



## The Sheraton Long Island Hotel is the host hotel for the 2004 conference



**Sheraton Long Island**  
 110 Vanderbilt Motor Parkway  
 Smithtown, NY 11788  
 Direct: 631-231-1100  
 National: 800-325-3535  
**Rate: \$ 124.00/night**  
**Rate available until 5/20/04 for**  
**room nights 6/19/04—6/25/04**



The Sheraton operates a free shuttle from Long Island Islip (ISP) MacArthur Airport to the hotel seven days a week from 7:30 AM until 11:00 PM. Service is by appointment only. Be sure to advise hotel of arrival flight and time. Transportation fare from La Guardia and JFK is \$ 65.00 USD. All of the major car rental companies are represented at Islip should you wish to have your own vehicle. The hotel is approximately 20 minutes from Islip and one hour from downtown New York.



The association is pleased to offer a **Significant Other Tour** on Monday, June 21, 2004. The tour will depart the hotel at 09:30 and offers a guided tour of local vineyards and wineries. Lunch will be provided.



## The Automated Materials Handling Association (AMHA)

Formerly known as the ASRS/AGVS Users' Association, the change to AMHA broadens the original scope of the organization. Formed to discuss common concerns of automated material handling equipment users, the association continues to seek and share solutions for automated material handling equipment, systems, software and hardware. The AMHA continues to provide an open forum for vendors, users and potential users.

### The Association consists of:

- ASRS, AGV and Carousel Users
- Companies considering Automation
- Suppliers of systems, hardware and software
- System Integrators
- Maintenance/Repair organizations

### User Systems Include:

- Unitload and Miniload ASRS
- Man Aboard Systems
- Automated Guided Vehicles
- Carousels and Flow Racks
- Conveyor Systems



### The Value of Membership and Attendance is:

- Meeting others who share similar concerns and face like challenges
- Establishing sources of information and parts exchange
- Visiting other systems
- Performing his or her job better



### The Value to the Company is:

- Update on latest technologies
- Advice for extending the life and/or retrofitting existing systems
- Broader support for problems and spares
- A forum to present technical problems
- Better running systems with better informed operators



Automated Materials Handling Association

## **2004 Annual Conference**

**June 20-23, 2004**

**Long Island, New York**

***AUTOMATION CAN***

***PAY—DISCOVERING***

***THE STRATEGIES***



The **2004 AMHA (formerly ASRS/AGVS Users' Association) Annual Conference** is being held at The Sheraton Long Island Hotel in Long Island New York. Dynamic, educational presentations are scheduled for Monday and Wednesday with a tour of our host company's facility -Estee Lauder- on Tuesday morning. Three specialized and timely clinics are scheduled for Monday afternoon and will repeat Tuesday afternoon allowing attendance at multiple sessions.

Monday evening, join all attendees and significant others for an exciting conference vendors sponsored evening of dinner, laughs and interactive fun with Craig Neier Associates "**Game Shows Galore**". A tour of local vineyards and wineries is scheduled for "significant others" on Monday.

The Monday afternoon Vendor Presentation session will allow you to hear directly from the vendors about the latest and greatest offerings in the AMH arena, and vendor displays will be open throughout the conference, adjacent to the hospitality lounge.

### **AMHA Conference Information:**

**WWW.ASRS.ORG**

**20 Hargrave Blvd.  
Chatham, VA 24531**

**Phone: 877-557-2538**

**Fax: 877-557-2538**

**E-mail: [amha@ureach.com](mailto:amha@ureach.com)**

## June 20, 2004—SUNDAY

**Registration Opens 3:00 PM**

**Hospitality and Registration open until 11:00 PM**

Gather in the Encore Room to meet users, vendors and speakers to discuss Automated Materials Handling issues and the three special interest clinics. Light hors d'oeuvres and refreshments will be offered from 5:00 PM.

## June 21, 2004—MONDAY

**Welcome and Keynote Breakfast 7:30 AM**

**Dr. Thomas Speh, Miami University, Ohio**

**“Supply Chain Management: Fact or Fiction?”**

Keynote address by conference special guest **Dr. Thomas Speh**, James Evans Rees Distinguished Professor of Distribution and The Associate Dean for Academic Affairs at The Richard T. Farmer School of Business, Miami University in Oxford, Ohio.

Association President, Sam Powell welcomes all attendees to the 2004 conference.

### Introductions to Conference

AMHA President Sam Powell and Vice President Stu Gilray moderate the introduction of all conference attendees. Users and vendors introduce themselves and their companies and their expectations for the conference. This is always a highlight of the conference and offers insight into user needs and vendor capabilities.

### Why Are We Here?

Sam Powell, Stu Gilray and Association Business Manager John Collins moderate a maximum thirty minute discussion/brainstorming session to determine what problems attendees are facing and what some suggested solutions might be for the problems encountered or expected.

### Tuesday Tour Presentation

Mr. Dennis Haynes, Facility Services Manager responsible for ASR and Powered Material Handling Equipment at Estee Lauder will introduce attendees to the materials handling operations that will be seen on the Tuesday plant tour.

### “Justification & Financial Analysis of AMH Projects”

**Mr. Frank Renshaw, KEOGH Consulting**

presents case studies of hurdles and success in developing and promoting AMH solutions to the corporate hierarchy.

### “RFID: It's Near and Long Term Impact on Distribution”

**Mr. Dan Gilmore, Supply Chain Digest**

offers a brief primer in the what and why of RFID and discusses the hype versus reality of near term and long range RFID impact on logistics and distribution processes.

### “AGV Implementation and Integration”

**Mr. Dan Boylan, Proctor & Gamble**

discusses the challenges and solutions to successful integration of AGV's in warehouse and distribution operations at Proctor & Gamble.

### “ASRS/AGV System Maintenance Planning”

**Mr. Ron Cron, Miller brewing, Co.**

describes how Miller Brewing approaches and co-ordinates systems maintenance in a 24/7 operation.

### “A Consultants Role in AMH Implementation Strategy”

**Mr. Art St. Onge, St. Onge Co.**

describes the consultants role in selection and implementation of AMH solutions.

### “AMH Philosophy at Estee Lauder”

**Mr. Brendan Sullivan, Estee Lauder, Inc.,**

will introduce the Estee Lauder companies Melville Operation and the philosophy behind their AMH decisions.

### “What's New From Vendors”

**A great highlight session where vendor representatives present briefs**

**on the latest news about their firms, new products, successes and other information. A must see for potential and current users alike!**

### Special Interest Clinics

Complete the first day of the conference with one of three Special Interest Clinics. Each clinic will be co-hosted and moderated by one user and one vendor and, by popular demand, all three clinics will be repeated on Tuesday, enabling attendees to participate in more than one clinic. Join the discussion and share concerns, ideas and questions.

**Clinic A: RFID** From Wal-Mart to National Defence, RFID is a fact of life in logistics and distribution. How do we live with it?

**Clinic B: Automation Implementation strategies** We need it, we know it. But how?

**Clinic C: Selling Automation Upstream** Corporations can be slow to embrace automation. How do we make them love it?



## June 21, 2004—MONDAY EVENING Conference Vendor Sponsored Event

One of the exciting activities of our annual conference is the vendor sponsored event for attendees and their significant others. This year, we are pleased to present an evening of dinner, laughs and interactive fun with Craig Neier Associates' "Game Shows Galore". A special thanks to all conference vendor representatives for their support of this event.

**Hospitality suite opens following Monday evening event to 11:30 PM**



## June 22, 2004—TUESDAY

**Plant Tour: Estee Lauders' Melville Production and Distribution Facility.** Attendees are provided with a guided tour and commentary on the evolution and integration of multiple forms of automated materials handling. From raw material through packaged product, the Estee Lauder tour promises to be a fascinating example of automation integration. There will be a special luncheon prior to returning to the hotel.



### Special Interest Clinics

A second round of the three Special Interest Clinics. Attendees are encouraged to select a second clinic and Join the discussions to share concerns, ideas and questions. Hosts and moderators will share a synopsis of the previous day's session.

**Clinic A: RFID** From Wal-Mart to National Defence, RFID is a fact of life in logistics and distribution. How do we live with it?

**Clinic B: Automation Implementation strategies** We need it, we know it. But how?

**Clinic C: Selling Automation Upstream** Corporations can be slow to embrace automation. How do we make them love it?

**Hospitality Suite open until 11:30 PM**



## June 23, 2004—WEDNESDAY

**"Designing For Success"**  
that should be addressed in the design process.

**Mr. Larry Shemesh, OPS Design,** will discuss the strategies



**"Security in AMH Strategies"**

**Mr. John Kennedy, Multi Tech Mail,** discusses a variety of real-world security issues and the steps required to insure security of systems and product.



**"Turret Truck Installation"**

**Mr. Ken Johnson, HK Systems,** presents an ongoing project of turret truck installation to replace a crane system.



**"Robotics in AMH"**

**Ms. Beth Bliss, Sypris Technologies,** reports on her companies' decision to integrate robotics in a production facility and how it has impacted on throughput and profitability.



**"Pallets in Automation"**

**Mr. Tom Mott, Rutland Plywood,** introduces the various pallet options utilized in automated warehouse and distribution facilities and offers real-world examples of client feed-back from design strategies to maintenance concerns.



**"Layer Picking in an Automated Warehouse"**

**Mr. Rick Killmeyer, Tygard Manufacturing,** discusses the advantages and opportunities of layer picking devices for lift trucks and gantries.

### Conference Lunch and Closing Remarks



### Conference Notes

Please refer to the enclosed Registration Form for Conference Fees and Hotel Information.

Do take note of the Early Bird and Group Discounts.

Dress is casual for all events at the conference.

Spouses and significant others are welcome to attend many of the conference events and the Sheraton hotel has extended our Conference Room Rate to allow attendees to stay over to enjoy the many attractions of Long Island and New York.

The U.S. Open, June 17-20, 2004 at Shinnecock Hills Golf Club is an easy drive from the host hotel as are a multitude of vineyards and wineries. The fabled beaches of Long Island and Fire Island offer the opportunity for attendees to add a day or two (or more!) to their trip and unwind on the shores of the Atlantic and New York city beckons just down the turnpike.