



**For immediate release**

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**Manufacturers to tackle business strategies at April summit**  
*Baltimore provides meeting place for industry leaders, April 7-9*

Feb. 18, 2014 – Westerville, Ohio—US Bureau of Labor statistics from January show the manufacturing sector has regained only 622,000 of the 2.3 million jobs lost since December 2007. To survive—and thrive—manufacturers need solid business strategies that account for global competition, innovation, patenting, workforce development, and more. Helping manufacturers build successful business strategies is the goal of the Ceramic Leadership Summit in Baltimore, Md., April 7–9, organized by The American Ceramic Society. Early bird registration discounts are available through March 7. The conference will be at the Sheraton Inner Harbor Hotel.

Strategy starts with knowledge, and this conference brings together a high-impact group of manufacturing and business thought-leaders who will make the case for continued sustainability, innovation, and talent development as critical pieces of an all-encompassing strategy for success. The two-day summit (plus welcoming reception on April 7) is designed for senior executives, senior managers, and management-track young professionals involved in manufacturing. Topics include:

- Business Climate: Near- to Mid-Term Outlook
- Strategic Manufacturing and Sustainability
- Data Technology Trends
- Strategic Open Innovation
- Additive Manufacturing
- Intellectual Property Protection
- Workforce Development

“This conference is not just for ceramic and glass manufacturers,” says Charlie Spahr, ACerS executive director. “Anyone involved in manufacturing will find value in this conference because all manufacturers face similar issues of global business climate, innovation, sustainability, IP protection, and workforce development—regardless of their particular industry.”

Day one sets the stage for “big picture” thinking—the global competitive landscape for manufacturers, translating innovation into advantage, enhancing business with sustainable practices, and more. Keynote speakers—top executives from Eaton, IBM, Owens Corning, Materion, and others—will tackle the overall business and technology trends affecting manufacturing companies of all sizes.

Day two opens with a plenary talk on the business drivers behind the GE’s multi-billion-

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dollar investment in additive manufacturing. Two break-out tracks—Innovation, and Manufacturing and Workforce Sustainability—refine the “big picture” from the first day. Presenters are senior executives from companies like Corning Incorporated, Ceramtec, Catalyst Connection, Thompson Coburn LLP, and Pennsylvania State University, among others.

The Innovation track addresses strategies for converting innovation into profit, disruptive versus incremental innovation strategies, new patent laws, and raw-material sourcing. The Manufacturing and Workforce Sustainability track looks at energy, environment, and safety; sustainable operations; the regulatory landscape; talent development; and manufacturing outside the US.

Networking events will provide ample time for one-on-ones with industry experts and leaders, developing business contacts, and collecting new ideas.

For a full list of speakers, visit <http://ceramics.org/meetings/4th-ceramic-leadership-summit>.

**About ACerS**

Founded in 1898, The American Ceramic Society is the leading professional membership organization for ceramic and materials scientists, engineers, researchers, manufacturers, plant personnel, educators, and students.

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