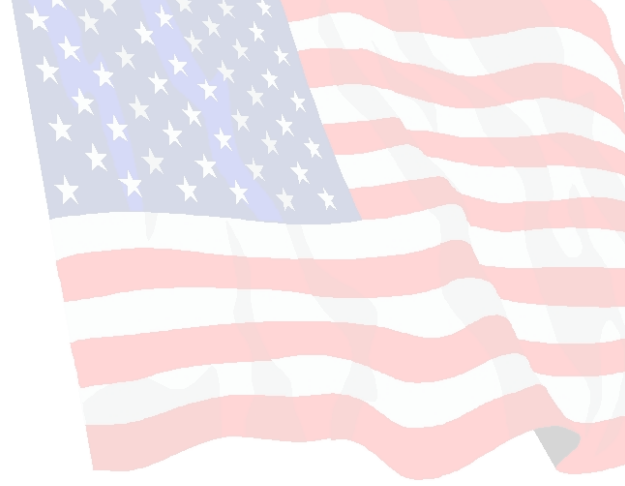


Event Brochure

North American Service & Parts Focus Day

June 27, 2018, 8:30 a.m. – 4:30 p.m.

Manitou Group, Americas Headquarters
West Bend, Greater Milwaukee Area, WI



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Your Service Leaders Network



Agenda

8:30 – 9:00 AM	Registration and morning coffee		
9:00 – 9:15 AM	Welcome address Opening remarks, introduction of participants, presentation of the hosting company	Ulf Nitz , Association Coordinator of ISLA, and Delphine Laporterie-Domenget , Human Resources Manager at Manitou Americas	 
9:15 – 10:00 AM	Right parts, right place, right time — Set a “glocal” inventory management approach with an APS project (Advanced Planning and Scheduling)	Sylvain Jaguelin , Global Spare Parts Operations Manager, and Kelly Schnorenberg , Spare Parts & Attachments Operations Manager Manitou Group	
10:00 – 10:15 AM Refreshment break			
10:15 – 11:00 AM	Remember when customers used to call for service? — Leveraging the power of IoT and Big Data to provide a connected service experience	Craig Bruns , Vice President Customer Support Crown Equipment Corporation	
11:00 – 11:45 AM	Aftermarket Disruption: The journey from break-fix to maximized product uptime	Lindsay Mahoney , Senior Director Marketing at Syncron	
11:45 AM – 12:30 PM Lunch			
12:30 – 1:30 PM	Excavator Bowling Event During this activity, everybody is invited to test his/her skills in bowling with the shovel of a compact excavator. In addition, a variety of Manitou machines will be on display.		
1:30 – 2:00 PM	Building an aftermarket service from scratch	Bruce Hanke , Aftermarket Manager US and Canada at SPX FLOW	
2:00 – 2:30 PM	Field Service Digitalization — Rather a change management than a technical challenge	Creig Walker , Service Business Line Manager North America at Normet	
2:30 – 3:00 PM Refreshment break			
3:00 – 3:30 PM	How new battery technologies will affect service requirements	Jeremy Cordray , Director Original Equipment at NorthStar Battery	
3:30 – 4:15 PM	Bridging the gap between parts and service	Gopal VK , Vice President at Barkawi Management Consultants	
4:15 – 4:30 PM	Wrap-up of the day and closing discussion	Ulf Nitz , Association Coordinator of ISLA, and Jon Utterback , Vice President at ISLA's founder Barkawi	

Why attend?

- ▶ **A unique opportunity to meet** senior managers and decision makers from a variety of companies to discuss topics of your professional interest in Customer Service & Spare Parts Management
- ▶ **Experienced industry speakers** contributing their views of Service & Parts issues and available for in-depth Question & Answer sessions
- ▶ **Visit of a global market leader** in rough-terrain handling to experience equipment for construction, agriculture and the industry in action, and learn how the company supplies its customers through a network of 1,400 dealers worldwide with genuine parts available for up to 30 years of machines
- ▶ **Exchange of ideas and experiences** among Customer Service and Parts Logistics leaders to provide thought-provoking concepts for strategic refinement and operational improvement

Venue



Manitou Americas, Inc.

One Gehl Way, West Bend, WI 53095

The event will be hosted by Manitou Americas at their headquarters north of Milwaukee. Air travelers can reach West Bend by flying to Milwaukee's General Mitchell Airport (47 miles) and Chicago's O'Hare International Airport (115 miles), respectively. For those participants who will be arriving the day before, ISLA has held a block of rooms at the Hampton Inn & Suites West Bend (for details see last page).



Organizer

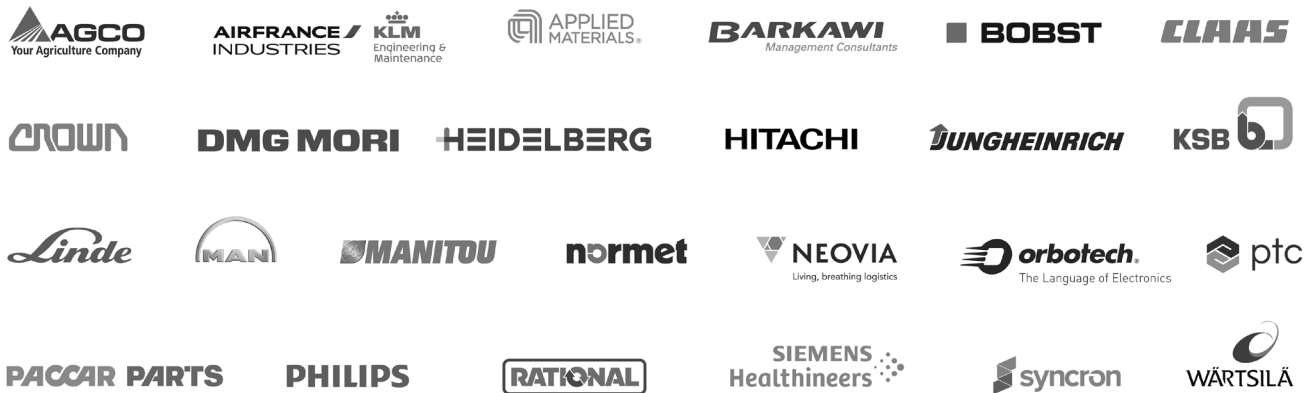
The North American Service & Parts Focus Day is organized by the International Service Logistics Association. ISLA is a network of professionals dedicated to Customer Service and Spare Parts Logistics. It was founded in Munich, Germany, in 2003. As the association is not commercially driven, ISLA depends on the support of its members for the work it does. More than 50 companies from the U.S., Europe, Israel and Japan have now joined ISLA (see a few of them listed below).

New members, first and foremost OEMs running spare-parts and service-intensive businesses, are always welcome. For more information, please visit www.servicelogistics.info or contact us:

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Executive Board: Stephan März (Chairman), Joe DiPietro, Oliver Bendig, Henry van der Schoot, and Magne Svendsen

Small Selection of ISLA members



About Focus Day

ISLA's aim is to provide the best forum for networking and the exchange among aftermarket managers, because we believe that even the most experienced and talented leaders can learn from one another. The networking and sharing of ideas and strategies among peers from various industries inspire, help to define "best in class", and foster continuous improvement. Our North American event series was launched in 2012. Five Service & Parts Focus Days took part since then, hosted by Navistar in Lisle (IL), CNH Parts & Service in Lebanon (IN), AGCO in West Chicago (IL), Meritor in Florence (KY), and DMG MORI in Hoffman Estates (IL). Some 40 participants met each time to network, vision and share during Q&A sessions and speaker presentations. We look forward to another great meeting at Manitou on June 27th.

