

COME TO THE LARGEST **LEAN CONFERENCE** IN THE **WORLD!**

AME  
**SAN DIEGO**  
INTERNATIONAL CONFERENCE  
2018



**JOIN US** OCT. 29-NOV. 1  
**CREATE WAVES OF**  
**EXCELLENCE**

**#AMESANDIEGO**



## JOIN US

### AT THE LARGEST **LEAN** CONFERENCE IN THE **WORLD!**

Whether you're just getting into the water and starting on your lean journey or you're ready to dive into the deep end, AME San Diego 2018 has something for you.

At the **AME 2018 conference**, we will explore the big changes making waves in manufacturing. From the "internet of things" to artificial intelligence, virtual reality, wearables and more, the AME conference is the gold standard for peer-to-peer shared learning on lean and continuous improvement, and the San Diego conference will be no exception. Share, learn and grow through interactive sessions, small group discussions and round-table forums on different topics.

## NOT YOUR TYPICAL CONFERENCE EXPERIENCE

AME has developed amazing relationships. As a respected source of knowledge that fosters the idea of shared learning, many manufacturers and service providers are willing to open their doors to our attendees. Our facility tour hosts give both their time and knowledge so you can learn.



### HERE IS A SMALL SAMPLE OF WHAT ATTENDEES HAVE SAID ABOUT OUR CONFERENCE

“Perhaps the best professional conference I’ve ever attended (and I’ve been to my share).”

“Conference was a great blend of leadership and lean.”

“Excellent training by seasoned practitioners.”

“I always enjoy the AME conference. The program that AME puts together is second to none. I get so much out of this conference each year.”

“Worth taking my time from work to attend!”

“I have already applied several of the learned concepts.”



# Five Reasons

Why you should attend AME San Diego 2018

1

## Networking Opportunities

An AME conference provides you the opportunity to develop new relationships. You'll meet people who share the same challenges as you—people who are passionate about sharing solutions.

2

## Keynotes

You'll hear from inspirational keynotes, thought leaders and continuous improvement pioneers.

## Variety of Practitioner & Interactive Sessions

You will experience practitioner-to-practitioner learning in a variety of sessions from beginner to advanced. You'll hear from peers around the world who have successfully put change into action.

3

4

## Local Best-Practice Tours

AME San Diego 2018 will offers tours of industry leaders' facilities. You will go to the gemba and tour facilities where practitioners showcase their leading-edge solutions and openly discuss their failures and challenges. You'll take away proven, innovative, process-excellence solutions that you can borrow with pride.

5

## Exhibits

Exhibitors are strongly aligned with our conference. Exhibits are included with conference registration fee.

AME offers a 100% satisfaction guarantee. If you don't learn one thing that you can take back to your facility and use, we will refund your registration. There is absolutely no risk to you.



# Conference Schedule

## Arrive early— Start learning

AME offers 4-hour pre-conference workshops throughout the day on Monday.

Topics include:

- People-centric leadership—PCL101
- Lean leadership skills
- Total productive maintenance (TPM)
- Overcoming lean resistance
- Tools for design and creativity
- Value stream mapping and more!

## MONDAY, OCTOBER 29

Tour departures throughout the morning

\*Schedule subject to change

6:30 AM - 6:00 PM	<b>Registration</b>
8:00 AM - 12:00 PM	<b>Workshops</b> 💰
9:45 AM - 10:00 AM	<b>Break</b>
12:00 PM - 1:00 PM	<b>Lunch</b> on your own
1:00 PM - 5:00 PM	<b>Workshops</b> 💰
2:45 PM - 3:00 PM	<b>Break</b>
3:00 PM - 6:00 PM	<b>Exhibit Hours</b>
5:00 PM - 5:45 PM	<b>Club NuBee Hive Meetup</b>
6:00 PM - 9:00 PM	<b>Dine Around</b>

FOR MORE DETAILS, VISIT:

**AME.ORG/SANDIEGO/WORKSHOPS**

## Networking Events



### Dine Around: Sun-Mon

Enjoy dinner and networking with a small group of fellow attendees at a local restaurant. Cost of dinner on your own.



### Club NuBee Hive Meetup: Sun-Mon

Presenters will offer an overview of the conference and answer audience questions.



You may attend as many sessions as you'd like Tuesday through Thursday.

Topics include:

- Linking lean with business strategy
- Driving cultural change
- Implementing enterprise-wide lean and more!

## TUESDAY, OCTOBER 30

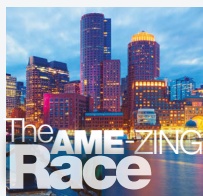
Tour departures throughout the morning

\*Schedule subject to change

6:30 AM - 5:00 PM	<b>Registration</b>
7:00 AM - 8:00 AM	<b>Breakfast</b>
7:30 AM - 4:00 PM	<b>Exhibit Hours</b>
8:00 AM - 9:00 AM	<b>Conference Opening/ Keynote: <b>Jeremy Gutsche</b></b>
9:00 AM - 9:30 AM	<b>Break</b>
9:30 AM - 10:30 AM	<b>Sessions</b>
10:30 AM - 11:00 AM	<b>Break</b>
11:00 AM - 12:00 PM	<b>Sessions</b>
12:00 PM - 1:30 PM	<b>Lunch + Keynote: <b>TBD</b></b>
1:30 PM - 2:15 PM	<b>Dessert</b>
2:15 PM - 3:15 PM	<b>Sessions</b>
3:15 PM - 3:45 PM	<b>Break</b>
3:45 PM - 5:00 PM	<b>Keynote: <b>Liz Wiseman</b></b>
5:30 PM - 7:30 PM	<b>AME-zing Race</b>

FOR MORE DETAILS, VISIT:

**AME.ORG/SANDIEGO/PRESENTATIONS**



### AME-zing Race: **Tue**

As your team explores interesting facts about San Diego, snap photos of key locations showing your team experiencing the local culture. Cost of optional dinner on your own.





## Sign up in advance for tours throughout the week

This year's tours provide an opportunity to see examples of excellence in these areas:

- Leader standard work
- Strategic policy deployment
- One-piece flow
- Employee idea systems and more!

## WEDNESDAY, OCTOBER 31

Tour departures throughout the morning

\*Schedule subject to change

6:30 AM - 4:00 PM	<b>Registration</b>
7:00 AM - 8:00 AM	<b>Breakfast</b>
7:30 AM - 4:00 PM	<b>Exhibit Hours</b>
8:00 AM - 9:15 AM	<b>AME Membership Meeting/ Keynote: Mike Rother</b>
9:15 AM - 9:30 AM	<b>Break and Happy HallowLEAN trick-or-treating with exhibitors</b>
9:30 AM - 10:30 AM	<b>Sessions</b>
10:30 AM - 11:00 AM	<b>Break</b>
11:00 AM - 12:00 PM	<b>Sessions</b>
12:00 PM - 2:00 PM	<b>Chicago Celebration Lunch</b>
2:15 PM - 3:15 PM	<b>Sessions</b>
3:15 PM - 3:45 PM	<b>Break and Happy HallowLEAN trick-or-treating with exhibitors</b>
3:45 PM - 5:00 PM	<b>Keynote: TBD</b>

FOR MORE DETAILS, VISIT:

**AME.ORG/EXHIBIT**

## Practitioner & Interactive Sessions



### Tue-Wed-Thurs

Explore the big changes making waves in manufacturing—from the “internet of things” to artificial intelligence, virtual reality, wearables, risk management and more.





## There are many reasons to register early for AME San Diego

Not only will you save more on registration, you'll have an opportunity to sign up for tours and workshops, which fill up quickly.

### THURSDAY, NOVEMBER 1

Tour departures throughout the morning

\*Schedule subject to change

6:30 AM - 2:00 PM	<b>Registration</b>
7:00 AM - 8:00 AM	<b>Breakfast</b>
8:00 AM - 9:00 AM	<b>Keynote: Dr. Ivan Joseph</b>
9:00 AM - 9:15 AM	<b>Break</b>
9:15 AM - 10:15 AM	<b>Sessions</b>
10:15 AM - 10:45 AM	<b>Break</b>
10:45 AM - 11:45 AM	<b>Sessions</b>
11:45 AM - 1:15 PM	<b>Lunch + Keynote: TBD</b>
1:15 PM - 1:30 PM	<b>Break</b>
1:30 PM - 2:30 PM	<b>Sessions</b>
2:30 PM - 2:45 PM	<b>Break</b>
2:45 PM - 4:00 PM	<b>Closing Keynote: Joe Theismann</b>

FOR REGISTRATION, VISIT:

**AME.ORG/SANDIEGO**

## Exhibits

### Mon-Tue-Wed

Exhibitors are strongly aligned with our conference. You don't become an exhibitor unless your product or service is versed in lean thinking and continuous improvement.





## Keynote Speakers

Here are some of the keynotes you'll hear from in San Diego:



### Jeremy Gutsche

is a *New York Times* bestselling author and award-winning innovation expert. Gutsche is founder of TrendHunter.com, the world's most popular trend website, attracting over 2 billion views from 150 million total visitors. Prior to Trend Hunter, Gutsche grew a \$1 billion portfolio for a bank, and today, over 500 brands, billionaires and CEOs rely on his unique expertise to find better ideas faster.



### Liz Wiseman

is a researcher and executive advisor who teaches leadership to executives around the world. She is a *New York Times* bestselling author and CEO of the Wiseman Group, a leadership research and development firm headquartered in Silicon Valley, California. Some of her recent clients include: Apple, AT&T, Disney, Facebook, Google, Microsoft, Nike, Salesforce, Tesla and Twitter. She has been listed on the Thinkers50 ranking and named one of the top 10 leadership thinkers in the world.



### Joe Theismann

is an entrepreneur who has achieved success on and off the field as both a Super Bowl-winning quarterback for the Washington Redskins and as a broadcaster.



### Mike Rother

will discuss the findings behind his books, "Toyota Kata," "The Toyota Kata Practice Guide" and "Toyota Kata Culture," about turning scientific thinking into a skill that anyone can learn.

## Tours

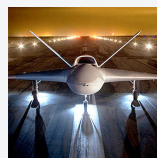
AME tours are hand-selected by expert volunteers who look for alignment with the AME Excellence Award criteria. Tour volunteers look for what we call Pearls of Excellence—something that a company does well that attendees can learn from.



**Biotix, Inc.**

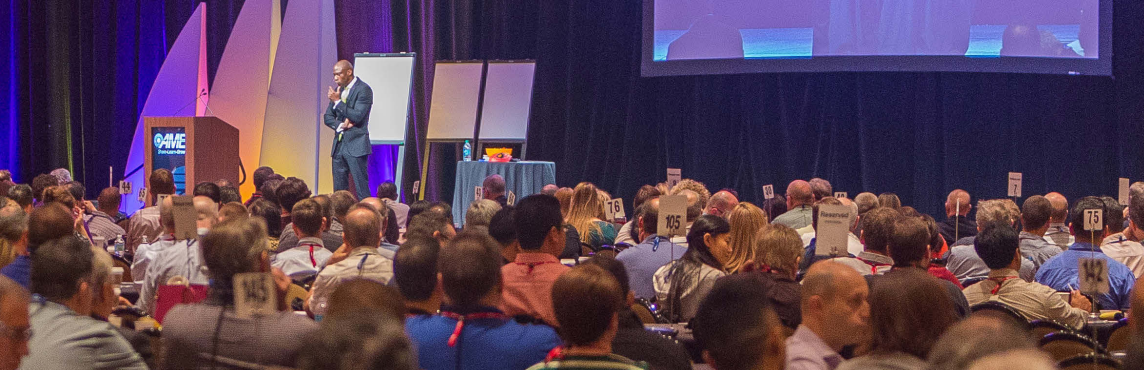


**Costco Optical Lab**



**General Atomics**





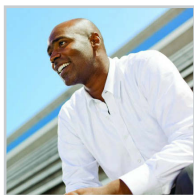
FOR MORE DETAILS, VISIT:

**AME.ORG/SANDIEGO/KEYNOTE-SPEAKERS**



### **Thomas Hartman**

is an executive coach for Catalysis Inc. (formerly known as the ThedaCare Center for Healthcare Value). With over 30 years of experience on the lean journey, he teaches, mentors and coaches healthcare executives to become lean leaders, enabling them to radically improve throughput, quality and cost.



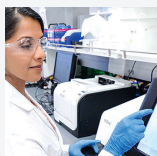
### **Dr. Ivan Joseph**

leads individuals, teams and organizations to success. An award-winning coach and educator, Dr. Joseph is a sought-after speaker on developing personal and organizational leadership. Dynamic and inspiring, he speaks about self-confidence, embracing “grit” to persevere despite setbacks, and leading teams to success, drawing from the lessons he’s learned from a life in sports.

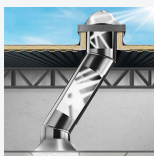


### **Billy Taylor**

is director of manufacturing at Goodyear Tire & Rubber Company. He brings more than 25 years of experience in all phases of operations, management and leadership. Taylor has a track record of improving production efficiency and building employee engagement at all levels of an organization. He offers practical examples on how to drive and sustain effective results through embracing your culture and enabling employee ownership.



**Illumina**



**Solatube International**



**D&K Engineering**



**Greenlee Communications**



**Nordson**



**Solar Turbines**



# THE ACCELERATOR PROGRAM

Whether a company sends a team of 10+, 25+ or 50+, the Accelerator Program provides the perfect forum for maximizing an organization's efforts to improve its processes and positively impact its culture. Accelerator Program participants experience the power of lean and deliver greater customer value. The more people on your team who share the AME conference experience, the more impact it will have on your company's goals and objectives.

**AME offers three different tiers in the Accelerator Program.**

TIER 1

10+



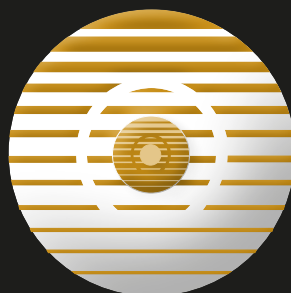
TIER 2

25+



TIER 3

50+



For information on pricing and Accelerator Program benefits, visit:  
**AME.ORG/ACCELERATOR**

## Thank You, Sponsors

Here are a few of the sponsors you'll see in San Diego:

GOLD



LIVING  
AS A  
LEADER®

SILVER

Axonify™

CROWN



# ENJOY SAN DIEGO!

ARE YOU **BRINGING YOUR SPOUSE** OR  
SIGNIFICANT OTHER TO THE **CONFERENCE?**

The AME Companion Program offers your companion a variety of opportunities to participate in planned group events from Tuesday through Thursday during the conference. This program is an excellent way to meet new friends or reconnect with old friends!

FOR MORE INFORMATION, VISIT:  
**AME.ORG/SANDIEGO/COMPANIONS**



Oct. 29: Your day  
on your own



Oct. 30: San  
Diego Seal Tour

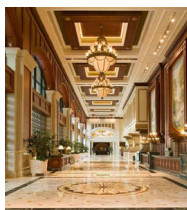


Oct. 31: Old Town  
Trolley Tours



Nov. 1: Spend the  
day in Carlsbad

## Hotel & Travel



### Manchester Grand Hyatt San Diego

1 Market Place, San Diego, California, USA, 92101

**Rate:** \$289 single/double

**Cutoff:** Thursday, October 4, 2018, at 5:00 PM PST

TO MAKE A RESERVATION, VISIT: **AME.ORG/HOTEL**

