



NEWS RELEASE

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For Immediate Release

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DR. ELI GOLDRATT, BEST SELLING AUTHOR AND CREATOR OF THE THEORY OF CONSTRAINTS TO APPEAR IN LOS ANGELES

TORRANCE, CA -- 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, *Viable 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.

Dr. Goldratt is perhaps best known as the inventor of the Theory of Constraints (TOC). Goldratt's groundbreaking book *The Goal* has been a best seller since 1984. *The Goal* has sold more than 4 million copies worldwide and has been translated into 27 languages. He is also the author of *It's Not Luck*, the sequel to *The Goal*, *Critical Chain*, *The Haystack Syndrome*, and *The Race*.

Goldratt is also an internationally recognized leader in the development of new business management philosophies and systems. He developed a unique set of logical and systematic thinking methods designed to understand the true goal of an organization, to identify and improve the root causes of problems, and to implement continuous improvement strategies that lead organizations to reach their goals. His theories are sought after by many of the world's largest corporations. Eli Goldratt's Theory of Constraints is used worldwide by thousands of companies, and is taught in hundreds of business schools, universities and colleges.

Viable 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. *Viable Vision* is the comprehensive step-by-step process, developed by Goldratt himself that successfully leads companies on a systematic improvement journey.

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

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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 manufacturer 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.