

## NEW ENGLAND SUPPLY CHAIN CONFERENCE MONDAY OCTOBER 4, 2010

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& Joanne Brennan

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### LOCATION

[Best Western Royal Plaza Hotel](#)  
and Trade Center  
181 Boston Post Road West  
Marlborough, MA 01752

## SUCCESS THROUGH KNOWLEDGE, SKILL DEVELOPMENT AND INDUSTRY BEST PRACTICES

Welcome to the 2010 New England Supply Chain Conference! The sponsoring organizations, conference supporters and exhibitors welcome you, thank you for supporting our program again this year, and want you to know how we strive to ensure that your time is well spent at the Conference. Your participation makes this the premier supply management event of the year in all of New England. We hope you will enjoy and benefit from the leading edge workshops, exhibitors and keynote speakers; as well as from the extraordinary networking opportunities, where we hope you will share challenges and successes with your colleagues.

-The 2010 New England Supply Chain  
Conference Steering Committee  
[www.nescon.org](http://www.nescon.org)

**A collaborative effort sponsored by the leading supply chain  
management organizations in all of New England**

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### CONFERENCE SUPPORTERS

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### 6 EDUCATIONAL TRACKS:

- Global Sourcing – Offshoring and Nearshoring (Track A)
- Materials Management (Track B)
- Demand Planning and S&OP (Track C)
- Global Logistics (Track D)
- Supply Chain Leadership & Professional Dvpt (Track E)
- Supplier Showcase (Track T)

**APICS** The Association for  
Operations Management

North Shore Chapter  
&  
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New England  
ROUNDTABLE

**CSCMP** Council of Supply  
Management Profes

**ISM**  
Institute for  
supply management

Northeast Supply  
Management Group

# NEW ENGLAND SUPPLY CHAIN CONFERENCE AND EXHIBITION

## Sunday, October 3, 2010

4:00 PM - 7:00 PM REGISTRATION

7:00 PM - 9:00 PM CONFERENCE RECEPTION (Cash Bar)

## Monday, October 4, 2010

7:30 AM - 8:15 AM CONFERENCE REGISTRATION with Continental Breakfast

8:00 AM – 5:00 PM EXHIBIT HALL OPEN

### 8:15 AM - 9:45 AM BREAKFAST & KEYNOTE ADDRESS



**Jeffrey B. Carr, President & Economist, EPR**

#### **Economic Outlook - A New England Perspective (special segment on the adverse effects of the recession, and the forecast for recovery)**

Jeffrey Carr's regional economic forecast has been a highlighted keynote for logistics and supply chain conferences for over a decade. Be prepared for current – you probably won't have read it in the Wall Street Journal yet -- data and prognostications based upon Jeff's insight and intimate knowledge of how regional industries, institutions and governments respond to and interact with global socio-economic conditions. Bring your questions about how your industry, region or supply chains are being affected by the recession, cost of energy, employment information, mortgage rate info/forecasts, or real estate values.

9:45 PM – 10:00 AM **BREAK: EXHIBIT HALL**

### 10:00 - 11:15 AM EDUCATIONAL SESSIONS

**A-1**

(Global Sourcing –  
Offshoring and  
Nearshoring)

**Michael S. Chester, CPIM, CIRM, President, International Manufacturing Consultants**

#### **China Sourcing 2010 – The China Connection = Setting Up Mfg & Supply Chains**

Whether as contract manufacturers, joint venture partners, or wholly owned operating companies, Chinese enterprises are increasingly becoming key, integral standard components of Corporate America's supply chains.

Mr. Chester will show how an understanding of Chinese culture and business practices leads to a more successful relationship with Chinese enterprises. The options for and processes of setting up manufacturing and supply chains will be explained. Pointers, risk factors, and safeguards at all stages from identifying potential partners through negotiating and closing deals and ensuring profitable operations will be given. Real examples from Mr. Chester's 20 years' experience helping companies set up operations in China will be given. Mr. Chester will also discuss how the recent economic downturn (and now the upturn) has affected the trend to outsource in China.

**B-1**  
(Materials  
Management)

**Bob Engel, C.P.M., National Director of Supply Chain Services (Resources Global Professionals)**

**Top Ten Best Supply Chain Management Practices**

One positive aspect of our current economic climate is that companies are now realizing the importance of their supply chain management function. Company leadership recognizes supply chain professionals achieve cost savings for their company and also drive improvement in company performance, effectiveness, and efficiency.

Many companies and supply chain organizations have begun taking steps to move towards implementing philosophies, methods, and processes that are considered “world class or best practice”. Supply Chain Management organizational leaders are now challenged with taking the reins to lead their function to new levels of achievement. This presentation identifies ten best practices for building a best in class supply chain organization. Attend this session, and bring these practices to work the next day, to ensure your supply chain contributions are cutting edge.

**C-1**  
(Demand Planning  
and S&OP)

**Bruce Murphy, CPIM, Director, Demand Planning & Purchasing, North America, GN Netcom**

**Supply Planning During Times of Economic Turbulence = Is Forecasting/Planning Futile in this Environment?**

The recession has made a significant impact on the practice of material planning. In February, Mr. Murphy led a session with fellow practitioners to discuss this. This session is a 2<sup>nd</sup> look at this topic.

This session will deal with the following questions:

- How has the recession impacted the efficacy of our demand planning tools?
- How has the recession affected customer behavior?
- How has the recession affected supplier behavior?
- What are the implications for the way we do demand planning?
- What changes to inventory planning are needed?
- What changes to your procurement practices are needed?
- How has the relationship between finance and planning changed?
- What does this mean for the relationship between planning and sales?

Mr. Murphy will share his observations and thoughts regarding this topic, and will discuss the lessons learned, as he and his colleagues developed and implemented approaches to deal with one of the most significant events in our professional lives.

**D-1**  
(Global Logistics)

**Mike Marlowe, Vice President of Customer Solutions, Kane Is Able, Inc.**

**Logistics 101 - What is the Logistics Industry Doing to Support Sustainability & How You Can Help**

It's all about being green these days. The largest and most prestigious companies in the world are leading the charge to make sustainability a core value in what they do, the products they make, the products they sell, and how those products get to market. The supply chain is the most visible impact area when it comes to sustainability, and these companies are creating the need for all companies involved in the supply chain, to be as green as possible in how they do it. It is the new cost of entry to do business with many companies, and if you're not ahead of your customers in this area, they may soon be the competition's customers.

Learn what the latest trends are in sustainability, from the Industry leading CPG (Consumer Packaged Goods) companies, as well as what the logistics industry is doing to answer their call to action.

**E-1**  
(Supply Chain  
Leadership &  
Professional  
Development)

**Gary A. Smith, CPIM, CSCP, Dir. of Supply Chain Operations, New York City Housing Authority**  
**No Excuses Supply Chain Leadership: Removing Barriers, Improving Operations, & Saving \$\$\$!**

The New York City Housing Authority (NYCHA) is the largest public housing authority in the United States. It is New York City's largest property owner, representing 8.3% of the City's rental units and is home to 5% of the City's residents. NYCHA's Supply Chain Operations (SCO) is responsible for sourcing, purchasing, warehousing and delivering material used to maintain and repair the Authority's 179,000 apartments in 340 developments. This presentation will discuss how to lead a "No Excuses" Supply Chain Management philosophy, by removing barriers between internal and external entities, and adopting practices that will save time and money, as well as contributing to a Sustainability Plan. In this session, you will learn how your leadership of a "No Excuses" Supply Chain management strategy can benefit you and your supply chain department.

**T-1**  
(Supplier  
Showcase)

**Michael Martin, CIMS I.C.E., Director of Sales, Swish USA, (of Swish Maintenance USA)**  
**Procurement of Janitorial Products and Services, Saving YOU Money (and Being Green!!)**

Can you "GREEN" your workplace environment without adding "RED" to your bottom line? In short, the answer is an emphatic "YES"!

Michael Martin, CIMS I.C.E of Swish Maintenance USA, Ltd, will provide compelling data that describes how the development and implementation of a comprehensive Sustainability Program will not only save you money, but improve the overall productivity -- not just of your cleaning staff -- but potentially of your entire workforce.

**11:30 AM -1:15 PM KEYNOTE ADDRESS & LUNCHEON**



**Nagaraj Srinivasan, Vice President – Supply Chain, Oracle**

**From Recession to Recovery: Transforming the Supply Chain for Success & Mkt Leadership**

As companies begin repositioning for full recovery from the recent economic downturn, leading companies are beginning to examine their strategies for success. What are some of challenges and key imperatives for companies to differentiate themselves from the competition to win in today's climate? How can companies prepare for the future? This keynote will discuss key strategies, capabilities, best practices and solutions to transform their supply chains and enterprise performance with technology.

- Building demand and responding rapidly in an increasingly complex global supply chain
- Orchestrating perfect order fulfillment for complex products
- Strategic sourcing and supply management for margin expansion
- Optimizing material and production resources globally
- Reducing logistics & inventory cost while improving on-time delivery
- Leveraging On-premise vs. On-demand supply chain capabilities

**12:30 – 4:00 PM EXHIBIT HALL: Desserts & Snacks**

**1:30 PM - 2:45 PM EDUCATIONAL SESSIONS**

**A-2**  
(Global Sourcing –  
Offshoring and  
Nearshoring)

**Savo Djukic, Owner/Director at Oblo LLC, London, United Kingdom**  
**Sourcing in Eastern Europe**

- A brief description of the area, infrastructure status, etc
- A comparison of countries within Eastern Europe, and what each one specializes in (and which ones to avoid!)
- What are Eastern Europe's niche' commodities: including, but not limited to: Software, IT, Raw Materials, Cars, Apparel, Food, Pharma, Plastics, Wood, Metal, etc.
- Some of the pros & cons, and tips & tricks of sourcing in that area,
- A comparison of Eastern Europe, with India/China/South America, etc,
- An approximate range of labor costs in the area, as well as legal costs, office costs, etc.

- The latest trends (is outsourcing growing at a fast rate in this area, or slowing?)
- What big companies are already sourcing over there?
- What is the forecast for future outsourcing in this region?

**B-2**  
(Materials  
Management)

**Richard G. Weissman, C.P.M., Director of The Center for Leadership, Endicott College**

**Negotiations Skills Workshop**

Negotiation is an activity that all managers engage in to some degree. The objective of this workshop is to recognize and focus on the elements and process of negotiation, highlight various successful negotiation styles and approaches, and understand the long-term benefits of negotiation. This perspective will provide practical insight into responding to a variety of situations that require some level of negotiation.

This session will also provide conceptual frameworks, tools, techniques, and practical approaches to understand and utilize the different elements and styles of negotiation. Attendees will be exposed to techniques necessary to:

- Plan,
- Organize, and
- Execute successful negotiations.

**C-2**  
(Demand Planning  
and S&OP)

**Robert A. Stahl, CPIM, President, R.A. Stahl Company**

**Myths, Misunderstandings and Misinformation about S&OP**

S&OP has been around for quite some time, but there remain many myths, misunderstandings, and misinformation about its proper use. Unaddressed, these myths get in the way of successful implementation – they become “deal breakers.”

This presentation will present and discuss the myths about S&OP, explaining reality with regard to each. Bob will draw on his experience working with clients that have overcome these myths, and have successfully implemented S&OP. The result is clearing the path to getting started in earnest.

**D-2**  
(Global Logistics)

**Gil Williams, President, Williams & Associates, Inc.**

**Intermediate Logistics - Best Practices - Understanding Freight Loss & Damage Claims = How to Get Them Filed & Paid**

Learn how to protect your inventory in transit; and should loss or damage occur, know what to do, using BEST practices. As you know, logistic companies are not in business to pay freight claims and will challenge any request for payment. Best practices will be shared to insure payment, even when claims are at first denied. This will cover the step-by-step process required, for filing and collecting loss/damage claims, to insure that your loss is covered (and you can collect), avoiding costly inventory write-offs. We will look at the claims, as viewed by a shipper, carrier, and consultant.

**Jamie Crump, Director of Indirect Strategic Sourcing & Supplier Diversity, United Rentals**

**E-2**  
(Supply Chain  
Leadership &  
Professional  
Development)

**Giving Effective Presentations**

Effective communication is critical to your success in business today and how you package your message can be as important as the content itself. Different audiences require different types of presentation materials, and styles of delivery. Those who can give an engaging, energetic presentation stand a better chance of having their message accepted (as in approved, funded, etc.) and remembered.

In this session you will learn how to tailor your message to your audience, how to keep your audience’s attention (even that pesky exec who can’t put their Blackberry down) and points to take your presentation from “ho-hum” to “yes”. We will also provide some tips on what you can do if you would prefer a root canal to speaking in public (dental work not included).

**T-2**  
(Supplier  
Showcase)

**Nagaraj Srinivasan, Vice President – Supply Chain, Oracle**

**Supply Chain – Vision, Strategy, and Future Directions**

This session presents the overall vision, strategy, and direction for Oracle supply chain management. It highlights the key business issues and solutions for companies striving to be successful in today's uncertain business environment and the 21st century. A supply chain luminary discusses challenges for today and how supply chain best practices employed by leading best-in-class companies are helping achieve world-class performance. The presentation also highlights Oracle's key leading solutions and discusses supply chain management best practices required for success in today's complex global business environment.

**2:45 PM - 3:00 PM BREAK: EXHIBIT HALL**

**3:00 PM - 4:15 PM EDUCATIONAL SESSIONS**

**A-3**  
(Global Sourcing –  
Offshoring and  
Nearshoring)

**Frank J. Casale, Founder & CEO of The Outsourcing Institute (OI) AND**

**Tony R. Mataya, Managing Partner, ThinkSolutions, Inc.**

**Sourcing/Nearshoring in Latin America – India & China Are So YESTERDAY!**

The Outsourcing Institute will lead a panel discussion, of industry experts in the field of procurement, and specifically in the area of Outsourcing/Latin America. Here are some of the points of discussion:

- a. A map & description of Latin America, infrastructure status, etc,
- b. Comparisons of countries within Latin America, their specialties, and which ones to avoid!
- c. Some of the pros & cons of sourcing in Latin America,
- d. Some of the tips and tricks to successfully source in Latin America,
- e. A comparison of Latin America, vs India/China/Eastern Europe (we've done the analysis – the results may surprise you!),
- f. Approximate range of labor costs in Latin America,
- g. The trends (is outsourcing growing at a fast rate in Latin America, or slowing?)
- h. What big companies are already outsourcing in Latin America (or are heading over there)?
- i. Summary of Latin America's niche' commodities - Is it Software, Mfging, IT, Fin. Services?
- j. The forecast of future outsourcing in Latin America.
- k. Q&A

**B-3**  
(Materials  
Management)

**Alan G. Dunn, CPIM, President and Chairman of GDI Consulting & Training Company**

**Building a Winning Global Commodity Sourcing Strategy: A Proactive Framework for Linking Suppliers to Customers**

Presentation provides a framework for procurement professionals to build processes for sourcing the right quality supply, at the lowest total cost, with the least amount of risk, from anywhere in the world.

The profession of procuring materials from suppliers has changed dramatically over the last two decades. Gone are the days when the Purchasing organization is measured primarily on its ability to drive down purchase material costs through shrewd and sometimes brutal negotiation tactics.

Today's progressive purchasing organization has transformed into a global sourcing operation that seeks out the best suppliers from around the globe. This new breed of purchasing develops partnerships with suppliers, and takes a PROACTIVE (not reactive) role in matching supplier capabilities with factory requirements, at the lowest TOTAL cost. Driving down purchase prices is now combined with requirements to establish smooth flows of materials into the factory, and a constant questioning of how a supplier relationship can be improved.

Ultimately, satisfying these concerns leads to improvements in gross margins, cash flows and shareholder value. Participants will get a framework for developing a successful Global Commodity Sourcing Strategy. Critical elements of a global sourcing strategy will be addressed in this framework.

Technical, organizational and behavioral impediments to successful and rapid deployment of commodity management techniques will also be addressed so that participants can return to their respective companies and begin development of these techniques immediately.

**C-3**  
(Demand Planning  
and S&OP)

**Mark Chockalingam, MBA, Ph.D., Managing Principal, Demand Planning LLC**  
**Demand Planning for the Service Industries**

The concept of Demand Planning and Inventory Management is well understood in a typical manufacturing environment which has a tangible and identifiable product with a demand history and a well established production process. However, companies in the service industry find it a challenge when faced with demand volatility. Although parts usage can be forecasted, these are very tactical forecasts that may not be accurate when influenced by changes in demand trend or marketing or sales campaigns that promote specific types of services.

We'll discuss the process and challenges of demand planning for the service industry, including service parts planning & MRO spares. You will learn to answer the following questions:

1. What are typical scenarios of demand planning in the service industry: Oil Services, Facilities Management, IT infrastructure management, Repairs and replacement services, Demand for Forms/Catalogs/Print Materials.
2. Why demand planning is important to the service industry?
3. Why tactical short-term usage forecasts can be wrong?
4. Are Bill of Materials relevant in a service industry?
5. How do Marketing and Sales impact demand planning in the Service industry?
6. Are there benefits to more accurate forecasts of service and the parts to be stocked?
7. How should you define a demand planning process for a service oriented business?

**D-3**  
(Global Logistics)

**Peter H. Powell, Sr., CEO, C.H. Powell Co., AND**

**David Katzman, Director of Regulatory Compliance, C.H. Powell Co.**

**Advanced Logistics - New Challenges & Regulations Impacting Your Supply Chain**

This is the annual update from industry leaders regarding the latest activity in Washington, including US Government enforcement trends, and new regulations affecting imports and exports. Learn how to stay compliant, properly prepare, and manage the process proactively, to minimize delays and audits.

- ISF (Import Security Filing),
- "10+2", Ace (Automated Commercial Entry),
- C-TPAT (Customs and Trade Partnerships Against Terrorism),
- Fast Lane Program,
- And other of the latest regulations that directly affect your business!

Tips and suggestions will be made on how to speed your procurement to delivery cycle time in this new environment. This will be on the advanced level of the Logistics track, and should be attended by experienced attendees.

**E-3**  
(Supply Chain  
Leadership &  
Professional  
Development)

**Marilyn Gettinger, C.P.M., Owner/President, New Directions Consulting Group**

**Leadership Excellence in a Supply Chain Management Environment**

The concept of supply chain management has been discussed, written about, and counted on for cost reduction opportunities for the last fifteen to twenty years. However, there are still many senior managers and their operations staff who have never heard of SCM, don't understand it, or consider it only for cost savings. Many organizations have implemented a link or links of the supply chain, without considering the entire "cradle-to-grave" or "cradle-to-cradle" impact and focus. Others have attempted to implement supply chain without organization-wide supply chain awareness and without dealing with an embedded silo mentality.

- What is supply chain management?
- Where does supply management fit into supply chain management?
- Why supply leaders/professionals are important to the successful implementation of supply chain management?
- Why supply should be part of the leadership of the supply chain transformation?

Excellence in supply chain leadership requires a road map:

1. A clear definition of supply chain management today
2. The supply chain management hierarchy of evolution
3. The cost savings, revenue generation, and profit growth opportunities available through successful supply chain leadership
4. Understanding the organization pre-supply chain
5. Silo busting
6. Organization core competencies, critical success factors, and business model
7. Types of supply chains
8. Alignment, agility, and adaptability
9. Ten success factors
10. Supply management's role in driving excellence

**T-3 Matthew Turner, Vice President, Accellos**

(Supplier Showcase)

**Defining Value in the Warehouse**

In a business where inventory turns are key and margins are thin, executives in the distribution industry must be able to effectively evaluate return on investment, when evaluating warehousing & ERP/financial management applications. We'll help you understand the drivers for return on investment in your warehouse, functional areas where improvements directly drive returns, and how to calculate whether improving or replacing your warehousing or ERP is critical to your organization.

**4:30 PM – 4:45 PM RAFFLE / DRAWING IN EXHIBITOR HALL**

**Get your Raffle Card stamped in the Exhibit Hall! Don't miss this opportunity to win great prizes, including an overnight stay for two at the Best Western Royal Plaza Hotel and a free APICS CPIM class!**

**5:00 pm CONFERENCE & EXHIBIT HALL CLOSE**

Be sure to take credit for the Continuing Education Hours (CEH's) you've earned for both APICS and ISM Certifications by attending this conference!

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**REGISTRATION OPTIONS:**

For those of you reading this on-line, and would like to register, please click here:

<http://www.newenglandsupplychainconference.org/cgi-bin/2010/index.pl?registration>

Also, we look forward to your participation in this event and invite you to join us Sunday evening, for some cash-bar networking at the Best Western's bar & restaurant, the All Star Bar & Grill!

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### 2010 New England Supply Chain Conference & Educational Exhibition

Monday, October 4, 2010

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I hereby certify my attendance at the sessions listed below and claim   XX.X   Continuing Education Hours (CEH).

Signature: \*\*\*\*\*SAMPLE ONLY \*\*\*\*\*

Date: \*\*\*\*\*SAMPLE ONLY \*\*\*\*\*

*v Check Each Session You Attend To Total CEU Hours...*

Class Time	Hours	Track A	v	Track B	v	Track C	v	Track D	v	Track E	v	Track T	v
8:15 – 9:45	1.5	*****SAMPLE ONLY *****											
10:00 – 11:15 Session 1	1.25	China Sourcing 2010 – The China Connection		Negotiation Skills Workshop		Supply Planning During Times of Economic Turbulence		Logistics 101 - Logistics & Supporting Sustainability		No Excuses Supply Chain Leadership		Procurement of Janitorial Products & Services	
12:00 – 1:00	1.0	*SAMPLE ONLY *From Recession to Recovery: Transforming Your Supply Chain for Success and Market Leadership											
1:30 – 2:45 Session 2	1.25	Sourcing in Eastern Europe		Top Ten Best Supply Chain Mgt Practices		Myths, Misunderstandings and Misinformation about S&OP		Intermediate Logistics - Best Practices - Freight Loss, Damage, Claims		Giving Effective Presentations		Supply Chain – Vision, Strategy, and Future Directions	
3:00 – 4:15 Session 3	1.25	Sourcing/ Nearshoring in Latin America – India & China Are So YESTERDAY!		Building a Winning Global Commodity Sourcing Strategy		Demand Planning for the Service Industries		Advanced Logistics - New Challenges & Regulations		Leadership Excellence in a Supply Chain Mgt Environment		Defining Value in the Warehouse	
<b>Total Hours:</b>	<b>6.25</b>	****SAMPLE ONLY****		*SAMPLE ONLY****		****SAMPLE ONLY****		***SAMPLE ONLY***		****SAMPL E ONLY****		SAMPLE ONLY***	