



Western Technical College Presents: The Mechatronics Revolution

Tuesday, November 21, 2017, 11:30 a.m. – 1:00 p.m.

The Lunda Center at Western Technical College



The Industrial World is on the verge of a Mechatronics Revolution. Raw materials delivered to robots by automated guided vehicles are then fed to manufacturing equipment, transformed, and sent automatically to the next operation. This is not the future... for many cutting edge industrial operations, it's already happening!

Industrial systems and processes are fundamentally transformed by automation, robotics, smart sensors, smart devices, analytics, and algorithms. Terms like *Industry 4.0* and the *Industrial Internet of Things* have been integrated into the industrial lexicon. What will this upheaval and momentous change mean for industrial companies both small and large? In this thought provoking and entertaining presentation, Matt Kirchner will share the 5 Key Strategies that are essential for success as industry proceeds boldly into the world of Mechatronics and Industry 4.0.

Kirchner is the President of LAB Midwest, a distributor of market-leading curriculum, training equipment, and eLearning solutions, and a provider of quality, responsive technical support. LAB Midwest is located in Mequon, Wis, and maintains offices across its seven-state territory. Kirchner is also President of Profit360, LLC, a provider of management advisory services. In addition to his leadership roles, he speaks frequently on topics of interest to manufacturers, and he authors a monthly leadership column which appears in Products Finishing and Production Machining trade magazines.

Cost of event (includes lunch):

\$20 per person or \$108 for a table of six

Please indicate if you require a special diet meal and add specific instructions if necessary.

*Nut Allergy-While your meal/dessert may not have nuts in it, it has been prepared in an area where nuts were present.

☐ Gluten Free ☐ Dairy Free ☐ Vegan ☐ Vegetarian ☐ Other _____

Complete the participant information below, and mail or fax with payment.

Mail with payment to: **BIS – Lunda Center
Western Technical College
400 Seventh Street N
La Crosse, WI 54601**

Fax with credit card payment to: 608.789.6290. Questions, please call: 608.785.9232

Participant Information

Name(s): _____

Email(s): _____

Company Name: _____

Phone: _____ Mailing Address: _____

City: _____ State: _____ County: _____

Payment and Authorization

☐ Check enclosed (payable to Western Technical College)

☐ Please charge ☐ MasterCard ☐ Visa

CVV _____

Expiration Date _____

Please register by Tuesday, November 14, 2017

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