

Supply Chain World North America

Building Supply Chain Capabilities

for Future Success



Baltimore, Maryland

24-26 May 2011



Keynote Addresses

Wednesday, 25 May 2011 9:00 – 10:00 a.m.

Competing on Supply Chain Analytics: How Fact-Based Decisions and Business Intelligence Drive Performance



Thomas H. Davenport

Babson College | Business-Strategy Analyst, President's Distinguished Professor of Information Technology and Management

Biography

Thomas Davenport is currently the President's Distinguished Professor of Information Technology and Management at Babson College. He is the former director of research centers at SAS, Ernst & Young, and McKinsey, and has taught at Harvard Business School, Dartmouth's Tuck School of Business, and the University of Texas at Austin.

Thomas is a frequent contributor to Harvard Business Review and other leading journals. His recent article, "Competing on Analytics," was Harvard Business Review's most requested article reprint of 2006. He is the author or co-author of twelve books, including the bestsellers *Working Knowledge: How Organizations Manage What They Know* and *Process Innovation: Reengineering Work through Information Technology*. His latest book, *Competing on Analytics: The New Science of Winning*, has become a best-seller and is being translated into 10 languages.

Thursday, 26 May 2011 8:45 – 9:30 a.m.

McCormick Brings Passion to Flavor: Growth, Excellence, and the Global Supply Chain



Alan D. Wilson

McCormick & Co., Inc. | Chief Executive Officer and President

Biography

Alan D. Wilson has been Chief Executive Officer of McCormick & Co., Inc. since 1 January 2008 and has been the president since 1 January 2007. Mr. Wilson served as Chief Operating Officer of McCormick & Co., Inc. since 1 January 2007 and as President of North American Consumer Foods and U.S. Supply Chain since 6 September 2005. He also served in a variety of other supply chain related positions since first joining McCormick in 1993 as Director of Procurement for Retail Products.

He was instrumental in the development of the spice revitalization program that is being rolled out in the U.S. and the execution of a restructuring program that is on-track to generate \$50 million of cost savings. He spent nine years with Procter & Gamble, where he held progressive positions in product supply, procurement, and manufacturing. Mr. Wilson served as Director of Williams Scotsman International Inc., from 29 June 2006 to October 2007. He currently serves on the Chairman's Advisory Council of the Grocery Manufacturers Association.

Thursday, 26 May 2011 2:00 – 2:45 p.m.

Resilience: The Next Competitive Advantage - Successfully Dealing With Risk, Incorporating Sustainability, and Profitably Managing With Variability For 21st Century Supply Chains

Peter W. Murray, CIRM

El DuPont & Nemours Company | Global Supply Chain Development & Innovation Leader

Biography

As part of DuPont's long term supply chain transformation, Peter Murray's role is to determine what DuPont doesn't do well or does not yet do in a very broad definition of supply chain management. Some major focus areas are:

- Supply Chain Sustainability / Green Supply Chains
- Demand Driven Supply Chains – integration of marketing, sales & supply chain management
- Advanced business management focused S&OP (DIBM)
- Demand Management
- Advancing Supply Chain Management Competency
- Supply Chain Council and the SCOR and GreenSCOR models

Mr. Murray has worked for DuPont for 10 years as a global supply chain manager and with the Supply Chain Center of Competency. He has been involved in numerous projects and program developments. His prior experience includes supply chain, operations, demand and product management roles with Raytheon, Newell-Rubbermaid, and Kao Infosystems – where he led the world class supply chain for the launch of Windows 98.

Supply Chain World North America 2011

Agenda at a Glance

All sessions include a question and answer period.

Tuesday, 24 May 2011

Noon - 7:00 p.m. Registration Open

1:00 - 4:00 p.m.

	Session A	Session B	Session C
Optional: Please choose one session to attend	Aerospace & Defense Special Industry Group Joseph Burak , Supply Chain Manager, Boeing Bob Daniell , Program Analyst, Senior Expert (Technical), CACI Technologies, Inc Steve Georgevitch , Senior Project Manager, Analysis, Integration & Logistics, Boeing John Sells , Senior Manager, Logistics & Sustainment, Lockheed Martin	Introduction to the Supply Chain Talent Academic Initiative Facilitated by: Michael Hadley , Sr. Manager Materials Management, Boeing Nick Little , Assistant Director, Executive Development, Eli Broad Graduate School of Management, Michigan State University	Introduction to a Special Interest Group on "Product Life Cycle Management's Link to Supply Chain Management Planning" Open Discussion led by: Albrecht Ricken , Senior Director, SAP AG Dan Swartwood , VP Process & Technology, Satellite Logistics Group

6:00 - 7:30 p.m. Welcome and Networking Reception – Meet the Speakers & Sponsors

Wednesday, 25 May 2011

7:30 a.m. Registration Open

7:30 - 8:30 a.m. Continental Breakfast & Tabletops **Optional Session: Introduction to the Supply Chain Operations Reference (SCOR®) model**

8:30 - 9:00 a.m. Opening Remarks & Welcome

Nick Little, Conference Chair, Assistant Director, Executive Development, Eli Broad Graduate School of Management, Michigan State University

9:00 - 10:00 a.m. Keynote: **Competing on Supply Chain Analytics**

Thomas H. Davenport, Business-Strategy Analyst, President's Distinguished Professor of Information Technology and Management, Babson College

10:00 - 10:30 a.m. Networking Break with Tabletops

	Session A	Session B
Please choose one session to attend	Aligning Global Supply Chain Operations In "The New Normal" Dave Malenfant , Vice President, Global Supply Chain, Alcon Laboratories USA	Driving Social and Environmental Values in Supply Chain to Deliver Business Value Don Weintritt , Global Director, Next Generation Business Processes and Technologies, Dow Chemical Company

11:30 - 12:30 p.m.

	Session C	Session D	Session E
Please choose one session to attend	Mercury Marine's Global SIOP Journey Barbara Bossenbroek , Director - Supply Chain Process Performance, Mercury Marine	Journey From a One-Size-Fits All Model to a Dual Supply Chain Design Jonathan Quick , Senior Global Supply Chain Strategist, Lenovo Group Limited	Risk Assessment & Mitigation With Focus On Anti-Counterfeiting Dr. John Spink , Associate Director & Assistant Professor, Anti-Counterfeiting and Product Protection Program, School of Criminal Justice Michigan State University

12:30 - 2:00 p.m. Networking Lunch

2:00 - 3:00 p.m.

	Session F	Session G	Session H
Please choose one session to attend	Achieving Supply Chain Transformation at IBM & Implications from its CSCO Survey Dan Carrell , Vice President Global Manufacturing and Solutions, Integrated Supply Chain, IBM	Transformation Across the Value Chain Ann Deardorff , Senior Director of Supply Chain Strategy & Business Transformation, Motorola Mobility	Current and Future State of Corporate Supply Chain Risk Management Bruce Arntzen , Director of the Global SCALE Risk Initiative, MIT John Brown , Director Risk Management, Supply Chain, The Coca-Cola Company; Chairperson of the Supply Chain Risk Leadership Council

Wednesday, 25 May 2011 (continued)

3:00 - 4:00 p.m.	Session I	Session J	Session K
Please choose one session to attend	Incorporating Supplier Know-How into New Product Development Ed Jackson , <i>Commodity Leader, Hydraulics, The Manitowoc Company's North American Crane Division</i>	SCOR Unlocks the Supply Chain Answers for Performance Based Logistics Projects Mr. Charles Ketchum , <i>STARLite LSE Lead, Northrop Grumman Electronic Systems Sector</i>	Moving the Needle and Making it Stick: Driving Financial & Operational Improvement in Your Supply Chain Anthony (Tony) Aming , <i>Business Process Instrumentation and Supplier eProcurement Manager, Enterprise Applications, Baker Hughes International</i> Dave Brooks , <i>Senior Director of Strategic Business Solutions, Software AG</i>
4:00 - 5:00 p.m.	Meeting the Challenges of 21st Century Supply Chain Management – Executive Panel Discussion <i>Facilitated by Nick Little, Conference Chair</i>		
5:00 - 5:30 p.m.	Supply Chain Excellence Awards Presentations		
5:30 - 7:00 p.m.	Networking Reception		

Thursday, 26 May 2011

7:30 - 8:15 a.m.	Registration & Continental Breakfast Briefing on Global Supply Chain Trends: Lessons Learned from the Recession		
8:30 - 8:45 a.m.	Opening Remarks & Welcome from Conference Chair		
8:45 - 9:30 a.m.	Keynote: McCormick Brings Passion to Flavor: Growth, Excellence, and the Global Supply Chain Alan D. Wilson , <i>Chief Executive Officer and President, McCormick & Co., Inc.</i>		
9:30 - 10:30 a.m.	Session A	Session B	
Please choose one session to attend	Customer and Supplier Collaboration for an Effective Supply Chain Don Esses , <i>Vice President, Supply Chain Operations, QCT Division, Qualcomm</i>	Building a Global Supply Chain Organization Lalit Wadhwa , <i>Vice President, Global Supply Chain Operations, Avnet, Inc.</i>	
10:30 - 11:00 a.m.	Networking Break with Tabletops in Foyer		
11:00 a.m. - Noon	Session C	Session D	Session E
Please choose one session to attend	How Electronic Kanban and Our Collaborative Supply Portal Enabled Our Supply Chain Initiative Mike Smith , <i>Materials Manager, Trane Residential</i>	Does PBL Provide Transparency For DoD Program Support Managers? David Korn , <i>Industry Principal, SAP Public Services, Inc.</i>	Risk, Quality, and Anti-Counterfeiting: Protecting the Supply Chain Dr. Sharon Flank , <i>Founder, InfraTrac</i>
Noon - 1:00 p.m.	Networking Lunch		
1:00 - 2:00 p.m.	Pundits and Influencers Panel <i>Moderated by Robert Ferrari, Executive Editor, Supply Chain Matters Blog; Managing Director, The Ferrari Consulting and Research Group</i>		
2:00 - 2:45 p.m.	Closing Keynote: Resilience: The Next Competitive Advantage – Successfully Dealing With Risk, Incorporating Sustainability, and Profitably Managing With Variability For 21st Century Supply Chains Peter W. Murray , <i>CIRM, Global Supply Chain Development & Innovation Leader, El DuPont & Nemours Company</i>		
2:45 - 3:15 p.m.	Closing Address Nick Little , <i>Conference Chair</i> Prize Drawing Ceremony		

Supply Chain World North America 2011 Agenda

Tuesday, 24 May 2011

Noon – 7:00 p.m. Registration Open**ROOM: PROMENADE, LOBBY LEVEL****1:00 – 4:00 p.m. Concurrent Sessions (optional)****Session A – Aerospace & Defense Special Industry Group****ROOM: HOPKINS, LOWER LEVEL**

Facilitated by: **Joseph Burak**, Supply Chain Manager, Boeing; **Bob Daniell**, Program Analyst, Senior Expert (Technical), CACI Technologies, Inc; **Steve Georgevitch**, Senior Project Manager, Analysis, Integration & Logistics, Boeing; **John Sells**, Senior Manager, Logistics & Sustainment, Lockheed Martin

One of the original and most productive of the SCC Special Interest Groups (SIGs), the A&D membership will facilitate table discussions to gather input and interest in reengaging the A&D SIG to gauge needs for this industry in the supply chain area, and specifically to possible further project development. If the group agrees, leadership and participants will be selected for future engagements. The agenda will include:

- Meeting Objectives
- About Supply Chain Council
- Current Initiatives Going on in DoD Leveraging SCC/SCOR
- Areas of Opportunity for Collaboration
- Tabletop Discussion

Session B – Introduction to the Supply Chain Talent Academic Initiative**ROOM: CALHOUN, CABANA LEVEL**

Facilitated by: **Michael Hadley**, Sr. Manager Materials Management, Boeing; **Nick Little**, Assistant Director, Executive Development, Eli Broad Graduate School of Management, Michigan State University

As the global economy picks up pace, the demand for talent intensifies. Following a brief introduction to the Supply Chain Talent Academic Initiative (SCTAI), this session will provide an example of how one university, in collaboration with a major U.S. retailer, has prepared its students for appreciation and understanding of the global supply chain and its complexities. The session will continue with a review of SCAI research and work to establish supply chain management as a career of choice at high school. It will conclude with discussion of opportunities to help shape the future of global supply chain management talent development.

Session C – Introduction to a Special Interest Group on “Product Life Cycle Management’s Link to Supply Chain Management Planning”**ROOM: CARROLL, LOBBY LEVEL**

Open Discussion led by: **Albrecht Ricken**, Senior Director, SAP AG; **Dan Swartwood**, VP Process & Technology, Satellite Logistics Group

The goal of innovation and product life cycle management is creating sustainable customer value, resulting in market adoption of new products and profitable growth. Depending on their level of disruption, new products define new supply chains or require changes to existing ones. This session presents a SCOR-like reference model for innovation and product lifecycle management as a starting point. Join an interactive discussion around this topic and the body of work developed by SCC members.

**6:00 – 7:30 p.m. Welcome and Networking Reception
Meet the Speakers & Sponsors****ROOM: INTERNATIONAL D/E, LOBBY LEVEL**

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Wednesday, 25 May 2011

7:30 a.m. Registration Open**ROOM: PROMENADE****7:30 – 8:30 a.m. Continental Breakfast & Tabletops****ROOM: INTERNATIONAL D/E**

7:30 – 8:30 a.m.

Optional Session: Introduction to the Supply Chain Operations Reference (SCOR®) modelROOM: **CARROLL****Dan Swartwood**, VP Process & Technology, Satellite Logistics Group**Designed for new members and anyone not familiar with the model**

The basics of understanding SCOR elements and SCOR language will be introduced for those not familiar with the fundamentals of SCOR and the Supply Chain Council.

8:30 – 9:00 a.m.

Opening Remarks & WelcomeROOM: **INTERNATIONAL A/B****Nick Little**, Conference Chair, Assistant Director, Executive Development, Eli Broad Graduate School of Management, Michigan State University

9:00 – 10:00 a.m.

Keynote Address**Competing on Supply Chain Analytics: How Fact-Based Decisions and Business Intelligence Drive Performance****Thomas H. Davenport**, Business-Strategy Analyst, President's Distinguished Professor of Information Technology and Management Babson College

In this session, Mr. Davenport will discuss both his research on how companies compete on the basis of their analytical capabilities, and how this movement has transformed supply chains in organizations. He will present a model for how organizations compete with analytics, and data that suggests a correlation between analytical orientation and better financial performance. He will also discuss what these trends mean for companies' supply chains and their use of the Supply Chain Operations Reference (SCOR®) model. He will provide numerous examples of successful analytical competitors and a number of the analytical supply chain initiatives they have adopted.

10:00 – 10:30 a.m. **Networking Break with Tabletops**ROOM: **INTERNATIONAL D/E**

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Owing to globalization, faster times to market, the rising cost of energy and ever increasing customer awareness - organizations are forced to transition from traditional supply chain networks in favor of more demand-driven models that quickly react and adapt to the less predictable market conditions. Innovators thus enable trade partners to seamlessly collaborate, continually share knowledge, identify and swiftly seize emerging opportunities.

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10:30 – 11:30 a.m. Please choose one session to attend**Session A – Aligning Global Supply Chain Operations In “The New Normal”**ROOM: **CARROLL****Dave Malenfant**, Vice President, Global Supply Chain, Alcon Laboratories USA

Following several years of economic and industry uncertainty, pundits around the world are calling this the “New Normal.” Dave Malenfant will draw on his past and current experience working with organizations around the world to summarize key supply chain opportunities and challenges, and provide ideas to enable you to capture immediate and long-term benefits.

- What are the key supply chain challenges and opportunities in the “New Normal”?
- Is there a framework for understanding all of these seemingly unrelated topics?
- How has Alcon Laboratories defined its supply chain objectives and initiatives to address the challenges of the “New Normal”?
- What are some examples of Alcon supply chain initiatives and how can you learn from them?
- What can you bring back to your company to begin improving operations NOW?

Putting it all together—how to decisively respond, capture benefits, and improve the bottom line in the “New Normal.”

Session B – Driving Social and Environmental Values in Supply Chain to Deliver Business ValueROOM: **INTERNATIONAL C****Don Weintritt**, Global Director, Next Generation Business Processes and Technologies, Dow Chemical Company

As one of the world’s largest chemical companies, Dow Chemical operates an extensive, integrated supply chain that spans every geographic region of the globe. This presentation describes how Dow is harnessing the “human element” to strategically source materials and logistics services, design supply chain networks, and collaborate with government, industry, and NGOs to improve Dow’s energy and environmental footprint. At the same time, costs and chemical transportation risks are reduced and profitability and reliability are improved. A series of case studies is included to provide greater insight into the details of Dow’s sustainability goals, standards, metrics, and accomplishments. The case studies also demonstrate how a global company, like Dow, can drive sustainability into the fabric of everyday operations and implement a global strategy. Dow has achieved recognition for its sustainability efforts, including being named to the Dow Jones Sustainability Index.

11:30 a.m. – 12:30 p.m. Please choose one session to attend**Session C – Mercury Marine’s Global SIOP Journey**ROOM: **CARROLL****Barbara Bossenbroek**, Director - Supply Chain Process Performance, Mercury Marine

In 2008, Mercury Marine’s SIOP (Sales, Inventory & Operations Planning) process had recently gone through a business transformation in the U.S. Outboard division which resulted in significant forecast accuracy improvement as well as improvements in fill rate and inventory turns. Operations outside of the U.S. and across other product lines were experiencing weaker results. A Global Supply Chain Assessment was conducted to develop a roadmap encompassing people, process, and technology to drive SIOP process improvements and alignment across all global regions and product lines.

The roadmap set the vision for establishing regional accountability for Demand Planning with clearly outlined roles and responsibilities. Process education including a common SIOP language was conducted across all regions of the world. A global calendar of events links all product lines and regions today. The final section of the roadmap, technology enhancements, is now underway to further mature process capabilities. The SIOP process has significant impact on business results and global alignment is critical to maximize its effectiveness.

Session D – Journey From a One-Size-Fits-All Model to a Dual Supply Chain DesignROOM: **PRATT****Jonathan Quick**, Senior Global Supply Chain Strategist, Lenovo Group Limited

Lenovo’s transition to a dual supply chain model has been reviewed by AMR Research and business writers at the Economist.

Learn about one fast-growing PC company’s strategic response to a sudden shift in demand from corporate markets to consumer retail markets in the midst of a deep recession. Focus will be on methodologies Lenovo applied to enable a transition from a one-size-fits-all supply chain model to a customer focused dual supply chain design.

Specific topics to be covered include strategic planning, opportunity development, business process design, defect analysis, business case definition, and implementation. A high-level description of Lenovo’s dual supply chain model will be provided.

11:30 a.m. – 12:30 p.m. (continued)

Session E – Risk Assessment & Mitigation with Focus on Anti-Counterfeiting

ROOM: **INTERNATIONAL C**

Dr. John Spink, Associate Director & Assistant Professor, Anti-Counterfeiting and Product Protection Program, School of Criminal Justice, Michigan State University

Consumer product fraud and product counterfeiting is growing in awareness and threat. The risks can attack a company and supply chain from all angles: from melamine additive in pet food that kills pets to circuit breakers that catch fire to clear trademark intellectual property violations in the marketplace. While supply chains become longer and faster the benefits to commerce increase, and so do the fraud opportunities.

This presentation addresses the core fraud opportunity and addresses both risk assessment and mitigation strategies. The focus is on not only intervention and response, but a proactive focus on prevention. There are a near infinite number of fraudsters and types of fraud, so the most efficient strategic action is to reduce the fraud opportunity in the first place.

12:30 – 2:00 p.m. **Networking Lunch** ROOM: **INTERNATIONAL D/E**

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2:00 – 3:00 p.m. **Please choose one session to attend**

Session F – Achieving Supply Chain Transformation at IBM & Implications from its CSCO Survey

ROOM: **CARROLL**

Dan Carrell, Vice President Global Manufacturing and Solutions, Integrated Supply Chain, IBM

With its recent Chief Supply Chain Officer study, “The Smarter Supply Chain of the Future,” IBM reconfirmed that supply chains are evolving rapidly to accommodate new imperatives including emerging markets, sustainability, and heightened risks. Savvy supply chain leaders understand the need to drive change smartly and effectively:

- Emerging markets require leaders to drive change globally
- Sustainability adds a fourth dimension to an already complex change equation
- Risk is real and risk management is critical

As a globally integrated enterprise with a complex supply chain, IBM understands that integration is the key to future growth and success. With this charge, IBM embarked on a global transformation seeking to become an exemplar in global integration, developing innovative solutions, and delivering exceptional value to its clients by leveraging its supply chain capabilities today and in the future.

This session will explore IBM’s global supply chain transformation and lessons learned.

Wednesday, 25 May

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A.T. Kearney’s supply chain experts help clients develop strategies that will improve supply chain performance and differentiate themselves from competitors. Significant technology improvements made available in recent years augment the opportunities for improvements in streamlining supply chains.

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In addition, A.T. Kearney helps clients achieve results through a revitalization of their procurement, sourcing and supplier relationship processes. As the leader in Supply chain consulting over the past several decades, A.T. Kearney stays in the forefront of strategies that drive value-creating activities from strategy through to implementation.

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Session G – Transformation Across the Value Chain

ROOM: PRATT

Ann Deardorff, Senior Director of Supply Chain Strategy & Business Transformation, Motorola Mobility

To succeed in dynamic and innovative industries, companies must be highly adaptable. As a result, Motorola Mobile Devices had made the decision to focus its portfolio on the growing smart phone market. As Motorola Mobile Devices adjusted its corporate strategy, it became critical to transform and re-align its supply chain strategies.

Ms. Deardorff will share how Motorola Mobile Devices successfully leveraged end to end collaboration to transform their respective value chain. The company has been able to engage customers, increase visibility and reduce inventory. Motorola Mobility continues to pursue world-class supply chain performance for their respective customers and shareholders.

Session H – Current and Future State of Corporate Supply Chain Risk Management

ROOM: INTERNATIONAL C

Bruce Arntzen, Director of the Global SCALE Risk Initiative, MIT; **John Brown**, Director Risk Management, Supply Chain, The Coca-Cola Company; Chairperson of the Supply Chain Risk Leadership Council

We've been talking about supply chain risk management for 10 years now. So where are we with it? This presentation will take stock of supply chain risks and risk management as it has evolved in major corporations and different countries globally. The presentation is based on both a major global survey of supply chain risk management by MIT and the ongoing work of the Supply Chain Risk Leadership Council. We will examine:

- Supply chain risks - the impact of supply chain complexity, perceived risk frequencies, and priorities by region
- Supply chain risk management attitudes, management practices, and adoption rates by region
- Supply chain risk management development as a corporate function - organizational status, challenges, supply chain risk management process
- Supply chain risk management governing infrastructure including bodies involved, their role, regulations, certification requirements, and best practices
- Future directions including communication with the board, visualization techniques, evolution of the supply chain risk management function, rationalization of governing infrastructure, development of standards, and metrics

3:00 – 4:00 p.m.

Session I – Incorporating Supplier Know-How into New Product Development

ROOM: CARROLL

Ed Jackson, Commodity Leader, Hydraulics, The Manitowoc Company's North American Crane Division

Manitowoc Cranes' future sales growth depends on a steady pipeline of new products. The company focuses its finite engineering resources on crane design and lifting applications. They rely on their global supply base to add new capabilities and efficiencies to the cranes' electrical, hydraulic, and mechanical operating systems.

A process within the purchasing group has been documented to provide global and regional supply chain partners with early involvement in new product development. Internally, this is referred to as the Integrated Supplier Management Process (ISMP), a cross-functional team approach to supplier management. The process has three key elements: selecting the best supplier; communicating our requirements; and verifying that the supplier is capable of meeting our requirements in production.

This process has been used successfully on full-blown development projects and with targeted product improvement projects. Their supply base has reacted favorably to the structured approach to presenting new and innovative concepts for their design.

3:00 – 4:00 p.m. (continued)

Session J – SCOR Unlocks the Supply Chain Answers for Performance Based Logistics Projects

ROOM: **PRATT**

Mr. Charles Ketchum, STARLite LSE Lead, Northrop Grumman Electronic Systems Sector

As a result of recent DoD guidance and regulations, Performance Based Logistics (PBL) has become the 'timely and necessary' acquisition approach for acquisition for the DoD for over a decade, as it strives to achieve increased system readiness within the constraints of ever-tightening budgets and resources. PBL aims directly at meeting performance targets and desired outcome(s) for a system or product. But how do we systematically analyze sustainment strategies? How do we select the strategic performance metrics? How do we identify and manage risk to our programs? How do we set rational performance target values?

The presentation will include how the power of the SCOR model was used to evaluate the PBL requirements on a major OEM's radar weapon system. See how the results of the model helped identify numerous supply chain issues and shape best value answers prior to the physical implementation of the sustainment supply chain. How SCOR brings enriched analytics to the Business Case Analysis work will be shown and then it will tie everything back to the corresponding metrics to ensure data-driven accountability to measure the health and well-being of the supply chain.

Session K – Moving the Needle and Making it Stick: Driving Financial & Operational Improvement in Your Supply Chain

ROOM: **INTERNATIONAL C**

Anthony (Tony) Aming, Business Process Instrumentation and Supplier eProcurement Manager, Enterprise Applications, Baker Hughes International; **Dave Brooks**, Senior Director of Strategic Business Solutions, Software AG

How well does your company perform against its competition on critical KPIs like cash-to-cash cycle time, gross margin, inventory turns, and SG&A? Do you have real-time visibility into the metrics that matter? Armed with process intelligence, you will know what actions to take... and when. The first part of this session will provide a practical model that identifies the supply chain KPIs that deliver real-time visibility and control across your operations, and allow your company to improve and monitor its supply chain processes, delivering more value to your customers and trading partners. Several case studies and a SCOR-based metric dashboard will be featured.

The second part of the session will introduce you to the real-time analytics that are improving Baker Hughes' procure-to-pay and invoice-to-cash processes. The strategies and best practices Baker uses to leverage business activity monitoring and drive value to the business will be covered.

4:00 – 5:00 p.m. Meeting the Challenges of 21st Century Supply Chain Management – Executive Panel Discussion

ROOM: **INTERNATIONAL A/B**

Dave Malenfant, Global Supply Chain, Alcon Laboratories USA; **Don Weintritt**, Next Generation Business Processes and Technologies, Dow Chemical Company; **Lalit Wadhwa**, Global Supply Chain Operations, Avnet, Inc.
Facilitated by Nick Little, Conference Chair

5:00 – 5:30 p.m. Supply Chain Excellence Awards Presentations

ROOM: **INTERNATIONAL A/B**

5:30 – 7:00 p.m. Networking Reception

ROOM: **INTERNATIONAL D/E**

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Thursday, 26 May 2011

7:30 - 8:15 a.m. Registration

ROOM: **PROMENADE**

Breakfast

ROOM: **INTERNATIONAL D/E**

Global Supply Chain Trends: Lessons Learned from the Recession
PRTM's annual Global Supply Chain Trends study follows supply chain trends, and this year's study shows with the "new normal" of demand and supply volatility, companies must have sufficient supply chain flexibility. Attend this breakfast to hear PRTM's analysis and critical steps you can take to increase flexibility and better manage complexity and volatility.

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Wednesday, 25 May – Thursday, 26 May

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Supply Chain Council
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8:30 – 8:45 a.m.

Opening Remarks & Welcome from Conference Chair

ROOM: **INTERNATIONAL A/B**

8:45 – 9:30 a.m.

Keynote Address:

McCormick Brings Passion to Flavor: Growth, Excellence, and the Global Supply Chain

Alan D. Wilson, Chief Executive Officer and President, McCormick & Co., Inc.

It's been said that "you are as good as your supply chain." McCormick & Company has built a leadership position in the flavor industry in large part due to its global supply chain, through which its products are sourced from approximately 40 countries. Committed to a high performance work environment, the company is obsessive about quality at every stage — "From Field to Fork." In this time when the focus on food safety is laser sharp, McCormick's reputation as a food manufacturer you can trust can be tied directly to its comprehensive supply chain practices.

9:30 – 10:30 a.m.

Please choose one session to attend

Session A – Customer and Supplier Collaboration for an Effective Supply Chain

ROOM: **CARROLL**

Don Esses, Vice President, Supply Chain Operations, QCT Division, Qualcomm

With general economic and overall market demand volatility, customer and supplier collaboration is crucial to managing an effective supply chain. This presentation will focus on methodologies and success factors of successful collaboration with both customers and suppliers to optimize supply chain performance.

Session B – Building a Global Supply Chain Organization

ROOM: **INTERNATIONAL C**

Lalit Wadhwa, Vice President, Global Supply Chain Operations, Avnet, Inc.

The platform for a world-class supply chain organization lies within its people, **(continued)**

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the business processes they execute and the enabling technology employed. Using many of the SCOR Roadmap basics, Avnet Velocity has introduced a methodology that incorporates the key building blocks of Business Process Reengineering, Metrics & Benchmarking, and Best Practices to create a definitive approach to moving from a current-state of performance to the desired future-state. Used internally as well as with external customers, Avnet is consistently leveraging the capabilities of its global supply chain organization to meet the demanding customer service criteria within some of the most complex supply chains of the world's leading high-tech and electronics companies. Mr. Wadhwa will share case study examples from global companies to illustrate this methodology and demonstrate the success achieved to date.

10:30 – 11:00 a.m. Networking Break with Tabletops in Foyer

ROOM: INTERNATIONAL D/E

11:00 a.m. – Noon Please choose one session to attend

Session C – How Electronic Kanban and Our Collaborative Supply Portal Enabled Our Supply Chain Initiative

ROOM: CARROLL

Mike Smith, Materials Manager, Trane Residential

The speaker will discuss how his electronic kanban and collaborative supply portal has enabled its overall lean supply chain initiative. The effort encompasses many of the elements of its lean effort including alignment with strategic goals, focused continuous improvement projects, establishment and management with KPI's, development of internal talent, customer focused goals, and use of technology. The Tyler, Texas, manufacturing plant has been in operation for over 54 years largely as a push production model and is the largest HVAC facility within the residential solutions area. Examples will be shown of the results and lessons learned that Trane Tyler has experienced in terms of improved supplier performance, reduced inventory, increased productivity, and delivery performance as they continue on their lean journey with the supply base. The plant manufactures central air conditioning products including cooling equipment and heat pumps. The facility includes approximately one million square feet of manufacturing space and produces about 800K units annually. The facility employs over 1,800 hourly and salary employees.

Thursday, 26 May

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Where's my stuff?

The Pros Know

Join us on Wednesday, May 25th from 3:00–4:00 pm, to hear 2011 Pro to Know* Anthony Aming of Baker Hughes and Dave Brooks of Software AG, speak on:

“Moving the Needle and Making it Stick: Driving Financial & Operational Improvement in Your Supply Chain.”

*Supply & Demand Chain Executive Magazine, Feb/Mar 2011



A simple question, yet so hard to answer. Understandable when the stuff is halfway 'round the world, but it's often hard to answer even in your own warehouse. Having a process you can rely on allows you to plan in ways that can save time, increase margins and give your entire operation a competitive edge. That's where Software AG's Process Intelligence Solution comes in. When you "know where" (when, how and most of all why) you'll never be nowhere again.

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11:00 a.m. – Noon (continued)

Session D – Does PBL Provide Transparency for DoD Program Support Managers?

ROOM: INTERNATIONAL C

David Korn, Industry Principal, SAP Public Services, Inc.

Transparency is visibility into your business partner's current information and operations, current situational awareness.

Transparency cannot be achieved when program support managers, product support integrators, and product support providers must manually extract data from one data system, exporting it as a spreadsheet/file and then manually inserting the spreadsheet into another data system. By allowing the A&D PBL Service Providers to exchange information using existing government interfaces, the complete sustainment supply chain can be linked. The PSMs and A&D PBL Service Providers can now have the same type of transparency that the A&D PBL Service Providers have with their internal supply chains.

The government's supply chain and the A&D PBL Service Provider's supply chain would be visible to each organization and complete supply transparency can be achieved. This will allow government PSMs to be able to integrate PBL sustainment contract performance and planning information into their PBES process. This will allow the government and the A&D PBL Service Provider to jointly share responsibility and execution for inventory control point (ICP) operations as well as maintenance management operations.

Session E – Risk, Quality, and Anti-Counterfeiting: Protecting the Supply Chain

ROOM: PRATT

Dr. Sharon Flank, Founder, InfraTrac

What if you knew, and could measure, instantly, anywhere in your supply chain, precisely what went into your product? What if you had continuing visibility into issues of contaminated and non-conforming raw materials? What if your existing QC could be leveraged as a predictor, monitor, and brand protection system? Quality approaches focus on limiting cost and reducing waste by improving processes. These principles are not limited to the pharmaceutical industry; lean manufacturing and Six Sigma are now ubiquitous. Catching flaws as early as possible, preferably in the design stage, makes them inexpensive to fix. The simplest recitation of this rule is, perhaps, measure twice, cut once.

This session illustrates how manufacturers who adopt QbD gain better control of the supply and advance in competitiveness and quality, not only over their competitors, but over counterfeiters as well.

Noon – 1:00 p.m. Networking Lunch

ROOM: INTERNATIONAL D/E

1:00 – 2:00 p.m. Pundits and Influencers Panel

ROOM: INTERNATIONAL A/B

What's The Future Of Supply Chain Management and What Do Companies Need to Do?

Analyst panel discussion featuring:

Simon Ellis, Practice Director, Supply Chain Strategies, IDC Manufacturing Insights**Julie Fraser**, Principal Industry Analyst and President, Cambashi, Inc.**Brad Householder**, Director, Supply Chain Management Practice, PRTM**Noha Tohamy**, Vice President, Supply Chain Research, AMR Research/GartnerModerated by **Robert Ferrari**, Executive Editor, Supply Chain Matters Blog
Managing Director, The Ferrari Consulting and Research Group

2:00 – 2:45 p.m.

Closing Keynote:
Resilience: The Next Competitive Advantage – Successfully Dealing With Risk, Incorporating Sustainability, and Profitably Managing With Variability For 21st Century Supply Chains

ROOM: INTERNATIONAL A/B

Peter W. Murray, CIRM, Global Supply Chain Development & Innovation Leader, El DuPont & Nemours Company

A view of the future of supply chain performance that incorporates and builds on the concept of “Resilience” first introduced by Dr. Yosi Sheffi of MIT in his 2005 book *The Resilient Enterprise*, MIT Press, will be shared. This presentation incorporates basic concepts from materials science and psychology, building them into supply chain management practices. Also integrating sustainability into the mix, this creates a powerful combination of competitive advantages in the face of today’s and the future’s dynamic, new reality of risk and reward. Productivity, innovation, creating, and sustaining a strong reputation as a partner of choice for suppliers and customers, all lead to greater employee satisfaction, engagement, and profitable growth.

Mr. Murray will share his real-world experience building the capability within DuPont including traditional businesses and future ventures such as biofuels and bio-based materials. This session will build on fundamental knowledge available from APICS and the Supply Chain Council and show how it is applied in innovative ways.

2:45 – 3:15 p.m.

Closing Address

Nick Little, Conference Chair

Prize Drawing Ceremony

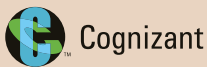
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