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Date: April 6, 2010

WBF Names Keynote Speakers for 2010 North American Make-2-Profit Conference

Chandler, AZ (April 6) WBF, the Organization for Production Technology releases details of presentations to be provided at its North American Make-2-Profit Conference, May 24-26, held at the University of Texas at Austin.

“An of people will gather at this year’s conference to learn from the top leaders in and . With companies seeking ways to achieve innovation through financially sound and green efficient processes as well as enhanced security, WBF has responded by inviting experts and to present. In addition, the conference remains true to our core focus by offering curriculum surrounding

. The opportunity to hear from leading international keynotes, Dr. Thomas F. Edgar and Dr. J. Patrick Kennedy, along with tutorials and sessions designed to match experts with professionals, makes this conference the ,” said and WBF North American Conference Committee chair.

, University of Texas at Austin, , opens the gathering of these prestigious engineering minds with his presentation: “*Energy Efficiency, Smart Grids, and Process Control.*” This not to be missed discussion for industrial energy users, incorporates the newly coined term theme of “negawatts” (increased production efficiencies, reduction of fossil fuels, caps on or carbon tax). Provision of real-time optimization examples to minimize plant energy consumption will be shared along with the dynamic elements of wind power and power production. From time of day power pricing to increase usage of thermal and other energy storage systems, attendees will learn the where, why and how these systems can be implemented.

, a global software company, , recently recognized by *Smart Grid* as one of the “World’s Top 100 Movers and Shakers,” will share insights into green process efficiency. Internationally acclaimed and recognized, Dr. Kennedy is a registered professional engineer in control systems engineering, holds a patent on a catalytic

reformer control system, co-authored two books and is the author of numerous papers. Dr. Kennedy has received many industry awards to recognize his accomplishments in the use of information technology to solve real world problems.

Manager for said, “Unlike many Users’ Group conferences or other industry-centric seminars, WBF NA Conference focuses on applications, case studies, emerging trends, new technologies, and applications of standards in a practical, usable, and understandable way. The technical presentations empower and challenge the attendee to learn, research, act, and apply automation principles to their specific organizational needs. The presenters are experts in their fields, representing first and foremost, end-users, but also with perspectives from academia, vendors, and standards champions.”

The conference will have a vendor showcase where equipment and software suppliers and system integrators can share their messages and products with a group of end users eager for knowledge. CONTROL’s annual Process Automation Hall of Fame Dinner and Awards sponsored by Yokogawa is held in conjunction with the WBF Conference. The highly respected awards are bestowed upon noteworthy individuals in the process manufacturing communities.

WBF is the forum for manufacturing and automation professionals and the organization for procedural and rules-based production management. , the “batch to manufacturing mark-up language” as well as the continuing global forum for education on , the batch manufacturing standard, and , the manufacturing operations language standard.

The official registration site for the conference is found here:

<http://www.wbf.org/catalog/pages.php?page=43>

For more information, visit www.wbf.org or call +1 480-403-4610.

Media are invited to contact WBF Headquarters at info@wbf.org for a complimentary conference registration.

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