

40TH ANNUAL BROAD EXECUTIVE FORUM

An Insider's Guide to Outsourcing

Conference Schedule
Wednesday, October 5, 2005

Michigan State University
Management Education Center
Troy, Michigan

2:00 PM

Faculty workshop
"Global Sourcing: Opportunities,
Risks and Managerial Guidelines"

S. Tamer Cavusgil

The Eli Broad College of Business
Michigan State University

3:30 PM

Panel discussion
"Global Outsourcing – Can
Southeast Michigan Compete?"

Jon Pepper

Ford Motor Company
Moderator

Dave Carlson

Mercer HR Services

Mark Gaffney

Michigan AFL-CIO

James Hoen

TechTeam

Chuck Walker

Univertical Corporation

5:00 PM

Reception

6:00 PM

Dinner & keynote presentation

Steve Schuckenbrock

EDS



Keynote Speaker: Steve Schuckenbrock

Executive Vice President
EDS

Schuckenbrock leads EDS' Global Sales and Client Solutions division. He also serves as chairman of the board for ExcellerateHRO, EDS' human resources outsourcing venture with Towers Perrin. Known for wringing returns out of IT investments, Schuckenbrock embraces the challenge of proving the value of outsourcing to global companies. Before joining EDS, he was COO of The Feld Group. His career includes technology leadership posts at PepsiCo, Frito-Lay, Burlington Northern Railroad and IBM.



Dave Carlson

U.S. Business Leader of HR Outsourcing
Mercer HR Services

Carlson leads global strategy for the Mercer HR Services business. He joined Mercer in 2004 when the company acquired Synhrgr Technology, which Carlson co-founded in 1996. He has 20 years' experience in the HR industry and has held a number of key positions, including principal and director of outsourcing at Hewitt Associates, where he developed and oversaw one of the firms' outsourcing practices and national service center operations. Carlson has a bachelor's degree in business systems from Taylor University and a master's degree in management and management information systems from Northwestern University.



S. Tamer Cavusgil, PhD

The John William Byington
Endowed Chair in Global Marketing
Eli Broad College of Business

Cavusgil is a University Distinguished Faculty member and The John W. Byington Endowed Chair in Global International Marketing at the Broad School. His research interests include international business strategy, market globalization, international marketing management and decision support systems for global business expansion. Cavusgil is an elected fellow of the Academy of International Business and an elected governor of the Academy of Marketing Science. He received both his MBA and PhD from the University of Wisconsin.



Mark Gaffney

President
Michigan AFL-CIO

Gaffney represents nearly one million active and retired union members as the Michigan State AFL-CIO president. After receiving a master's degree in labor relations from Michigan State University, he worked for a Teamsters local as an organizer and business agent. In 1989, Gaffney went to work for Teamsters Joint Council No. 43 in Detroit, serving as the legislative and community affairs director. In September 1999, at the Michigan State AFL-CIO Convention in Dearborn, Gaffney was elected president of the state federation. He was re-elected in 2003 to a second four-year term.



James Hoen

Vice President of Sales and Marketing
TechTeam

Hoen was appointed vice president of Sales and Marketing in August 2001. He is responsible for the development and growth of TechTeam's business in North America and maintains global responsibility for many major accounts. He started with TechTeam in 1997 as a senior account manager on the Ford Motor Company account, and in 1998, he assumed global responsibility for Ford and its subsidiaries. Hoen was appointed director of Global Account Management in June 2000 with global responsibility for all major company accounts. He graduated from the University of Michigan with a bachelor's degree in Marketing.



Jon Pepper

Director of Global Corporate
Communications
Ford Motor Company

Pepper was appointed Ford Motor Company's director of Global Corporate Communications for Public Affairs in January 2005. He also oversees internal communications, communication services and a number of Web sites. Pepper joined Ford in November 2002, as director of Integrated Communications. Prior to that, he was co-founder, president and CEO of Ann Arbor, Mich.-based Small Times Media. He spent 17 years in journalism, including 10 years as a columnist and four years as national correspondent for *The Detroit News* and three years as a reporter for the *Detroit Free Press*. Pepper is a graduate of Michigan State University.



Chuck Walker

President
Univertical Corporation

Walker began his career with Univertical in 1976, working his way to president – a position he's held for the last 15 years. Univertical Corporation is a privately-held company, founded in 1938 in Detroit, Mich. Since then, Univertical has been an industry leader, providing high quality copper anodes and chemical products to the electroplating industry worldwide. The company currently has manufacturing operations in Angola, Ind., and Suzhou, China. Walker expanded Univertical to China in 2001 in response to the global outsourcing trend of its customer base.

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