

# Cerebral Event

## Meeting of Minds Conference

WBF has selected Tremont Suites Hotel in Baltimore for its 2007 North American "Meeting of the Minds" conference May 1-3. This annual event showcases automation experts addressing manufacturing system control and discrete and hybrid processes from production planning to equipment automation. Keynote speakers, panels and discussion forums will focus on implementation of industry standards including ISA-88, ISA-95, B2MML and Make2Pack. WBF's collaborative activities with ISA, OMAC, CSIA and MESA also will be highlighted. Networking opportunities will be featured at a group event on May 1 and a special sponsor showcase on May 2. Participants will have the opportunity to participate in discussions on such topics as lean manufacturing, tips for implementing change in process management and strategies for keeping plants competitive. "The sessions we offer will give attendees practical information that they can take back to their plant and implement, enabling them to deliver value and meet defined business drivers," says conference chair Bill Stewart of Dow Chemical Co. Information: [www.wbf.org](http://www.wbf.org)

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