

# Building an Innovative Enterprise: An Introduction to Design Thinking

written by Lauri Moon | December 1, 2022

Why are some organizations able to innovate over and over again while others remain stagnant? The organizations that are able to consistently innovate, understand that creativity and innovation are not accidental - they are intentional. Design thinking is a human-centered creative process, which brings you to solutions of real, unmet needs in the world.



What to expect:

- Foundational principles of human-centered design.
- Some of the most popular tools of design thinkers.
- An overview of the process of Design Thinking - helping your team not just do creativity, but to be creative.

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**Host:**

Rick Terry, Business Advisor, Innovative Manufacturers' Center (IMC)

**Presenter:**

Mitch Marcello is the founder and director of Imago Innovation, a creativity and innovation firm. Driven by the belief that a complex world needs innovative solutions, Mitch is passionate about assisting leaders, teams, and organizations to understand and realize their creative potential. With a wide portfolio of innovation work, Mitch has assisted communities, colleges, architecture firms, law firms, and more to build workplaces where innovation occurs consistently. As an international

speaker, Mitch challenges audiences to merge both science and art while contemplating the area of innovation. He holds a BFA from Carnegie Mellon University, a Master of Science in Creativity and Innovation from Drexel University and is the recipient of the Fredricka K. Reisman award in Creativity and Innovation.

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# Arc Flash PPE Safety and How to Lead a Culture Shift

written by Lauri Moon | December 1, 2022

Designed to help organizations cultivate comprehensive safety programs, this webinar will educate participants on key PPE best practices and 9 principles recommended for creating an effective safety culture from the bottom up. Participants will learn how to drive change and achieve company-wide compliance in regard to adopting PPE best practices and taking personal ownership of one's safety. Achieving organizational "buy in" will help ensure employees take it upon themselves to perform safe work practices like utilizing additional, important PPE as needed.

## Speaker Bio



### **Jeff DuLong, Subject Matter Expert, Milliken**

Jeff J. DuLong is a Subject Matter Expert (SME) on FR/AR fabrics, arc flash and flash fire hazards, and industry standards. In his current role with Westex by Milliken, he helps both Fortune 500 and small, independently owned chemical/petrochemical, electrical, and gas utility companies audit their FR/AR fabric requirements and develop new programs for arc flash, flash fire, and combustible dust exposures. Previously, Jeff spent 8 years with the largest industrial launderer in North America

in various roles including managing the Western Region as their Flame-Resistant Clothing Region Manager.



## **Teresita Young, Advanced Practitioner for Performance Solutions, Milliken**

Teresita Young, Advanced Practitioner for Performance Solutions by Milliken with over 20 years of experience in the Manufacturing sector. She began her 20-year Milliken career as an Education Manager at the Magnolia Finishing plant before being promoted to a Senior Employment leader. In 2007, Teresita joined Performance Solutions, the consulting division of Milliken and Company, leading our safety engagements and helping clients reduce incident rates through associate led safety processes, polished incident investigations, and structured communication methodologies. Teresita is passionate about safety and believes that safety must be owned at all levels of an organization to truly drive safety excellence.

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# Assumptions - The Key to Successful Demand Planning

written by Lauri Moon | December 1, 2022

No manufacturer can operate effectively without accurate and responsive demand planning. Poor demand planning results in overstock, lost revenue, and ultimately lost customers. How can you craft the most accurate Demand Planning for your organization?

The fabric of your demand plan is your assumptions. They describe the very things that make it a plan—the sales and marketing activities that will be undertaken to generate demand.

In a best practice process of achieving consensus to a plan, the best story usually wins. It is a truth that frustrates many demand planners who come armed only with analytics, and without clear assumptions. Come join us in a discussion of how you can craft the right stories and weave the strongest fabric of your demand plan.

In this session you will learn:

- The vital role assumptions play in reaching consensus on a demand plan
- Methods for documenting and presenting assumptions
- The link between assumptions, risks, and opportunities
- Putting it all together to support scenario planning

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# Avoiding Profit Killers in Manufacturing Maintenance & Operations

written by Lauri Moon | December 1, 2022

Your manufacturing operations over the last 12 months have endured an incredible degree of macroeconomic turmoil: a slowing U.S. economy, on-again/off-again U.S.-China trade relations, and of course the COVID-19 pandemic that has disrupted your workers, your supply chain and your customer demand.

With so much uncertainty you can't control, it is vital that you have your manufacturing operations in order. Your operations need to be lean and efficient to reduce your exposure, and **your maintenance operations are the key to your profitability.**

In this free webinar, you will learn how optimized maintenance operations can help you avoid the "profit killers" of downtime, stock-outs and compliance gaps — issues no one can afford in these challenging times.

Join us as we cover:

- The top profit killers you should be worried about
- How superior maintenance operations are the key to avoiding them
- How the COVID-19 pandemic has shaped the future of maintenance operations

- Industry best practices, technology and services that will help you on the path to greater profitability

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# **Tips on Standardizing Your Manufacturing Software**

written by Lauri Moon | December 1, 2022

Advanced manufacturing thrives on seamless data flows and consistency across the operational landscape. However, many organizations still rely on complex mixes of legacy software from multiple vendors, which can often make easy data sharing impossible. As a result, shops are less flexible, less agile, and less able to absorb change—all critical qualities to thrive in today's manufacturing environment.

To combat these issues, manufacturers are turning to standardized software configurations, which allows them to track workflows more efficiency, control costs more effectively, and better streamline their operations. In this webinar, we will examine the advantages of this strategy and how industry leaders are using it to

create the seamless data flow necessary to drive advanced manufacturing.

Specifically, attendees will learn:

- How standardizing your manufacturing software can improve the efficiency of your processes, replacing fragmented workflows and increasing operational agility, to help you adapt to industry and market changes more easily.
- Where manufacturing software automation can be maximized, using fully integrated systems to eliminate redundancy, and capturing and sharing best practices across your manufacturing teams to address skills gaps.
- How manufacturing software standardization can simplify organizational overheads, streamlining training, support and management.

## **Speaker**



### **Rob Walker, Sr. Technical Marketing Manager, Autodesk**

Rob is a Sr. Technical Marketing Manager at Autodesk, where he and his team are responsible for helping customers understand how they can achieve their manufacturing goals, using the advanced manufacturing solutions that Autodesk offers. Rob graduated from the University of Liverpool with a Bachelor's degree in Aerospace Engineering and a Masters in Product Design and Management before embarking on a career with Delcam as an Applications Engineer. Initially starting in the UK department, he trained and supported UK customers, before moving into an international role, where he assisted the global network of subsidiaries and resellers in both pre and post-sales activities. Following the acquisition of Delcam by Autodesk in 2014, he moved to Technical Marketing, and is now in his 17th year of service.

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# **Proven Ways to Generate New Leads During an Economic Downturn**

written by Lauri Moon | December 1, 2022

There is no surprise that COVID-19 has had a tremendous impact on companies. Manufacturers cannot attend trade shows or hold events at this time, so they will have to rethink the way they generate leads, network, and do business overall.

IMC is partnering with our sister-center, DVIRC, to bring you this free webinar that will review DVIRC's proven lead generation process that aligns companies' capabilities with market opportunities to drive measurable growth by generating qualified prospects.

The webinar will cover:

- Building a lead generation plan
- Formulating your company's value proposition and evaluating your core competencies
- Leveraging market research to identify top prospects
- Identifying and pursuing specific companies and titles
- Effectively deploying a business development outreach program
- Bonus: Examples of how manufacturing leaders have effectively generated increased sales using this process

Presenters' Bios

Lead Generation Webinar Flyer

Zoom Login information will be provided prior to the event.

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# The Right Hire - Recruiting in the Post Pandemic Sales World

written by Lauri Moon | December 1, 2022

As opposed to six months ago, NOW, may be the best time to recruit stronger salespeople, *even* if you do not currently have an opening. Selling has changed in the past three months. Not everyone will be able to make the transition. It does not mean they are bad people, but perhaps the new marketplace may not be a fit any longer.

The ***average cost of a mis-hired salesperson is over \$240,000.00***. Invest \$149.00 and three hours to find ways to increase your chances at securing The Right Hire.

We Will Cover:

- What has changed in your market and your sales team needs to upgrade their abilities?
- Is your current recruiting process successful in recruiting stronger players?
- Why recruiting, interviewing, and hiring salespeople is totally different than any other position and must be built for
- What can we do with a Resume to uncover Fact from Fiction?
- How to create the right “DNA” for your sales
- What must be in place for your new hire to be successful in the first six months?
- How Sales Management *must* be ready

This will be a Live and interactive workshop. Join your professional peers as we build the platform to Upgrade your Salesforce!

**To Register visit:**

**[http://moorepowersales.sandler.com/content\\_section/show/317850](http://moorepowersales.sandler.com/content_section/show/317850)**

OR call 814-944-0828.

Click for event flyer with additional details. RIGHT HIRE

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# Sheet Metal Forming - Quickly Produce Tools In-House with 3D Printing

written by Lauri Moon | December 1, 2022

Tooling for sheet metal forming, with machining or outsourcing, can be a costly and lengthy process. With advancements in materials science for in-house

stereolithography (SLA) 3D printing, you can reduce your tooling costs by 3D printing strong plastic tools in-house.

In this webinar, Shane Wighton, engineering lead at Formlabs, will teach you how to form sheet metal with SLA 3D printed tools. Learn specific design considerations and application examples for printed tools suitable for your machine shop or assembly line.

What you will learn:

- The step-by-step process to form an electric saw blade guard with sheet metal and 3D printed tools.
- Problems that can occur with 3D printed tools and tips to help prevent them.
- Which 3D printed materials were used to print multiple iterations of tooling for the blade guard.
- How Shane designed two different tools to address three design challenges that exist with forming a blade guard.
- Die design guidelines for forming inner features and bending metal sheet with holes.

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# Explosion Prevention & Protection Options for Dust Collection Systems

written by Lauri Moon | December 1, 2022

This webinar provides a realistic approach to preventing combustible dust explosions in dust collection systems, a high risk area in industrial processing facilities and manufacturing plants. The topic will be presented from the end user perspective, discussing the available options and when they are most practical.

Join Brian Richardson, Engineering & Applications Departments Manager for Camfil Air Pollution Control to learn:

- How to recognize dangerous combustible dust situations
- How to quickly observe an unsafe situation in your everyday work environments
- Recognize what you are seeing, and evaluate whether you or your employees are in harm's way
- Decide what steps to take to make the environment safe

## **Speaker**

### **Brian Richardson, Engineering & Applications Departments Manager for Camfil Air Pollution Control**

Brian Richardson has been with Camfil APC since 2008 and has worked in and around manufacturing facilities for 27 years. He started with Camfil in R&D engineering, and progressed into field service management, where he trouble shot and serviced dust collectors, and trained personnel on the maintenance and construction aspects of the equipment. Brian has also served as Manufacturing Production Manager and Quality Safety and Continuous Improvement Manager. In his current role, Brian liaison between the manufacturing areas, sales and engineering departments and helps manage the company's maintenance and local community training programs.

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# Reliability & Data Monitoring in the Age of Remote Working

written by Lauri Moon | December 1, 2022

The current COVID-19 situation has underscored the importance of reliable communications and the value of having remote access to your business systems, whether from home or across the plant. One silver lining—in this otherwise terrible situation—is that **businesses are discovering new ways to leverage networking technology to optimize personal productivity with the important benefit of remaining operational in troubled times.**

Tracking your compressed air system remotely is another critical part of this process. Even in normal times, routinely visiting the compressor room to manually check the condition of the system is usually inconvenient and often forgotten—until there are problems. **For plant managers, engineers, production, and operations managers, having compressed air system data at your fingertips**

## **can help avoid costly downtime.**

This webinar will explore:

- What compressed air data points can and should be effectively monitored
- How this information translates to a more reliable compressed air station.

Join Neil Mehlretter, Engineering Manager at Kaeser Compressors, as he covers considerations and practical options for remotely monitoring your critical compressed air systems.

### **Speaker**



### **Neil Mehlretter, Engineering Manager, Kaeser Compressors, Inc.**

As Engineering Manager, Neil Mehlretter is a key player in Kaeser's Technical Department with responsibilities including product management, system design, and more. An authority on compressed air assessments, Neil has conducted and supervised thousands of industrial compressed air studies, helping users achieve significant energy savings and operational improvements. He has authored several nationally published articles on compressed air system optimization and is a frequent presenter on energy efficient system design. In addition to his Bachelor's Degree in Chemical Engineering from The University of Florida, Neil is AIRMaster+ certified, has completed the DOE Compressed Air Challenge I and II, is a Certified Energy Manager (CEM®), is a CAGI Certified Compressed Air System Specialist, and is a Master Certified System Specialist through Kaeser's Factory Training Program.

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