248.952.6404

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