

PRESS RELEASE

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NORTH CENTRAL TEXAS LOGISTICS INITIATIVE ANNOUNCES PROGRAM TO GROW AREA MANUFACTURING JOBS

(Arlington, Texas) – – *Workforce, Business, and Academia initiate Logistics Capabilities Council. Jon Kirkegaard, President, Dynamic Cycle-time Reduction Associates™ (DCRA Inc), Dallas, to lead initiative targeting the Logistics community.*

In support of Governor Perry's statewide Industry Cluster initiative the North Central Texas Workforce Development Board has orchestrated the Logistics Capabilities Council. The Council was established to provide input that will spur growth in area manufacturing and distribution business by promoting supply chain engineering. "Our initial efforts have been highly focused to promote awareness and engineering of global logistics and postponed manufacturing. We feel this will assist the area workforce compete globally against the rising tide of offshore outsourcing," stated Frances Means, North Central Texas Workforce Development Board (NCTWDB) regional coordinator.

Product attributes change too often in today's market to simply make bets (forecasts) on what will sell and hold buffer inventory. In an overview presentation to State and Regional representatives the connection between manufacturing and product movement was well received. "About the time you hold inventory of pre-packaged telecom equipment there will be a sudden demand for the same equipment with new hardware and software features," states Mark Ellison, Texas Employer Initiatives Offices Director. The 'Council's' focus is to encourage constituents to understand the true fulfillment costs of "shrink-wrapped" product vs. a more cost effective and strategic approach, postponed manufacturing linked with lean logistics concepts. "In the telecom equipment example it may mean holding the component inventory instead of the final product (finished goods) being sourced to the North Texas area and then rapidly configuring these products when a customer orders from the based hardware and software components," stated Jon Kirkegaard, President, Dynamic Cycle-time Reduction Associates™.

Jon Kirkegaard, President of DCRA Inc., has assembled an advisory board of local experts to rapidly energize this effort and leverage DCRA client successes. DCRA has also offered to bundle the

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Logistics Initiative/Add One

trademarked and patented DCRA Total order Fulfillment™ process, metrics and methodology and software solutions to jump start the government's efforts to provide true supply chain, logistics, inventory and operational wisdom to regional and national manufacturers and distributors. These solutions along with the resources identified and donated by this new Logistics Capability Council will work to provide easy access to these tools, templates and insight to corporate level executives, so they truly understand the real costs of supply chain fulfillment. Kirkegaard states, "It is our belief this will promote engineering of world class competitive supply and fulfillment networks that encourage more US based manufacturing content through cost advantage, which leads to more physical manufacturing and distribution jobs as well as highly skilled supply chain engineering jobs. Many professionals know the success stories of the Dell's and Wal-Marts but generally do not realize how significant these concepts are to competitive differentiation or more importantly that the barriers to running their business as effective as the big guys are almost non-existent. It really is about education awareness, as the cost to deploy these solutions is no longer a barrier to entry for company of any size."

The DCRA Inc. solutions have already assisted several local manufacturers and distributors, including Siemens broadband. Siemens broadband a maker of broadband telecommunication equipment is one of the regional players that has benefited from this approach. "We eliminated 100's of millions of excess inventory and greatly improved customer services through the DCRA Total Order Fulfillment™ approach," says Frank Freeman, Senior Planning Manager at Siemens Broadband in Farmers Branch, TX.

Members of the advisory board include subject matter experts including Joseph Martha, V.P., Mercer Management Consulting; John Schrock, BAX Global Logistics; Chuck Loundsbury, EVP, Ryder Logistics; Douglas Chaney, President, DC Logistics; Herman Stiphout, CEO, Rosettanet; Kerry Stover, COO, iThink Inc.; John Martin, President, Impact Innovations; Dr. Garland Chow, University of North Texas TLEF Logistics Center; Dr. Nancy Nix, Texas Christian University; Martin Hubert, CEO, FreightGate; Gaines Baty, President, R. Gaines Baty and Associates; Vann Cunningham, AVP, Burlington Northern Santa Fe Railway; Jack Rubarth, CIO, Bell Sports; Frank Freeman, Sr. Planning Mgr, Siemens Subscriber Networks; Mike McGill, MHT Partners; and Joe Hoffman, Partner, Andrews and Kurth.

About: DCRA: www.dcrasolutions.com

NCTWDB: www.dfwjobs.com

--30--

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