



2011 Manufacturers Summit
 Minnesota manufacturers in a world economy:
 What does it take to compete?

MINNESOTA
 CHAMBER of
 COMMERCE

Wednesday, October 26, 2011 | 8:30 a.m. - 3:00 p.m.
DoubleTree by Hilton Hotel - Minneapolis South | 7800 Normandale Boulevard

AGENDA

8:30 a.m.	Registration	Foyer
9:00 a.m.	Welcome <i>Joan Thompson, CFO, Minnesota Wire</i> <i>Chair, Minnesota Manufacturers Coalition</i>	Grand Ballroom East
9:15a.m.	Manufacturers: Optimistic about the future? Manufacturers and distributors are becoming increasingly optimistic about the future – although many challenges remain in play. Changes forced by the recession are taking hold and companies are hiring more, exporting more, and spending more on innovation and advancement. Continuing on five years of annual industry surveys, McGladrey has expanded its study to quarterly surveys focused on providing industry leaders and policy-makers with fresh insight throughout the year. Respondents from manufacturing companies across the United States continue to participate and provide their perspectives on the state of the industry in the McGladrey Manufacturing & Distribution Industry Monitor. <i>Karen Kurek, national manufacturing practice leader, McGladrey</i>	Grand Ballroom East
10:00 a.m.	The Northeast Higher Education District: A model of how one region is meeting local manufacturing workforce needs The Northeast Higher Education District is a unique and very effective collaboration between five autonomous but interdependent two-year colleges in northeastern Minnesota. This model has successfully served the region by educating and producing workers to fill highly skilled, and needed, positions in local companies. Its success is the result of strong relationships among the K-12 schools, business and the colleges. <i>Roy Smith, director of regional workforce development, Iron Range Resources Rehabilitation Board and Northeast Higher Education District</i>	Grand Ballroom East

10:45 a.m.	Sustaining and developing Minnesota's manufacturing sector: The role of the University of Minnesota	Grand Ballroom East
	<p>Dr. Eric Kaler was inaugurated as president of the University of last month leading an institution of 67,000 students. The University has been, and will continue to be, integral to Minnesota's technology and manufacturing industries, whether in its significant role in research and development, or producing highly skilled and capable leaders for our workforce. Learn about Dr. Kaler's goals for greater collaboration with the business community, and developing a stronger entrepreneurial spirit at the University of Minnesota.</p>	
	<p><i>Dr. Eric Kaler, president, University of Minnesota</i></p>	
11:30 a.m.	Break	
11:45 a.m.	Lunch served	Grand Ballroom Center
12:15 p.m.	Improving the U.S. Business Environment: What's needed for manufacturers to compete in the global economy and lead the economic recovery	Grand Ballroom Center
	<p>Nearly 12 million Americans are employed in manufacturing, and while there has been growth in the manufacturing sector, manufacturing has lost 1.4 million jobs since the beginning of the "great recession." The National Association of Manufacturers represents the voice of manufacturers in Washington on such issues as the growing burden of regulations, taxation and energy costs. The organization is actively fighting recent actions by the National Labor Relations Board that radically alter the landscape of employer-employee relations.</p>	
	<p><i>Jay Timmons, president and CEO, National Association of Manufacturers</i></p>	
1:00 p.m.	Breakout sessions	
	<ul style="list-style-type: none"> • Selling my product outside the U.S It's a proven fact – the majority of companies that are growing are doing so by exporting their product and services outside of the United States. Learn the importance of exporting and how you can begin, or continue to build an export market for your product. <i>Mathew Woodlee, senior international trade specialist, U.S. Commercial Service</i> 	Atrium 6
	<ul style="list-style-type: none"> • Taking advantage of energy efficiency to reduce operational costs Manufacturers around Minnesota are putting energy to work for their bottom lines. Learn about the latest in energy efficient operations at manufacturing facilities including new technologies and strategies for using less energy. <i>Ryan Bruers, field sales engineer, Xcel Energy; Jill Curran, program director, Energy Smart, and Ryan Verhulst, energy efficiency adviser, Energy Smart</i> 	Atrium 7
	<ul style="list-style-type: none"> • Marketing and communication strategies to advance your manufacturing company goals Strategic marketing communications help companies achieve their business objectives. It's the foundation for building brands and reputations, generating awareness about companies and their offerings, leading customers to preference and purchase decisions, and shaping customer loyalty. <i>Kathy Burnham, senior vice president, manufacturing, Padilla Speer Beardsley</i> 	Atrium 3

- **Strategies for finding good production workers in a state that's rapidly aging**

Atrium 4

Skilled workers are essential to your company's success. Learn the tools and resources available to help you attract and retain skilled workers, and the efforts under way to ensure manufacturers have a pipeline of skilled workers in the future.

Bonnie Elsey, director, workforce development, Department of Employment and Economic Development; Larry Raddatz, customized training director, Dakota County Technical College; Michael Santori, branch manager, Labor Ready, Inc.

2:00 p.m.

The future of manufacturing: The perspective from a national leader

Grand Ballroom East

What does the future look like for the small and midsize manufacturing companies that are at the core of industry success? Hear the perspective of Darlene Miller, president and CEO of Permac Industries, located in Burnsville. As a member of the President's Council on Jobs and Competitiveness, she serves in an advisory role to President Obama. In 2008, Permac was awarded the U.S. Chamber Small Business of the Year and she has also been named the Small Business Person of the Year by the Small Business Administration.

Darlene Miller, president and CEO, Permac Industries

3:00 p.m.

Adjourn

3:00 - 4:00 p.m.

MinnesotaFairCompetition.com Happy Hour

Navigator's Lounge
(first floor)

Join representatives and coalition members of **MinnesotaFairCompetition.com** for refreshments after today's summit. Come to learn more about efforts underway in Minnesota to curb unfair competition in the manufacturing industry and enter a chance to win Microsoft Xbox games and a free copy of Windows.

Don't forget to wear your MinnesotaFairCompetition.com bracelet to show you're with the group and get your free drink!

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