

UW-Stout MOC Celebrates Manufacturing Month with National Reshoring Keynote at Annual Conference

Press Release

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Menomonie, WI — The University of Wisconsin-Stout Manufacturing Outreach Center (MOC) will celebrate Manufacturing Month, as declared by Gov. Walker, at the sixth annual Manufacturing Advantage Conference Oct. 29-30 on the UW-Stout campus.

The conference will feature national keynote speaker Harry Moser, founder of the Reshoring Initiative. Moser grew up experiencing the glory of U.S. manufacturing. With more than 45 years of manufacturing experience, Moser is a leading industry spokesman for reshoring and for developing the skilled manufacturing workforce required by reshoring.

If companies make sourcing decisions based on total cost of ownership (TCO) instead of price or landed cost, about 25 percent of manufacturing that has been sent offshore would come back, while increasing profitability and reducing risk, Moser believes.

The inspiring keynote will show manufacturers how to use the free initiative tools, including the TCO Estimator for sourcing decisions, case studies for free publicity about reshoring successes and a library for seeking customers and competitors that are reshoring.

The conference will focus on opportunities for improvement and growth in manufacturing and providing the knowledge and resources necessary to efficiently support change. The event provides a forum for manufacturers from across the region to learn best practices and participate in practical learning through hands-on simulations and demonstrations while connecting with experts, peers and resources.

Key tracks will feature best practices; insights and tools to address key strategy areas, including customer-focused innovation; workforce engagement; development and retention; superior process improvement; supply chain management and collaboration; and sustainability and global engagement. Register for the conference at www.uwstout.edu/profed/mfg.

About UW-Stout Manufacturing Outreach Center: UW-Stout MOC, under the Discovery Center umbrella at UW-Stout, is a partner in the National Institute of Standards and Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP). The UW-Stout MOC and NIST MEP affiliates work with small and mid-size U.S. manufacturers to help them create and retain jobs, increase profits and save time and money. Last year, through third-party independent surveying, clients reported more than \$13.9 million in impacts and 123 jobs created or saved as a result of UW-Stout MOC services. The UW-Stout MOC provides these services to manufacturers in 33 counties in northern and western Wisconsin to help them compete in a global economy. For more information, visit www.uwstout.edu/moc.

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