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UNIVERSITY OF DAYTON HOSTS NATIONAL CONFERENCE ON COMPETITIVE MANUFACTURING

DAYTON, Ohio, October 19, 1988--The University of Dayton will gather an estimated 500 of America's manufacturing leaders together at a national conference Nov. 1-2 at the Dayton Convention Center to celebrate the resurgence of U.S. manufacturing and learn about successful management strategies.

Billed as the largest conference of its kind ever held, "Competitive Manufacturing: Winning Management Strategies" will be attended by representatives from the "rust belt" states and from across the country and Canada who want to hear successful methods for transforming U.S. companies into "world-class" competitors. As a highlight, Ohio Governor Richard F. Celeste will address "Manufacturing: Laying the Groundwork for Innovation and Enterprise" at a luncheon on Nov. 2.

"The manufacturing renaissance is taking place right here in Ohio," said Carol M. Shaw, conference organizer and assistant dean of UD's School of Engineering. "We are the heartbeat of manufacturing for the U.S. This conference is about the resurgence of manufacturing in this country and the turnaround that has happened here in the Midwest."

During the two-day conference, Shaw said internationally recognized experts will discuss problems and offer solutions for American manufacturing in the 1990s and beyond. Keynote speakers include best-selling authors and manufacturing leaders. Wickham Skinner, a Harvard Business School professor and a pioneer proponent of strategic manufacturing, will discuss "Manufacturing as a Corporate Competitive Weapon." International management consultant - more -
Masaaki Imai, the author of Kaizen (a book that explores the successful Japanese management concept of "incremental, unending improvement"), will address "Kaizen: The Key to Japan's Competitive Success."

Robert W. Hall, an Indiana University professor who wrote Attaining Manufacturing Excellence, will discuss "Reform of the Management Organization for the 21st Century." Eliyahu M. Goldratt, author of the popular manufacturing textbook, The Goal, will talk to the conference participants about "The Goal and How to Get There." Stanley C. Gault, chief executive officer and chairman of the board of Rubbermaid, Inc., will tell how his company grew in sales from $300 million to $1 billion in seven years in "The Rubbermaid Story: Building on Success."

"Global competition has forced American manufacturing leaders to discover and implement new and better approaches," Shaw said. Decision makers are realizing that finding new technologies is not the most difficult part.

"The most difficult part," she said, "is how to effectively manage the company-wide changes necessary for success. You can't run out and buy technology and think that is the answer. If you don't have people working together in synergy, all the technology in the world won't help you."

Presented by the University of Dayton, the conference is co-sponsored by the National Association of Manufacturers, Ohio's Thomas Edison Program, "Metalworking News," the National Electrical Manufacturers Association, WVUD-FM, American Production and Inventory Control Society (APICS)-Dayton Chapter, the Dayton Area Chamber of Commerce and Qsource Engineering, Inc.

For registration information, contact Teresa Bohlander at (513) 229-4632.

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