



Growing Profits for Missouri's Wood Industries

October 11, 2012
Farmington City Hall (Long Hall)
110 W. Columbia St.



8:00 a.m. – Registration & Breakfast

8:30 a.m. – Welcome

8:35 a.m. – Saving Time and Money Through Lean Manufacturing
and Value Stream Mapping
*Dave Goebel – Project Manager, Missouri Enterprise
Continuous Manufacturing Improvement*

10:30 a.m. – Break

10:45 a.m. – Saving Money on Energy Costs and Environmental Sustainability
*Robert Beckmann – Project Manager, Missouri Enterprise
Energy, Environmental, and Waste Management Improvement*

12:15 p.m. – Lunch

1:00 p.m. – Selling Wood Products to International Markets
*Ivry Karamitros – International Marketing Specialist,
Missouri Department of Agriculture
Forestry Products Focus Area*

2:00 p.m. – Break

2:15 p.m. – Creating New Products, Services, Marketing Messages, and
Business Models to Grow Profitable Sales
*Rick Prugh – Project Manager, Missouri Enterprise
Innovation Engineering*

4:00 p.m. – Program Ends



BRAND MARKETING



Registration is \$25
On line registration at www.missourienterprise.org or
register by calling 573-308-7581.

*For info, contact Rick Prugh at
rprugh@missourienterprise.org
Phone: 573-308-7581*



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Sponsors

Missouri Forest Products Association
Missouri Enterprise
City of Farmington

Presenters

Dave Goebel, Project Manager, Missouri Enterprise

Dave has more than 30 years of experience helping to improve manufacturing processes in firms ranging from small privately held companies to large corporations. At Missouri Enterprise, he has managed many successful Lean projects for Missouri manufacturers in a wide range of industries.

Robert Beckmann, Project Manager, Missouri Enterprise

Bob has worked in a wide variety of manufacturing industries including General Motors and McDonnell Douglas among others. He has taught workshops in Lean Manufacturing and Product Development. He was trained in energy conservation and environmental sustainability by Missouri University of Science and Technology as well as the Association of Energy Engineers. Over the last three years, he has participated in over 20 company energy audits.

Ivry Karamitros, International Marketing Specialist, Missouri Department of Agriculture

Ivry focuses her efforts on finding international marketing opportunities for forestry products industries. This can involve generating marketing contacts, finding financial assistance for international marketing activities, participating in trade missions, and one-on-one consulting with Missouri forest products industries on how to capture international sales. She lived abroad in China for 2 years and graduated from Southwest Baptist University in 2009.

Rick Prugh, Project Manager, Missouri Enterprise

As a certified Innovation Engineering Black Belt, Rick manages and implements processes that help clients generate new ideas for increasing profits and then coaches them on how to implement these ideas. Rick has held a variety of management positions within Missouri Enterprise, and has been responsible for the creation and/or management of programs that have generated millions of dollars in revenue for both the organization and its clients.



STRATEGIC MARKETING

