

# SHUTDOWNS TURNAROUNDS OUTAGES



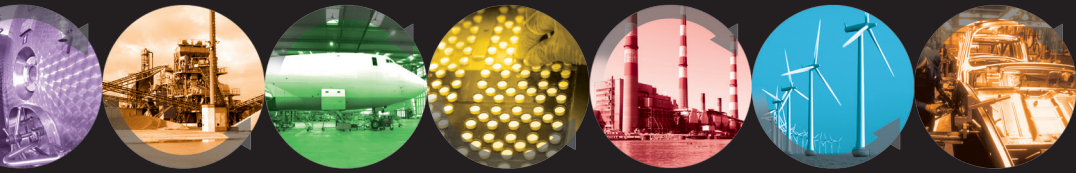
**June 13-15, 2011**

New Orleans Marriott  
New Orleans, Louisiana

**sto2011**

SHUTDOWNS • TURNAROUNDS • OUTAGES  
Best Management Practices

Produced by:  the eventful group



## A letter from The Eventful Group

The fifth annual STO conference is an extraordinary opportunity for you to gain specific, forward-thinking strategies and solutions to maximize results during your next shutdown, turnaround or outage (STO). It has been designed to deliver thought-provoking insight and in-depth content covering the full lifecycle of these critical projects. With progressive vision in place, you will improve STO efficiencies and effectiveness, giving you a greater return on your shutdown investment.

What makes STO 2011 unique is that it is not just another conference; rather, it is a community of maintenance, reliability, engineering, operations, supply chain, production, purchasing, suppliers, human resources and financial professionals who are dedicated to coming together, sharing experiences, learning from one another and exploring innovative solutions and technologies. We are confident that someone in the community has the answer, right now, to your most difficult challenge. The Eventful Group is committed to bringing the two of you together.

As many of you already know us as Eventure Events, we are excited to share with you the news that we recently merged with our sister company in Australia, Eventful Management, to form The Eventful Group. Together as one company, we can offer an even greater value proposition to the communities we serve. As your partner, The Eventful Group is fully committed to ensuring that you receive the most value possible from the STO conference and community.

We hope you will join us in New Orleans, Louisiana, for what promises to be an exhilarating event!

Warmest regards,



Steve Sinkoff  
Managing Director, Americas  
The Eventful Group

Share ideas  
Take action  
Optimize results

## Keynote Presentations

### Tuesday, June 14, 2011



#### **Towards a Rational Cost Model for Shutdowns**

**Tom Lenahan**, Director, Tom Lenahan Ltd. and acclaimed author of *Turnaround Shutdown and Outage Management*

Shutdowns are expensive and uncertain events. The consequence of these two truths is that the costs we attempt to estimate, record and control are often disorganized by unstable work-lists, unpredicted emergent work and seemingly invisible waste generators. This keynote will present the foundations for a rational approach to costs that will allow us to recognize the difference between volume and value - then construct a meaningful estimate that takes into account oscillating work-lists and emergent work, track every dollar we spend and recognize when and how we waste money on shutdowns, so we can eliminate the causes.

Read the full abstract at [www.stoconference.com](http://www.stoconference.com).

### Wednesday, June 15, 2011



#### **5 Keys Proven to Enhance Worker Performance**

**Ted Lister**, Managing Director, Lister Management Inc.

Worker performance (wrench-time) is the single most important factor in executing a successful shutdown project. During this entertaining keynote, you will discover five techniques and strategies proven to enhance worker performance that will significantly reduce the risk of incidents, project costs and schedule overruns. Increased wrench-time means fewer resources are required to execute the plan. Fewer resources equates to less indirect support. The added bonus is in resource management. It's easier to manage (and find) 250 workers than 325.

Read the full abstract at [www.stoconference.com](http://www.stoconference.com).

## HOT TOPICS

Best Management Practices  
Budgeting & Cost Management  
Scope & Frequency  
Planning & Scheduling  
Shutdown Organization  
Contractor Management & Availability  
Capital Project & Turnaround Integration  
Environmental Health & Safety  
Staff Management  
STO Strategy  
Close-out  
Systems & Technology  
Work Control & Analysis  
Work Execution  
Work Identification  
Work Management Processes  
Organizational Alignment  
STO Strategies in a Recessionary Market  
Knowledge Transfer  
Risk Management

## What you'll take away

STO is the ideal environment for maintenance professionals to learn how to solve critical shutdown challenges. This event will provide you with practical, forward-thinking advice and solutions, as well as tangible best practices from subject-matter experts and thought-leaders in the shutdown arena.

- Strategies to control scope and achieve business goals
- An in-depth understanding of efficient STO planning and scheduling procedures
- Best practices for contractor management
- Tips on creating an effective STO communication strategy
- STO solutions focused on planning cycles, strategies and execution
- Strategies to successfully manage safety
- Risk management tools and techniques
- Effective strategies toward forward-thinking STO best practices
- Expertise from renowned STO thought leaders, subject-matter experts, and companies that have successfully solved real challenges with shutdowns, turnarounds and outages

## Who you'll meet

- Outage and turnaround managers from hundreds of companies across North America and beyond
- Professionals from virtually every asset-intensive industry (chemical, petrochemical, oil & gas, utilities, public sector, aerospace & defense, mining, milling, pharmaceutical, automotive, etc.)
- Turnaround practitioners and corporate turnaround executives
- Maintenance professionals and experts specializing in planning and scheduling, reliability, quality, and inspection
- Industry veterans who have significantly contributed to turnaround processes and have demonstrated a high degree of technical and practical knowledge through their practice

**Monday, June 13, 12:30PM - 5:00PM** **Cost: \$795**

Don't miss this interactive workshop, available to conference attendees only. Optional and separately bookable. *Space is limited, so book early!*

### Challenge Planning! Using the 5T Process

Presenter: **Tom Lenahan, Tom Lenahan Ltd.**

When shutdown plans and schedules are displayed as finished articles, they look rational and logical, but it's an illusion. They are actually cobbled together using some facts, lots of estimates and many assumptions. They are also influenced by tradition, the desire to stay in our comfort zone and our limiting beliefs that certain things are not possible.

This workshop introduces a process that has been developed with clients over a number of years on live shutdowns. Based on a concept of "challenge" that propels us to question the critical aspects of planning and scheduling, it incorporates the 5T process (teamwork, trade-off, timing, technique and technology) and its aim is simply to reduce the duration and the total business impact of our shutdowns. The workshop will address the issues involved in radically changing the way we think about planning and scheduling these critical projects.

Read more at [www.stoconference.com](http://www.stoconference.com).

# Conference Schedule

Conference content and speakers are subject to change.  
Visit the website for updates.

## Monday, June 13 — Arrival Day

12:30PM - 5:00PM	Workshop — <b>Challenge Planning! Using the ST Process</b> , Tom Lenahan, Tom Lenahan Ltd. <i>(optional and separately bookable)</i>
6:00PM - 8:00PM	Registration, Welcome Reception and Exhibition

### Tuesday, June 14 — Conference Day 1

	STO Work Planning & Scheduling	STO Work Management Process	Expert Advice
7:30 - 8:30	Breakfast		
8:30 - 8:35	Welcome: <b>Steve Sinkoff</b> , Managing Director, Americas, The Eventful Group		
8:35 - 9:25	Keynote: <b>Tom Lenahan</b> , Director, Tom Lenahan Ltd. and acclaimed author of <i>Turnaround Shutdowns and Outage Management Towards a Rational Cost Model for Shutdowns</i>		
9:25 - 10:25	Morning Break and Exhibition		
10:25 - 11:15	<b>Building Strong Foundations</b> <b>Dan Sawyer</b> , Ontario Power Generation Intermediate	Operations, Leadership and Integrated Turnaround Planning <b>Bobby Singh</b> , Project Assurance, Inc. Intermediate	TAR Scope Management Model of Excellence <b>Raul Sanchez Martin</b> , BASF SE Intermediate
11:30 - 12:20	<b>Integrated Asset Planning for Nuclear Power Plants</b> <b>Matt Kohal</b> , Southern California Edison Intermediate	Use the Fundamentals to Drive Waste from Your STO <b>Craig Pindell</b> , Maintenance Enterprise Inc. Beginner	Fundamental Objectives: Boot Camp for Turnaround/Shutdown Leadership <b>Stephen Busick</b> , ConocoPhillips Intermediate
12:20 - 1:45	Lunch and Exhibition		
1:45 - 2:35	<b>Hard Dollar for STO: The Future of Shutdowns, Turnarounds and Outages</b> <b>Ron Babich</b> , Hard Dollar Corporation Intermediate	Communication: The Unseen and Unnoticed, but Essential, Shutdown Hero <b>Tim Swain</b> , MCS Intermediate	Shutdown Excellence, Benchmarking and Optimizing the STO <b>Kevin Duffy</b> , Kepner-Tregoe, Inc. Intermediate
2:50 - 3:40	<b>'Plan to Plan' a Turnaround Event</b> <b>Ron Kooy</b> , Valero Energy Corporation Intermediate	Cement Plant Shutdowns During Lean Times <b>Seth Tyler</b> , TXI Intermediate	Shutdown, Turnaround, Outage Key Performance Indicators: Measuring Real-time Performance to Control Project Execution <b>Ted Lister</b> , Lister Management Inc. Intermediate
3:40 - 4:10	Afternoon Break and Exhibition		
4:10 - 5:30	<b>ROUNDTABLE:</b> STO Work Planning & Scheduling	<b>ROUNDTABLE:</b> STO Work Management Process	<b>ROUNDTABLE:</b> Expert Advice
5:30 - 7:30	Cocktail Reception and Exhibition		

### Wednesday, June 15 — Conference Day 2

	Cost Control	STO Strategy/Tactics	Performance Management
7:30 - 8:30	Breakfast		
8:30 - 8:35	Opening Address		
8:35 - 9:45	Keynote: <b>Ted Lister</b> , Managing Director, Lister Management Inc. <i>5 Keys Proven to Enhance Worker Performance</i>		
9:45 - 10:30	Morning Break and Exhibition		
10:30 - 11:20	<b>Calculating Blended Rates for an Accurate Budget</b> <b>Chris McKay</b> , Agrium Beginner	Lessons Learned for TAR Projects: Do We Really Need Them? <b>Raul Sanchez Martin</b> , BASF SE Intermediate	Scope Creep, Who's the Ringleader? <b>Bennie Moore</b> , ConocoPhillips Intermediate
11:35 - 12:25	<b>Project Cost Management Best Practices for STO</b> <b>Christen Bergerud</b> , EcoSys Intermediate	Visual Cues: Critical Components of Employee Knowledge Transfer <b>Darrell Carmichael</b> , Brady Corporation Beginner	Leveraging Real Time Dashboards For Daily Cost Transparency <b>Bob Harrell</b> , Track Software Intermediate
12:25 - 1:30	Lunch and Exhibition		
1:30 - 2:20	<b>Practical, Proactive SD Control or 'Get and Stay in Control'</b> <b>Dennis Van Oene</b> , Carver PA Corporation Expert	Resource Management and EH&S <b>Sankara Viswanathan</b> , Day & Zimmermann Intermediate	The Multi-Employer Worksite Protection Program <b>Chris Perry</b> , Shermco Industries Expert
2:35 - 3:25	<b>ROUNDTABLE:</b> Cost Control	Lanxess Corporation Improves STOs with Simplified Planning & Scheduling <b>Bobby Tynes</b> , Lanxess Corporation <b>Randy Linzel</b> , Prometheus Group Intermediate	<b>ROUNDTABLE:</b> Performance Management
3:25 - 5:00	Beer Tasting, Exhibition and Prize Drawing		

## TWO WAYS TO REGISTER!

ONLINE: [www.STOconference.com](http://www.STOconference.com)  
PHONE: 914-509-5354

## Conference Registration Fees through June 7, 2011:

1-4 participants.....\$1,795	10 or more.....\$1,595
5-9 participants.....\$1,695	On-site.....\$1,895

## CONFERENCE LOCATION



### New Orleans Marriott, New Orleans, Louisiana

*Book now and receive the  
special conference rate!*

New Orleans is home to a diverse music culture, world-renowned cuisine, voodoo, and Mardi Gras! What an exciting place to hold this year's STO conference! The New Orleans Marriott is located just steps from Bourbon Street and iconic Big Easy attractions, and will provide an outstanding environment for networking, sharing ideas, and exploring critical STO strategies and solutions.

The Eventful Group has arranged a special conference hotel rate of \$155+ tax per night.

Two ways to book your accommodations:

**Call the hotel:** 888-364-1200  
(mention promotional code STO 2011)

**Book online:** Please access the hotel's dedicated STO 2011 reservation website at [www.stoconference.com/hotel.htm](http://www.stoconference.com/hotel.htm)

**Don't  
Miss!**

### JUMPSTART Networking Session

**Monday, June 13 – 5:30-7:30PM**

Jumpstart your STO 2011 experience at the Monday night welcome and networking reception! Meet session presenters and track chairs, and have thought-provoking conversations that will kick-start your event!

## Key event features

STO 2011 is North America's leading conference dedicated to the full life cycle of shutdowns, turnarounds and outages (STOs). The program was designed to provide thought-provoking insight for improving STO efficiency and effectiveness by using forward-thinking solutions and innovative technology.

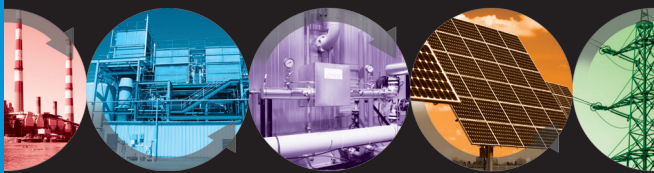
- Real-world case studies that show first-hand how shutdown solutions have been successfully implemented at asset-intensive organizations just like yours
- Keynote presentations by some of the top STO and maintenance experts in the world
- Extensive networking with hundreds of STO professionals and leading thought-leaders
- In-depth track sessions with content covering the full lifecycle of shutdowns, turnarounds and outages
- Brainstorming and open discussions
- Technology partners specializing in best practices for shutdowns, turnarounds and outages
- Optional deep-dive and subject-specific workshop

## Who should attend

STO 2011 targets organizations from asset-intensive industries that plan, schedule and run shutdowns, turnarounds, and outages (STO). These businesses span across such industries as manufacturing, utilities, oil & gas, chemical, petrochemical, mining, milling, healthcare, aerospace & defense, pharmaceuticals, food & beverage, automotive, pulp & paper, and more.

The STO 2011 conference was designed for leaders, managers, and directors of:

- Operations
- Maintenance
- Finance
- Reliability
- Human Resources
- Facilities
- Engineering
- Technology
- Procurement
- Construction



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**Maintenance Technology Magazine** serves the technical and business information needs of



**Plant Services** focuses exclusively on the MRO Market, addressing ROI by minimizing lifecycle cost: the per-unit-production expenditure to own an asset and keep it performing its function over its design life, from conceptualization and specification through installation, operation and maintenance to decommissioning and disposal. [www.plantservices.com](http://www.plantservices.com)

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