

2003 Business Program

Opening Feature Speaker – Monday, April 28

“Corporate Leadership and Responsibility”

Colonel Ken Allard

A former army colonel, Kenneth Allard is a well-known commentator on international security issues and is featured as a military analyst with MSNBC and NBC News. His military career as an operational intelligence officer also included service on the faculty of the United States Military Academy, as special assistant to the Army Chief of Staff, and as dean of students at the National War College. A command and control expert, he served in 1996 on special assignment with the U.S. 1st Armored Division in Bosnia.

Allard also played key roles in two of the most significant reform efforts in Pentagon history: as a congressional fellow, helping to draft the landmark 1986 Goldwater-Nichols Act; and directing the study that produced the sweeping procurement reforms of the 1994 Federal Acquisition Streamlining Act.

A noted author and lecturer, Allard’s many publications include two books, *Somalia Operations: Lessons Learned* and *Command, Control and the Common Defense*, which won the 1991 National Security Book Award. Allard holds a Ph.D. from the Fletcher School of Law and Diplomacy and an M.P.A. from Harvard University and he is an adjunct professor in the National Security Studies Program, Georgetown University.



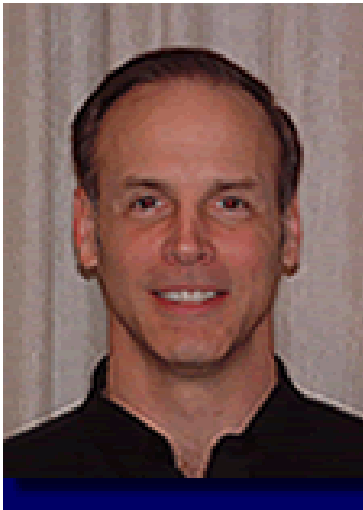
Sunday, April 27

WFLO Showcase

At this meeting, members of the impressive WFLO Scientific Advisory Council (SAC) and public members on the WFLO Board of Governors discuss recent developments and emerging trends in their specific commodity areas and answer questions from the audience. The WFLO Showcase was the highest rated program at the 2002 convention. In 2003, members will hear from the following experts:

Dr. David Arthey, Public Member	Food Developments in Europe
Dr. Kathryn J. Boor, SAC Member	Microbiology
Dr. Paul L. Dawson, SAC Member	Poultry Products
Dr. Donald L. Fenton, SAC Member	Refrigeration Engineering
Dr. Gordon Guyer, Public Member	Entomology
Dr. Dennis R. Heldman, SAC Member	Food Process Engineering
Dr. Ir Marc Hendrickx, SAC Member	Postharvest and Food Preservation Technology
Dr. Michael Jahncke, SAC Member	Fish Products
Dr. Adel A. Kader, SAC Member	Fruits and Nuts
Dr. Daryl B. Lund, Chairman of SAC	Food Process Engineering
Arne J. Martinsen, Public Member	Shipping and Transportation
John J. Reddington, Public Member	Trade and Global Development
Dr. David S. Reid, SAC Member	Basic Aspects of Freezing
Dr. Donald V. Schlimme, WFLO Scientific Advisor	Food Processing/Packaging Technology
Dr. Joseph G. Sebranek, SAC Member	Meat Products
Dr. B. A. (Pete) Twigg, WFLO Scientific Advisor	Fruits and Vegetables Processing and Quality Control
Dr. C. E. Walker, SAC Member	Cereal and Bakery Products
Dr. Charles H. White, SAC Member	Dairy Products
William N. Wise, Public Member	International Trade and Marketing

Tuesday, April 29 – Full Morning Program



“Lean Thinking – Operating to a Profit”

Larry D. Coté

Larry Coté is well known for his penetrating analysis and creative energy. He worked with the James Womack team and spent almost two years at the Lean Enterprise Institute in Boston as C.O.O. He is the Founder and President of the Lean Enterprise Institute Canada. Larry created the ‘on-site’ training concept for Lean and co-developed the programs with the other Senior Advisors. Over the years, he has worked extensively in the PRW and food industry and with hundreds of companies at various stages of their Lean journey in many different business sectors. His research and development work along with his past ‘hands-on’ experience has led to new ways to teach and communicate Lean across North America. These methods used in the past by Lean Enterprise Institute Canada and Lean Advisors Inc. have proven to be very successful in promoting ‘sustainability’ within the organizations where they have been applied.

Larry on Lean

“The most important thing to remember when you’re undertaking the Lean journey is that **Lean is not a tool. It’s a way of thinking about how to run your organization.** It’s a disciplined framework for making decisions about the future of your company and its success. The focus is always on the customer and removes the activities that only benefit internal needs.

“If I had one wish for companies who think they’ve completed the Lean transformation, it’s that they start to look long-term and minimize their efforts for short-term gains. It’s all too easy to be satisfied with the first results and quick results. It creates an environment where tools like Kaizen, 5S, Quick Change Over or 6 Sigma are applied at random. Each tool gives you points of success and the illusion of great activity. But it is only an illusion with minimal (if any) real bottom-line or customer satisfaction improvement. Doing ‘**Lean the Right Way**’ is about succeeding in a big way and **making your company the leader in your industry.**

“Ask yourself these questions – Is my company on target for my big goal, the future state of the organization? Where is my map for the future state? How do the Lean tools we use move us towards our goal and ultimately to the customer’s satisfaction or needs? Are my ongoing successes showing up on the bottom line? Are our success measurements driving the right behaviors throughout the organization? Are our efforts coordinated or incremental? Are the improvements measured in small percentages or dramatic increases?”

“That’s the rigor of Lean. Challenge yourselves again and again – it’s the right path to proven success. And it works in all industries whether they are big or small, new or established. All you need is knowledge, the passion with a vision, a proper Value Stream Implementation Plan and the attitude to ‘Get Started Now.’”

“Gorton’s – Putting Lean to Work”

Jeff Whiteacre

Gorton’s, one of North America’s oldest consumer goods company and its Canadian sister company **Blue Water Seafood** are on a lean journey. Over the past few years, these companies have begun to implement and sustain lean manufacturing techniques. By eliminating non-value added activities and streamlining the flow of materials, dramatic results have been realized. With the encouragement and guidance of the Lean Advisors, Inc., Gorton’s achieved recognition for Industry Week’s top 25 plants in North America in 2001.

Jeff Whiteacre has a background in Financial Accounting and Operational Management. Over the years, he has worked as the head of the financial team for operations, general accounting, budgeting, cost accounting, and analysis. His work has been involved with the plants, distribution, and purchasing. His financial experience has been easily applied to lean operating techniques. Recently, Jeff moved to Operations full time and is **responsible for the training and implementation of lean techniques throughout Gorton’s.** He is currently working on Value Stream maps, implementation plans and future state maps for the entire value stream. Jeff understands the importance of working with suppliers and downstream customers. He has done extensive lean training with Gorton’s suppliers, **warehouse facilities**, plant processes, and the home office. His most recent challenges have led him to bring the Value Stream mapping benefits across the company from the boardroom and office and into the depths of the plants and warehouses. Jeff holds a BS degree in Accounting from The Pennsylvania State University and a Master’s of Business Administration from Suffolk University.



Wednesday, April 30

“Security Best Practices”

Barry Brandman

Barry Brandman is president of Danbee Investigations, a company that provides professional investigative and **security consulting services** to hundreds of firms globally. Barry’s company has recently been named as a **partner with IARW in providing facility security to IARW members** at a special association rate. He has also presented at the WFLO Management Conference and at several IARW chapter meetings. As one of the nation’s foremost business security experts, Barry has appeared on network TV and has been a guest speaker for WERC, the International Security Conference, CLM, Food Distributors International, IWLA, and other industry and security organizations.

Barry currently works with over 300 firms nationally and internationally. He is credited with developing innovative techniques and services that have literally saved companies hundreds of thousands of dollars each year by eliminating internal and external loss and improving bottom line profits.



Closing Feature Speaker – Wednesday, April 30

“The Top Trends Changing Your World and Your Business”

Dr. Marvin Cetron



Dr. Cetron, as founder and president of Forecasting International, will share his insight into the top trends changing your world and your business. For four decades Forecasting International has conducted an ongoing study of the forces creating global change. These findings cover key aspects of the economy, technology, business and society. Dr. Cetron has been noted frequently for his insight and accuracy.

Dr. Cetron has been identified as one of the nation’s foremost futurists in the cover story, “The Next 50 Years,” in the 50th Anniversary issue of *U.S. News & World Report*. He was selected by the Institute of Industrial Engineers as one of the top 10 Industrial Engineers in the U.S. and has been featured in countless magazines and newspapers. He has appeared regularly on every major television network, on shows including the Today Show, Good Morning America, CBS Morning News, CNN Newsmaker Sunday, Crossfire and Larry King Live shows.

As a pioneer in corporate, industry, demographic, and lifestyle forecasting, he has structured Forecasting International to provide industry and government with the benefits and insights of an international group of experts in the fields of management techniques, technological forecasting, corporate strategic planning, technology assessment, R&D planning, project selections, resource allocation, economics, marketing, and the behavioral sciences.

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