



TOCICO News

FEBRUARY 2025

CRITICAL CHAIN ONLINE CONFERENCE 2025

**Deliver More Projects.
Better, Faster
& at Lower Cost**



CRITICAL CHAIN

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FREE ENTRY

PAGE 3

2-3 April | online
www.criticalchainconference.com

**FREE TICKETS
EARLY BIRD SAVINGS**

BOARD MESSAGE - INTRODUCING THE TOC MARKETPLACE



PAGE 2

Christoph Lenhart

EXPLORING TOC IN REGENERATIVE AGRICULTURE



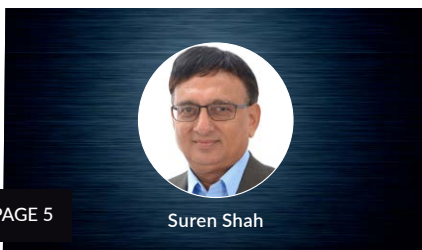
PAGE 3

INDUSTRY IMPACT AND RICH TOC HISTORY



PAGE 4

NEW MEMBER SPOTLIGHT



PAGE 5

Suren Shah

LIVE & ON DEMAND



PAGE 7

PEER REVIEWED PAPERS



PAGE 8



PAGE 9



David Bogner, DO Benjamin E. Newman, MD





Exciting Changes Coming to TOCICO – A New Website & the TOC Marketplace!

Dear TOCICO Community,

We are excited to share some big developments that will elevate how we connect, learn, and grow together! TOCICO is launching a **brand-new website** that will improve your experience and provide easier access to valuable TOC resources. But that's just the beginning...

Introducing the **TOC Marketplace!**

For the first time, TOCICO will offer a dedicated platform where you can find and purchase **TOC videos, books, education, software, apps, training, coaching programs, and certification exams**—all in one place. Whether you're looking to deepen your knowledge, find tools to support your implementation, or prepare for **TOCICO certification**, the TOC Marketplace will be your go-to resource.

Here's what to expect:

- **TOCICO OnDemand Content** – 1000+ individual videos available via pay-per-view and bundled packages
- **Fundamentals-Level Courses** – Starting with our first Critical Chain Project Management Fundamentals Course
- **Affiliate Content from TOC Experts** – TOCICO members, consultants, and software providers can offer their own approved content for sale
- **TOC Books & More** – Including direct Amazon links where TOCICO earns from qualifying purchases.

This is a game-changing opportunity for our community—not only to access high-quality TOC materials but also to **share and sell your own content**. If you have TOC training, software, or educational materials to offer, we invite you to become an affiliate and make your content available in the marketplace.

These advancements mark a **new era for TOCICO**—one that expands access to TOC knowledge while creating opportunities for members to contribute and benefit. Stay tuned for more details as we prepare to launch!

Thank you for being part of this journey. We can't wait to share this next chapter with you.

Warm Regards,

Christoph Lenhart
Chair of the TOCICO Board



Questions?
Contact **Christianna DeVoe**
Events Manager

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REGISTER NOW
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WE'RE EXCITED TO ANNOUNCE THE SPEAKERS

Our speaker lineup for the **Critical Chain online conference** includes 20+ sessions delivered by top industry leaders and practitioners from around the world sharing their expertise and real-world insights into the Critical Chain method and showcasing best practices and proven strategies for project success.

Delivering MORE projects better, faster, and with Early Bird savings! Register now to take advantage of live and premium tickets with **Early bird** savings. Secure your spot today and join us for this inspiring event! Stay tuned for more updates including the conference agenda. We can't wait to see you there!

[Register Now](#)



Exploring TOC in Regenerative Agriculture – Join the Conversation!



The TOCICO Regenerative Agriculture Special Interest Group held its second meeting on February 6, 2025, with attendees from South Africa, Spain, India, and New Zealand—some even joining in the middle of the night to participate!

As the group continues to grow, we're working on improving accessibility for members across different time zones. Future meetings will be held at two different times on the same day to encourage broader participation, particularly from the Americas.

The next meeting, scheduled for April 3, 2025, will take the form of a webinar where members will share insights on how TOC can be applied to Regenerative Agriculture. The session will feature short presentations followed by Q&A discussions.

If you're passionate about exploring TOC's role in sustainable farming and would like to present or simply join the discussion, we'd love to hear from you! Contact Philip Viljoen at philjoen@gmail.com for more details.



Industry Impact and Rich TOC History



WASHINGTON STATE
UNIVERSITY



INDUSTRY IMPACT

A workforce trained in TOC principles is a competitive advantage. TOC's focus on optimizing systems, managing bottlenecks, and driving improvements leads to greater outcomes and profitability. Washington State University's (WSU) Engineering and Technology Management (ETM) program offers students a unique advantage—blending academic rigor with real-world TOC expertise. This collaboration not only enriches the curriculum but also connects students with industry leaders, giving them the tools to excel in both their studies and their careers.

A RICH HISTORY OF TOC AT WSU

WSU ETM has long been a hub for TOC thought leadership. Former TOCICO Board members [Dr. James Holt](#), [Lisa Scheinkopf](#), and [Dr. Russ Johnson](#) played pivotal roles in integrating TOC concepts into the program. Alumni like [Matt O'Brien](#), a current TOCICO board member, and [Steve Holt](#), a retired Boeing Fellow, continue to shape the TOC field. Today, faculty member [Aureo Villagra](#), [TOCPC™](#), a TOC Practitioner Certified in Thinking Processes, further strengthens the program. Their collective contributions have bridged the gap between theory and application, ensuring that students gain expertise in cutting-edge TOC methodologies.

A STRONG ACADEMIC PARTNERSHIP EXCEPTIONAL OPPORTUNITIES FOR STUDENTS

WSU ETM students gain direct access to TOC thought leaders, with past guest speakers including [Dr. Alan Barnard](#), [Kristen Cox](#), and [Henry Camp](#). Through TOCICO's Academic Partnership Program, students receive an annual membership, offering research, resources, and networking opportunities. Additionally, the EM526 Constraints Management course, recognized by TOCICO as a TOC Strategic Thinking Process Program "Jonah," provides students with practical skills that enhance both their academic and professional credentials. The WSU ETM and TOCICO partnership equips students with the tools to make a real-world impact.

If you would like to learn more about our **Academic Partnership Program** please contact [Jennifer Eckman](#) or [Tracy Petrotto](#).



MEMBER SPOTLIGHT

Welcome Suren Shah



"Being part of TOCICO has been invaluable"

"I started my journey with a strong educational background in Chemical Engineering, Polymer Engineering, and Electrical Engineering, along with management studies at prestigious institutions in Cambridge, Massachusetts. Over the course of 35 years, I built my career in the Cables, Interconnects, and Polymers industry, eventually serving as Senior Vice President in my last corporate role.

Two years ago, I made the decision to step into independent consulting, inspired by my deep appreciation for the Theory of Constraints (TOC). After reading *The Goal*, *The Race*, and other works by Dr. Eli Goldratt, I became fascinated by TOC's potential to drive efficiency and effectiveness. In 2023, I had the incredible opportunity to train for eight weeks with Dr. Ajay Kapoor of Goldratt Consulting, which further solidified my commitment to applying TOC principles.

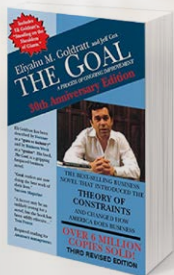
Through Suren and Associates, I now help businesses in the Cables, Interconnects, Polymers, and Renewables industries—including their distribution networks—unlock their full potential using TOC methodologies. **In addition to TOC-based consulting, my firm also provides consulting on technical subject matter and sales representation.** Being part of TOCICO has been invaluable, and I greatly appreciate the insights and connections gained through its seminars and community."

- Suren Shah, *Founder / Managing Director, Suren R Shah and Associates*

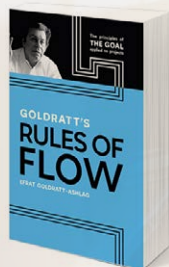
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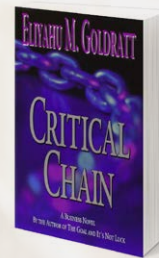
[START YOUR JOURNEY](#)



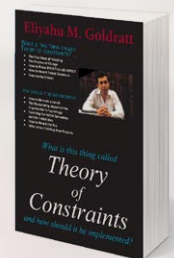
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[TOC Books On Amazon](#)

WEBINARS

Upcoming

OnDemand



MARCH 5

Mind the Gap: Removing the Adoption Constraint

Rod Miller

12:00 - 1:30 PM

[REGISTER NOW](#)



APRIL 2

(Sponsored Webinar)

Beyond the CRM: Driving Predictable Revenue with a Process-First TOC Approach

Juan DeAngulo

12:00 - 1:30 PM

[REGISTER NOW](#)



The RENOVated 6 Questions for New Technologies (6QT+)

Richard Zultner

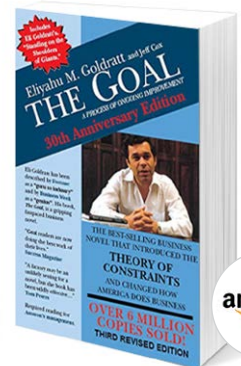


[WATCH NOW](#)

SEEKING 90 DAY SUCCESS STORIES

Millions have read *The Goal* and experienced the 90-day turnaround by Alex Rogo. If you have achieved rapid, impactful results using the Theory of Constraints, we'd love to hear from you! Our 90-day turnaround webinar series highlights real-world applications of TOC that have led to remarkable improvements in a short time frame. This series is an incredible opportunity for you to share your insights, inspire others, and gain

If you have a compelling story, email events@tocico.org



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RESERVE NOW FOR EARLY COMMITMENT PERKS!

The TOC Innovation Summit 2024 was a game-changer, showcasing groundbreaking strategies, real-world success stories, and an incredible community spirit. Now, we're taking that energy to the next level at the **TOC Innovation Summit 2025 October 5-8**. Secure your seat today with a \$500 deposit, applied directly to your conference fee (no extra cost). Your early commitment perks include:

- **Early Registration Discounts as a TOCICO Member**
- **Exclusive Networking Event**
- **Priority Room Selection & Reservations**
- **Sneak Peek at the Program**
- **Recognition as a Priority Attendee**

[Reserve My Spot](#)

Questions? We're here to help—simply reach out at events@tocico.org

WE'RE SEEKING ACADEMICS AND PRACTITIONERS

Submit a peer reviewed paper for presenting live at the TOC Innovation Summit in Las Vegas, 5-8 October 2025. Abstract submissions will soon be accepted for the Academic Stream of the TOC Innovation Summit, focusing on both the theoretical and practical applications of the Theory of Constraints (TOC). **This is an opportunity to showcase your scholarly work, groundbreaking research, and academic advancements to the global TOC community.** By submitting a peer-reviewed paper, you will engage with a diverse group of scholars, practitioners, and industry leaders committed to advancing TOC across various sectors.

Submit your abstract for peer review by April 11

[Submit Now](#)



SHARE YOUR TOC TRIUMPHS IN HEALTHCARE

Are you a healthcare practitioner with hands-on experience using the Theory of Constraints to drive real, measurable improvements? The TOC & Healthcare online conference, hosted by TOCICO on June 3, invites you to join a global community of industry professionals who are transforming patient care from the frontlines. Share your innovative strategies—whether it's reducing wait times, optimizing patient flow, or streamlining operations—and inspire your peers with your success story. This is your platform to elevate your professional profile, influence change, and contribute to the future of healthcare practice.



Submit your proposal by April 1

WELCOME NEW VOLUNTEERS - TOC & Healthcare Conference Committee

Welcome David Boger and Benjamin Newman to the TOC & Healthcare Conference Committee. This team is planning an impactful online conference, focusing on applying TOC principles to the healthcare industry. David and Benjamin bring industry insights, inspiration, and innovative ideas to this important initiative. Their efforts are instrumental in ensuring the success of this event. Thank you David and Benjamin for dedicating your time and talents to TOCICO!



David Bogner, DO



Benjamin E. Newman, MD

Volunteering Opportunities



CONTACT US 122 Hawkins Ave., Hamburg, New York 14075 USA

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JOIN TOCICO

TOCICO provides a pathway for learning about the Theory of Constraints (TOC). TOC principles have been used by corporations (examples below) to engineer a decisive competitive edge and achieve immediate and amazing RESULTS.

