

7th Annual Midwest

Supply Chain Management Conference

"Working together to drive business growth."



DATE AND TIME:

April 14, 2010

7:30 a.m. – 4:30 p.m.

LOCATION:

GVSU Eberhard Center

301 Fulton Street West

Grand Rapids, MI 49504

WHO SHOULD ATTEND?

If you are responsible for product design/engineering, procurement/sourcing, manufacturing/operations, distribution/logistics, customer demand management, human resources or information technology, you can't miss this conference.

EVENT FEES:

\$195 early bird (ends March 31st)

\$225 regular registration

\$175 group registration (3 or more people from the same company)

\$30 student fee (Students must be enrolled full time at a university. Contact Natalia Powers at 616-771-0327 to register)

REGISTER TODAY!

regonline.com/scmc

The Midwest Supply Chain Management Conference is a comprehensive supply chain management education and networking event. This year's conference will include leaders from industry, consulting and academia who will share practical experiences in:

- Recovery
- Safeguards
- Growth
- Future Opportunities

Global economic challenges have created new opportunities for supply chain professionals. Future success will be heavily influenced by the strategies, practices and processes that organizations put in place to facilitate growth and innovation, while recognizing the lessons learned during the recent downturn. You will walk away from this conference with positive energy and new ideas to advance your organization.

KEYNOTE SPEAKERS INCLUDE:

- **Rick Matoon, Senior Economist, Federal Reserve Bank of Chicago:** *The Midwest Regional Economy and Impacts for the Supply Chain*
- **Kate Vitasek, Faculty, Center for Executive Education, University of Tennessee and Founder, Supply Chain Visions:** *Vested Outsourcing: Five Rules that Will Transform Outsourcing*

EVENT AGENDA:

7:30 - 8:00 AM	Registration & Breakfast		
8:00 - 8:15 AM	Opening Remarks		
8:15 - 9:15 AM	OPENING KEYNOTE: Rick Matoon, Senior Economist, Federal Reserve Bank of Chicago <i>The Midwest Regional Economy & Impacts for the Supply Chain</i>		
9:30 - 10:30 AM	Concurrent Sessions - First Choice		
RECOVERY	GROWTH	SAFEGUARD	FUTURE OPPORTUNITIES
Deb Smith, AGS Company and Randall Schaefer, Consultant <i>You Could Guarantee Lead Time: Here's How</i>	Dr. David Closs, Michigan State University <i>The New Economy Initiative & Supply Chain Implications</i>	Bob Angeli, Genzink Steel <i>Lean in Perspective - What Happened to Manufacturing Strategy</i>	Mike McBreen, Wolverine World Wide <i>Supply Chain Opportunities at Wolverine World Wide</i>
10:30 - 10:45 PM	Break		
10:45 - 11:45 PM	Concurrent Sessions - Second Choice		
RECOVERY	GROWTH	SAFEGUARD	FUTURE OPPORTUNITIES
Merle Roberts <i>Services Procurement: Transitioning from Tactical to Strategic</i>	Mary Ellen Mika, Steelcase Inc. and Bill Stough, Sustainable Research Group <i>Don't Just LEAN out Your Operations... GREEN Them out for More Savings!</i>	Tod Schwartz, Genzink Steel <i>ERP Implementation: a Logical Approach to Success</i>	Gary Yezbick, Masco Corporation <i>Integration of Supply Chain Management, Innovation and Sustainability</i>
11:45 - 1:00 PM	Lunch		
1:00 - 2:00 PM	Concurrent Sessions - Third Choice		
RECOVERY	GROWTH	SAFEGUARD	FUTURE OPPORTUNITIES
Jon Collins, Amway Corp. <i>Value Chains - Delivering Results through Corporate Alignment & Supply Chain Focus</i>	Russ Scaffede, Lean Manufacturing Systems Group, LLC <i>Using Supply Chain Management & Lean to Develop Your Competitive Advantage</i>	Mike Vitek, MB-technology NA LLC <i>Identifying the Factors for Successfully Managing Supply Chain Risks</i>	Cheri Speier, Michigan State University <i>What is Web 2.0 and How It Can Enhance My Supply Chain or Hurt My Firm if Unmanaged?</i>
2:00 - 2:15 PM	Break		
2:15 - 3:15 PM	Concurrent Sessions - Fourth Choice		
RECOVERY	GROWTH	SAFEGUARD	FUTURE OPPORTUNITIES
Dr. Omar Keith Helferich, Central Michigan University <i>Achieving Supply Chain Performance in an Uncertain Economy: Meeting the Solution & Risk Management Challenges</i>	Doug Buma, The Holland Awning Group of Companies <i>Preparing for the Harvest - Fundamentals of Growth</i>	Randall Schaefer, Consultant <i>Six Steps to Effective Change Management</i>	Brian Long, Grand Valley State University <i>West Michigan: an Economic Perspective</i>
3:30 - 4:30 PM	CLOSING KEYNOTE: Kate Vitasek, Faculty, Center for Executive Education, University of Tennessee and Founder, Supply Chain Visions <i>Vested Outsourcing: Five Rules that Will Transform Outsourcing</i>		
4:30 PM	Closing Remarks		

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Learn more at rightplace.org

EVENT PARTNERS:

