



**Manufacturers Mastermind Alliance
Meeting Agenda
October 12 and 13, 2011**

Tuesday, October 11

Arrival and check-in:

**Drury Plaza Hotel at the Arch
Marquette Room
2 South 4th Street
St. Louis, MO 63102
314-231-3003**

- As everyone will be arriving at different times by plane and car, (and several local), we will do our usual informal meet and greet. There are several good places to eat downtown, including a restaurant inside the hotel.
- If possible, please let us know your projected arrival time.
 - Bill Chionio cell: 314-960-9686
 - David Chionio cell: 314-304-3824

Wednesday, October 12

****We are very pleased to announce that Jim Millar will once again be joining us. Many of you have already met Jim, and know that he has done an outstanding job as a facilitator of our group. Jim and Bill Chionio will be co-facilitating your meeting. ****

8:00am – Meeting begins

- Ground rules
- Review two-day agenda
- Brief introduction of new members: Bryan Hoffa (Majona Steel), Bruce & Brent Williams (US Tool Group), John & Jason Monnig (Monnig Industries), Jared Graening (GMT Corporation), Tom Murphy (CMS Communications) – Welcome!

8:30am – Guest Speaker: Don Wainwright, CEO of Wainwright Industries

Wainwright Industries won the prestigious Malcom Baldrige National Quality Award in 1994. Mr. Wainwright is a well-known and respected leader in the Manufacturing industry.

- Don Wainwright will be sharing his experience running his business over the years – history, lessons learned, etc.
- From one generation to another – Don is second generation and will share his experience taking over the company from his father.
- Vision for the future – Mr. Wainwright has brought the company a long way and will share his vision for the future of Wainwright Industries.



10:15am – Break

10:30am – **Discussion with Don Wainwright – continued**

Don will go into detail about the two main reasons Wainwright Industries won the Baldrige Award:

1. **Ensuring “total customer satisfaction”** – a target that the company tracks through extensive sets of quality measures that are aligned with five strategic indicators: Safety, Internal Customer Satisfaction, External Customer Satisfaction, Six Sigma Quality, and Business Performance.
2. **Employee Engagement** – Wainwright Industries has done an impressive job of engaging employees in their quality efforts. Don will share the process they implemented that consistently produces at least one improvement per week; this could be anything that will enhance the company’s performance.

11:30 – **Summary** of morning session

11:45am – **Lunch** – will be served in the room

- **Update on Action Items (S.M.A.R.T. Goals)** from our last meeting. We will use lunch time for progress reports. Attached are your goals from last spring. This is a great accountability factor this group provides and we thank you for supporting this process.

1:00pm – **Best Ideas (Round 1)**: Please fill out your Best Idea form outlining something you have implemented that has had a positive (preferably measured) impact on sales, operational efficiencies, marketing, etc. You will have 10 – 15 minutes to present your idea to your peers.

2:45pm – Break

3:00pm – **What Gets Measured Gets Done: Benchmarking and the Economy**

Co-Facilitator: Steve Schneider, LarsonAllen LLP

- Sales growth percent
 - Recent twelve months
 - Last three years
- Gross margin
- Average inventory
- Inventory Turn
- Total FTE employees
- Sales per FTE
- Gross margin per FTE
- EBITDA as a percent of sales
- Total operating expenses as a percent of sales



- Fiscal year end
- Debt to equity

****Reminder:** Everyone has, or will, sign a confidentiality agreement. If this is your first meeting and you don't feel comfortable sharing these numbers, please feel free to just observe this part of the meeting. **Everyone else - please bring your income statement from the last three years for this portion of our meeting so we can fill in the blanks.** This will be a work in progress.

Note: We will ask the group which specific benchmarks you want to see from your peers so we can create a customized matrix to use for every meeting.

4:30pm – Our Sustainable, Competitive Advantage - - or, The Elevator Speech

- Your competition is *constantly* trying to commoditize your product or service. Therefore, the CEO must always be molding the company to maintain a Sustainable, Competitive Advantage. What's yours?

5:00pm – Meeting adjourns

6:30pm – Dinner at Ruth's Chris Steak House, sponsored by LarsonAllen and Business Owners International.

Thursday, October 13

8:00am – Meeting begins

- Review yesterday's agenda
- Today's topics and goals

8:30am – Doing Business Off-Shore

- At our previous meeting, we asked our members to pick one major concern they had for the next twelve months. There was a consensus that US manufacturing companies were at a disadvantage against foreign competition, due to government regulation, corporate taxes, litigation, tariffs, wages, etc. Complaining about it won't do us any good. This part of our agenda will be some proactive ideas from our members, as well as our speaker from the Department of Commerce who will give us some proactive ideas on how to do business with other countries.

Member participation: Thank you for coming prepared to share your expertise in this area.

Jerry Jost, Jost Chemical: Belgium

John Abrams, deVan Sealants: China

Jane Quartel, Halcyon Shades: Mexico

Bruce Williams, US Tool: China, Mexico, France



10:00am – Break

10:15am – U.S. Department of Commerce Presentation:

- Kristi Wiggins (Director US and Foreign Commercial Services)
- Topic: **“A Resource for US Companies Who Want to do Business Offshore”**

11:30am – Lunch

1:00pm – **Best Ideas (Round 2)**: Please fill out your Best Idea form outlining something you have implemented that has had a positive (preferably measured) impact on sales, operational efficiencies, marketing, etc. You will have 10 – 15 minutes to present your idea to your peers.

2:30pm – Break

2:45pm – A Personal Journey: **John Abrams, president of deVan Sealants**

- Thanks to fellow member John Abrams for agreeing to share his journey as a business owner with us. John will share some personal and business insights he has gained running his company over the years.

3:30pm – New **S.M.A.R.T. Goals** (Specific, Measurable, Attainable, Results-driven, Time-phased)

- We emphasize goals for two reasons: 1. Encourages you to focus and implement something of tangible value as a result of membership in this group. 2. It adds an accountability factor by making your goal public to the group and members can provide support.

4:30pm – **Meeting Wrap Up**

- Meeting assessment
- New members
- Choose next meeting date

5:00pm – Meeting adjourns