

The Secrets of Industry 4.0

Knowledge is Power

Limited Seating – Sign Up Now →

Don't miss
Happy Hour @ 4PM!



Sponsored by
Manufacturing Works

Join us for this in-person, exclusive meeting:

Cleveland, OH | Great Lakes Brewing Co. | April 28 | 12:00 PM ET



Cost to Attend: Free

Main Event: 12:00 PM – 4:00 PM ET

Happy Hour: 4:00 PM – 5:30 PM ET

Location:

Great Lakes Brewing Co.
2516 Market Ave., Cleveland, OH

Jam-Packed Agenda:

- Analyst Keynote + Industry Expert Panel
- Cleveland Manufacturing Networking Lunch
- Deep Dive Roundtable Sessions
- Happy Hour – Join your colleagues for some drinks!

Join your manufacturing peers to discuss how to navigate your smart factory initiatives!

Take this opportunity to learn how industry leaders are taking advantage of emerging and lower cost technologies that simplify digitizing operations. Come network with industry peers and experts – and leave with valuable knowledge that can be smoothly incorporated into your business. Limited seating at this intimate event!

FEATURING Keynote Speaker:



Jim Brown
President and Founder

Tech-Clarity

Including Industry Experts:



John Keyes



Mike Yost



Jake Hall



Kausik Dasgupta



Jane Biddle



Ken Patsey



Terri Ghio



Don't miss this opportunity to learn from industry leaders, network with other local manufacturers, and leave with valuable information and ideas for your company. Leading experts in Industry 4.0 discuss "what's in it for me" and how to realize improvements at your company.

AGENDA

12:00 pm – 1:00 pm

Check-in, Lunch + Welcome

Enjoy a delicious lunch from Great Lakes Brewing Company.

Terri Ghio, president, FactoryEye will kick off the day.



1:00 pm – 1:30 pm

Smart Manufacturing Keynote

Bouncing Forward with Smart Manufacturing Solutions



Jim Brown
Tech-Clarity

1:30 pm – 1:40 pm

Break

1:40 pm – 2:40 pm

Interactive Industry 4.0 Panel Discussion



FactoryEye



project IGBYS



fz



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2:40 pm – 3:40 pm

Deep-dive Roundtable Sessions



3:40 pm – 4:00 pm

Closing Keynote

Talent and Technology: Finding and Funding Productivity Solutions



Ken Patsey



MANUFACTURING WORKS

4:00 pm – 5:30 pm

Happy Hour

Enjoy fantastic beer from Great Lakes Brewing Co. and delicious hors d'oeuvres!

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MANUFACTURING WORKS

Brewery Tour

30-minute tour; limited to 20 people (sign up required)



TOPIC #1

Bouncing Forward with Smart Manufacturing Solutions

Led by: **Jim Brown, Tech-Clarity**

Mid-sized manufacturers urgently need to embrace sustainable and digital practices to increase resiliency in the face of today's global market disruptions. In this keynote presentation Jim Brown, President and founder of Tech-Clarity, shares how manufacturers use technology to drive profitability and reduce the impact of risk and disruption.

Jim will share research findings showing how leading companies accelerated Industry 4.0 initiatives during the pandemic, allowing them to remain competitive while increasing sustainability, agility, and profitability. His session will explore the value that digital transformation brings to mid-sized manufacturers, for example by combining IT information with plant and equipment data, and how to put that into action.

Will you be next to make strategic improvements through the intelligent use of enterprise and operations software? Knowledge is power – take control now. Tech-Clarity is an independent research firm dedicated to making the business value of technology clear.

TOPIC #2

How to Attract the Next Workforce with Automation & Digital Solutions

Led by: **Jake Hall, Feyen Zylstra (FZ)**

When it comes to manufacturing end users, custom machine builders and OEMs it is hard to attract new talent to your team. Manufacturing is experiencing a silver tsunami - the median age for workers continues to increase and the industry will continue to see a labor shortage for years to come.

In this discussion, Jake will show interesting ways to highlight and create company content that will attract the next generation or team members to your manufacturing company. He will break down how technology impacts this generation's decision-making and job search. Finally, he will deep-dive into the benefits of automation, high tech manufacturing, and steps to move companies toward a Smart Factory and Industry 4.0.

TOPIC #3

Sustainability & The Smart Manufacturing Imperative

Led by: **John Keyes, Feyen Zylstra (FZ)**

The Commercial & Industrial (C&I) manufacturing sector has a generational opportunity to enhance competitive advantage and improve financial performance by accelerating the adoption of renewable energy & battery storage solutions, energy conservation & decarbonization initiatives, and the operational optimization & resiliency of Industry 4.0 systems integration.

Positioning the C&I manufacturing sector to achieve climate & environmental objectives, proactively align with escalating customer & supply chain expectations, and attract the next generation of workforce.

TOPIC #4

Technology Will Not Save Manufacturing. Manufacturers Will.

Led by: **Mike Yost, Project IGBYS**

Many manufacturers today are looking at technology adoption (Smart Manufacturing, Industry 4.0, Digital Transformation or the like) as central to both their response and recovery from the disruption caused by the Covid-19 pandemic. Industry has more than enough technology available to modernize manufacturers, allowing them to compete in today's global economy regardless of company size. So why aren't they? Their dilemma is they can't access the people who can guide them, helping them understand, justify and implement technology solutions. Join Mike Yost, founder of project IGBYS for this discussion on ways to compete in today's modern, global economy without being left behind.

TOPIC #5

Why Have Data Lakes Become a Trend in Smart Manufacturing?

Led by: **Kausik Dasgupta, FactoryEye**

This exciting new architecture holds enormous potential and is now available to mid-sized manufacturers. By leveraging 4.0 technologies, it is possible to collect production data, contextualize, rationalize, and make the most relevant data available to decision makers in near real-time. Effective data management is now within reach. However, many manufacturers don't think it is possible or don't realize the advantages of data lakes.

In this discussion, Kausik will share real-life examples from manufacturers that have incorporated data lakes to solve specific issues and deliver results within 90 days. Don't miss hearing how your resource-strapped teams can implement smart manufacturing in a way that fits your needs!

CLOSING KEYNOTE

Talent and Technology: Finding and Funding Productivity Enhancing Solutions

Led by: **Ken Patsey, Manufacturing Works**

Manufacturing Works assists a network of 1200 manufacturers in Northeast Ohio on finding and developing their talent, as well as sourcing technology solutions that fit their production facilities and budgets. Ken will share his organization's experiences working with these manufacturers, highlighting the programs they create that make available sourcing and funding solutions to address both talent and technology challenges. In addition, he will highlight the next generation of programs they plan to roll out in the coming year.

FEATURED SPEAKER



Tech-Clarity

Jim Brown
President, Digital
Innovation Research
Tech-Clarity

Jim has over 30 years of industry experience in the manufacturing and software industries. He began his career at GE before joining Accenture as a business consultant. He subsequently served as a strategy, marketing, and product development executive for tech companies specializing in ERP, PLM, Supply Chain, and related manufacturing solutions.

INDUSTRY EXPERT PANELISTS & SPEAKERS



Mike Yost
Creator
Project IGBYS

Former executive at CESMII and President of MESA Mike is a trusted IT/OT leader, messenger, advisor with 30+ years of industrial, commercial and leadership experience in Industrial Automation/Software. Mike's mission with his current company Project IGBYS is to put manufacturing experts and their expertise within reach for every manufacturing business owner.

Jake Hall is a Business Development Manager for Feyen Zylstra, but is better known as the Manufacturing Millennial. His passion is to advocate manufacturing, automation, digital transformation, and skilled trades by helping revolutionize the way people and companies present through social media. With 32,000 followers and 10,000,000+ views on his content, he ignites conversations about the latest in manufacturing and automation to excite the current and future workforce on the impact this industry has.

Jake Hall
Business Development
Manager
Feyen Zylstra (FZ)



John Keyes
Director, Smart
Manufacturing Innovation
Feyen Zylstra (FZ)

John has a deep-seated, active interest in Sustainability and the role of smart manufacturing to achieve climate action and sustainably meet the needs of a growing global population. A transformational leader with extensive operational & management experience across a cross section of industries including oil & gas, renewable energy & urban 'Smart City' sustainability initiatives, sustainable biotechnology manufacturing, sustainable aquaculture operations, and container port facilities.

As the Vice President of Technology, Kausik Dasgupta brings 25+ years of experience in technical architecture, evangelism and professional services in the tech industry to FactoryEye by Magic Software. He joined the company in 2015 after serving as the Senior Director of Engineering for Cloud and Datacenter Automation at BMC Software. Previously, Kausik served in other engineering leadership roles at BMC and CMC.

Kausik Dasgupta
Vice President of
Technology
FactoryEye



Ken Patsey
President and
Executive Director
Manufacturing Works

Ken Patsey has been with Manufacturing Works since February of 2019. Manufacturing Works is a non-profit economic development organization. For over 30 years, Manufacturing Works has been a leading force to create a prosperous, connected manufacturing community in Greater Cleveland. Prior to joining Manufacturing Works, Ken had a career as a financial professional while employed at several organizations including Credit Suisse and KeyBank. In addition to his work in finance, Ken has worked with small to mid-sized firms in manufacturing, logistics, and business services to help them develop effective digital sales and marketing strategies for growing their business and attracting qualified employees.

MODERATED BY

In the 80's and 90's Jane had the opportunity to work closely with emerging MES, ERP, and control providers as part of the CIM investment program at Digital Equipment Corporation. Later in her career, she did two stints as a manufacturing industry analyst, first at Benchmarking Partners and later at Aberdeen Group. Jane has been a member of APICS for decades, including serving as president for a local New Jersey chapter; and more recently she sat on the Board of the NJMEP, or New Jersey Manufacturing Extension Program, a non-profit dedicated to supporting small and mid-sized manufacturers, and funded by the State and federal governments.

Jane Biddle
FactoryEye



Stay for Happy Hour!

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WORKS**

Join your manufacturing
peers for delicious food and
refreshing local beer from
Great Lakes Brewing Co.



BREWERY TOUR

**GREAT BEER +
SNACKS**

NETWORKING

4:00 PM - 5:30 PM

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Great Lakes Brewing Co., 2516 Market Avenue, Cleveland, OH

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