Learn from your Peers! How Companies have used Quick Response Manufacturing (QRM) as a Powerful Tool to Achieve Formidable Business Results

If you’re wondering how QRM is being applied in the real world or you want to pick up some tips and ideas from your peers, then this is the event for you! Attendees at this virtual conference will learn how QRM strategies are being used across the enterprise – in quoting, order processing, engineering, manufacturing, purchasing and supply chain – to achieve significant results in reduced lead times, costs and overhead while simultaneously improving on-time delivery, productivity and employee satisfaction.

Conference schedule:

**Stopping the Doom Loop: How QRM and POLCA Saved Us from Chaos**
In 2018, New Ravenna, a manufacturer of luxury mosaic tile, faced catastrophe as growing demand and operational complexity overwhelmed it. Lead times exploded, customer confidence collapsed. To recover, it redesigned manufacturing systems and culture around lead time reduction. The combination of QRM principles, POLCA and mindset change has turned the company around: sales have increased over 20% while profitability has increased over 600%.

*Presenters: Danielle Weatherly, Production Planning Director, Caroline Collins, Sales Director, Megan Lawson, Marketing Director and Richard Walters, CEO*

**Measuring Success in Rapid New Product Launches**
At Dowding Industries, a contract metal fabricator, launching new products in days instead of weeks makes all the difference in the world to meeting new sales goals while impressing customers. Adjusting processes using QRM tools was the easy part; leading people through change was much more challenging. Keeping focus on the Lead Time Metric was one of the keys to success.

*Presenters: Dave Barrett, Training Manager and Karmen Anderson, Product Launch Manager*

**Panel Discussion: Lessons Learned in the Trenches - How to be Successful with QRM**
Facilitated by QRM Center director Charlene Yauch. Panelists are Paul Diedrick, Director of Operations, Woodway USA, Paul Ericksen, Supply Chain Advisor, Industry Week, Pascal Pollet, Senior Advisor, Sirris, and Kate Story, Plant Manager, Malco Tools.

**How to Enable Fast Response and Increased Revenue During the Pandemic**
In 2020, customized products at biotech manufacturer Promega Corporation grew 225% year-over-year with 585% growth in products used for COVID research/testing. To adapt, the company made multiple revisions to its team work structure: it leaned heavily on its established QRM principles to quickly and efficiently adjust to this increased demand and product mix.

*Presenters: Steve Stencel, Senior Custom Project Analyst, Brandon Carnahan, Supervisor Custom Products and Zak Kooiman, Custom Order Specialist*

**How an Express Office Cell Led to Quick Turnaround and Great Customer Service**
Sentry Equipment, a manufacturer of sampling equipment, created a quick response office cell (Q-ROC) to speed order fulfillment. The “Express Lane Cell” focuses resources on identifying simple orders, allowing the team to reduce lead time both in the Express Lane and for other orders.

*Presenters: Karen Jones, Commercial Operations Manager and Megan Patterson, Master Scheduler*

---

**Virtual Conference presented by the Center for Quick Response Manufacturing**

**Event Details**
Date: August 18, 2021
Time: 9:30 a.m. – 4:30 p.m. (CT)
Format: Virtual presentations via Microsoft Teams
Fee: $395 per person
(Discounted fee for QRM Center member companies: $275 per person)

Registration Deadline: August 16, 2021
To register online, go to www.qrm.engr.wisc.edu

**Upcoming Events**

**How to Design Office Cells to Reduce Lead Time**
(Location TBD)
September 22, 2021

**Introduction to POLCA**
(In-person Training)
Fluno Center, Madison, WI
October 20, 2021

**How to Implement QRM**
(Virtual Training - Microsoft Teams)
November 10-12, 2021

**Virtual and In-person Workshops**
Due to the continuing COVID-19 pandemic, QRM workshops will be a mix of virtual and in-person events for the foreseeable future. Thank you for your understanding and cooperation.