

Michigan Simulation User Group 2010 Annual Conference



16th Annual Conference
Wednesday, October 27, 2010
7:30 am (Registration and Refreshments) to 4:30 pm

Management Education Center
811 West Square Lake Road
Troy, Michigan 48098

Annual Conference

The Michigan Simulation User Group (MSUG)'s Annual Conference includes presentations by prominent speakers on a wide range of topics designed to be of interest to the simulation practitioner and their management.

Based on your feedback we have specifically selected **3 speakers** from across different industries. In addition to great presentations, we are continuing with our restructured agenda to give attendees the opportunity to see a variety of products showcased in **vendor sessions**. You will also have the opportunity to talk to these and other vendors during our break room sessions so that you can get detailed information about their full line of product or service offerings.

Here are the speakers and presentation topics:

- **Joe Hugan: Integrating Deterministic Tools in a Stochastic Simulation Analysis**
 - Abstract: As simulation becomes more integrated with the overall decision making process within an organization, one of the challenges is to extend simulation earlier in the system design process. Early involvement in a project is usually fraught with insufficient data that lacks either quality, quantity or both. Rather than delay involvement in these situations, it is better to pursue techniques for static analysis that can quickly aid in the decision making process during conceptual phases.

To that end, this presentation will introduce a static analysis tool that has been developed to quickly model deterministic manufacturing settings without losing the complexity of part flow, operator interaction, and other synchronous conditions. As the project progresses, these relationships can be exported into a neutral file format for use in commercial simulation packages. The presentation will walk through an example system showing the application of the tool and its eventual use in a discrete event simulation.

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- Speaker Bio: Joe Huga is the president of Forward Vision, a simulation services consulting company located in Michigan. Joe has worked on hundreds of simulation projects worldwide over the past 25 years. He is the current general chair for the Winter Simulation Conference that will be held in Baltimore from December 5-8, 2010. He has his B.S. in Manufacturing Systems from GMI Engineering & Management Institute and his MBA from Wayne State University.

• **Dr. Erica Klampfl: Using Operations Research to make Urgent Sourcing Decisions in a Distressed Supplier Environment**

- Abstract: In 2006, Ford Motor Company committed to restructure the \$1.5 billion ACH Interiors business. This extensive undertaking required a complete re-engineering of the supply footprint of 42 high-volume product lines over 26 major manufacturing process and more than 50 potential supplier sites. We will present details of the business problem, the approach we developed to solve the underlying large-scale mixed-integer nonlinear program (MINLP), and the business outcome that resulted in savings of approximately \$40 million in upfront investment over the previously preferred alternative. The new tool we developed provided a state-of-the-art, data driven, and quantitative basis for sourcing decisions in an area of strategic importance to the company and enabled Ford to make faster and better decisions on how to restructure its ACH Interiors business.
- Speaker Bio: Erica Klampfl leads a Strategy and Sustainability Analytics Research Group at Ford Research and Advanced Engineering. Her research interests include the application of Operations Research techniques to manufacturing, workplace efficiency, logistics, supply chain management, strategic planning, sustainability, and intelligent vehicle functions. She received a Ph.D. in Computational and Applied Mathematics from Rice University in 2001. Dr. Klampfl is an active member of INFORMS and is currently the Chair of the INFORMS Prize Committee and a member of the 2011 INFORMS Practice Advisory Council and Edelman Gala Committee. In addition, Dr. Klampfl is a member of the University of Michigan's Industrial and Operations Engineering Advisory Board, Ford's representative for the Institute for Mathematics and its Applications (IMA) and Michigan State University's Industrial Math Program and has served periodically as Ford's INFORMS Roundtable representative. She was selected to attend the 2005 National Academy of Engineering 11th Symposium on Frontiers of Engineering and is a 2008 INFORMS Daniel H. Wagner Prize finalist: her internal awards include the 2010 Henry Ford Technology Award and the 2010, 2009, and 2008 Ford Technical Achievement Awards.

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- **Greg Boos: Healthcare Modeling of Emergency Room, Radiology, Computerized Tomography, and Cardiac Catherization, with a Panel Discussion on Discrete Event Applicability**

- Abstract: Health care is looking to reinvent itself like many other industries. What can we do better and what would better look like. Health care organizations are now using Lean teachings to improve their processes and modeling techniques to predict outcomes and assist in decision making. This presentation will demonstrate some of the issues facing healthcare and how they were resolved using Lean and modeling. Examples will be taken from actual projects in the Emergency, Radiology, and Cardiac Catherization Departments to demonstrate how healthcare uses modeling.
- Speaker Bio: Greg is a Project Manager in the Performance Improvement department at Henry Ford Macomb Hospital. He has 25 years experience in healthcare, with the last 6 years dedicated in performance improvement. He is a Six Sigma Black Belt and has also been trained in the Lean methodology. His role in performance improvement includes running Kaizen events, Hoshin planning and education of Lean to the hospital employees. He has bachelor degrees in Chemistry, Education and Computer Science from Wayne State University.

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The conference will provide you with an opportunity to interact one-on-one with vendors in their booths during the break room sessions.

The conference is on Wednesday, October 27, 2010. We invite you to register for the conference and ensure a place for this exciting event. Just fill in the Registration form and mail it to Mark Steury - Treasurer, MSUG. Attendance to the conference includes a one year membership to the MSUG. We are accepting payments through postal mail only. The address is on the form.

Please e-mail treasurer@m-sug.org if you have any questions regarding payment.

Please direct all other questions to president@m-sug.org

Get the date in your calendar and we look forward to seeing you there.

For more information on MSUG, go to www.m-sug.org

For map and driving directions for the Annual Conference go to www.mectroy.com/planmeeting/directions/default.htm

For hotel information go to www.mectroy.com/planmeeting/accomodations/default.htm

Directions to the conference:

From I-75 take the Crooks Road exit (#72). Turn right at the ramp and go ½ mile north on Crooks to Square Lake Road. Turn right on Square Lake Road (heading east). Management Education Center is the first driveway on the right.

MSUG Annual Conference

Vendor Display Application

October 27, 2010

Management Education Center

811 West Square Lake Road

Troy, MI 48098

Yes, we wish to display our products at the MSUG Annual Conference with Option 1 Pricing.

Yes, we wish to display our products, and secure a 50min presentation slot, at Option 2 Pricing.

Name of Company: _____

Street Address: _____

City: _____, State/Province: _____ Zip Code: _____ Country: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

Enclosed is payment as follows:

	Vendor Fees	Vendor Fees <i>If reserved after Oct. 7</i>
Option 1: Space & Table*	\$150.00 USD	\$250.00 USD
Option 2: Space, Table, Room, 50min Pres**	\$225.00 USD	\$325.00 USD
Total (check one)	<input type="checkbox"/> \$_____ USD	<input type="checkbox"/> \$_____ USD

* Includes annual MSUG membership fees and conference attendance for one person.

** Includes all of Option 1 benefits, plus 50min presentation slot on the agenda. Choice of room and agenda time is on a first come first serve basis.

MSUG expects vendors to keep their displays up until 4:00 PM.

Date of Registration is by postmark.

Check Enclosed Please make checks payable to **Michigan Simulation User Group.**

Visa **MasterCard**

Card #: _____

Expiration date: _____

Signature: _____

Note we do not have secure email capability, therefore we do not accept email registrations.

DO NOT SEND this form to the Management Education Center address above.

Please contact Mark Steury for the mailing address for this form:

Mark Steury

treasurer@m-sug.org

MSUG Annual Conference

Attendee Registration and Membership Renewal Form

October 27, 2010

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811 West Square Lake Road

Troy, MI 48098

Yes, I will be attending the MSUG Annual Conference.

Name: _____

Company: _____

Street Address: _____

City: _____, **State/Province:** _____ **Zip Code:** _____

Country: _____

Contact Phone Number: _____

Contact Email Address: _____

My payment for MSUG annual dues and conference fees is enclosed as follows:

Regular membership fees: \$60.00

Student membership fees: \$35.00 *Please include a photocopy of your student ID with this registration form as proof of student status.*

1. Please charge my credit card for MSUG annual dues and conference fees as follows:

\$60.00 \$35.00 - Student

Visa **Mastercard** *(Visa and Mastercard are the only cards accepted)*

Note: You cannot use the website to pay with a credit card.

Card #: _____

Expiration Date: _____

Signature: _____

2. My check for MSUG annual dues and conference fees is enclosed for \$
Please make checks payable to **Michigan Simulation User Group**.

Walk-in registrations will be accepted, but advance registration is strongly preferred.

Please return this application form with your payment **before Wednesday, October 20, 2010** via email to treasurer@m-sug.org or via postal mail to:

MSUG Treasurer

30580 Manor Dr, Madison Heights, MI 48071

E-mail treasurer@m-sug.org for registration & payment questions.