



*Welcome!*

**2016 TOCICO International Conference, September 18-21  
Leesburg, VA - National Conference Center**

*(CS=Case Study, NK=New Knowledge, HP=Hyde Park, PS=Presentation Session)*

<b>Plenary Sessions - Sunday, September 18, 2016   Day 1</b>			
Venue: Grand Ballroom A&B			
8:00am-8:30am	<b>Opening of Conference</b> Marcia Hutchinson and Rocco Surace		
8:30am-10:30am	<b>KEYNOTE</b> <b>Eight Fundamentals for Scaling and Sustaining a TOC Effort Across State Government</b> Kristen Cox		
10:30am-11:00am	<b>30 Minute Break</b>		
	<b>TRACK 1</b>	<b>TRACK 2</b>	<b>TRACK 3</b>
	Venue: Grand Ballroom A&B	Venue: Grand Ballroom C	Venue: Grand Ballroom D
11:00am-12:30pm	<b>THE PILLARS OF TOC: Driving Quantum Improvement for Aerospace Giants</b>	<b>Government Basics Full-Day Workshop</b> Kevin Fox	<b>Basics of TOC Full-Day Workshop</b> Christoph Lenhartz
	<b>PART 1: BOEING Inherent Simplicity for Inherent Complexity at Boeing</b> Kevin Naya		
	<b>PART 2: ALASKA AIRLINES Never Say I Know - Alaska Airlines' Drive to Be Better Than Best</b> Mark Williams		
12:30pm-1:30pm	<b>1 Hour Lunch</b>		
1:30pm-3:30pm	<b>What's New in Demand Driven?</b> Debra Smith	<b>Government Basics Full-Day Workshop</b> Kevin Fox	<b>Basics of TOC Workshop Cont.</b> Christoph Lenhartz
3:30pm-4:00pm	<b>30 Minute Break</b>		
4:00pm-5:30pm	<b>Managing Under Uncertainty in the TOC Way</b> Eli Schragenheim	<b>Government Basics Full-Day Workshop</b> Kevin Fox	<b>Basics of TOC Workshop Cont.</b> Christoph Lenhartz
5:30pm-7:30pm	<b>Networking BBQ</b>		

**Plenary Sessions - Monday, September 19, 2016 | Day 2**

Venue: Grand Ballroom A&amp;B

8:30am-9:00am  
**KEYNOTE**  
**Standing on the Shoulders of Jonah**  
 Lisa Scheinkopf

9:30am- **30 Minute Break**

TRACK 1		TRACK 2		TRACK 3		TRACK 4	
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Venue: Grand Ballroom A&amp;B

Venue: Grand Ballroom C

Venue: Grand Ballroom D

Venue: Potomac

**New knowledge and Special Sessions****Workshop and Special Sessions****Government 2-Day Workshop****CCPM Workshop and Special Sessions**

10:00am-11:30am	<b>How to Learn The Lessons From The Failures in TOC Way - "Mystery Analysis" 7 Questions with a Case Study with Dr. Yamanaka, Nobel Prize Winner</b> Yuji Kishira	10:00am-11:30am	<b>From Sell-In to Sell-Out and Beyond</b> Miguel Abuhab	10:00am-11:00am	<b>Utah State Government, Application Development: Increasing The Capacity to Do Good Utah Department of Technology Services (CS)</b> John Angus Co-Presenter, Mike Hannan	10:00am-11:00am	<b>Basics CCPM Workshop</b> Christoph Lenhartz
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11:30am-1:00pm	<b>The Death of Field Sales</b> Justin Roff-Marsh	11:30am-1:00pm	<b>A Journey to Demand Driven Workshop</b> Debra Smith, Co-Presenter, Fredrik Nordstrom	11:00am-12:00pm	<b>The TOC Transformation of Texas Workforce Commission: Cultural Change And Breakthrough Results (CS)</b> Alfredo Mycue	11:30am-1:00pm	<b>Faster Projects, Delivered On-Time With CCPM Workshop</b> Joe Cooper
				12:00pm-1:00pm	<b>Utah State Government, Department of Corrections, Division of Adult Probation And Parole, Reducing Recidivism Utah (CS)</b> Kirk Lambert		

1:00pm-2:00pm  
**1 Hour Lunch**

2:00pm-3:30pm	<b>Managing Non-Profit Organizations For Better Sustainability: The TOC Way</b> Boaz Ronen	2:00pm-3:30pm	<b>TOC Retail: The Works. A Comprehensive View of The TOC Solution For Retail And Its Next Steps of Development (NK)</b> Humberto Baptista	2:00pm-3:00pm	<b>Utah State Government, Invasive Species Eradication Program: A Preemptive To Attack On New Invaders (CS)</b> Scott Ericson	2:00pm-2:45pm	<b>Enhancing Airplane Availability (CS)</b> Pedro Miquel Rodrigues da Costa
				3:00pm-3:30pm	Kevin Fox	2:45pm-3:30pm	<b>Critical Chain: A Paradigm Shift For Project Management: What is Necessary For a New Paradigm To Become Common Practice (NK)</b> Richard Zultner

3:30pm-4:00pm  
**30 Minute Break**

4:00pm-7:00pm	<b>The Evolution and Practical Application of a Simplified TOC Thinking Process - The Change Matrix Cloud Method</b> Dr. Alan Barnard	4:00pm-5:30pm	<b>TOC Marketing: Stop Making These 5 Marketing Mistakes to Exploit Your Market Constraint</b> Lisa Lang	4:00pm-5:00pm	<b>Development Economics From a Theory of Constraints Point of View (NK)</b> David Villalobos	4:00pm-5:00pm	<b>Rethinking Critical Chain Scheduling (Extended NK)</b> Rob Newbold
		5:30pm-6:15pm	<b>Accelerating TOC Adoption It's Time to Change</b> Sanjeev Gupta	5:00pm-5:30pm	<b>Closing Discussion</b> Kevin Fox	5:00pm-5:30pm	<b>Closing Discussion</b> Christoph Lenhartz

# Plenary Sessions - Tuesday, September 20, 2016 | Day 3

Venue: Grand Ballroom A&B

8:00am-9:15am	<b>KEYNOTE - MAZDA CORPORATION</b> <b>Technology Breakthrough by Operation Breakthrough</b> Seita Kanai, Co-Presenters, Mitsuo Hitomi And Akihiro Kidani				<i>The TOCICO International Process Of Ongoing Improvement</i> <i>"POOGI" Award (for 3+ years)"</i>				
TRACK 1		TRACK 2		TRACK 3		TRACK 4		TRACK 5	
Venue: Grand Ballroom A&B		Venue: Grand Ballroom C		Venue: Grand Ballroom D		Venue: Loudoun A		Venue: Potomac	
9:15am-10:00am	<b>Stay on the Red Curve by Making Your Own Products Obsolete (PS)</b> Steve Holt	9:15am-10:00am	<b>How to Make Ordinary People Achieve Extraordinary Performance – TOCIE Japan Now and into the Future (PS)</b> Etsuko Yasuda Co-presenter Motoi Tobita	9:15am-10:00am	<b>Godrej Consumer Products (GCPL) Growth Through Simplicity (CS)</b> Rakesh Sinha Co-Presenters, Radhakrishna Jagannath & Chandrashekhar Chaudhari	9:15am-10:00am	<b>Impact of Sales Concentration of Constrained Delivery Date Distribution Systems</b> Gilberto Ciola Da Silva Co-presenter Camilo Manfredi & Marcelo Zanin	9:15am-10:00am	<b>An Integrated Design of Sales Pipeline Management for Sales Growth Sustainability</b> Namkee Chung
10:00am-10:30am		<b>30 Minute Break</b>							
10:30am-11:30am	<b>Starting and Managing a Business Through TOC (CS)</b> Dee Jacob	10:30am-11:30am	<b>TOC in US Healthcare Strategy and Operations (PS)</b> Bill Taylor	10:30am-11:30am	<b>TOC-Startup: A New Paradigm to Increase Startups' Success Rate (NK)</b> Amir Roggel, Co-presenter Salvador Pena	10:30am-11:30am	<b>The "Bad Luck" TOC Obstacle - Management Churn (NK)</b> Kevin Kohls	10:30am-11:30am	<b>Dealing with Non-Reasonable and/or Sporadic Demand (PS)</b> Guilherme Venanzi Alameda Co-presenter, Silvério de Souza.
11:30am-12:30pm	<b>TOC in Environments that Differ From The Routine TOC Environments</b> Eli Schragenheim	11:30am-12:30pm	<b>Achieving Sustainable Competitive Advantage at Tecumseh (CS)</b> Jack Warchalowski Co-presenter, Jennifer Mcintosh	11:30am-12:30pm	<b>Creating Naturally Motivating Environments (without bribery) (NK)</b> Henry Camp	11:30am-12:30pm	<b>TOC For Academic Research: Moving From Common Sense to Common Practice (NK)</b> Vicky Mabin		
12:30pm-1:30pm		<b>1 Hour Lunch</b>							
1:30pm-3:30pm	<b>Simplifying Measurements to Make More Money Workshop</b> Ravi Gilani	1:30pm-2:15pm	<b>Embraer Case Study Challenges to Introduce the TOC Mental Model (CS)</b> Priscilla Oliveira Co-presenter, Celso Calia	1:30pm-2:15pm	<b>Transforming You Into a Buy – In Champ Part 2: Incorporating CMC &amp; STP (PS)</b> Kathy Austin	1:30pm-2:15pm	<b>TOC Rescues Swisher Hygiene (NASDAQ: SWSH) with Cash From Under Their Own Mattress (CS)</b> Kobus Van Der Zel, Co-presenter, Seamus Daley	1:30pm-3:00pm	<b>Strategic and Tactical Planning with Not-For-Profits</b> Dee Jacob
2:15pm-3:00pm		<b>TLS Provides Successful Sustainability Strategies and Tactics (CS)</b> John Hudson Co-presenter, Pat Patterson	2:15pm-3:00pm	<b>Removing Engines of Disharmony for People's Growth - Sustainable Autonomy Management with Unprecedented Performance Improvement in the TOC way (PS)</b> Katsumi Ozeki	2:15pm-3:00pm	<b>Managing Constraints in the Entertainment Industry: Applications for Scripted and Unscripted Productions (CS)</b> Bahadir Inozu Co-Presenters, Mike Hannan and David Updegrove			
3:00pm-3:30pm		<b>Before Transformation: What Must Come Before TOC, Management Diseases and Obstacles, W. Edwards Deming and Elliott Jaques (PS)</b> Sergey Ivanov	3:00pm-3:30pm	<b>HG Company Showcase for DDP and INV Improvements (CS)</b> Hogan Lu	3:00pm-3:30pm	<b>Expanding Our Paradigm About Resistance to Change (PS)</b> Javier Arevalo	3:00pm-3:30pm		
3:30pm-4:00pm		<b>30 Minute Break</b>							
4:00pm-5:30pm	<b>An Examination of the Academic, Practitioner, TOC &amp; Our Perspectives of the Provider Appointment Scheduling System: Part 2 (PS)</b> James Cox III Co-presenter, Lynn Boyd	4:00pm-4:45pm	<b>How to Control the Flow of a Rigid Production Environment with Flexible Demand and Seasonality (PS)</b> Matias Birrell Co-presenter, Javier Arevalo	4:00pm-4:45pm	<b>How Agile CCPM Enables us to Successfully Complete Challenging Projects for Major Upgrades of Existing Software Products, and Maintain 100% DDP for Years (PS)</b> Koichi Ujigawa	4:00pm-4:45pm	<b>Toward a TOC Approach to Worker Safety and Sociotechnical Health (PS)</b> David Anthony	4:00pm-5:30pm	<b>Quick Decision-Making in a Cash Constraint Situation (Workshop)</b> Ira Gilani Lal
4:45pm-5:30pm		<b>Redefining Airline Catering at the World's Busiest Hub (PS)</b> Chris Fay	4:45pm-5:30pm	<b>TOC - A Change Constraint Buster? (PS)</b> Michael Jungen	4:45pm-5:30pm	<b>Governments New Bottom – line: QT/OE (PS)</b> Alfredo Mycue			
5:30pm-6:00pm		Venue: Grand Ballroom A&B   <b>Membership Meeting</b>							

**Plenary Sessions - Wednesday, September 21, 2016 | Day 4**

Venue: Grand Ballroom A&amp;B

8:00am-8:45am	<b>KEYNOTE</b> <b>Fleetguard Filters Private Ltd.</b> Niranjan Kirloskar Co-presenter, Sumit Sharma		<i>The TOCICO International "Ever-Flourishing" Award (for 8+ years)</i>						
8:45am-10:00am	<b>KEYNOTE</b> <b>Sustaining the TOC Culture: Management Styles for "Ever Flourishing" Companies (NK)</b> Kiran Kotheekar								
10:00am-10:30am	<b>30 Minute Break</b>								
<b>TRACK 1</b>		<b>TRACK 2</b>		<b>TRACK 3</b>		<b>TRACK 4</b>		<b>TRACK 5</b>	
Venue: Grand Ballroom A&B		Venue: Grand Ballroom C		Venue: Grand Ballroom D		Venue: Loudoun A		Venue: Potomac	
10:30am-11:30am	<b>Dynamic Strategy and Tactics (CS)</b> John Ricketts		<b>TOC For Education: A Logistical Approach (NK)</b> Humberto Baptista	10:30am-12:30am	<b>Success Without Stress- Using the "Power of Clear Thinking" (NK)</b> Deepak Sethi	10:30am-11:30am	<b>How to Make a Substantial and Sustainable Growth in the Shrinking Market. Treasure Mapping in the TOC Way (CS)</b> Chieko Nakayama		<b>Applying TOC-TP Tools in Higher Education (HE): Exploring the Core Dilemmas in Teaching and Learning (CS)</b> Vicky Mabin
11:30am-12:30pm	<b>How to Create a Sustainable TOC Business Success (NK)</b> John Koehler		<b>Anecdotes and Anxiety (NK)</b> Michael Round			11:30am-12:30pm	<b>Why is Sustainability Still a Significant Challenge in Successful TOC Implementations? (PS)</b> Andy Watt		<b>I promise – Marrying Materials and capacity to Determine Realistic Promise Dates (Technology)</b> Duncan Patrick
12:30pm-1:30pm	<b>1 Hour Lunch</b>								
1:30pm-2:00pm	<b>The Universal S&amp;T Tree for Project-Centric Organizations (HP)</b> Mike Hannan	1:30pm-2:00pm	<b>Toward Sustaining TOC: The Importance of Changing Institutional Decision Models (PS)</b> Kevin Fox	1:30pm-2:00pm	<b>Standing on the Shoulders of the Technology Giants. (Technology)</b> John Thompson	1:30pm-2:00pm	<b>Improving Performance in a Multi – Project Environment: A Systematic Approach to Resource Loading (PS)</b> Robin Clark	1:30pm-2:00pm	<b>How to Enable True Human Growth Through HR</b> Humberto Baptista
2:00pm-2:45pm	<b>Resistance Has no Layers (HP)</b> Rob Newbold	2:00pm-2:45pm	<b>Performing Fast Results' POC in Toshiba Solutions Corporation (CS)</b> Takashi Kudo, Co-presenter, Masanori Tomoda	2:00pm-2:45pm	<b>Sustaining Commitments to Our Clients (CS)</b> Erica Fondevila	2:00pm-2:45pm	<b>Flow Versus Harmony. Moving from Common Sense to Common Practice. Hitachi Experience to Overcome Resistance (CS)</b> Kaoru Watanabe	2:00pm-3:30pm	<b>A Way to Experience the Full TOC Project and Resource Management Workshop</b> Dee Jacob
2:45pm-3:30pm	<b>Adjusting TOC for Small Business (TOC Light) HP</b> Nerius Jasinavicius	2:45pm-3:30pm	<b>Education Investment or Equipment Investment? How to Bring an Immediate and Sustainable Improvement (CS)</b> Takaaki Izumi, Co-presenter, Masatomo Sasagawa	2:45pm-3:30pm	<b>The Modular Furniture Industry in India – Unplugged Through the Lens of TOC and Logical Thinking Process (PS)</b> Sumyayoti Datta	2:45pm-3:30pm	<b>Managing Constraints for Agile Economic Development (PS)</b> Bahadir Inozu Co-Presenter, David Dodd		
3:30pm-4:00pm	<b>30 Minute Break</b>								
4:00pm-4:45pm	Venue: Grand Ballroom A&B <b>KEYNOTE</b> <b>Expanding the World of Theory of Constraints (PS)</b> Vicky Mabin Co-presenter, Maryam Mirzaei								
4:45pm-5:30pm	<b>CLOSING KEYNOTE</b> <b>Marketing The Value of TOC</b> Eli Schragenheim								

For more information on bios and abstracts visit [TOCICO.ORG](http://TOCICO.ORG)*Thank You*

for attending the 2016 International Conference

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