

New 'Dare To Compete' Campaign challenges Manitoba Manufacturers



Canadian Manufacturers and Exporters Manitoba is launching a new integrated marketing campaign this Fall... **'Dare To Compete'**. The message is strong, simple, direct and positive, delivered to a primary target group of Manufacturers and Exporters, both current members as well as potential new members. The general public and governments will be the bonus audience that will also see this message. The aim is to draw attention to the competitive nature of manufacturing while challenging Manitoba Manufacturers to use existing resources within their workplaces to improve productivity and become more competitive in the global marketplace.

The campaign elements will be comprised of a brand new website, plus a newly formatted Newsletter, Radio Commercials and Outdoor Billboards featuring 5 of Manitoba's top executives in the Manufacturing industry including; Herb Vielhaber, GM at Cascades, Ab Freig, President and CEO at The Puratone Corporation, Curwin Friesen, President and CEO at Friesens, Mark Humphrey, GM at Westeel and Verna Taylor, Senior Vice-President of Operations at Standard Aero Group.

Watch for the *Dare To Compete* campaign starting October 29 in Winnipeg and selected rural Manitoba towns as CME challenges all Manufacturers to aim for a prosperous future as they **'Dare To Compete'**.



Check "www.daretocompete.ca"

Mark Your Calendar

September 12

II Tour / TVP - Innovation Insights Plant Tours/Technology Visits Program - Cascades Boxboard Group

September 17-21

Shop Floor Leadership - 5 Day Course

September 19 & 20

Lean Accounting - Two Day Workshop

September 18-November 23

Lean Level II Greenbelt Program

September 26 start

Lean Level I Program - September 2007

September 26

II Tour / TVP - Innovation Insights Plant Tours/Technology Visits Program - The Puratone Corporation

October 3/07

Lean Breakfast & Continuous Improvement Forum

October 11/07

Lean Principles 101

October 22-26/07

Shop Floor Leadership - 5 Day Course

October 24/07

II Tour/TVP - Innovation Insights Plant Tours/Technology Visits Program - Friesens

October 30 start

Lean Level I Program - October 2007

Manitoba Export Award Call for Nominations

CME Manitoba is seeking nominations for its sixth annual Manitoba Export Award.

The awards will be presented at a Gala Dinner on March 13, 2008, at the Winnipeg Convention Centre.

For applications please contact the CME office at 204-949-1454.

June 2007 Greenbelt Graduates

Many thanks to our sponsors and facilitators for this Spring 2007 session.

Facilitators

Ian Marshall, CME Manitoba
Rod Smith, Duha Color
Darek Mikita, Carte International

Participants

Bill Oncea Weyerhaeuser
Timothy Sheehan Weyerhaeuser
Trent Macleod - Loewen
Alan Gordon Cascades Boxboard
Kevin Rosger AMC Insulation
Aron Teichroeb All-Fab Industries
Geoff Vachon - Loewen
Joey Zasitko Black Cat Blades

Sponsors

Weyerhaeuser
AMC Insulation
All-Fab Industries
Cascades Boxboard
Black Cat Blades
Loewen



Manitoba's Executives who Dare to Compete

Cascades

Herb Vielhaber has been running the Cascades Winnipeg facility for the last two years and has been an active member of CME for over 12 years. Herb states it's very important that their employees and the public at large understand that Manitoba manufacturers are dealing in a very competitive global marketplace. Vielhaber says that CME provides the networking opportunities for a community of manufacturers to share challenges and successes with each other, 'there is no reason to go it alone'.

Cascades is a leading packaging manufacturer, the Winnipeg facility produces folding cartons for a variety of products and industries.

Cascades corporately employs 14,000 people in over 100 modern, flexible production units located in North America and Europe.



The Puratone Corporation:

Ab Freig is President and CEO of Puratone, a world-class, fully-integrated Canadian Agri-business. He believes that investing in good people is the key to sustaining a successful business. As a member of CME, Ab has been able to gain access to valuable Lean tools to help Puratone continuously improve, while providing employees with a disciplined approach to achieving greater efficiencies that will keep the company competitive in this challenging market environment.

Puratone was listed as one of Canada's 50 Best Managed Companies in 2006. The company is diversified into hog, poultry, and feed production and related products and employs 366 people, most of them in Rural Manitoba.



Going lean at Prolific saves 5 days



Larry Matsko

Finding five extra days in the production schedule is something most manufacturers can only dream about. But for a Winnipeg printer and its client, those five extra days now are a reality, thanks to the CME's Value Stream Mapping Program.

Eliminating five days of waste from the printing schedule is great news for Prolific Graphics, its client Princess Auto, and supplier Canada Post. All three organizations were involved in the Value Stream Mapping event facilitated by CME's Lean Champion Doug Reichert.

The Prolific Group's General Manager Larry Matsko initiated the event which brought all three parties to the table for a lean manufacturing session. Each organization felt there was an opportunity to reduce the cycle time to prepare, print and distribute the Princess Auto flyer.

"We were able to look at the whole supply chain," explains Reichert. "We optimized the process for the final product instead of for the individual companies which may have hurt the overall process. It allowed us to eliminate several days of MUDA and non-value added activities," he adds.

Glen Tingle from Princess Auto's advertising department was impressed with the process. "Doug Reichert was able to prompt us with the right questions," he says.

And his colleague Cristen Courmoyer was impressed with the results. "We constantly pushed the people that we deal with, printers and binders and everybody else. We always want to save time. Sometimes it's as tight as a day or two that makes the difference, so five days is a definite benefit," she says.

For Don Kraichy, Value Stream Specialist at Canada Post, the event was "an exciting opportunity to look at an end-to-end relationship throughout two or three companies."

For Matsko, the 5-day time reduction was just one of the benefits.

"The most important outcome was the collaboration of all three companies," he says. "We have a better understanding of our client and our supplier, and vice versa. We can now help them and they can help us." And Prolific can apply the lessons learned to improve services for the rest of its client base. Although the event generated impressive results, the process is ongoing, advises Reichert. The team is continuing to work towards further reduction of the total cycle time.



"I recommend that these three companies sit down and go through it again, to see what else they can do," Reichert says. "I'm sure there's more and probably something better."



Trends in Workplace Learning

The Work and Learning Smart Sessions will take place across the country in 8 major cities, drawing together local employers in a two-part series of discussion designed to:

- Give them a lead role in identifying the key training and skills challenges they face.
- Present them with the latest information and insights about workplace learning.
- Work with them to develop local, employer driven strategies to address these challenges.

Winnipeg Session:
Tuesday, November 6, 2007 - Canad Inns, Pembina Hwy.

For more information contact Debbie at CME office **204-949-1454**

Global Business Champion now Appointed



Jean-Michel Laurin

Mr. Jean-Michel Laurin has been appointed as Vice President, Global Business Policy based in CME's National office in Ottawa. He will be responsible for restructuring our trade services and effectively give support to CME members operating in international markets and play an instrumental role in building the association's global business department.

Jean-Michel has been with CME for the past four years working in our Quebec division as Vice President, Research and Public Affairs and previously as Economic and Environmental Policy Analyst.

CME Manitoba Vice President:

Ron Koslowsky



As the newly appointed Vice-President of Canadian Manufacturers and Exporters, Manitoba Division, Ron brings many assets to his position. Formerly a member of the national and Manitoba board and a long time Human Resources Champion at Palliser and at CME Manitoba, he will utilize his strengths to provide support to address the issues facing Manitoba manufacturers. His involvement with a variety of organizations and his passion for the sector will serve CME members well.

Welcoming

NEW MEMBERS

VAW Systems Ltd.

Scott Eardley, VP Operations
Custom Steel Fabrication

Arne's Welding Ltd.

Bob Munro, President
Trailer and transportation solutions

Biovail Corporation

Ron Bernard
Director, Training & Development
Pharmaceutical manufacturing

Dixon Bayco Limited

Malcolm Kirkland, General Manager
Manufacturing, industrial tanker couplers, adapters, fittings

Rockwell Automation

Mauro DelleMonache, Branch Manager
Electronic component manufacturers

Smartrend Canada Ltd.


Kevin Smith, President
Custom Manufacturing China

Hiquel Engineered Structures Ltd.

Randy Friesen, President
Fabric covered buildings - manufacturing

Now Available!

Advertising space in CME Newsletter.
Contact: tammy.oakes@cme-mec.ca



Based on finished material supplied in PDF format, 300 dpi, colour
to cheryl@liessensad.com
Material due 15th of month previous.

Sizes:
1/6 pg. (2 1/4" w x 4"d) or
1/3 pg. (2 1/4" w x 8"d)

Times	1/3 pg	1/6 pg
1X	\$500	\$300
3X	\$400	\$240
8X	\$350	\$210

Issues:
September, October, November
January, February, April, May, June
Discount available to CME members



New National CME President

Jayson Myers has recently been appointed President of the National office at Canadian Manufacturers and Exporters. As the former senior VP and Chief Economist, Myers has long been a respected voice of CME, having led the largest consultation ever undertaken by Canadian industry, CME's Manufacturing 20/20 initiative. Jayson understands the issues faced by the manufacturing sector and provides the policy and technical leadership required to create a supportive environment for business in Canada.

Workforce Connex Regional Forums:

Building Strong Aboriginal and Private/Public Sector Partnerships
October 15 - 16, 2007, Winnipeg, MB
To register: www.workforceconnex.com



The AMI is managed by CME and jointly funded by industry and the federal and provincial governments through the Canada-Manitoba Economic Partnership Agreement.