



**Ron Kirscht
Provides Media
Commentary On...**

- Economics of manufacturing
- Cost performance measurement
- Quality Management Systems
 - ISO
 - Lean Manufacturing
- Cash flow management
- Best practices
- Continuous improvement
- Global competition for the small manufacturer
- Value-add services
- Leadership and strategic planning

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Manufacturing Source to the Media

Ron Kirscht, President

Issue: For many contract plastics manufacturers, their success or failure is based on the overall state of the economy. When times are good, production levels are up, and vice versa. But there are those who are winning in today's complex business environment. They're doing so by redefining their value propositions and identifying target markets.

Donnelly Custom Manufacturing has taken a position to set the standard in short-run manufacturing—a segment that most manufacturers consider unprofitable. By investing in the right technologies, innovation and people, the Midwest-based plastic-molding company has developed a niche that worldwide OEMs value, i.e. pay for. A strategic, narrowly focused business model has led to double-digit growth in export revenue, including parts shipped to China, Mexico, India, Brazil and others, as OEMs rely on Donnelly for quality parts, fast.

News media are asked to consider Ron Kirscht of Donnelly Custom Manufacturing as an expert source regarding successful business strategy that provides unparalleled value to customers. Kirscht has been instrumental in leading Donnelly's relentless pursuit to set the standards in short-run molding, including the development of an outstanding manufacturing launch process, shortening lead times, collapsing mold change-overs and meeting the demands of just-in-time inventory management.

Kirscht began his career as an auditor and general advisor to manufacturing companies at the former Coopers & Lybrand accounting firm, now Price-WaterhouseCoopers. As a leader who understands profitability and financial stability, Kirscht combines business acumen with the manufacturing savvy that's critical to mid-market manufacturers.

Industry Affiliations

- Twin Cities Chapter of Young Presidents Organization
- Institute of Management Accountants
- American Institute of Certified Public Accountants
- Greater Alexandria, Minn. Industrial Network
- West Central Initiative, Board of Directors

Education

- BS, Accounting, St. Cloud State University

Based in Alexandria, MN, Donnelly's 220 employees are dedicated to setting the standards in the custom injection-molding marketplace for "How Short Run Is Done." The company's focus is on providing its OEM customers with value added engineering, and highly customized manufacturing and customer support services. A strong customer service orientation ensures that customer satisfaction levels exceed industry standards at every point of contact.
