The First Annual Midwest Regional Supply Chain Management Conference and Exposition

April 28, 2004

Steelcase University Learning Center

Grand Rapids, Michigan
Achieving Supply Chain Optimization

The First Annual Midwest Regional Supply Chain Management Conference and Exposition will explore how you can capitalize on market conditions, create shareholder value, differentiate your company from competitors, and increase your own personal skills through best practices in supply chain management.

Whether you are an executive seeking information about visionary trends in the field of supply chain management, a manager looking for ways to achieve objectives, or an individual searching for a more efficient method to complete your daily tasks, there is something here for everyone.

As we begin to emerge from tough economic times, now is the time to reinvest in your company’s future, your team’s future and your future by gaining knowledge that will take your supply chain management processes to an entirely new level.

Who Should Attend?

Executives, managers and other individuals interested in learning more about supply chain management strategies and how they can be deployed to enhance the overall competitiveness of a business. Individuals with responsibility for product design/engineering, procurement/sourcing, manufacturing/operations, distribution/logistics, customer demand management, human resources and information technology will benefit from attendance at this conference.

Exhibitors

The following exhibitors, as well as several others, will be participating in the conference:

- Agilisys
- APICS – Grand Rapids
- Blackhawk Systems
- BROAD School – Michigan State University
- CDAWN Learning
- Datasweep
- Factory Logic
- LeanLogistics
- Menlo Logistics
- MiBiz
- QAD
- Radley Corporation
- RedPrairie
- Roadway Express
- SupplySolution
- The Right Place/MMTC
- Vastera
## Conference Structure

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Registration/Continental Breakfast</td>
</tr>
<tr>
<td>8:30</td>
<td>Welcome/Conference Overview</td>
</tr>
<tr>
<td>8:45</td>
<td>Opening Keynote–21st Century Supply Chain Dynamics</td>
</tr>
<tr>
<td></td>
<td>Donald J. Bowersox, Ph.D.</td>
</tr>
<tr>
<td>9:45</td>
<td>Good to Great</td>
</tr>
<tr>
<td></td>
<td>Bruce R. Matza</td>
</tr>
<tr>
<td>10:45</td>
<td>Building a Supply Chain Management Team–Jeff Reest</td>
</tr>
<tr>
<td></td>
<td>Jeremy Page</td>
</tr>
<tr>
<td>11:45</td>
<td>Worms and Strawberries</td>
</tr>
<tr>
<td></td>
<td>Peter J. Berglund</td>
</tr>
<tr>
<td>12:30</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:15</td>
<td>Technology Simulations–Supply Chain Visibility</td>
</tr>
<tr>
<td></td>
<td>SupplySolution</td>
</tr>
<tr>
<td>2:15</td>
<td>Technology Simulations–Logistics</td>
</tr>
<tr>
<td></td>
<td>Menlo Logistics</td>
</tr>
<tr>
<td>3:15</td>
<td>Closing Keynote–Collaboration</td>
</tr>
<tr>
<td></td>
<td>Wayne and Cindy Shabaz</td>
</tr>
<tr>
<td>4:15</td>
<td>Conclusion</td>
</tr>
</tbody>
</table>

### TRACK TOPICS

<table>
<thead>
<tr>
<th>People Development</th>
<th>Transportation</th>
<th>Technology Applications</th>
<th>Sourcing</th>
<th>Continuous Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good to Great</td>
<td>Customs/NAFTA</td>
<td>Supply Chain Modeling</td>
<td>Minority</td>
<td>Six Sigma</td>
</tr>
<tr>
<td>Bruce R. Matza</td>
<td>Jeremy Page</td>
<td>James W. Bradley</td>
<td>Sourcing</td>
<td>Anthony D. Ross</td>
</tr>
<tr>
<td>Building a Supply</td>
<td>Lean Logistics</td>
<td>Supply Chain Visibility</td>
<td>Global Sourcing</td>
<td>Lean</td>
</tr>
<tr>
<td>Chain Management</td>
<td>John Tomcala</td>
<td>Mark Lincoln</td>
<td>Sime Curkovic</td>
<td>Brad D. Spooner</td>
</tr>
<tr>
<td>Team–Jeff Reest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worms and Strawberries</td>
<td>Optimization</td>
<td>Radio Frequency Identification (RFID)</td>
<td>Negotiation</td>
<td>Common Sense</td>
</tr>
<tr>
<td>Peter J. Berglund</td>
<td>Joe Verbraska</td>
<td>IBM Corporation</td>
<td>Donald E. Conlon</td>
<td>Lean</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bob Richards</td>
</tr>
</tbody>
</table>

### Lunch

- Technology Simulations–Supply Chain Visibility
- SupplySolution

### Exhibitor Interaction Area

- Select Repeats of the Morning’s Most Popular Sessions
Conference Sessions

OPENING KEYNOTE SESSION

21st Century Supply Chain Dynamics

Donald J. Bowersox, Ph.D.
The John H. McConnell University Professor of Business Administration
The Eli Broad Graduate School of Management, Michigan State University

Dr. Donald J. Bowersox, one of the world’s foremost authorities on supply chain management, will explore the key issues associated with supply chain management. Initially viewed as an arena for cost reduction, innovative supply chain initiatives are rapidly emerging as a strategic focus for top-line revenue growth. This keynote presentation will view the business case and changing value propositions that are driving digital business redesign and facilitating cross-enterprise supply chain collaboration. The session will position technology-enabled paradigm shifts that are reshaping what constitutes world class supply chain performance.

TRACK TOPICS – PEOPLE DEVELOPMENT

Good To Great
Bruce R. Matza
Chief Operating Officer, Rogers Department Store
President, Innovations in Management

Your organization can go from being just good, to being great, by following the Fox and Hedgehog theory as developed by Jim Collins in his book Good to Great. This session will discuss getting the right people “on the bus” and the right organizations all focused on the right opportunities which will lead to successful integrated supply chain management.

Building A Supply Chain Management Team
Jeff Reest
Executive Director, Supply Chain Management, North America, Johnson Controls, Inc.

This session will highlight the key elements of creating a dynamic and proactive team structure that can address total supply chain management issues including recruitment strategies, staffing models, training and development, and succession planning.

Worms And Strawberries
Peter J. Berglund, CPIM
Service Director, RIQ Advisory Services

This session will improve your persuasion skills. Using a people-respectful process, you will learn how to read people’s communication styles and the steps needed to persuade others. At a minimum, you will learn how to get along better with others even if they are very irritating and awful.

TRACK TOPICS – TRANSPORTATION

Customs/North American Free Trade Agreement
Jeremy Page, J.D.
Sandler, Travis & Rosenberg

The laws and regulations impacting the cross-border movement of goods and services have undergone dramatic changes over the past several years. This session focuses on the latest developments and how they impact companies and their ability to conduct business in a regulatory- and security-enhanced environment.
Lean Logistics
John Tomcala
North American Logistics Manager, Johnson Controls, Inc.

Lean logistics refers to initiatives aimed at increasing the velocity of material through the supply chain and related network design/optimization activities to drive immediate improvements and align logistics efforts with manufacturing and replenishment strategies. This session will focus on creating a supply chain capable of supporting TPS/Lean Manufacturing as it is deployed across a company.

Inbound Logistics Optimization
Joe Verbraska
Superintendent – Transportation, Steelcase, Inc.

This session will highlight processes Steelcase has used to improve inbound logistics including discussion and results on collaborative initiatives with other companies in the office furniture industry.

Track Topics – Technology Applications

Supply Chain Modeling
James W. Bradley
Vice President, Supply Chain, Integrated Strategies, Inc.

This session will overview a best in class approach to supply chain modeling that has proven successful in over 150 different initiatives. Among the topics to be covered are modeling impacts/issues, process, tools, benefits and how to get started.

Supply Chain Visibility
Mark Lincoln
Director, Global Supply Chain, Stryker Instruments

This session will define supply chain visibility, including how it can benefit both customers and suppliers and where this innovative technology is headed.

Radio Frequency Identification (RFID)
Speaker to be Determined
IBM Corporation

RFID is fast becoming one of the hottest topics in product management and distribution. This session will identify what is driving this technology and will discuss national security concerns, the value proposition, benefits, applications and implementation approaches.

Track Topics – Sourcing

Minority Sourcing
James B. Franklin III
Director, Regional Operations, Michigan Minority Business Development Council
and Carl D. Kelly, Jr., Vice President, GLT Holland, Inc.

Based on the extensive experiences of the presenters, this session will focus on how companies can develop a compelling business case in support of supplier diversity.
Global Sourcing
Sime Curkovic, Ph.D.
Associate Professor of Supply Chain Management, Western Michigan University

This session will address the basics of worldwide sourcing including an overview of the process and an understanding of how to organize for it, recognizing the costs associated with worldwide sourcing, and managing currency risk. The session will also review countertrade and the evolutionary process as a firm progresses from domestic purchasing to the global coordination of sourcing strategy.

Negotiation
Donald E. Conlon, Ph.D.
Professor of Management, The Eli Broad Graduate School of Management, Michigan State University

This session will focus on negotiation strategy including typical mistakes made in business negotiations and suggested processes to ensure mutually-beneficial outcomes. The session will involve a hands-on negotiation exercise.

Track Topics – Continuous Improvement

Six Sigma
Anthony D. Ross, Ph.D.
Associate Professor of Supply Chain Management, The Eli Broad Graduate School of Management, Michigan State University

This session will focus on the realities and impact of Six Sigma processes on business performance including discussion of quality, cost, defects and benchmarking. The session will assist in development of a business case for implementing Six Sigma at your organization.

Lean
Brad D. Spooner, MfgT
Herman Miller Production System Manager, Herman Miller, Inc.

This session will offer a different perspective on implementation of lean principles. Herman Miller has invested resources, time and people to help spread its initiatives and mentality to its supply base. The session will detail Herman Miller’s experiences and provide strategies on how to execute the same in your supply base.

Common Sense Lean
Bob Richards
President - CEO, CommonSense Lean, Inc.

This session will discuss Kaizen and simplify the concept of “lean” to the point that everyone upstream and downstream of the manufacturing process understands his or her role.

Closing Keynote Session

Collaboration
Wayne and Cindy Shabaz
CDAWN Learning

The numbers add up profitably, the materials and products flow unhindered, the machines are calibrated for optimum performance and every supplier is aligned and ready. Your strategy and vision are on the verge of reality. Well, not quite! Behind the numbers and in between the parts and products are people who can make or break your supply chain efficiency.

This session with Wayne and Cindy Shabaz of CDAWN Learning focuses on the human element of supply chain management. Their energetic and engaging presentation offers practical principles for effectively leading those who implement your supply chain management vision.
The First Annual Midwest Regional Supply Chain Management Conference and Exposition

Pricing information:
- $275.00 Early-Bird Registration (February 1 – February 29, 2004)
- $299.00 Regular Registration (March 1 – April 15, 2004)
- $350.00 Late Registration (April 16 – April 28, 2004)
- $100.00 Students

Registration: Register online at www.apics-gr.org or fax your registration to 517/353.0796

Name: ____________________________
Title: ____________________________
Company: ____________________________
Address: ____________________________
City: __________________ St: ______ Zip: _______
Phone: __________________ Fax: __________________
E-mail: __________________

Payment: (Credit Card Payment is Preferred)
☐ VISA ☐ MASTERCARD Expiration Date __________

Card #: ____________________________
Signature ____________________________

Track Topics
To help us plan room capacities, please select one presentation from each time period (column).

<table>
<thead>
<tr>
<th>Track Time Period #1</th>
<th>Track Time Period #2</th>
<th>Track Time Period #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Good to Great</td>
<td>☐ Building an SCM Team</td>
<td>☐ Worms and Strawberries</td>
</tr>
<tr>
<td>☐ Customs/NAFTA</td>
<td>☐ Lean Logistics</td>
<td>☐ Inbound Logistics Optimization</td>
</tr>
<tr>
<td>☐ Supply Chain Modeling</td>
<td>☐ Supply Chain Visibility</td>
<td>☐ RFID</td>
</tr>
<tr>
<td>☐ Minority Sourcing</td>
<td>☐ Global Sourcing</td>
<td>☐ Negotiation</td>
</tr>
<tr>
<td>☐ Six Sigma</td>
<td>☐ Lean</td>
<td>☐ Common Sense Lean</td>
</tr>
</tbody>
</table>
Directions

Coming from the East: (two options)
Take 96 west to 28th Street. Take 28th Street west to Patterson. Take Patterson south to 44th Street. Take 44th Street west to Steelcase. Note: when you cross Kalamazoo Street on 44th Street, you are just short of a mile to the Town Hall. Past Kalamazoo, you will come to the next stop light. Go through it and the next road, (it is not a Street because it is on Steelcase property) turn to your right. Turn right into the SULC parking lot or go to the guard house, tell the guard you are going to the Town Hall. It is the first driveway to the right and the entrance to the Town Hall is right there.

Take 96 west to the new road called highway 6 (Paul Henry Freeway) to either Kentwood or Caledonia. It is a freeway and it ends at Broadmoor (M37). Take Broadmoor north to 44th Street. You will need to go west on 44th Street. To accomplish this you cross 44th Street and do a Michigan U turn on Broadmoor and then take a right on 44th Street. Note: when you cross Kalamazoo Street on 44th Street, you are just short of a mile to the Town Hall. Past Kalamazoo, you will come to the next stop light. Go through it and the next road, (it is not a Street because it is on Steelcase property) turn to your right. Turn right into the SULC parking lot or go to the guard house, tell the guard you are going to the Town Hall. It is the first driveway to the right and the entrance to the Town Hall is right there.

Coming from the West:
Take I 196 east to 44th Street. Exit off to the right and then turn right on 44th Street. Go east on 44th Street. You will cross Eastern Avenue on 44th Street. Steelcase Corporate Headquarters drive will be the first on the left. Do not turn here! Go to the next driveway where you can make a U turn on 44th Street. It is actually the second cut in the center islands past the Headquarters drive. Make the Michigan U turn on 44th Street. Take the first drive on your right into Steelcase property. Turn right into the SULC parking lot or go to the guard house, tell the guard you are going to the Town Hall. It is the first driveway to the right and the entrance to the Town Hall is right there. If you miss this U turn, you can go the the next stop light and do the U turn and come back to the drive off of 44th Street.

Coming from the North:
Take US 131 north to 44th Street. Exit off to the right and then turn right on 44th Street. Go east on 44th Street. You will cross Eastern Avenue on 44th Street. Steelcase Corporate Headquarters drive will be the first on the left. Do not turn here! Go to the next driveway where you can make a U turn on 44th Street. It is actually the second cut in the center islands past the Headquarters drive. Make the Michigan U turn on 44th Street. Take the first drive on your right into Steelcase property. Turn right into the SULC parking lot or go to the guard house, tell the guard you are going to the Town Hall. It is the first driveway to the right and the entrance to the Town Hall is right there. If you miss this U turn, you can go the the next stop light and do the U turn and come back to the drive off of 44th Street.

Coming from the South:
Take US 131 north to 44th Street. Exit off to the right and then turn right on 44th Street. Go east on 44th Street. You will cross Eastern Avenue on 44th Street. Steelcase Corporate Headquarters drive will be the first on the left. Do not turn here! Go to the next driveway where you can make a U turn on 44th Street. It is actually the second cut in the center islands past the Headquarters drive. Make the Michigan U turn on 44th Street. Take the first drive on your right into Steelcase property. Turn right into the SULC parking lot or go to the guard house, tell the guard you are going to the Town Hall. It is the first driveway to the right and the entrance to the Town Hall is right there. If you miss this U turn, you can go the the next stop light and do the U turn and come back to the drive off of 44th Street.

The First Annual Midwest Regional Supply Chain Management Conference and Exposition
April 28, 2004