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Successfully Implementing Six Sigma in Chemicals & Pharmaceuticals

Achieving Process & Product Optimization for
Manufacturing Excellence



KEYNOTE ADDRESS:

- **John Cooper**
Executive VP of Global
Manufacturing and Supply
**VALEANT PHARMACEUTICALS
INTERNATIONAL**

CONFERENCE CHAIR:

- **Jeff Keller**
Manager, Six Sigma Operations
GE FANUC

EXPERT SPEAKERS INCLUDE:

- **Doug Pratt**
Director, Six Sigma Process Excellence
DOW CORNING CORPORATION
- **Michael Teasdale**
Director, QLP
BAXTER BIOSCIENCE
- **Dr. Fadel Hamed**
Project Manager, Quality Engineering
AMGEN INC.
- **Bob Honor**
Pharmaceutical Lead
GE FANUC
- **Skip Yocum**
Director, Business Process Excellence
SUN CHEMICAL CORPORATION
- **Andrew Downard**
Director of Six Sigma
CYTEC INDUSTRIES INC.
- **Edward Tucker**
President and CEO
PLASTICONCENTRATES, INC.
- **John Bratz**
Associate Director, Drug Substance Operations, Network
WYETH BIOPHARMA
- **Jeff Seeman**
Black Belt
BORDEN CHEMICAL, INC. / HA INTERNATIONAL
- **Greg Brue**
President & CEO
SIX SIGMA CONSULTANTS INC.
- **Richard Tait**
Principal
PRODUCT DEVELOPMENT CONSULTING INC.
- **Dr. Mark Kiemlele**
President
AIR ACADEMY ASSOCIATES
- **Chuck Boiler**
Lead Analytical Support Strategist
JMP, a business unit of SAS
- **Dr. Lori Rothenberg**
JMP Training Program Manager
SAS
- **Dr. Ian Wedgwood**
Executive Director
SIGMA BREAKTHROUGH TECHNOLOGIES INC.
- **Paul Docherty**
CEO
i-solutions
- **Rick Tucci**
Founder and President
LEAP TECHNOLOGIES

February 16th -17th 2005
The Hyatt Regency, Dallas, TX

WHY YOU SHOULD ATTEND

This comprehensive program provides an unparalleled networking and learning opportunity for professionals deploying Six Sigma in Chemicals and Pharmaceuticals. The conference has been carefully written to gather together many of the Six Sigma deployment leaders and Industry experts to demonstrate how Six Sigma can be successfully deployed for effective business growth. This program includes essential themes emphasized during research, in order to offer maximum benefits in attending. Industry experts and practitioners will provide practical solutions for deploying an integrated, well-managed approach to process improvement.

Book your place today to:

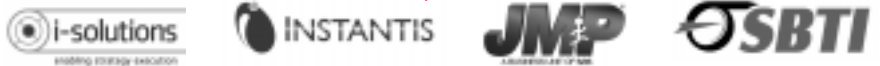
- **Learn** about successfully INTEGRATING Six Sigma - OVERCOMING RESISTANCE to change
- **Determine** how to use DFSS to enhance a new product development process
- **Understand** how to COMPETE on a global scale with EMERGING MANUFACTURERS
- **Discover** how to REVIEW, MEASURE AND MAINTAIN the effectiveness of your deployment
- **Identify** the TOP 10 CHALLENGES facing the deployment of Six Sigma initiatives
- **Hear** how to integrate LEAN principles with Six Sigma tools in a MULTI-DIVISION environment

Plus Attend this conference to hear unparalleled presentations on:

- CHANGING THE CULTURE BY IMPLEMENTING A LEAN SIX SIGMA APPROACH
- EXTENDING SIX SIGMA THROUGHOUT THE ORGANIZATION
- INNOVATION AND SIX SIGMA

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Workshops on February 15th 2005**

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WHO SHOULD ATTEND?

WCBF's Six Sigma in Chemicals and Pharmaceuticals has been extensively researched and specifically tailored to meet the requirements and interests of professionals working within Six Sigma.

Key job titles that have been identified are:

CEOs & CFOs

Senior / Associate Directors

Senior Vice Presidents

- Global / Corporate Quality
- Quality Standards and Business Excellence
- Quality Assurance
- Manufacturing
- Corporate Improvement
- E-commerce
- (Business) Process Excellence
- Supply Chain (Optimization)
- Purchasing / Procurement
- Product Development

And also specific job titles include:

- Chief Quality Officer
- Operations / Logistics
- Lean Manufacturing
- Technical Director
- Product Managers
- Deployment Leader / Champion
- Six Sigma Champions, Master Black Belts, Black Belts, Green Belts
- Consultants / Suppliers to the Pharmaceutical & Chemical Industries
- Technology Vendors

PICK ONE

Come and discover why each WCBF Six Sigma conference is attended by 200+ senior-level quality and performance improvement executives. This is the highest number of senior-level attendees per a Six Sigma niche focussed conference than any other organization. For further details contact ccdatdept@wcbf.com

We know your time is precious, so make optimum use of it and spend two days learning first-hand from the best. The program has been designed to give you maximum value, offering streamed sessions to cater to your area of expertise.

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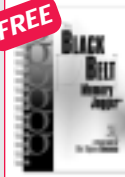
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FREE



Every delegate will receive **FREE** **The Black Belt Memory Jogger™**

Provides new and experienced Black Belts and others with guidance on their roles, and contains tips and step-by-step instructions for performing more than 21 advanced Six Sigma tools.

Use it as a training tool or as a quick reference to keep your teams and projects on track.

FREE



PLUS A FREE Six Sigma and MINITAB book - Hurry only a limited number available

Cutting through Six Sigma's strange terminology and consultancy speak, this guide aims to remove the mystique by delivering Six Sigma in a down to earth, approachable and logical format.

FREE



PLUS A FREE Customer Centric Product Definition on registration - Hurry only a limited number available

Customer-Centric Product Definition is designed to help companies develop innovative products that will expand market share by creating extraordinary value. It explains how focusing on customer requirements at the very earliest stage of product development, during product definition, helps companies create winning products that truly meet market needs. The book demystifies the so-called fuzzy front end of the product development cycle and presents case histories of successful implementations of a market-driven product definition process.

WITH SPECIAL THANKS TO OUR PARTNERS

Air Academy Associates specialize in assisting clients in reducing waste and minimizing variation in products and processes through training, and consulting in Six Sigma, Design for Six Sigma, Lean, SPC, DOE, FMEA, QFD and other topics. Our training programs feature integrated textbooks, student guides and software such as our SPC XL, DOE PRO and DFSS Master packages.

AICHe Founded in 1908, AICHe is a professional association of more than 46,000 chemical engineers from 92 countries. Its members work in corporations, universities and government to develop safe and useful products for the benefit of society. The Institute aids Members' professional growth and fosters the dissemination of scientific knowledge. AICHe created and supports the efforts of the Society for Biological Engineering (SBE), the Center for Chemical Process Safety (CCPS) and the Institute for Sustainability (IFS).

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BPM Forum is an elite C-level, customer organization dedicated to advancing business performance management techniques, technologies, and processes in global enterprises and government organizations. The Forum brings together nearly 500 C-level executive members representing global companies with over \$400 billion in annual combined revenues. These influential business line managers and executives oversee critical enterprise finance, operations and technology functions. For more information on the BPM Forum please go to: www.bpmforum.org

Business Process Trends (BPTrends) is the comprehensive source of information and analysis focused on trends, directions and best practices in business process change. BPTrends is targeted at business managers, vendors and associations. Membership in BPTrends is available FREE to everyone, and all members receive Monthly email UPDATES and ADVISORS. Go to www.bptrends.com and click on BECOME A MEMBER box and start receiving the most comprehensive and timely information on business processes available today.

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i-solutions helps organizations get more from their investment in critical business programs such as Six Sigma, IT and R&D that drive growth and create value. They provide a range of enterprise

software solutions, based on their flagship i-nexus product, that have been designed from the ground up to meet the real needs of Six Sigma VPs, CIOs, CTOs and other business leaders. Combining the latest web technology with powerful ROI driven functionality, these solutions are helping a growing number of global organizations to align their project portfolios with business objectives, accelerate the delivery of tangible benefits and leverage what they learn in project execution. To find out more about how i-solutions can help you to reduce project cycle times, increase project success rates and cut the cost of managing your portfolio, call 1-617-273-8387 or visit www.i-solutionsglobal.com

JMP Software JMP is a business unit of SAS, the world leader in business intelligence software and services powered by market-leading analytics. With our organization's long-term viability and stability, SAS has committed substantial resources and research to move the JMP product forward. As part of SAS, JMP is able to utilize SAS resources, which include SAS award-winning technical support, SAS training services that offer comprehensive JMP training courses, and the state-of-the-art distribution center for JMP shipments.

Minitab is the leading provider of quality improvement software. Our flagship product - MINITAB Statistical Software - has been used to implement virtually every major Six Sigma initiative around the world. Minitab also offers Minitab Quality CompanionT for process management, as well as world class training and software customization. Visit www.minitab.com

Pharmaceutical Business Strategies addresses best business practices implemented by pharmaceutical company executives to drive business value and maximize return on investment along the global pharmaceutical value chain from manufacturing to market. With a circulation of 20,000 decision makers, our subscribers set corporate strategies and influence buying decisions across the following business areas: sales and marketing services, leadership/management development, drug packaging and delivery systems, operations and logistics, and information technology applications. www.PharmCast.com is the world leading website designed specifically for pharmaceutical, clinical and biotechnology professionals. www.PharmCast.com brings up-to-date information on pharmaceutical patents, FDA, news, jobs and Buyer's Guide to our visitors. It was created and is maintained by pharmaceutical and biotechnology professionals. Visit www.PharmCast.com and discover for yourself why it is so popular among professionals.

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Sigma Breakthrough Technologies founded by Stephen Zinkgraf, PhD, is the premier Six Sigma and Lean Enterprise business solutions consulting company. We have combined the proven Six Sigma toolset with the tools of Lean into a flexible, integrated set of roadmaps. Our wide array of services ensures an expansive portfolio of products and services to positively impact your enterprise in all disciplines and at all levels.

Six Sigma Today is the leading specialist hard copy magazine dedicated to the growing methodology of Six Sigma. It is our aim to provide an informative magazine to the Six Sigma industry by reporting on the latest tools and techniques which are used to give businesses a competitive edge. For more information contact us on +44 (0) 121 457 6006 or email info@sixsigmatoday.com

DAY ONE: February 16th 2005

07:30 NETWORKING BREAKFAST, REGISTRATION AND EXHIBITION OPENS

08:20 CONFERENCE OPENS

OPENING ADDRESS

08:30 WELCOME AND OPENING ADDRESS BY THE CHAIR PERSON

Jeff Keller
Manager, Six Sigma Operations
GE FANUC

08:45 SUCCESSFULLY INTEGRATING SIX SIGMA - OVERCOMING RESISTANCE TO CHANGE

Introducing a new quality initiative to either a department or a complete organization can provoke a level of resistance that can be difficult to overcome if not managed well. This presentation will discuss the most effective strategy for introducing Six Sigma to employees in order to reduce the degree of resistance.

Bob Honor
Pharmaceutical Lead
GE FANUC

09:30 HOW TO COMPETE ON A GLOBAL SCALE WITH EMERGING MANUFACTURERS

This is one of the most prevalent concerns of Chemical and Pharmaceutical manufacturers today. So how do you remain sufficiently agile to maintain your edge against a background of accelerating financial demands? This presentation will look at how the successful integration of Six Sigma has enabled certain companies to rise to the challenge of competition from emerging economies.

Greg Brue
President & CEO
SIX SIGMA CONSULTANTS INC.

10:10 NETWORKING MORNING COFFEE BREAK

10:40 SIX SIGMA PARTNERSHIP WORKING

This presentation will inform delegates of the benefits of partnership working. Drawing on experience and real life examples, the speakers will demonstrate how truly understanding the needs of the business is a critical factor for achieving breakthrough results with Six Sigma.

Dr. Lori Rothenberg
JMP Training Program Manager
SAS
and Client Representative

11:20 USING DFSS TO ENHANCE A NEW PRODUCT DEVELOPMENT PROCESS

This session will focus on what the Design for Six Sigma (DFSS) methodology can do to improve a new product development process. It will address specific ways of gaining the critical knowledge needed to predict the performance of a product before it is actually produced. Examples and case studies will be provided to drive home some of the key concepts that should be part of the everyday process of new product development. Key topical coverage includes:

- How to obtain transfer functions
- The use of transfer functions to optimize designs
- A glimpse of the future of DFSS

Dr. Mark Kiemele
President
AIR ACADEMY ASSOCIATES

12:00 LUNCH AND NETWORKING

KEYNOTE ADDRESS

13:10 WHY SIX SIGMA? - A REVIEW OF THE INDUSTRY TODAY

There are not many industries that are as sensitive to increases in raw material costs at one end of the supply chain yet at the other end, as pressured by competitors to keep prices down. With competition continuing to rise and emerging global markets increasing the demand to provide higher quality products and better services to customers at a lower cost, how can the deployment of Six Sigma help capture a significant market share in the economy today?

In this keynote speech, John Cooper will present an overview of the marketplace today. He will refer to his experiences of Six Sigma deployment in this environment and share practical examples of lessons learned.

John Cooper
Executive VP of Global Manufacturing and Supply
VALEANT PHARMACEUTICALS INTERNATIONAL

13:50 TOP 10 CHALLENGES FACING THE DEPLOYMENT OF SIX SIGMA INITIATIVES

There is certainly a new found interest in the deployment of Six Sigma initiatives across multiple industries. As a result, current presentations centered around Six Sigma deployment have focused exclusively on the business and financial benefits of Six Sigma. The latter mystification of Six Sigma has attributed to the delusional status of Six Sigma as a failure proof initiative. Enter reality. Although Six Sigma is certainly a value added business philosophy when deployed correctly, it goes without saying that deploying Six Sigma does not happen without challenges. Without careful evaluation and consideration of the challenges, Six Sigma initiatives will most likely fail. Dr. Hamed discusses the top ten challenges that organizations face when attempting to deploy Six Sigma initiatives.

Dr. Fadel Hamed
Project Manager, Quality Engineering
AMGEN INC.

14:30 AFTERNOON REFRESHMENT BREAK

15:00 REVIEWING, MEASURING AND MAINTAINING THE EFFECTIVENESS OF YOUR SIX SIGMA DEPLOYMENT

Irrespective of the maturity of your Six Sigma deployment, it is crucial that you are able to review the actions that you have taken and where necessary, learn how to improve the deployment processes in the future. This essential case study presentation will inform delegates about using Six Sigma tools to measure Sun Chemical's successful Six Sigma deployment and keeping it Alive! This session will share new tools introduced to continually reenergize Sun Chemical's Six Sigma initiative.

- Continuous Improvement Reviews
- Product Quality and Fitness For Use
- Lean Sigma

Skip Yocum
Director, Business Process Excellence
SUN CHEMICAL CORPORATION

15:40 REDUCING VARIATION AND ERROR - A PLASTICS CASE STUDY

This presentation will offer delegates a valuable insight in to how DFSS could be deployed within manufacturing to try and improve a process that previously encountered large degrees of variation. Ed will discuss his experiences of Six Sigma and how DFSS has improved processes familiar to those engaged in the plastics industry.

Specifically this presentation will cover;

- Using Six Sigma design to select equipment, processes and design a Centre of Excellence
- Solving human error with Six Sigma methodology
Reducing common variation in the process of color matching and colour production

Edward Tucker
President and CEO
PLASTICONCENTRATES, INC.

16:20 ASK THE EXPERTS Q & A SESSION

Delegates are encouraged to submit questions in advance to the REGISTRATION DESK throughout the conference to ensure that a broad range of topics can be covered within the time allocated.

Q & A PANEL FACILITATOR:

Paul Docherty
CEO
i-solutions

17:00 END OF CONFERENCE DAY ONE

17:10 NETWORKING AND COCKTAIL RECEPTION

Relax, unwind
and network
with your
colleagues

DAY TWO: February 17th 2005

07:30 NETWORKING BREAKFAST AND EXHIBITION RE-OPENS

08:15 WELCOME TO DAY TWO AND RECAP OF DAY ONE

Jeff Keller
Manager, Six Sigma Operations
GE FANUC

08:30 DEVELOPING THE SIX SIGMA STRATEGY AT DOW CORNING

Dow Corning began its enterprise-wide pursuit of Six Sigma Process Excellence in January 2001, recognizing it to be a powerful 'change agent' that enables peak performance in all aspects of the business. This case history will discuss Dow Corning's Six Sigma journey, covering topics that will inevitably help delegates from a small-to-medium sized enterprises understand why they should undertake Six Sigma and how.

This presentation will discuss the successes, the challenges, and the lessons learned during the development of their deployment. In particular Doug will inform delegates of the importance of integrating Six Sigma in to the company culture and why Dow Corning strives to make Six Sigma not just a program, an initiative or a 'quality number', but the way they do business, the way they think, the way they act, the way they accomplish business strategies. Other topics to be covered include:

- Managing cultural change - from theory to practice - authenticating text books
- Factors critical for a successful deployment
- Organizing a leadership team for successful deployment
- Clarifying key roles in Six Sigma so employees fully understand their responsibilities
- Project impact evaluation methodology
- Elements of Six Sigma Training
- Communicating success
- Current efforts beyond DMAIC - Design for Six Sigma, Process Management and Six Sigma LEAN Enterprise.

Doug Pratt
Director, Six Sigma Process Excellence
DOW CORNING CORPORATION

09:10 INNOVATION AND SIX SIGMA

Is Six Sigma a friend or an enemy to creativity? Does DMAIC help or hinder innovation? Can the same program be equally successful in manufacturing and R+D? This presentation will discuss how the quest for innovation and creativity can sometimes be challenged by traditional Six Sigma models, and examine one way (thought mapping) that the challenge can be met. In particular, Six Sigma as a framework for the scientific method will be explored using examples from successful projects. Points for discussion will include:

- What are the limitations of traditional models and how can we overcome them?
- What would a non-DMAIC Six Sigma program look like?
- How can learning from Six Sigma work be captured?
- Finding the solutions that work is great, but how can we benefit from all the things that didn't work too?

Andrew Downard
Director of Six Sigma
CYTEC INDUSTRIES INC.

09:50 CHANGING THE CULTURE BY IMPLEMENTING A LEAN SIX SIGMA APPROACH

This presentation demonstrates how to identify key operating mechanisms and the training strategy to transform a management culture. It highlights the necessity to develop a process improvement approach that is in alignment with the company's strategy: Specifically this presentation will discuss the following key topics:

- Prerequisites to drive change: dashboards
- DMAIC a link between Lean and Six Sigma
- Laying the foundation for sustainable change

Michael Teasdale
Director, QLP
BAXTER BIOSCIENCE

10:30 NETWORKING MORNING COFFEE BREAK

11:00 HOW TO INTEGRATE LEAN PRINCIPLES WITH SIX SIGMA TOOLS IN A MULTI-DIVISION ENVIRONMENT

Deploying Six Sigma or any other quality initiative can be very challenging so; it helps to have executive level support. But, what do you do when there's no top-down directive or corporate funding and yet still a need for Six Sigma discipline? Join John Bratz in exploring the traps, barriers and pathways to bringing Six Sigma (Operational Excellence) into a multi-division organization with little tolerance for corporate

mandates, lengthy training programs and bureaucracy. John will share his journey in building the vision, strategy and resources for supporting the introduction of Six Sigma discipline without the waste and delay often associated with corporate driven deployments. Learn about:

- Developing a flexible deployment model to meet internal organizations at their readiness level for change
- Creating a robust toolkit that combines the best of Six Sigma, Lean and Workout™ methodologies
- Training as you deploy and creating accountability for results
- Operating with minimal overhead and corporate infrastructure

If you are in the initial stages of a Six Sigma, Lean, Process Excellence, etc. deployment this session will give you some great insights and lessons learned.

John Bratz
Associate Director, Drug Substance Operations, Network
WYETH BIOPHARMA

11:40 EXTENDING SIX SIGMA THROUGHOUT THE ORGANIZATION

We often associate Six Sigma with projects to eliminate manufacturing defects and variation. However, Six Sigma is not just about projects, and it is certainly applicable to many other aspects of the business outside of manufacturing. At HA International, Six Sigma is being woven into the very fabric of how business is conducted. In this session, you will see how HA International is using Six Sigma to:

- Solve Environmental, Health, & Safety issues
- Improve business processes
- Build partnerships with key customers
- Eliminate non-value added activities
- Enhance new product development

Six Sigma doesn't become a "way of life" overnight. In this session, some of the lessons learned along the way to integrate Six Sigma at HA International will also be shared.

Jeff Seeman
Black Belt
BORDEN CHEMICAL, INC. / HA INTERNATIONAL

12:20 LUNCH AND NETWORKING

13:20 THE VOICE OF THE CUSTOMER (VOC) DRIVING DESIGN FOR SIX SIGMA

Design for Six Sigma (DFSS) is helping to bring long needed structure and discipline to the development process, particularly in the area of customer satisfaction. Companies recognize that if they want to deliver near perfect products/applications they must systematically listen to the 'voice of the customer' during the development of those products/applications. Having only 3.4 defects for every million activities or opportunities is impossible to achieve without truly understanding customers' requirements - the ultimate defect in the marketplace is not meeting a customer's needs!

Pursuing this goal with the right tool set dramatically increases your chances of winning in the market. That's what this talk is all about - providing a framework for identifying unambiguous customer requirements right from the start. Richard will focus on how to help your company generate products and applications that are based on providing maximum value to your prospects and customers. The approach balances your company's core competencies with market needs, positioning the organization to stay ahead of competitors by unearthing value-based requirements.

The approach will help attendees view product and application decisions in a new way:

- Re-thinking product definition along value dimensions;
- Using customers and markets to set the value of solutions;
- Aligning products based on value generation;
- Defining metrics for each customer requirement so that you will know when you have satisfied them
- Setting your critical to quality (CTQs) criteria and,
- Determining where to invest your R&D dollars for a maximum return

Richard Tait
Principal
PRODUCT DEVELOPMENT CONSULTING INC.

14:00 Q & A

This final wrap up session dedicated to Q & A will allow you one last opportunity to ask any outstanding questions to speakers and fellow delegates.

14:20 CHAIR'S CLOSING REMARKS & CLOSE OF CONFERENCE

14:30 AFTERNOON NETWORKING BREAK WITH REFRESHMENTS

PRE-CONFERENCE WORKSHOPS: Tuesday February 15th 2005

WORKSHOP A: 08:30 - 11:15

ANALYTIC SOFTWARE FOR MAXIMUM PRODUCTIVITY

Includes Breakfast

Choose A or B

Commitment to Six Sigma® positions your company to build expertise in continuous quality improvement throughout your organization.

JMP® provides powerful analytics, an easy-to-use interface, and an integrated solution that supports all phases of the DMAIC process. Our unique "show me" paradigm puts advanced analytics in the hands of non-statistician Six Sigma practitioners who can drag and drop variables to describe their problem, push a button to launch an analysis, then view the results as an easy to interpret chart or graph. JMP software helps you improve the quality, lead time and cost of your company's most critical products and processes.

Let us show you JMP's analytics in action for DMAIC applied to real world process design problems. Learn how recursive partition and design of experiment capabilities unique to JMP efficiently address the complex challenges whose remediation is critical to an organization's Six Sigma success. See how JMP's flexible scripting language will help you specify and deliver standard analysis tools to the desktops of your Six Sigma teams.

During this JMP seminar, JMP staff will present information on using analytical tools to drive successful Six Sigma programs.

ABOUT YOUR WORKSHOP LEADERS - Chuck Boiler is the lead Analytical Support Strategist for JMP, a business unit of SAS. In 1997 Chuck joined SAS as the Manager of Support Engineering, guiding the development of technical presentations for conduction analysis, including Design of Experiment for the semiconductor industry, quality control for manufacturing and marketing applications, and survey analysis. He has also led efforts to help companies deploy JMP to help understand production challenges and achieve productivity gains. **Lori Rothenberg, Ph. D.,** JMP Training Program Manager, has a solid background in quantitative method, program evaluation and the science of learning. Her statistics and analyses experiences include structural equation modeling and methods for testing and assessment. Piloting the first Live Web course for SAS, Getting Started with JMP, Dr. Rothenberg set the standard for subsequent live web training. In addition, she launched the JMP mentoring program and spearheaded the launch of the new Six Sigma training and service program.

WORKSHOP B: 08:30 - 11:15

HOW TO GET A 10:1+ RETURN BY LINKING STRATEGY WITH EXECUTION - LEVERAGING SIX SIGMA AND OTHER BUSINESS IMPROVEMENT METHODOLOGIES TO DRIVE PERFORMANCE INSIDE PHARMACEUTICALS

Includes Breakfast

Why do some companies get exceptional results from Six Sigma while others struggle to break-even?

In this highly interactive workshop, Paul Docherty will get to the core of this question by highlighting the key learning points from a comprehensive survey of over 40 companies that have, over the last 4 years, enjoyed various degrees of success with Six Sigma. Using the improvement cycle as a basis, this workshop will showcase the best practices and signal the typical mistakes that were identified during the survey process, enabling participants to benchmark their programs and identify the high leverage actions they can take now to improve return on investment in Six Sigma.

- Get to grips with what you need to make your Six Sigma Program successful through a systematic analysis of your 'infrastructure'
- Identify real-life examples of some of the best practices at companies achieving a 10:1+ return
- Self-diagnose your current challenges using the comprehensive benchmarking tool

While all organizations will benefit from this comprehensive overview of the tools and infrastructure you really need to make Six Sigma successful, this workshop will be particularly valuable for those people who are trying to understand how to link business strategy with tactical execution by integrating goal deployment and business dashboards into Six Sigma and thus maximize return on investment.

ABOUT YOUR WORKSHOP LEADER

Paul Docherty is the CEO of i-solutions, the leading provider of enterprise software to enable strategy execution. His understanding of the challenges of embedding Six Sigma into the fabric of the organization comes from his experience coaching management teams in many Global 1000 companies and from leading the deployment of Six Sigma at Marconi.

WORKSHOP C: 11:30 - 14:15

COMBINING SIX SIGMA, LEAN AND WORKOUT METHODS TO DRIVE RAPID PROCESS REDESIGN IN REGULATED INDUSTRIES.

Includes a working lunch

Choose C or D

How can you reduce the cost burden of regulatory requirements and maintain and improve quality assurance levels? The answer isn't to be found by applying the conventional Six Sigma approach to process improvement.

This workshop will present an innovative approach to redesigning complex, cross-functional processes to achieve breakthrough results in 60 to 90 day timeframes. The workshop will feature Leap Technologies unique method for combining Six Sigma, Lean and Workout tools to both find better process solutions, and break down the political barriers to implementation. Recent case studies involving environmental monitoring and product discrepancy investigation processes will be highlighted.

Workshop take-aways include:

- Review of the cultural barriers to process innovation in highly regulated environments
- The traps in conventional Six Sigma Deployment
- How to combine Six Sigma, lean and Workout tools to achieve "rapid, but not reckless improvement"
- Tips for getting started, maintaining momentum and closing out projects efficiently.

ABOUT YOUR WORKSHOP LEADER

As Founder and President of Leap Technologies, Rick Tucci leads the firm's executive consulting practice and product development efforts. A 20-year veteran of the business improvement field, Rick brings a unique combination of research knowledge and practical application to the challenges in deploying Six Sigma.

WORKSHOP D: 11:30 - 14:15

ProdSIM - DEMONSTRATING LEAN SIGMA PRINCIPLES IN A HANDS - ON SETTING

Includes a working lunch

Participants will take part in a three hour hands on exercise that will demonstrate the concepts and tools of efficient problem solving. This interactive workshop will highlight many important strategies that will improve throughput within an organization.

Attendees will:

- Gain first hand knowledge of the concepts and tools of Lean
- Understand the Kaizen Concepts and how they can be applied to every business setting
- Understand that Six Sigma and Lean work in concert to improve processes throughout the business enterprise

ABOUT YOUR WORKSHOP LEADER

As a Master Consultant with SBTi, Ian Wedgwood has led a number of deployments, trained and mentored numerous Executives, Champions and Belts in DFSS, Six Sigma and Lean. He joined SBTi's Leadership Team as an Executive Director in February 2003. In his role as Executive Director, Ian is responsible for working extensively with clients, consultants and the home office staff to ensure smooth operations, excellent communication and business development. Ian has a strong background in gathering Voice of the Customer data and using that information to enhance our offerings to our clients.

WORKSHOP E: 14:30 - 17:15

VARIATION REDUCTION TECHNIQUES: FROM THE SIMPLE TO THE SUBLIME

Includes Refreshments

Whether in manufacturing, research and development, sales, service, or transactional applications, variation is the enemy. It has been shown that by reducing variation, we also reduce the cost of waste and the cost of poor quality, and at the same time, increase our knowledge about our products, processes, people, and organization. Simple metaphors and case studies will be used to illustrate and demonstrate these techniques that are applicable in any environment. Key take-aways from this session include:

- Why variation is the real enemy
- First line of defense against variation
- High-powered techniques and methods for reducing variation

ABOUT YOUR WORKSHOP LEADER

Dr. Mark Kiemele is co-founder and President of Air Academy Associates. Air Academy Associates is a leading-edge Six Sigma consulting firm which for more than 14 years has been helping leaders, managers, and practitioners bring about sustained process improvement, increased customer satisfaction, and improved profit margins. Dr. Kiemele is world-renowned for his knowledge-based Keep It Simple Statistically (KISS) approach to applying statistical methods to gain the right kind of knowledge for the right people at the right time. His approach has provided many leaders with the thought process needed to change their culture. Dr. Kiemele has authored many papers and texts, including *Knowledge Based Management* and *Lean Six Sigma: A Tools Guide*.



Successfully Implementing Six Sigma in Chemicals & Pharmaceuticals

The Hyatt Regency Dallas, Texas, USA

Two-Day Conference: February 16 - 17, 2005. Pre-Conference Workshops: February 15, 2005

YES, I want to register

Tick

- Conference only
- Conference & 1 Workshop A or B or C or D or E
- Conference & 2 Workshops A or B or C or D or E
- Conference & 3 Workshops A or B or C or D or E
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FULL PRICE	EARLY BIRD DISCOUNT PRICE
\$1,695.00	\$1525.50
\$2,194.00	\$1,974.60
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Register & pay before January 14, 2005 and get 10% off the registration fee.

Only applicable to FULL PRICE delegates

WCBF understands the value of team knowledge sharing. Groups of 3+ booking at the same time from the same company receive a 15% discount from the above price list, 5+ receive a 20% discount, 7+ receive a 25% discount and 10+ a 30% discount. Only applicable to FULL PRICE delegates e.g. Early Bird discounts and other discounts are not applicable. PLEASE PHOTOCOPY THE REGISTRATION FORM BELOW FOR ADDITIONAL DELEGATES.

Mr Mrs Miss Ms Dr Other

Name _____

Position _____

Approx length of time personally involved in Six Sigma. years months

Organisation _____

Nature of Business _____

E-mail Address _____

Address _____

Zipcode _____ Country _____

Telephone _____ Cell _____

Fax _____

Dept. Head _____ Title _____

Signature _____ *YES, I agree to WCBF 's terms*

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Dallas, Texas 75207 USA
Reservations:
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www.dallasregency.hyatt.com

Accommodation: Hotel and travel costs are NOT included in the registration fee. However, WCBF have negotiated reduced rate accommodation with the Hyatt Regent Hotel, Dallas at \$149++ per King room per night.
Reduced Rate Cut-off Date: January 21, 2005
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


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PLEASE CONFIRM YOUR CANCELLATION IN WRITING. We regret that we cannot accept cancellations that are received less than 10 working days before the event.

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Payment includes refreshments, lunches, a detailed conference workbook with presentations, and all meeting materials. For us to make sure that we can provide you with the best service, please arrange for payment to arrive 10 days prior to the conference. For less than 10 days prior to the event, a credit card payment will be requested.

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