ASSET MANAGEMENT
How Reliability and Maintenance Drive the Bottom Line

Location: Knoxville, Tennessee
Duration: 2 1/4 Days
Dates: April 17-19, 2000
       October 23-25, 2000
Tuition: $1,750 (Includes notebook, materials, meals and lodging)
Class size is limited

1. PARTICIPANT PROFILE
This seminar is a must for corporate and facility executives with accountability for business operations and bottom-line profitability. This includes individuals involved in Manufacturing, Production, Engineering, Maintenance, Services, or other areas, who are charged with providing, operating, and/or maintaining their organization’s facilities, equipment and processes. Other management personnel with responsibility for operations, maintenance, reliability, or other business activities will likewise discover new ways to view and manage this important part of their business.

2. OVERVIEW
Asset Management – How Reliability and Maintenance Drive the Bottom Line presents a new way to think about how Reliability and Maintenance can be used to improve business operations. Various organizations from around the world have provided evidence of the enormous potential opportunities in this area. This seminar will illustrate how organizations can utilize new, proactive techniques to increase the overall reliability of their processes and equipment, reduce overall maintenance costs, and increase net profit margins.

Economic models that include appropriate recognition of both the costs and the benefits of Reliability and Maintenance help the participant discover how to integrate these concepts into an overall business strategy. Presentations and interactions with some of industry’s top business practitioners provide rich opportunities to learn practical applications that can be immediately applied to the participant’s own situation.

3. KEY OBJECTIVES
To identify and provide a linkage between Reliability and Maintenance initiatives and other business processes (Lean Manufacturing, Waste Reduction, etc.).
To provide an awareness of the enormous potential for improved performance that Reliability and Maintenance initiatives can provide to organizations.
To provide an understanding of the necessary tools that are available to identify and articulate the financial value of Reliability and Maintenance initiatives to the organization.
To provide a roadmap for implementing appropriate Reliability and Maintenance initiatives within organizations.

4. “TAKE AWAYS”
An understanding of the critical role that Reliability and Maintenance play in improving organizational performance, especially
in today’s competitive markets and emerging manufacturing and service systems.
▶ An understanding of methods used for determining and articulating the value that reliability and maintenance improvements bring to the financial performance of an organization.
▶ The experience of developing Reliability and Maintenance strategies by engaging in a small-group case study exercise.
▶ A look inside the actual experience of one world class company, what they are achieving, and how they are achieving it.
▶ An introduction to cutting-edge thinking and best practices in labor, materials, and administrative activities associated with Reliability and Maintenance.
▶ Insights into how benchmarks and metrics are being used by best-in-class companies, what actual results are being achieved by various industries, and what opportunities exist for the participants’ own organizations.
▶ An overview of how to properly evaluate Reliability and Maintenance projects within the context of your business, including an introduction to new software tools to standardize and expedite the evaluation.
▶ A process model and framework for “operationalizing” Reliability and Maintenance within your organization.
▶ Further experience in developing specific Reliability and Maintenance strategies for a particular enterprise within a team setting.

5. FACULTY
This program is led by nationally-recognized faculty from The University of Tennessee and practitioners from industry, including:
▶ Dr. Bruce Behn, Assistant Professor of Accounting, has significant experience in helping companies evaluate their businesses to improve financial performance. He has worked for Allen-Bradley Company and Rockwell International in various capacities. His international experience includes Netherlands, Mexico, Taiwan, and Chile. In addition to consulting, Dr. Behn teaches in several CEE programs, as well as the domestic, Taiwan, and Physicians EMBA programs offered by U.T.
▶ Dr. Jim Bontadelli, Professor of Industrial Engineering (retired), has over 35 years experience in industrial and systems engineering, including careers in both the U.S. Army and TVA. Dr. Bontadelli served U.T. as an adjunct for several years while with TVA, then came to UT full-time in 1990. While at U.T., he focused on the area of engineering economic analysis and is co-author of a textbook on this subject used extensively in U.S. universities and international institutions.
▶ Mr. Tom Byerley, Director of U.T.’s Maintenance and Reliability Center (MRC), spent over 30 years with the Aluminum Company of America (ALCOA) before joining the MRC. He brings a wide variety of experiences from his many engineering, maintenance and operating management
assignments with Alcoa, including the role of a corporate reliability champion.

Dr. Ken Kirby, Associate Professor of Industrial Engineering, has considerable experience in redesigning manufacturing systems and business processes. His international experience includes England, Ireland, France, Spain, Brazil and Singapore. Along with his considerable consulting practice, Dr. Kirby is a frequent faculty member in U.T.’s Center for Executive Education, and is co-founder of the Lean Enterprise Systems Design Institute. Dr. Kirby came to U.T. after 15 years of industrial experience with Alcoa.

Mr. Mickey Logan, Senior Technical Associate with Tennessee Eastman Division of Eastman Chemical Co., has spent nearly 30 years in a wide variety of engineering, manufacturing, maintenance, power generation, and service positions throughout the Eastman organization. In addition to his present maintenance and training responsibilities, he serves as a certified facilitator for “The Manufacturing Game” with Eastman.

6. METHODS OF INSTRUCTION
This seminar places a greater emphasis on practice and results than on theory. The program uses data and presentations from leading companies, actual business case studies, and dialog with world-class practitioners to convey concepts and principles.

7. FACILITIES
This seminar is held in the executive classrooms of the University of Tennessee Center for Executive Education. These facilities are specifically designed for group-interaction programs. Accommodations are single-occupancy rooms at a nearby hotel.

8. CONTACT
For more information on Asset Management — How Reliability and Maintenance Drive the Bottom Line, please contact:

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FAX (865) 974-4995

The Maintenance and Reliability Center, or MRC, is a university-industry association dedicated to improving industrial productivity, efficiency, safety and profitability through the application of advanced failure prevention technology and management principles. This is accomplished through established programs in the four areas of Education, Research and Technology Assessment, Information Sharing and Business Support and Alliances. For more information about U.T.’s Maintenance and Reliability Center, visit our web site at www.engr.utk.edu/mrc
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The Center for Executive Education exists to promote managerial excellence through executive education and training. From its unique vantage point — the common ground between the business and academic worlds — CEE fosters the development of a new breed of manager: individuals with the vision, knowledge, and experience necessary to help their respective organizations thrive in an era of global competition and changing customer expectations. For more information about U.T.’s Center for Executive Education, visit our web site at http://mdc.bus.utk.edu

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**Competitive Challenges.**

**Real-World Solutions.**
# Typical Asset Management Schedule

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<th>Day 2</th>
<th>Day 3</th>
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<tr>
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<td>Role of Reliability and Maintenance in Manufacturing</td>
<td>Overview of Best Practices in Reliability and Maintenance</td>
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<td>Articulating the Value of Reliability and Maintenance</td>
<td>Economic Evaluation/Justification of R&amp;M Improvement Projects</td>
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<td>Lunch</td>
<td>Lunch</td>
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<td>Developing Reliability and Maintenance Strategies</td>
<td>Strategic Models</td>
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<tr>
<td>Registration</td>
<td>One Company’s Success Story</td>
<td>Operationalizing Reliability and Maintenance Strategies</td>
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<td>Dinner</td>
<td>Dinner</td>
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