



## NFPA/FPIC Regional Conference

Thursday, Dec 3, 2020

8:00 AM to 11:45 AM Central Time



# “Fluid Power Business Adaptability in a VUCA (Volatile, Uncertain, Complex, Ambiguous) Business World”

8:00 – 8:10 AM	<p><b>Connection Time/Prepare for Event</b></p> <p>We want to make sure everyone is connected and ready to go for an informative and interactive morning. Use this time to make sure your connection is working, familiarize yourself with the platform and connect informally with other participants via the virtual networking tables.</p>
8:10 – 8:30 AM	<p><b>Welcome and Icebreaker</b></p> <p>Tom Wanke (MSOE) and Eric Lanke (NFPA) will call us to order, talk about the technology theme for the day’s session and make some other important announcements including details on utilizing the event platform.</p>
8:30 – 9:20 AM	<p><b>Panel Discussion Moderated by Buckley Brinkman;</b> Executive Director &amp; CEO; Wisconsin Center for Manufacturing and Productivity</p> <p><b>Panelists</b>  <b>Mike Coast;</b> President Michigan Manufacturing Technology Center  <b>Ethan Karp;</b> President and CEO Ohio Manufacturing Partnership  <b>Buckley Brinkman</b></p> <p><b>OVERVIEW</b> This will be a lively discussion between three state leaders of the National Institute of Standards and Technology Manufacturing Extension Partnership (MEP) National Network. It will be a terrific way to start the day and gain new insights into manufacturing’s future.</p> <p>The MEP National Network helps Small and Medium-Sized Manufacturers across the country remain competitive, harness trends, and implement new technology in practical ways through its National Network of 51 state-centered Centers. Each state has an MEP Center and this session brings together perspectives from the Michigan, Ohio, and Wisconsin Centers.</p> <p>The panelists will discuss key manufacturing issues during this time of COVID-19. Our experts will discuss the changes they see occurring with Supply Chains and Onshoring, Industry 4.0, Cybersecurity’s impact, and the resources available to face an uncertain future. Come ready with your thoughts and questions as there will be an opportunity for you to join in the discussion and engage the panel.</p>
9:20 – 9:35 AM	<p><b>First Break/Networking Session</b></p> <p>Use this 15-minute break to attend to details of your morning or join other attendees at a virtual table to network with audio/video.</p>
9:35 – 10:25 AM	<p><b>Motion Control Sales and Distribution Channels in an Electrified VUCA World</b>  <b>Mike Terzo P.E.;</b> CEO &amp; CTO Terzo Power Systems, LLC</p> <p><b>ABSTRACT</b> As the trend toward electrification of motion control increases, traditional fluid power sales channels and methods must adapt to ensure on-going success. With a post-COVID landscape thrown into the mix, the methods by which all channel participants buy and sell in the motion control industry will change as quickly as well. And as we all know, progress is impossible without adaptation. The new emerging distribution landscape of our industry will provide greater opportunity and growth than ever before! Mike Terzo, a West Coast Gen X’r, will explore his vision for the future with real world case studies.</p>
10:25 – 10:45 AM	<p><b>Second Break/Networking Session</b></p> <p>Use this 20-minute break to attend to details of your morning or join other attendees at a virtual table to network with audio/video.</p>

10:45 – 11:35 AM	<p><b>Adapting our Business in a COVID World Through Speed, Empowerment and Communication</b>  <b>Mike Ternes;</b> Vice President – OEM Business Unit Americas Region Mann+Hummel</p> <p><b>ABSTRACT</b> Like all companies, the MANN+HUMMEL group has and is still enduring significant challenges and unknowns with the COVID-19 impacts on our people, customers, businesses, and communities. Moving with speed, empowerment of teams, and constant and effective communication has enabled MANN+HUMMEL regionally to avoid dramatic impacts to our financial results and delivery commitments. Moving fast, we have maintained supply chains, pivoted our discussions with customers to solve new challenges, and kept our workforce extremely engaged to help solve the unknowns and capitalize on many opportunities.</p>
11:35 – 11:45 AM	<p><b>Wrap-Up and Evaluation</b></p> <p>Tom Wanke (MSOE) will provide some summary comments on the morning, answer any remaining questions and thank everyone for participating. Please fill out the provided online evaluation survey to gather feedback on the success of this program and to collect ideas for future programs.</p>
11:45 – Sign Off	<p><b>Networking Session</b></p> <p>If you're available, feel free to jump back into your conversations at the networking tables.</p>

#### Presenter Contact Information

- Mike Coast; [mcoast@the-center.org](mailto:mcoast@the-center.org) 888-414-6682  
Website: <https://www.the-center.org/About-The-Center/Our-Team/Leadership-Team/Mike-Coast>
- Ethan Karp; [ekarp@manufacturingsuccess.org](mailto:ekarp@manufacturingsuccess.org) 216-391-7002  
Website: <https://f.hubspotusercontent20.net/hubfs/2820628/Team%20Bios/Ethan-Karp-MAGNET-bio.pdf>
- Buckley Brinkman; [brinkman@WiCMP.org](mailto:brinkman@WiCMP.org) 608-334-6077  
Website: [www.wicmp.org](http://www.wicmp.org)
- Mike Terzo – [mterzo@terzopower.com](mailto:mterzo@terzopower.com) office; 916-245-9660 ext. 101 mobile; 916-878-1744
- Mike Ternes – [mike.ternes@mann-hummel.com](mailto:mike.ternes@mann-hummel.com) 248-312-8098

NFPA is the **National Fluid Power Association**, a trade association representing more than 300 companies across the fluid power supply chain, that works to strengthen the fluid power industry by convening an effective forum of industry stakeholders, delivering industry statistics and market information, providing opportunities for fluid power promotion and building an educated workforce for the industry. Companies interested in joining NFPA should contact:

**Eric Lanke**, President/CEO, NFPA (414) 778-3351; [elanke@nfpa.com](mailto:elanke@nfpa.com)

FPIC is the **Fluid Power Industrial Consortium**, an industry networking group established by the Milwaukee School of Engineering to engage fluid power suppliers, manufacturers, distributors and OEMs in a quarterly series of half-day seminars on the latest fluid power technology advances with immediate implementation. All NFPA members are automatically members of FPIC. Non-NFPA-members interested in joining FPIC should contact:

**Tom Wanke**, Director, FPIC and Industry Relations, MSOE (414) 277-7191; [wanke@msoe.edu](mailto:wanke@msoe.edu)

#### Future Programs:

- March 4, 2021 – NFPA/FPIC Regional Conference – Location and Topic TBD
- June 3, 2021 – NFPA/FPIC Regional Conference – Location and Topic TBD
- September 2, 2021 – NFPA/FPIC Regional Conference – Location and Topic TBD
- December 2, 2021 – NFPA/FPIC Regional Conference – Location and Topic TBD