

BUSINESS CALENDAR ANNOUNCEMENT

"Lessons Learned the Toyota Way": A Presentation by Author Dr. Jeffrey Liker

*A Public Keynote Presentation Hosted by APICS and Sponsored by the Mass MEP
on October 1st at Log Cabin Meeting Center, Holyoke, MA*

Meet award-winning Dr. Jeffrey Liker, international best-selling author of four Toyota-based management books, as he shares his deep insights into Toyota's System in a special presentation on Monday, October 1st from 1:00 p.m. – 2:30 p.m. at the Log Cabin Meeting Center in Holyoke, MA. The event is hosted by the Western Mass Chapter of APICS (The Association of Operations Management) and sponsored by the Massachusetts Manufacturing Extension Partnership (MassMEP).

Dr. Liker will provide an overview of the Toyota's management principles with case examples and then invite the audience to engage in a dialog about how to successfully learn from "the Toyota Way" to become a high performance organization that continually drives out waste. Immediately following the presentation there will be an opportunity to take a plant tour or participate in the book signing. Plant tours include Brockway Smith, Savage Arms, and US Tsabuki.

To better impact your bottom line and stay competitive with other manufacturing companies in Massachusetts, join MassMEP for this event. To participate, register at www.massmep.org. Tickets are \$25 per person.

Space is limited for the plant tours and book signing, so please register early. Copies of Dr. Liker's books - *The Toyota Way* and *Toyota Talent: Developing People the Toyota Way*, will be available for purchase at the event through Barnes and Noble (cost is list price plus tax) or you are welcome to bring your own copy.

For any additional questions, please contact Kathie Mahoney at MassMEP at 508-831-7020 or e-mail kathiem@massmep.org.