



NEWS RELEASE

February 21, 2007

For Immediate Release

Contact: Chris Allen
(310) 263-3018
callen@cmtc.com

DR. ELI GOLDRATT PRESENTS VIABLE VISION FOR MANUFACTURERS IN LOS ANGELES

TORRANCE, CA – The Theory of Constraints (TOC) was first introduced to the business world in 1984 by Dr. Eli Goldratt in his groundbreaking book, *The Goal*. TOC is an approach to achieving performance breakthroughs in large, complex environments with high degrees of uncertainty. Goldratt has successfully applied the TOC principles to companies around the world. In fact, in consulting with many of the most successful companies, Dr. Goldratt has changed the way these organizations view and manage their businesses.

Viabile Vision is Goldratt's newest innovation designed to help companies get the maximum financial payback from their TOC-based improvements by achieving, within 4 years, net profits equal to their total current sales. *Viabile Vision* is the comprehensive step-by-step process developed by Goldratt himself that successfully leads companies on a systematic improvement journey.

In partnership with California Manufacturing Technology Consulting (CMTC), Dr. Eli Goldratt will be making a rare public appearance in Southern California on March 13, 2007. Goldratt has joined forces with CMTC to advance his latest concept, *Viabile Vision*, and will present area manufacturers with an opportunity to experience exponential growth in a day long event at the Ritz-Carlton Huntington Hotel in Pasadena, CA.

This *Viabile Vision* event will focus on the Consumer Products market. Dr Goldratt will present in detail the market's current situation and will explicitly address the problems it faces. Dr. Goldratt will give an analysis of the entire Consumer Products market (from Manufacturer–through Supply Chain– to Consumer), based on cause and effect logic, and will propose an offer to attain a real competitive edge and to achieve exponential growth.

The opportunity to meet and experience Dr. Goldratt and his *Viabile Vision* for manufacturing companies is limited. Attendance will be capped at 150 people to ensure access of attending

-- MORE --

companies to *Viable Vision's* possibilities. The cost for this full day event is \$595. Interested parties should register by calling Sunny Lopez at (310) 263-3009 or online at www.cmtc.com/news.html.

-- 30 --

ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING

A private, nonprofit corporation, CMTC was established in 1992 to provide high value consulting services to California's high tech and traditional small and medium-size manufacturers to increase their competitive advantage through improved methods of management and manufacturing. Today, through its regional teams, CMTC provides consulting services in the practice areas of Strategic Business, Lean Enterprise, Information Technology, Energy Services, Quality, Distribution and Supply Chain Management. CMTC's regional teams cover Los Angeles, the Inland Empire, Orange County, Ventura/Santa Barbara County, the San Fernando/San Gabriel Valley, the San Joaquin Valley and San Diego/Imperial County. For more information, visit www.cmtc.com.