



CANADIAN
MANUFACTURERS
& EXPORTERS

SOUTHERN MANITOBA MANUFACTURERS' SUMMIT

October 24, 2019

Access Event Centre | Morden, MB

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CME-MEC.CA



GUEST SPEAKERS



REIS PAGTAKHAN
Partner,
MLT Aikins LLP



DREW FRIESEN
Marketing Manager,
SteelTech



CURT DUECK
Manager of Technical Services,
SolutionsIT



RYAN ELIAS
VP and General Manager,
Triple E

Are You Ready to Take Your Business to the Next Level?

The Southern Manitoba Manufacturers' Summit (SMMS) is southern Manitoba's must attend event and an opportunity to connect with crucial resources.

Join us for an insightful day filled with stories from local businesses, powerful keynotes and interactive workshops and tours. This summit is sure to bring you practical solutions for your challenges, creating new opportunities and best practices, tapping into southern Manitoba's potential!

8:00 AM | REGISTRATION & COFFEE

8:25 AM | OPENING REMARKS

8:30 AM | WORKFORCE DEVELOPMENT THROUGH IMMIGRATION

REIS PAGTAKHAN, Partner, MLT Aikins LLP

Southern Manitoba manufacturers face labour challenges their urban counterparts don't. But changes on the horizon can work to manufacturers' advantage for those who are prepared to take advantage for those who are prepared to capitalize on opportunities.

- Understand how global mobility is changing and anticipate opportunities and threats
- Describe changes to federal and provincial programs and what do manufacturers need to do to take advantage and ensure compliance
- Apply techniques, recommendations and regional best practices to attract, but more importantly, retain skilled talent outside of major urban centres

9:15 AM | IS PERSONAL SELLING DEAD? THE RISE OF DIGITAL MARKETING

DREW FRIESEN, Marketing Manager, Steeltech

Through a focus on online marketing, SteelTech has seen exponential growth into the US wood furnace market. Learn more about how growing businesses outside the capital region are making big inroads with regional digital marketing and sales expertise.

- Understand the changes / know the changes the digital era has made to the customer journey/buyer process
- Apply old and new practices within a digital space; what ads work and how to use them
- Create a robust sales funnel that identifies key areas of potential improvement/customer drop off

9:50 AM | HOW TO SURVIVE A CYBER ATTACK

RYAN ELIAS, VP and General Manager, Triple E

CURT DUECK, Manager of Technical Services, Solutionsit

With cyber-attack rates on the double-digit increase, many manufacturers are now acknowledging that it's not a matter of if, but when. Learn from Triple E's experience to protect yourself today!

- Identify whether your business is risk ready
- Know what to do when you are under attack, from establishing a command centre, developing messages in advance and who to turn to in a crisis
- Cover the risks with practical solutions in advance to who to turn to for recovery and reputational management
- Apply the ideas to prevent attacks and defend yourself

GUEST SPEAKERS



RANDY DYCK

Human Resources Manager,
Elmer's Manufacturing



MIKE FRIESEN

CEO,
Elmer's Manufacturing



KURT BUEHLER

Vice President of Operations,
MacDon Industries



KATHRYN ATAMANCHUK

Engineer-in-Residence,
University of Manitoba

Speakers & Plant Tours

10:25 AM | NETWORK BREAK

10:55 AM | CULTURE EATS STRATEGY FOR BREAKFAST: AN LDP SUCCESS STORY

RANDY DYCK, Human Resources Manager, Elmer's Manufacturing
MIKE FRIESEN, CEO, Elmer's Manufacturing

Elmer's manufacturing's ownership had a vision and a mission. But somewhere along the way, growing pains meant something was getting lost in translation between the C-Suite and the shop floor. Realizing frontline leaders hold the keys to a company's success and a necessary step to take the company to the next level, Elmer's invested heavily in Leadership Development training with impressive results.

- Understand the critical impact frontline leaders have on strategic initiatives
- Describe the most important tools in a frontline leaders' toolbox and compare against the skill set inventory of leaders in their own organization
- Apply a mentor model within their own company for success

11:30 AM | INDUSTRY 4.0: THE RACE IS ON

KEVIN LUSK, Executive Leadership Champion, CME
KATHRYN ATAMANCHUK, Engineer-in-Residence, University of Manitoba
KURT BUEHLER, VP of Operations, MacDon

Factory of the future, the digital economy, whatever name you call it, Industry 4.0 promises to revolutionize the world economy. But despite its enormous potential, manufacturers know that there are significant hurdles on the road ahead. This session provides manufacturers with the opportunity to:

- Understand what 4.0 means
- See what's happening in Canada (and Manitoba) with practical, concrete, real-world local examples
- Access resources and navigate supports on your own implantation journey
- See what's next on the horizon and apply opportunities to your own workplaces

12:05 PM | CLOSING REMARKS

12:15 PM | LUNCH & NETWORKING

1:15 PM | WORKSHOP AND TOURS

Choose from 1 of 3 Afternoon Sessions

SAFETY SIMULATION WORKSHOP MERIDIAN MANUFACTURING

The Safe Work on Wheels mobile unit delivers workplace safety and health education. It's travelled 30,000+ kms and provided safety education to over 14,000 workers at more than 180 organizations. Workshop attendees will participate in multiple demonstrations, including fall protection, lifting, hand safety, eye protection and lockout. PLUS, see safety best practices in action at Meridian.

TOURS OF MONARCH INDUSTRIES & MORE

See manufacturing best practices in action at your choice of tour:

- Monarch Industries, vertically integrated manufacturer of hydraulic cylinders and custom iron casting,
- And more!

Sessions, speakers, tours and workshops may be subject to change.

Looking to Exhibit or Sponsor?

To discuss customized sponsor benefits, contact renata.castro@cme-mec.ca

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All summit marketing collateral	●			
On-site logo recognition on signage and audio visuals	●	●	●	
Conference program	●	●	●	
Printed materials	●	●		
Website	●	●	●	
10 x 10 EXHIBITOR BOOTH	●	●	●	●
DELEGATE REGISTRATION(S)	4	2	1	0

INDUSTRY PARTNERS



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