

# YOU'RE INVITED

to learn from other executives  
in an exclusive setting.

*Discover maintenance and reliability principles  
and how they impact business performance.*



## The Society for Maintenance and Reliability 2009 Executive Summit

*August 3-4, 2009*

*The Ballantyne Resort, Charlotte, North Carolina*

*Speakers from the private and public sector discuss  
challenges, share solutions and relay success stories.*

Open only to invited executive-level professionals.



---



## MAINTENANCE & RELIABILITY IS AN INTEGRAL COMPONENT OF TODAY'S SUCCESSFUL EAM PROGRAMS

---



Enterprise Asset Management (EAM) is a tried and true strategy for optimizing life-cycle asset value and improving your company's return on assets. Including well-engineered maintenance and reliability principles in your EAM program can improve the results typically realized by most companies. Today's M&R practices, like EAM programs themselves, embrace proactive – not reactive – approaches to physical asset optimization; it's a perfect fit to strengthen the efficiency and effectiveness of an overarching EAM program.

### **SMRP 2009 EXECUTIVE SUMMIT**

**August 3–4, 2009**

**\$995 per person**

Please RSVP by July 20, 2009, using one of the following options:

- Return the enclosed RSVP card in the envelope provided
- Contact Maureen Gribble at 703-610-0281 or [mgribble@smrp.org](mailto:mgribble@smrp.org)
- Visit [www.smrp.org/education/executive\\_summit.htm](http://www.smrp.org/education/executive_summit.htm)

**Space is limited, and we expect to quickly reach capacity.**

### **HOTEL ACCOMMODATIONS**

The Ballantyne is a business resort hotel located just minutes from downtown Charlotte and the airport. Whether joining us on your own or bringing a guest, you'll find something for everyone – driving laps at Lowe's Motor Speedway, spending a day on the golf course, or experiencing fine dining and shopping.

SMRP preferred rate is \$239 a night. Book by July 6, 2009.

#### **The Ballantyne Resort**

10000 Ballantyne Commons Parkway  
Charlotte, NC 28277

[www.ballantyneresort.com](http://www.ballantyneresort.com)

For reservations, call 1-888-627-8048

# EXECUTIVE SUMMIT SMRP 2009

## Schedule-at-a-Glance

### MONDAY, AUGUST 3

---

#### **GOLF – OPTIONAL**

Come in early to enjoy a round of golf on the resort's 18-hole championship course. This is a great networking opportunity at a special discounted rate of \$119 per person, which includes access to the upscale golf pro shop, driving range and putting green. We'll see you on the links!

#### **6:00 pm–9:00 pm**

#### ***Networking Reception, Dinner and Fine Scotch Tasting with Jeremy Bell, "The Man in a Skirt"***

Dressed in full highland kilt with bagpipes blaring, toastmaster and Scottish comedian Jeremy Bell will regale you with hilarious toasts and roasts, and present a fascinating Scotch 101 sampling with four whiskies. He'll even teach you how to open a bottle of bubbly with a Napoleonic saber sword. This is your chance to toast with a world-renowned scotch expert who has entertained former New York Mayor Rudi Giuliani, actor/director Clint Eastwood and countless others.

### TUESDAY, AUGUST 4

---

#### **8:00 am–9:00 am**

#### **INTRODUCTION AND ROUNDTABLE DISCUSSION**

#### ***Goals and Expectations of the Summit***

### 9:00 am–10:15 am

**Mehul Shah**, The Aberdeen Group

For years, asset-intensive plants have been investing heavily in asset management and maintenance. While these investments have had measurable returns, the opportunity cost of not having real-time visibility to assets on the factory floor is critical in today's global environment. Companies are faced with increasing shareholder pressure to maximize returns on assets and to reduce operational costs, particularly energy, due to the high percentage of operating costs it represents in asset-intensive industries. Safety, compliance and regulatory audits present additional challenges to ensuring that maintenance activities are initiated and completed in the most effective manner. To minimize downtime, improve asset utilization and increase the efficiency of maintenance operations, companies must gain visibility into both operations and maintenance and link them with business systems to connect asset performance metrics to corporate metrics.

### 10:15 am–11:00 am

#### NETWORKING BREAK

### 11:00 am–12:15 pm

**Dave Rehn**, Executive Vice President, Generation ENMAX Corporation

Building an EAM culture during development and plant construction phases in a growth scenario has shown that EAM practices provide benefits beyond capital rationing for aging assets. A holistic, enterprise-wide approach to maintenance and reliability program design sets the foundation for operational excellence and portfolio optimization. EAM puts a spotlight on life-cycle costs. When this is done early in a project, the cost visibility helps break down the traditional barriers between developers, construction managers, plant operations, and corporate finance and enables the organization to work together to optimize capital investment and operating plans over the entire life cycle of generating assets.

### 12:15 pm–1:15 pm

#### NETWORKING LUNCH

### 1:15 pm–2:30 pm

**Senator Paul G. Campbell, Jr.** of South Carolina

A comprehensive reliability program benefits an organization's bottom line by yielding higher returns on invested capital, improved operations and life cycle, and lower costs. This presentation will examine the development at the Alcoa Mt. Holly smelter and the decision criteria used to implement a successful reliability program at an older, unionized smelter. A robust reliability program is the proven path to non-capital solutions, capacity expansions, lower unit costs and better returns on existing hardware.

### 2:30 pm–2:45 pm

#### NETWORKING BREAK

### 2:45 pm–4:00 pm

**Beverly Karwoski**, Principle, EAM Practice, Deloitte Consulting, LLP

Too often companies equate their EAM programs with the implementation of a Computerized Maintenance Management System (CMMS). While the implementation of the CMMS is a critical foundational element, it's important to remember that in order to extract the full value of an optimized asset portfolio, we must align and balance corporate strategies, IT platforms, enterprise-wide processes (including M&R processes) and human capital. All four are equally important to success, and a weak link in any of the components is directly related to subpar business case performance. In this presentation, we will explore the definitions, critical success factors and integration points between these four critical components to provide you with a proper foundation to achieve success with your EAM program.

### 4:00 pm–4:30 pm

#### CONFERENCE CLOSING REMARKS AND WRAP UP

**David Staat**, Chairman of the Board of The Society for Maintenance and Reliability Professionals