Dear SMRP Members,

It is my pleasure to welcome you to and introduce the largest independent global maintenance and reliability conference supporting your industry! We encourage you and your colleagues to be a part of the 18th Annual SMRP Conference...held in Milwaukee, Wisconsin, this October.

Our theme, “Driven by Performance, Powered by Professionals,” is reflective of this year’s energized agenda. The Conference Committee has worked with great diligence to meet your expectations of providing some immediate value to your own professional expertise, and to deliver broadened principles of Best Practices, enabling gains for your organization’s continued reliability journey.

The conference has maintained and broadened our core educational offerings with a record number of papers submitted, making this a truly high-quality educational experience. Following many years of past successes, we will continue with: the Six Tracks of Practitioner Presentations, full and half-day Workshops (now Monday and Thursday), Plant Tours (Thursday), Exhibits, CMRP Exams, Networking Receptions, Committee Meetings and the SMRP Annual Business Meeting. Our Exhibition Hall and educational sessions are located in the Frontier Airlines Center, conveniently located next to our conference hotels in downtown Milwaukee.

Based on feedback, we have implemented some additional conference enhancements. We will officially kickoff with Workshops on Monday; have a SMRP BoK booth available throughout the conference for questions; offer panel discussions with subject matter experts; invite you to two off-site networking receptions in addition to the two receptions in the Exhibit Hall; give you personal interaction time with the keynote speaker; and for the golfers, we’ve provided a chance to play one of the most challenging golf course layouts in the Midwest — now on Sunday afternoon so you don’t have to miss a second of the conference.

You won’t want to miss our keynote speaker, Clyde Fessler, former Vice President of Business Development for Harley-Davidson Motor Company for over 20 years. As always, the growing exhibition will be widely accessible from Monday evening through Wednesday morning. You will have the opportunity to dialogue with industry professionals regarding the latest in their offerings and developments to help you in your day-to-day operations.

The Milwaukee area offers some great opportunities to out-of-town visitors. The SMRP Conference Committee has provided conference attendees some of the best of these opportunities. Our Tuesday evening reception is at the Harley-Davidson Museum where you will get a feel for the freedom, camaraderie and pride that Harley-Davidson riders experience every time they fire up their motorcycles. Additionally, we have added a Wednesday evening plant tour and reception at the well known MillerCoors Brewery. This extensive tour will take you through various departments of the massive brewery, including the brew house, packaging center and historic underground caves. You will see the production lines in operation and get a real glimpse at how quickly and efficiently the macro-brewery lines operate. For those that might generate a thirst from the tour, a sampling will be available afterwards.

The creative energy that has been put forth by this year’s Conference Committee assures us of another successful event. I want to thank the dynamic conference team, our track leaders, the officers, directors and committee chairs who have all contributed to the conference.

For those regular attendees, I think you would agree that every year the SMRP Annual Conference only gets better! We are confident that this year’s conference has all the elements to continue this tradition. Join us as we carry on SMRP’s mission to “promote and advance reliability excellence worldwide.” I look forward to meeting each of you at the 2010 SMRP Annual Conference — see you in Milwaukee!

Be SAFE and be RELIABLE.

CRAIG SEIBOLD, CMRP, PE
2010 SMRP Conference Chair

1. TIME IS MONEY AND SMRP WILL SAVE YOU BOTH — From the educational sessions to the exhibit hall to the informal exchanges during networking events, you are guaranteed to discover new M&R solutions to streamline your workflow, reduce errors and increase productivity.

2. MAKE A MORE EFFICIENT PURCHASING DECISION — See the equipment in person and compare product features side-by-side on the show floor. You’ll easily make up the time out of the office by holding a year’s worth of business meetings in just three short days.

3. LEARN A “BEST PRACTICE” THAT WILL IMPROVE YOUR PROFITABILITY — Explore six conference tracks filled with current, innovative and quality content from our Five Pillars of SMRP’s Body of Knowledge. The ROI on that knowledge will more than pay for your trip!

4. MAKE SURE YOU’RE A VALUABLE ASSET TO YOUR COMPANY — Keep up with the latest M&R issues and topics as you mingle and network with colleagues who can offer you new ideas and exchange contact information to build future business opportunities.

5. HOW DO THEY DO THAT? PLANT TOURS PROVIDE AN IN-PERSON, IN-DEPTH LEARNING EXPERIENCE — Sign up for instructive plant tours at the Harley-Davidson, MillerCoors and Jones Water Reclamation Facilities, a unique opportunity to get up-close-and personal advice from large M&R operations.

6. HAS THE ECONOMY AFFECTED YOUR WORKFORCE? FIND A NEW JOB OR A NEW EMPLOYEE AT SMRP’S 2ND ANNUAL JOB FAIR. MAKE A PERSONAL CONNECTION THAT CAN IMPACT YOUR CAREER — Now or in the future!

7. EDUCATION AND NETWORKING THAT CONTINUE LONG AFTER THE CONFERENCE CLOSES — SMRP’s valuable members-only conference is just a sampling of what you’ll find on our member’s only Web site. Using our membership directory, library of past conference presentations and Solutions articles, as well as, regional workshops and Chapter offerings, ensures that your membership can benefit you year-round.

KEYNOTE PRESENTATION

Clyde Fessler, now retired Vice President of Business Development for Harley-Davidson Motor Company, played an integral role in the company’s dramatic turnaround. Clyde’s presentation captures the elements of the Harley-Davidson turnaround story — where designing reliability into its products and manufacturing has become one of the critical foundational aspects of this success story. By sharing this intriguing story, Clyde also challenges his audiences to a renewed and heightened level of professional and personal achievement.
**JOIN SMRP IN THANKING**
THIS YEAR’S CURRENT SPONSORS FOR THEIR GENEROUS AND VALUED SUPPORT!

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**THE FOLLOWING MEDIA RESOURCES HAVE GRACIOUSLY PROVIDED ADVERTISING FOR THE SMRP 2010 ANNUAL CONFERENCE:**

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**PUT YOUR CAREER IN GEAR AT SMRP’S 2ND ANNUAL JOB FAIR**
MONDAY, OCTOBER 18 • 1:00 pm – 5:00 pm
CRYSTAL BALLROOM AT HILTON MILWAUKEE CITY CENTER
Candidates and employers alike are encouraged to connect before and during the conference and employers can hold interviews and discuss employment opportunities with your company at the SMRP Job Fair. Held one day prior to one of the largest M&R events in the world, this is the place to find your next employer or employee. Visit our Web site at www.smrp.org/conference/2010/job_fair.asp for details.

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**SCHEDULE-AT-A-GLANCE**

<table>
<thead>
<tr>
<th>SUNDAY, OCTOBER 17</th>
<th>2:30 pm – 3:00 pm</th>
<th>Afternoon Refreshment Break</th>
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<tbody>
<tr>
<td>1:00 am – 6:00 pm</td>
<td>Golf Tournament</td>
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<tr>
<td>6:00 pm – 10:00 pm</td>
<td>Bok Directorate Leadership Team Meeting</td>
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**MONDAY, OCTOBER 18**

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<thead>
<tr>
<th>7:00 am – 8:00 am</th>
<th>Workshop Breakfast</th>
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<tbody>
<tr>
<td>7:45 am – 9:45 am</td>
<td>Chapter Leaders Meeting</td>
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<tr>
<td>8:00 am – 12:00 pm</td>
<td>M&amp;R Committee Meeting</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Workshop 1</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Workshop 2</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Workshop 3</td>
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<tr>
<td>11:30 am – 2:30 pm</td>
<td>SMRPCO Advisory Council Meeting</td>
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<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Workshop Lunch</td>
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<tr>
<td>12:30 pm – 3:00 pm</td>
<td>CMRP Certification Exam</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Benchmarking Committee Meeting</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Job Fair</td>
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<td>1:00 pm – 5:00 pm</td>
<td>Workshop 4</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Workshop 5</td>
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<tr>
<td>3:00 pm – 4:00 pm</td>
<td>SMRPCO Annual Business Meeting</td>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td>SMRP Annual Business Meeting</td>
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<tr>
<td>5:00 pm – 5:30 pm</td>
<td>Track Leader Meeting</td>
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<td>5:00 pm – 6:00 pm</td>
<td>New Member Meeting</td>
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<td>5:00 pm – 6:00 pm</td>
<td>CMRP Information Session</td>
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<td>5:00 pm – 6:00 pm</td>
<td>Industry Partnership Meeting</td>
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<tr>
<td>5:30 pm – 6:00 pm</td>
<td>Exhibitor Meeting</td>
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<tr>
<td>6:00 pm – 6:30 pm</td>
<td>Conference Presenter Meeting 1</td>
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<tr>
<td>6:00 pm – 10:00 pm</td>
<td>Best Practices Committee Meeting</td>
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<tr>
<td>6:30 pm – 9:00 pm</td>
<td>Exhibit Hall Opening</td>
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<tr>
<td>6:30 pm – 9:00 pm</td>
<td>Welcome Reception in Exhibit Hall</td>
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**TUESDAY, OCTOBER 19**

<table>
<thead>
<tr>
<th>6:30 am – 7:00 am</th>
<th>Conference Presenter Meeting 2</th>
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<tbody>
<tr>
<td>7:00 am – 7:45 am</td>
<td>Seated Breakfast</td>
</tr>
<tr>
<td>7:00 am – 6:30 pm</td>
<td>Registration &amp; MRO Zone Bookstore</td>
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<tr>
<td>7:45 am – 9:15 am</td>
<td>Keynote Address/Announcements</td>
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<tr>
<td>9:15 am – 9:45 am</td>
<td>Morning Refreshment Break</td>
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<tr>
<td>9:15 am – 7:00 pm</td>
<td>Exhibition Hours</td>
</tr>
<tr>
<td>9:45 am – 5:30 pm</td>
<td>Track 1 – Business and Management</td>
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<tr>
<td>9:45 am – 5:30 pm</td>
<td>Track 2 – Manufacturing Process Reliability</td>
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<td>9:45 am – 5:30 pm</td>
<td>Track 3 – Equipment Reliability</td>
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<td>9:45 am – 5:30 pm</td>
<td>Track 4 – Organization and Leadership</td>
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<tr>
<td>9:45 am – 5:30 pm</td>
<td>Track 5 – Work Management</td>
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<tr>
<td>9:45 am – 5:30 pm</td>
<td>Track 6 – SMRP Initiatives</td>
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<tr>
<td>12:15 pm – 1:15 pm</td>
<td>Luncheon</td>
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**WEDNESDAY, OCTOBER 20**

<table>
<thead>
<tr>
<th>7:00 am – 8:00 am</th>
<th>Continental Breakfast</th>
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<tbody>
<tr>
<td>7:00 am – 7:00 am</td>
<td>Networking Reception at the Harley-Davidson Museum</td>
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<tr>
<th>7:00 am – 10:00 am</th>
<th>Networking Reception at the Harley-Davidson Museum</th>
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**THURSDAY, OCTOBER 21**

<table>
<thead>
<tr>
<th>7:00 am – 9:15 am</th>
<th>Continental Breakfast</th>
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<tbody>
<tr>
<td>7:00 am – 12:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 am – 12:00 pm</td>
<td>Workshop 6</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Workshop 7</td>
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<td>8:00 am – 5:00 pm</td>
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<td>8:00 am – 5:00 pm</td>
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<td>8:00 am – 5:00 pm</td>
<td>Workshop 12</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Workshop 13</td>
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<tr>
<td>8:15 am – 11:15 am</td>
<td>Plant Tour: Harley-Davidson</td>
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<tr>
<td>8:30 am – 11:00 am</td>
<td>CMRP Certification Exam</td>
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<tr>
<td>8:30 am – 11:00 am</td>
<td>CMRP Certification Exam</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Morning Refreshment Break</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Workshop &amp; Tour Lunch</td>
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<tr>
<td>3:00 pm – 3:30 pm</td>
<td>Afternoon Refreshment Break</td>
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</tbody>
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WEB.GSMRP.ORG/CONFERENCE/2010/
**MIX BUSINESS AND PLEASURE**

**Tee Up for SMRP’s 7th Annual Golf Tournament at Award Winning Grand Geneva Golf Resort**

Sunday, October 17 • 1:00 pm – 6:00 pm

Regarded as one of the top award-winning golf resorts in the country, you can experience championship golf on the course, at over 7,000 yards, is one of the most challenging layouts in the Midwest. Enhanced with 68 bunkers, this par-72 course has huge rolling greens averaging over 8,000 square feet.

Grand Geneva Golf Resort Honors:
- Rated one of America’s Top Golf Courses 2009–2010, Zagat Survey
- Golf Magazine’s – Silver Medalist Resort (10th year)
- Golf Digest, Best Places to Stay — Four Star Rating for overall golf experience, value for the money, standard of service, condition of the course and normal pace of play for 18 holes
- Meetings and Incentives Magazine’s — Golden Links Award for exceptional golf facilities, management and golf experience
- Top award in the Resort categories of Best Course, Best Golf Shop Operations and Best Teaching Facility by the Golf Course Owners of Wisconsin, 2005 Course of the Year Awards

**NETWORKING RECEPTION AT THE HARLEY-DAVIDSON MUSEUM**

Tuesday, October 19 • 7:00 pm – 10:00 pm

Ladies and gentlemen, rev-up your engines! Enjoy the night with colleagues, new friends, drinks, food and, of course, the Harley-Davidson collection! We promise this will be an unforgettable night as you get a glimpse into a life less ordinary.

Nearly 105 years in the making, the 130,000-square-foot museum adds a new dimension to the Harley-Davidson experience. Visitors will get a feel for the freedom, camaraderie and pride that Harley-Davidson riders experience every time they fire up their motorcycles.

Within the walls of the museum, you will find motorcycles and artifacts that tell the story of the company’s rich history and heritage. Every gallery and exhibit is a testimony to the legendary bikes, the people who built them and, of course, every individual who ever felt their powerful rumble on a long stretch of asphalt.

At the Harley-Davidson Museum, you can walk through exhibits that tell the stories of the extraordinary people, products, history and culture of Harley-Davidson. In addition to the fantastic motorcycle collection, stories are told through photographs, videos, apparel, rare documents and other artifacts.

Peek into a portion of the Archives never before open to the public, home to over 450 motorcycles and thousands of artifacts, the Archives team pulls from for exhibits.

Read the personalized messages created by individuals worldwide on the Living the Legend rivets, found on the Living the Legend walls and plazas.

Stroll around the 20-acre museum site, enjoy the river walk or just sit back along the waterfront taking in the Milwaukee skyline.

Examine the industrial architecture and attention to detail found both inside and outside the museum’s three buildings.

**COSTS:** $40/person

**INCLUDES:** 2 beverage tickets, $10 merchandise voucher, sleeve of golf balls, transportation, prizes

Thank you to our generous golf sponsors:

ABB
SAMI

**RIDE ALONG WITH THE EXPERTS FOR SMRP PLANT TOURS**

Interested in going off-site for first-hand exposure to how others in the field find success?

**COST:** All tours cost $85 and include transportation. The MillerCoors tour includes a reception, The Harley-Davidson and Jones Island tours include breakfast and lunch.

**REQUIRED ATTIRE:** Closed-toed shoes and long pants. Some tours may require a lot of walking, so please wear comfortable shoes.

**PLANT TOUR 1 & RECEPTION: MILLERCOORS**

Wednesday, October 20 • 5:30 pm – 8:00 pm

**Note:** 80 person maximum

As America’s oldest major brewery, the Milwaukee Brewery of the MillerCoors Brewing Company is situated on land bought by Frederick J. Miller in 1855. The property consists of 76 buildings on 82 acres in the heart of Milwaukee, Wisconsin. Production exceeded 8.2 million barrels of beer in 2009 with a projection of 8.5 million barrels for 2010.

The brewery consists of: two brewhouses with a total capacity to produce 42–44 brews per day with each brew equivalent to 10,900 cases of beer, a packaging department consisting of eight lines (three bottle, four can and one keg line) capable of packaging 61 brands and 360 different SKUs, and a shipping department capable of loading 275–280 trucks and four rails per day.

The Milwaukee brewery, along with its corporate employees, is one of Wisconsin’s key employers, with more than 1,700 employees.

The plant produces 130,000 square foot Pilgrim Road Powertrain Operations facility in Menomonee Falls, Wisconsin, is home of the “Big Twin.”

**Plant Tour 3: Jones Island Water Reclamation Facility**

Thursday, October 21 • 8:30 am – 1:15 pm

Jones Island Water Reclamation Facility is situated on a 75-acre campus immediately adjacent to Lake Michigan. It is one of a pair of treatment plants (South Shore Water Reclamation facility is located 12 miles south) that together provide wastewater treatment services for 1.1 million people in 28 communities in southeastern Wisconsin. The two water reclamation facilities have a combined capacity of treating over 600 million gallons of wastewater per day. The Jones Island facility has been situated in its current location since 1926. Maintenance staff comprise the largest percentage of the 225 employees required to operate and maintain both facilities. Within its massive maintenance building, the Jones Island site houses one of the largest — and best equipped — machine shops in the state.

**Note:** Plant tours and workshops on Thursday run simultaneously.

**Plant Tour 2: Harley-Davidson**

Thursday, October 21 • 8:15 am – 11:15 am

Harley-Davidson Motor Company’s 849,000 square-foot Pilgrim Road Powertrain Operations facility in Menomonee Falls, Wisconsin, is home of the “Big Twin.”

Pilgrim Road employees produce engines and transmissions for the final assembly plants in York, Pennsylvania, and Kansas City, Missouri, for Touring, Softail® and Dyna® model families. Engines and transmissions are also produced for sale through Harley-Davidson® Genuine Motor Parts and Accessories business. The tour offers a view of the assembly line, cold testing, and different aluminum and steel machining areas.

Guests are required to wear fully enclosed, low heeled shoes (1” or lower).

**Plant Tour 3: Jones Island Water Reclamation Facility**

Thursday, October 21 • 8:30 am – 1:15 pm

Jones Island Water Reclamation Facility is situated on a 75-acre campus immediately adjacent to Lake Michigan. It is one of a pair of treatment plants (South Shore Water Reclamation facility is located 12 miles south) that together provide wastewater treatment services for 1.1 million people in 28 communities in southeastern Wisconsin. The two water reclamation facilities have a combined capacity of treating over 600 million gallons of wastewater per day. The Jones Island facility has been situated in its current location since 1926. Maintenance staff comprise the largest percentage of the 225 employees required to operate and maintain both facilities. Within its massive maintenance building, the Jones Island site houses one of the largest — and best equipped — machine shops in the state.
<table>
<thead>
<tr>
<th>TRACK 1 BUSINESS AND MANAGEMENT</th>
<th>TRACK 2 MANUFACTURING PROCESS RELIABILITY</th>
<th>TRACK 3 EQUIPMENT RELIABILITY</th>
<th>TRACK 4 ORGANIZATION AND LEADERSHIP</th>
<th>TRACK 5 WORK MANAGEMENT</th>
<th>TRACK 6 SMRP INITIATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>SAP – Lessons Learned LEVEL: Fundamentals Terrence O’Hanlon, CMRP, Reliabilityweb.com Inc.; Terry Wireman, CMRP, CPMM, Vesta Partners, LLC</td>
<td>Failure Analysis of a Reliability Program LEVEL: Fundamentals Israel Salinas, A123 Systems</td>
<td>Condition-Based RUL Prognostics LEVEL: Fundamentals Frank Kirschnick, Cassantec Ltd.; Joe Dominick, CMRP, Reliant Energy</td>
<td>3:00 pm – 4:00 pm</td>
<td>Launching Maintenance Communities of Practice for Reliability Excellence LEVEL: Fundamentals Mike Greenholtz, Genesis Solutions; Greg Walker, Pfizer (Wyeth)</td>
</tr>
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</table>
EXHIBIT & SPONSORSHIP

REV UP YOUR PURCHASING DECISIONS AT THE SMRP EXHIBITION

The Exhibition is a great occasion to meet potential new partners who can help you streamline your business and increase productivity for your organization. Not to mention that the convenience of having over 50 suppliers all in one place, saving you time and money on research and travel, is too good to pass up.

EXHIBIT HOURS
Monday, October 18 • 6:30 pm – 9:00 pm
Tuesday, October 19 • 9:15 am – 7:00 pm
Wednesday, October 20 • 7:00 am – 2:00 pm

FUEL UP YOUR BUSINESS PIPELINE – THE NUMBERS SAY IT ALL

1. The cost to make a face-to-face contact with a potential customer is $96 at an exposition, compared to $1,039 in the field.

2. The cost to close a sale is reduced by 32% at a trade show.

SOURCE: Center for Exhibition Industry Research; Cost Effective of Exhibition Industry Participation

PUT SOME POWER BEHIND YOUR BRAND AND ADD A SPONSORSHIP!

Maximize your investment by sponsoring an event, lanyards, a golf hole, a bag insert or more.

Reserve your booth and sponsorship today!
Call 703-610-0265 or e-mail us at info@smrp.org
www.smrp.org/conference/2010

WORKSHOPS

GET ON THE FAST TRACK TO SUCCESS

Experienced practitioners in the field will lead 13 workshops and more than 50 educational sessions. Learn from them how to implement best practices for maintenance & reliability into your own operations. Space is limited and sells out quickly, so sign up today!

FULL-DAY WORKSHOP COSTS: $325 EACH
INCLUDES: breakfast, lunch, morning and afternoon refreshments, course materials

HALF-DAY WORKSHOP COSTS: $195 EACH
INCLUDES: lunch, afternoon refreshment break, course materials

Workshop 1: RMG’s Effective Maintenance Planning Workshop
Steve Nelson and Jeff Oberson, Reliability Management Group (RMG)
Monday, October 18 • 8:00 am – 5:00 pm
RMG’s Effective Maintenance Planning Workshop focuses on the best industrial and process fundamental practices when planning for routine preventive and corrective maintenance. Get a robust full-day look at this popular multi-week training course that has been delivered successfully for both large and small companies. The curriculum is based on a process flow utilizing a big picture approach to planning at the discrete level job detail necessary to properly resource load and evaluate risk associated with the job package development, followed by the authorization of the work package based on the constraints of overall cost, duration and scope limitations of the job. The practice of process planning coupled with strong fundamental knowledge of planning concepts is intended to drive cost avoidance and therefore financial savings in maintenance requirements.
Participants will learn:
Reduced tolerance for unclear work requests from work order originators
Importance of field job scopeing identifying accurate work scope and potential barriers or planning obstacles
Proper use of equipment history, engineering technical notes, equipment procedures and maintenance support organizations (such as engineering, parts and material procurement, vendor/OEM services, etc.)
Importance of developing logical work flow sequencing
Importance of planning to the discrete level and externalizing work activities not related to tool turning time
Value of quality planning, standard job plans and a clean, organized backlog
The benefits of improved planning efficiency
The impact of communications and teamwork on costs, reliability and work culture by participating in an interactive Planning & Scheduling Game® as part of this workshop

Workshop 2: Total Productive Maintenance
Terry Wireman, Senior Vice President-Strategic Development, VestaPartners, LLC
Monday, October 18 • 8:00 am – 5:00 pm
TPM, or Total Productive Maintenance, combines the American practice of equipment maintenance with the Japanese concepts of Total Quality Management and Total Employee Involvement. The result is an innovative approach to management of a company’s assets. The TPM concept optimizes asset utilization, eliminates equipment breakdowns, and promotes complete organization involvement in asset management. The approach concentrates on a common sense method of improving asset utilization.
TPM is a deceptively simple, yet revolutionary, concept that is preparing companies to compete in the 21st century. The activities developed in a TPM organization will enable all employees to share in making their company’s future secure.
TPM is a process that delegates responsibility for the day-to-day condition of the equipment to the employees who can have the greatest impact on it: operators and maintenance technicians. TPM relies on “natural work groups,” “equipment teams” or “process teams” to improve equipment effectiveness.
In the just-in-time environment, machine reliability is critical. Unexpected breakdowns or production interruptions cannot be tolerated. TPM accomplishes this by focusing on small group activities, participatory activities, total employee involvement and a fanatical dedication to quality.

This workshop will include:
Various case studies that show how to explain the value of OEE to everyone in the organization, from the senior executive to the shop floor personnel
OEE discussions showing how to “dollarize” results and present the financial terms to executive financial personnel
A clarification of the goals and objectives of TPM, allowing TPM Champions to clearly present a TPM business case to their organizations
Explanations of the pitfalls that may be encountered during TPM implementation and how to avoid or correct these problems
The workshop is based on the best selling book Total Productive Maintenance — 2nd Edition. A complete workshop manual will be provided.
Developing leading indicators and metrics for tracking progress and maintaining control
Determining how a problem solution or process change is tested, developed into a specific set of instructions/procedures, standardized and proliferated
The workshop will also highlight the role of operations management in establishing and managing an effective production optimization program for the facility.

Workshop 5: Operator Driven Reliability — What Results Are Possible, Where Are You Now and Where Do You Want to Be?
Dave Staples, SKF Reliability Systems
Monday, October 18 • 1:00 pm – 5:00 pm
Machine operators are playing an increasingly active reliability role in efforts to improve machine mechanical integrity and reducing or eliminating unplanned failures. To accomplish this, the operators’ classic process duties are being expanded to include more responsibility for maintenance and broadening knowledge regarding how machinery fails, and spotting symptoms related to these failures. Since up to 80% of failures can be random in nature, machine operators are best positioned to identify impending problems due to their regular proximity to production machinery.
Operator Driven Reliability (ODR) programs train operators in the fundamentals of preventive and predictive maintenance tasks and their contribution to avoiding production stops. Operators can then perform basic maintenance activities, including making minor machine adjustments, checking oil levels and topping off oil when necessary.
The program also educates operators in other maintenance related activities like planning and scheduling and root cause failure analysis.
Many production facilities have introduced operator driven reliability programs to fully utilize the experience of machine operators. These initiatives foster communications and cross functional teamwork among operations, maintenance and reliability professionals.
This workshop will focus on helping companies understand ODR and its potential reliability results and return on investment. It will define practical expectation from ODR based on company culture and its ability to manage change. Based on these practical expectations, it helps customers consider implementation strategies and tactics to achieve desired results. Finally, the workshop will introduce users to an assessment process which can be customized to perform self assessments to better understand where improvement efforts need to be focused, and establish a process to monitor implementation progress and results of their ODR program.

Workshop 6: Basics of a Sound Asset Reliability Maintenance Management Program...Getting Production and Operations More Involved
Jim Davis, PCA
Thursday, October 21 • 8:00 am – 12:00 pm
There is a growing culture change toward the way we look at reliability and the way we think of maintenance. Over the last few years, the expectations for the maintenance function have grown more than in any other industrial discipline. Equipment has become more complex and sophisticated. There are much higher business expectations related to the results and performance of the maintenance function and, to complement it all, there are many more methodologies, tools and equipment for predicting and preventing maintenance related failures than ever before.
Today, managers are feeling the pressure to respond to these changes and a continuously increasing pressure to achieve higher plant availability and lower costs.
However, reliability typically refers to the maintenance function, not just the maintenance department. The maintenance function is a responsibility shared with every department in the plant. In this day and age, production/operations must be more involved in the whole asset care (maintenance) function. They must work with the reliability/maintenance department as “partners,” forgiving the “customer/supplier” relationship. Before any effort to improve asset reliability has any chance of success, all departments and all personnel — managers and workers alike — must have a complete understanding of the process and a firm commitment to support organization asset care.
In this workshop, we will explore three main ways to accomplish this objective:
1. The principle of the Production/Operations Maintenance Coordinator
2. The basics of Operator Basic Care (OBC)
3. Production/Operations use of EAM

Workshop 7: Planning and (Re) Implementing an EAM System
Tim White, Management Resources Group, Inc.
Thursday, October 21 • 8:00 am – 5:00 pm
Enterprise Asset Management (EAM) implementation is the holistic approach to managing the value of your assets through their lifecycle. Companies all over the world are realizing that EAM Systems offer the most effective way to optimize equipment reliability, maximize profit and sharpen efficiency. This workshop will teach an approach that manages all components (financial, operational, maintenance) that impact the lifecycle value of an asset and creates an effective standardized environment with far-reaching benefits.

Participants will learn how to create a successful, sustainable EAM implementation with the following benefits:
• Increase uptime which will increase output production
• Deliver reduced operating costs
• Deliver reduced inventory costs through effective supply chain management
• Create an efficient environment that will act as a model throughout every department at the enterprise
• Deliver increased asset life and improved asset health

Workshop 8: SMRP Best Practices Metrics Workshop — Measuring Asset Reliability
Kevin Stewart, SMRP Vice Chair, Best Practices Committee, Alcoa
Thursday, October 21 • 8:00 am – 5:00 pm
The SMRP Best Practices Metrics workshop will provide training and practice in the calculation and understanding of the indicators for measuring maintenance, reliability and availability performance. The indicators are the same metrics developed by the SMRP Best Practices Committee.
The objectives for the workshop are:
• To increase the understanding of benchmarking and harmonized maintenance indicators
• To disseminate knowledge and share best practices
The benefits for the participants are:
• To obtain a better understanding of the terminology and definitions in maintenance
• To understand the indicators and how to improve the performance measured by the indicators/metrics
• To compare their current maintenance performance with that of others
• To communicate maintenance performance improvement to management and maintenance staff
• To support business strategies with predetermined goals
• To highlight areas of best performance
• To share experience in KPI tracking and to network with others
Each participant will receive a workbook, answer sheet and metrics booklet
At the workshop, participants will have the opportunity to calculate a number of key performance indicators (KPIs), and more importantly, will discuss their use. Participants will be divided into teams of three to six individuals and perform calculations on a case-study company. The results will be presented by each team and discussed as a group.
Workshop 9: Planning and Scheduling for Zone Maintenance
Dave Army, CMRP, SAMI
Thursday, October 21 • 8:00 am – 5:00 pm

The Maintenance Planning and Scheduling Workshop will cover all aspects of the maintenance work management process, including:

- Clarifying the roles and responsibilities related to Maintenance Planning & Scheduling
- Overcoming challenges and barriers to success
- Using communication skills for effective maintenance planning and scheduling
- Benifiting from operating in a planned vs. fire fighting environment
- Using planning as a strategic tool for moving from a reactive to a proactive environment
- Using the Zone Maintenance work management process
- Assessing work prioritization
- Planning work orders
- Aggressive identification of defects to improve reliability
- Managing backlog
- Supporting the scheduling process

This workshop will provide participants with a clear understanding of the strategic role that planning and scheduling plays in today’s industrial organizations.

Workshop participants will learn:

- To develop an integrated schedule instead of a simple work plan
- To use CMMS as an effective planning and scheduling tool
- To efficiently utilize maintenance resources
- To develop and implement KPIs and benefits tracking tools
- To effectively implement proactive planning
- To increase the planning horizon
- To effectively manage the maintenance backlog
- The importance of planning and scheduling in the PM/POM strategy
- The advantages of an increased planning horizon
- The importance of aggressive work identification

Regardless of how transformational the change may be. Like a project, there are steps or stages to change and it is critical to know how to measure the successful completion of one stage before moving to the next. The major difference between a project and a change is that project progress can be measured in visible accomplishments (milestones, activities, etc.) whereas change must be measured in the way people think, feel and behave. Change is much less visible and more challenging to measure.

This workshop is designed for reliability professionals who are interested in learning the stages of change, how to prepare for them and how to measure when a stage is complete. Basic theory will be combined with practical tools and methodologies to lead and manage transformational culture change.

At the conclusion of the workshop, the participant will be able to:

- Quantify the type of change — either a technical change or a transformational change
- Measure the organizational resistance to change
- Understand the five stages to successful transformational change
- Apply practical tools to measure the level of success at each level as well as the readiness to move forward
- Develop a basic change management strategy and plan for transformational change

Workshop 10: Real-World Change Management: Putting Theory into Practice
Scott Franklin, Life Cycle Engineering
Thursday, October 21 • 8:00 am – 5:00 pm

For the reliability professional, creating a culture of reliability and continuous improvement is no longer considered a competitive advantage. It is quickly becoming the differentiator between companies that thrive and those that struggle — or worse — those that fail.

Few things about an organization are harder to change than its culture. The most important thing to understand about successful change management is that the process is structured, not to worry; Maintenance Management 101 will explore 10 of the most important lessons that a maintenance or reliability leader must learn to create the foundation for a proactive culture.

Building on Maintenance Management 101, Maintenance Management 201 will expand those points by discussing 10 additional concepts that both reinforce those foundational elements and provide guidance for ingraining them into your organization. Many of these concepts address managerial tips and techniques that are not always addressed in company-sponsored management training programs, but are essential for building an organization that contains the requisite level of discipline and creating a world-class reliability program.

Workshop 11: Maintenance Management 101/201
Bruce Hawkins, Management Resources Group, Inc.
Thursday, October 21 • 8:00 am – 5:00 pm

Much has been written about advanced reliability strategies and tools such as RCM, TPM, Predictive Technologies, EAM Systems and the like. Many books and articles illustrating their successful implementation appear every day. Indeed, they are some of the most valuable tools an organization can use to advance down the road to a proactive reliability culture.

For these tools to be of maximum value, the organization must be ready to use them effectively. The organization must be armed with some fundamental philosophies and values so these advanced concepts can take root. Without these fundamentals, an organization has the potential to invest resources into one or more of these tools and receive little sustainable benefit.

These fundamental philosophies can only come from the maintenance and reliability leader. This individual must set the right expectations, and reinforce these through the correct management of the organization to develop the necessary discipline to effectively use the tools.

Most effective managers learn these fundamentals through a good mentor or through experience. So what if you don’t have a mentor and can’t afford to make the mistakes necessary to gain experience?

Not to worry; Maintenance Management 101 will explore 10 of the most important lessons that a maintenance or reliability leader must learn to create the foundation for a proactive culture.

Workshop 12: Value Creation, Six Sigma and Lean Applied to Maintenance and Reliability
Paul R. Casto, Meridium, Inc.; Todd Overbeek, Eastman Chemical
Thursday, October 21 • 8:00 am – 5:00 pm

Six Sigma, Lean and Theory of Constraints (TOC) are understood by company management and accepted methods for improvement throughout manufacturing. These tools are traditionally used to improve the manufacturing process but should also be applied to Maintenance and Reliability (M&R). These tools are imperative for solving difficult problems that, thus far, might have been unsolvable in maintenance, as they are in the continuing drive to improve performance, reduce cost, eliminate defects and delight customers.

Integrating these tools into the M&R process will link company management to M&R, as well as produce significant bottom-line results. This workshop will begin with a discussion on value creation through maintenance and reliability and how to build the M&R business case. This will include an introduction to the fundamentals of finance and financial reporting and discuss how the maintenance and reliability function can create value that shows up on the balance sheet and income statement. This use of M&R tools for value creation will be discussed in a case study exercise.

Other topics to be addressed include:

- Where to find value, how to measure value and the magnitude of the potential value
- Basic theory and fundamentals of Six Sigma and Lean
- How these tools can be applied to maintenance and reliability to create and capture value
- Proven approaches and techniques to properly apply both Six Sigma and Lean to M&R

Don Shoemaker, Kevin Bordelon, Joe Rendon, Lamar Salinas and Tom Ewing, Zachry Industrial, Inc.
Thursday, October 21 • 8:00 am – 5:00 pm

Most training courses feature endless presentations supported with enough flip chart pages and PowerPoint slides to make your eyes glaze over — with the best of intentions, of course. Whoever suggested higher education could be fun, anyway?

Well, any of the 500 or so people who’ve attended a Zachry Maintenance Operations Reliability Exercise (ZMORE) might have something to say about that. ZMORE is like training on steroids.

During four pressure-packed rounds, ZMORE attendees will be organized in teams to tackle a fictitious plant scenario involving manufacturing products for sale, generating revenues and then making decisions about whether to improve the process or stand pat.

The scenario will be loaded with manufacturing problems and obstacles. The class will mirror real life — a running plant is simulated inside the class room. There can be three to four teams with eight to 10 people on each team. At the end of each class, the team that makes the most money and scores highest in delivered product quality is declared the winner. The challenge is to prove not only that M&R training is fun, but rewarding as well.
SMRPCO Annual Business Meeting
Monday, October 18 • 3:00 pm – 4:00 pm
The Annual Business Meeting will be held to elect the Society for Maintenance and Reliability Professionals Certifying Organization’s (SMRPCO) officers and discuss other society business. The officers of SMRPCO — Secretary-Treasurer, Vice Chairman, Chairman, and Past Chairman — are elected each year at the Annual Conference following nominations by SMRPCO’s Executive Committee. Officers will serve a period of one year. Officer positions are elected based on a simple majority vote of the eligible voting members present at SMRPCO’s Annual Business Meeting. All CMRs in good standing are eligible to vote. The meeting will also include information on SMRPCO’s financial status, progress toward goals and discussions about new initiatives. If you are a CMRP, please make every effort to attend this meeting, vote on officers and learn about SMRPCO’s current progress.

SMRP Annual Business Meeting
Monday, October 18 • 4:00 pm – 5:00 pm
The Annual Business Meeting will be held to elect SMRP’s officers and discuss society business. The officers of SMRP — Treasurer, Secretary, Vice Chairman, Chairman, and Past Chairman — are elected each year at the Annual Conference following nominations by SMRP’s Executive Committee. Officers will serve a period of one year. Officer positions are elected based on a simple majority vote of the eligible voting members present at SMRP’s Annual Business Meeting. All individual and executive members have the right to vote at the annual business meeting. Several key SMRP business issues will be addressed at this meeting including SMRP’s financial status, progress on current strategic initiatives and new strategic issues. This is an excellent opportunity to meet SMRP’s officers and to meet other members. If you have questions, please contact SMRP Headquarters at info@smrp.org.

New Member Meeting
Monday, October 18 • 5:00 pm – 6:00 pm
Many people join SMRP just prior to the Annual Conference. You may have recently learned about SMRP through a colleague or when receiving information about the Annual Conference. SMRP offers a variety of programs and opportunities, and we want to make sure your membership experience gets off to a great start. If you’re new to SMRP, please attend this information-oriented meeting. SMRP officers will meet with you to explain SMRP’s history and mission, how the organization is governed, what’s going on that might benefit you, and what the current and future plans are for SMRP. This meeting will provide an excellent overview of SMRP and give you an opportunity to find out how you can get more involved and reap all the benefits of your membership.

Industry Partner Meeting
Monday, October 18 • 5:00 pm – 6:00 pm
SMRP knows the value that our Industry Partners bring to the Society, and we want to make sure that you know the value we bring to you. Come to this information and feedback session to hear about the new initiatives just for Industry Partner members, and to give us your feedback on what you’d like to see.

CMRP Information Session
Monday, October 18 • 5:00 pm – 6:00 pm
The session will review the history of SMRP and the CMRP certification. It will cover how the exam was developed and how questions are generated today. This session will help attendees to understand what reference materials are used and how your career experience can be all you need to pass the exam. This is a very good session to ask questions and find some tips on reading materials to help your chances of success. We’ll also provide a sample test and review the questions and answers as a group — a great way to test your knowledge before diving in to take the exam.

Become a Certified Maintenance and Reliability Professional (CMRP)
And join thousands of others who have added value to their career by adding “CMRP” to their job title.

Monday, October 18
12:30 pm – 3:00 pm
Wednesday, October 20
6:00 pm – 8:30 pm
Thursday, October 21
8:30 am – 11:00 am

The Certified Maintenance & Reliability Professional (CMRP) program is the #1 credentialing program for certifying the knowledge, skills and experience of M&R professionals. It’s more than just committing textbooks to memory, it’s a thorough examination of individual expertise measured against a universal standard.

Every facility needs at least one CMRP on its team — and most should have more. They have the knowledge and skills to ensure efficiency and productivity on site — from technical skills and streamlined processes to performance management and managerial confidence.

Why the CMRP Program is Distinctive
- The CMRP exam is accredited by ANSI. Other certification programs are not so distinguished.
- This program is not tied to any commercial ventures — it is unbiased and developed by companies in academics, government, industry and utilities.
- The exam’s content is all-inclusive, from equipment reliability and technical skills to asset management and communications.
- Gain confidence and authority by adding an internationally-recognized certification after your name.
- Further your career, and put yourself on a path to promotions, with the best knowledge base in the industry.
- Successful examinees will receive a certificate to acknowledge their accomplishment. Certificants will be re-certified every three years by SMRPCO by providing a written summary of reliability and professional development. The exam is available in English and Spanish only.

COST TO SIT FOR THE EXAM
$300 for SMRP Members
$250 for employees of Sustaining Sponsor organizations

HOW DO I REGISTER?

You may sign up for the exam by mailing or faxing the completed application form and examination fee, along with your conference registration and other fees. Fees and forms must be received prior to conference.

FAX: 703-610-0249

MAIL: SMRP
8400 Westpark Drive
McLean, VA 22102
Attn: Ali Sturman

To obtain an exam application, visit or call www.SMRP.org/SMRP_certification/certification_exams.htm
www.smrpcoco.org
1-800-950-7354

More information regarding the Candidate Guide for Certification and Recertification to support candidates preparing to take the exam, as well as information on becoming a SMRPCO Sustaining Sponsor, is available by accessing the SMRP Web site at www.SMRP.org or by calling SMRP headquarters at 1-800-950-7354 or e-mail Info@SMRP.org.
GENERAL INFORMATION

OCTOBER 18–21, 2010
Milwaukee, Wisconsin — Voted 2nd Safest City in America by Forbes Magazine!
Conference Location: Frontier Airlines Center (Formerly the Midwest Airlines Center)
Early Bird Registration Cut-Off: To take advantage of the $150 discount, register by September 10, 2010
Conference Web site: www.SMRP.org/Conference/2010

CONFERENCE HOTELS
SMRP has blocked rooms at both the Hilton Milwaukee City Center and the Doubletree Milwaukee City Center at $149/night plus taxes, which includes complimentary Internet in all guest rooms. The Hilton has a skyline which is connected to the Frontier Airlines Center (formerly The Midwest Airlines Center) where all of the meetings and exhibits are taking place. The Doubletree is adjacent to the convention center. To receive the negotiated conference rate of $149/night plus taxes, please identify the SMRP group code specified for each hotel. Online reservations are available; please visit the hotel page of the conference Web site for a direct link.
Discounted Rate Cut-off Date: September 10, 2010

HILTON MILWAUKEE CITY CENTER HOTEL
Connected to the convention center, this classic downtown property, recognized as the city’s finest, combines 1920’s grandeur and elegance with today’s modern conveniences. 509 W. Wisconsin Avenue Milwaukee, WI 53203 Rates: $149/night plus taxes Phone Reservations: 414-271-7250 Group Code: SMRP

DOUBLETREE HOTEL MILWAUKEE CITY CENTER
Adjacent to convention center, in the heart of downtown Milwaukee. The hotel provides warmly furnished upscale guest rooms, suites and executive floor accommodations, as well as a warm chocolate chip cookie at check-in. 611 W. Wisconsin Avenue Milwaukee, WI 53203 Rates: $149/night plus taxes Phone Reservations: 414-271-7250 Group Code: SMR (please use this 3-letter code)

MAIL REGISTRATION FORM TO:
SMRP
8400 Westpark Drive, 2nd Floor
McLean, VA 22102

OR FAX FORM TO:
703-610-0203
703-610-0257

REGISTER QUICKER ONLINE:
Register quicker online at www.smrp.org/conference/2010

STEP 1. REGISTRATION INFORMATION
Please submit separate forms for each registrant.

Name
First Name on Badge
Job Title
I am a (check one):
Practitioner Industry Partner Consultant
Academic Student Government Employee
Military Employee Other

Company/Organization
Mailing Address 1
Mailing Address 2
City State/Province Zip/Postal Code
Country Citizenship
Phone
Fax
Email Address

Dietary Restrictions
In Case of Emergency During Conference, Contact Name
Emergency Daytime Phone
Emergency Evening Phone

STEP 2. MEMBERSHIP DUES
Membership dues must be active through October 20, 2010, to attend. Renewing members: why not pay next year’s dues — today?!

New Memberships Cost Total
New 1-Year Executive Membership $1,250
New 1-Year Individual Membership $125
New 3-Year Individual Membership $250

Membership Renewals Cost Total
Renew My 1-Year Executive Membership $1,250
Renew My 1-Year Individual Membership $125
Renew My 3-Year Individual Membership $250

MEMBERSHIP DUES FEES TOTAL

STEP 3. CONFERENCE FEES
All rates shown are per person.

What Your Registration Fee Includes
Your conference registration fee includes access to all educational sessions; access to the exhibition; one copy of the electronic conference proceedings on a memory stick; Welcome Reception; Tuesday Exhibitor Reception; breakfasts, lunches and refreshments on Tuesday and Wednesday. Please note that the off-site Wednesday reception, plant tours, educational workshops and the SMRP exam require additional fees.

SMRP Membership Required to Attend
Only current SMRP members with membership valid through October 21, 2010, can attend. If you would like to check on the status, contact the membership department at 703-610-0220. If your membership has lapsed and you would like to renew or join SMRP, you may include your membership dues on this conference registration form above in Step 2. For more on membership benefits, visit www.smrp.org/join_SMRP/membership_benefits.htm.

Early Bird Registration Discount
If your registration is postmarked/lased on or before September 10, 2010, you will receive a $145 early bird discount.

Registration Types and Costs

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<thead>
<tr>
<th>Registration Type</th>
<th>Early Bird</th>
<th>After 9/10</th>
<th>Total</th>
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<td>20% discount 20+ attendees</td>
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* A registration must be received for each attendee. The discount is applied to the conference registration fees only and not to membership fees, plant tours, workshops, special events or the certification exam fee. The above listed discounts, requirements and exceptions fully apply to any SMRP Affiliated Chapter registering 5 or more SMRP members to attend the conference.

CONFERENCE REGISTRATION FEE(S) TOTAL

START THE CONVERSATIONS AND CONNECTIONS
Visit the SMRP Conference blog and start your conference experience now! http://smrppconferenceblog2010.blogspot.com/
BENEFITS OF SMRP MEMBERSHIP

CONTINUING EDUCATION
SMRP helps you take your career the extra mile with a full range of education opportunities, including an unparalleled Annual Conference, FREE regional workshops, Chapter & Special Interest Group events, and frequent plant tours. And for at-home learning, members have access to a vast library of past Solutions issues and Annual Conference presentations.

SMRP ANNUAL CONFERENCE
With over 50 educational sessions, keeping you current on the M&R profession, this is a must-attend event.

Register today for this year’s event:
October 18–21, 2010
Milwaukee, Wisconsin

Save the date for next year:
October 17–20, 2011
Greensboro, North Carolina

SMRP’S FIVE PILLARS OF M&R KNOWLEDGE
Complete with a “how to” component for each major element of its framework, this collection of knowledge is based not only on research, but also on experience in the field. The Body of Knowledge is categorized into five pillars:

- Business and Management
- Manufacturing Process Reliability
- Equipment Reliability

SMRP BENEFITS GIVE YOU AN ADVANTAGE.
“SMRP allows our maintenance practitioners to learn from their peers. Seeing the tools and information in action works much better and is faster than ‘telling’ people or presenting information internally. As people see others who are facing the same day-to-day challenges, achieve success, they are inspired to create their own plans and make progress in their own organizations.”
— SAMUEL BETHEA, DIRECTOR, NORTH AMERICA RELIABILITY & MAINTENANCE
CAMPBELL SOUP CO.

WWW.SMRP.ORG/CONFERENCE/2010

23
THE SMRP ANNUAL CONFERENCE IS ONE OF THE LARGEST PURE MAINTENANCE & RELIABILITY CONFERENCES IN NORTH AMERICA.

- Quickly source next-generation equipment and trends to stay competitive, lower costs and improve safety
- Learn from keynote speaker Clyde Fessler, retired VP of Business Development for Harley-Davidson Motor Company, how designing reliability into its products and manufacturing has become a critical aspect of this success story
- Target your professional development experience with over 50 conference sessions covering the five pillars of the SMRP Body of Knowledge
- Renew and develop business contacts and establish powerful relationships with industry experts

THIS IS A MUST-ATTEND EVENT IF YOU ARE A:
- Corporate Reliability Professor
- Engineering Student
- Executive Manager
- Planner
- Plant Manager
- Operator
- Maintenance & Reliability Consultant
- Mechanic
- Reliability Engineer
- Technician

REGISTER EARLY!
Save $150 when you register by September 10, 2010
www.smrp.org/conference/2010