Key Speakers

Dr. Donald J. Bowersox
The John H. McConnell University Professor of Business Administration, Michigan State University

Dr. David J. Closs
The John H. McConnell Chaired Professor of Business Administration, Michigan State University

Dr. M. Bixby Cooper
Associate Professor of Marketing, Michigan State University

Dr. David J. Frayer
Director of Executive Development Programs, Michigan State University

Dr. Scott B. Keller
Assistant Professor of Logistics and Supply Chain Management, Michigan State University

Dr. William Lazer
Principal, William Lazer Associates International

Dr. Dan Lynch
Assistant Professor of Logistics, Michigan State University

Dr. Diane Mollenkopf
Assistant Professor of Logistics, Michigan State University

Mr. Don Scott
Instructor, Michigan State University

Dr. Cheri Speier
Associate Professor of Information Systems, Michigan State University

Dr. Jay U. Sterling
Associate Professor of Marketing and Supply Chain Management, The University of Alabama

Dr. Morgan Swink
Associate Professor of Operations Management, Michigan State University

Previous Participants (partial listing)

3M
Access Business Group
Agfa
Allied Chemical
Avon Products
Banta Global Turkey
Becton Dickinson
Bristol-Myers Squibb
Cargo System Logistics
Caterpillar
Colgate-Palmolive
ConAgra
Dole Packaged Foods
Dow Chemical
E.I. Du Pont
Bhics on
Eiel Logistics
Ford Motor
General Mills
General Motors
Gerber Products
Gillette
Goodyear Tire & Rubber
Hancock
Hasbro
Heyshew
Higegig
IBM
Johnson & Johnson
Kellogg
Kimberly-Clark
Kraft
Land O Lakes
Lever Brothers
Limited Logistic Services
Masco
Mepier
Mobil Chemical
Nabisco Foods
Novartis
Occidental Chemical
Ore-Ida Foods
Owens-Corning
Pepsi Cola
Piller
PPG Industries
Quaker Oats
Ralphon Putina
Rorer Pharmaceutical
Seagram Americas
Sears
Sony
Staple Stores
Sterlingcase
Syngenta
Union Carbide
United Parcel Service
United Stationers
US Fleetways
Vector SC M
Wal-Mart Stores
Wallens Wheltsen
Warner-Lambert
Wayne Hauer
Whitpool
Xerox
Yankee Candle
Zellerbach

Logistics in Supply Chain Management
Executive Seminar

May 9-14, 2004

The James B. Henry Center
for Executive Development
Michigan State University
Lansing, Michigan

Presented by:

Seminar Objectives

- Emphasize the contribution of logistics and integrated supply chain to firm competitiveness.
- Aid in the understanding of theory, dynamics, structure and principles of the logistics discipline in an effort to achieve superior supply chain and logistics performance.
- To transition participating companies from managing specific functional areas, such as transportation and warehousing, toward the challenges of logistics operational integration.

Since its inception as the inaugural Council of Logistics Management University Cooperative Program in 1967, Michigan State University's Logistics in Supply Chain Management Executive Seminar has been committed to being the world's premier logistics seminar.

Bending a combination of academic rigor and real-world experience, the seminar is designed for experienced executives whose firms have begun or plan to implement integrated logistics. Emphasis is placed on supply chain integration, performance measurement, technology application, organizational dynamics and the lessons learned from world class logistics organizations. The seminar faculty are leaders in business and academia.

We invite your organization to attend.

Donald J. Bowersox
David J. Closs
Seminar Directors
The seminar material coverage is designed to approximate a graduate-level logistics management course. The four major instructional units are:

**UNIT ONE - Dimensioning the Opportunity**
- Supply Chain Management
- Positioning for Customer Success
- Lean Logistics
- Flexible Manufacturing
- Synchronized Procurement

**UNIT TWO - Managing the Processes**
- Transportation
- Warehouse Management
- Inventory & Demand Management
- Field Service Support/Reverse Logistics

**UNIT THREE - Integration, Planning and Measurement**
- Selling the Value of Your Supply Chain
- Process Integration
- Decision Analysis
- Technology Applications
- Profitability Analysis
- Performance Assessment

**UNIT FOUR - Making It Work**
- Relationship Development
- Decision Logic
- HR Development
- Leadership and Trends

**Who Should Attend**
This seminar is particularly geared for experienced executives who are being assigned general logistics management responsibility but have not had the benefit of formal logistics training.

**Seminar Timing**
The seminar begins on Sunday, May 9, 2004. The initial orientation and planning session is from 4:30 p.m. to 7:00 p.m. at The James B. Henry Center for Executive Development, followed by a reception and dinner. Classes begin each day at 8:00 a.m. Evening sessions are scheduled on Monday and Tuesday. Fee time is planned late Wednesday afternoon and evening. The graduation banquet is Thursday evening. The seminar concludes at 12:00 noon on Friday, May 14, 2004, followed by an optional lunch.

**Location**
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center integrates a world-class educational environment and business technologies to offer multidisciplinary, advanced-education opportunities to business teams and professionals from corporations throughout the world.

Participants will have private accommodations complete with full kitchen, executive desk, personalized voice mail and two separate phone lines. Facilities are available for after-class relaxation and informal discussions. Dress is business casual except Thursday night's banquet, at which dress business attire is appropriate.

**Registration**
Only advance registrations are accepted. This year's seminar fee is $4,100. This fee includes materials, lodging (Sunday through Thursday evenings) and all meals, including the graduation banquet. Each participant is responsible for lodging if required prior to or after the seminar and miscellaneous personal expenses.

A $500 deposit, full tuition or invoice request must accompany all applications. The balance of the registration fee is due 30 days prior to the start of the seminar. Refunds for cancellations within this 30-day period are limited to emergency or personal situations.

To register for this seminar, contact Tricia Walters via telephone: 517/353-8711; via e-mail: walters@bus.msu.edu; or via fax: 517/353-0796 to receive an application or register on-line at http://www.bus.msu.edu/execed/programs.cfm. Please feel free to contact Tricia with any questions you might have.