June 6-11, 2004

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

Purchasing & Supply Chain Management Executive Seminar

Presented by:

Hewlett-Packard Company
Honda of America
Honeywell
Hughes Defense
IBM
INTEL Corporation
IRI
Johnson Controls
Kellogg Company
Kemp displaced

Olive Oil
Motorola
Mottur

Nestle Corporation
Motorola
Metatec
Microsoft
Microsoft

The seminar employs a lecture/discussion/workshop format that promotes interaction among participants and maximizes the interchange of ideas. This year’s program will be held at the James B. Henry Center for Executive Development on the campus of 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 is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this program.

We hope you will include this exciting seminar in your professional development plan this year.

David J. Frayer
Seminar Director
Gary L. Ragatz
Seminar Director

An invitation...

For fifty years, Michigan State University has been the leader in purchasing and supply chain management education, research, and service.

“Our seminar is a must-attend for anyone in purchasing and supply chain management who wants to stay ahead of the curve.”
– GlaxoSmithKline

“We cordially invite you to attend the 50th Annual Purchasing and Supply Chain Management Executive Seminar, to be held June 6-11, 2004. Join leading educators and industry professionals as they share their insights into the key strategies and practices that world-class companies are using to achieve procurement and supply chain excellence and build sustainable competitive advantage. During these challenging economic times, the value of purchasing and supply chain strategies to a firm’s bottom-line performance is greater than ever.

With this in mind, this year’s seminar focuses on five themes critical to driving purchasing and supply chain performance:

• Procurement Strategy
• Supply Chain Integration
• Globalization/GLOBAL Sourcing
• E-Business Strategies
• Strategic Change Leadership

The Executive Development Programs group in the Broad School at Michigan State University has been named to the iSource 100, June 2003.

The Source 100 are enabling organizations and consulting organizations with innovative enterprise-wide solutions and services that are leading the way in helping traditional companies make their supply and demand chains more effective and efficient.

"Absolutely outstanding program! Best I’ve ever participated in. The mix of academic input, industry input, networking and workshops was perfect and provided very diverse perspectives.”
– We Energies

“A first rate program. Caliber of speakers and faculty is exceptional. Material is clear and organized across all subjects. Truly the MSU programs continue to be the most resourceful that I’ve ever attended”
– Yankee Canule Company

“Content was great... all the subjects discussed were relevant to the work we are doing.”
– Boeing Corporation

“This program was the best supply chain seminar I have ever attended. The industry speakers were phenomenal and the information offered was intelligent and very applicable.”
– GlaxoSmithKline

“We have all attended seminars where the presentation and materials were excellent, but the MSU seminars were intelligent and very applicable.”
– Boeing Corporation

“Absolutely outstanding program! Best I’ve ever participated in. The mix of academic input, industry input, networking and workshops was perfect and provided very diverse perspectives.”
– We Energies

“A first rate program. Caliber of speakers and faculty is exceptional. Material is clear and organized across all subjects. Truly the MSU programs continue to be the most resourceful that I’ve ever attended”
– Yankee Canule Company

“Content was great... all the subjects discussed were relevant to the work we are doing.”
– Boeing Corporation

“This program was the best supply chain seminar I have ever attended. The industry speakers were phenomenal and the information offered was intelligent and very applicable.”
– GlaxoSmithKline

“We have all attended seminars where the presentation and materials were excellent, but the MSU seminars were intelligent and very applicable.”
– Boeing Corporation
Keynote Seminar Program

**Keynote Speaker**

R. David Nelson is Vice President of Global Purchasing for Delphi Corporation and a member of the Delphi Strategic Board. He is also executive champion for Delphi's purchasing task team. Prior to joining Delphi in February 2002, he was Vice President of Worldwide Supply Management at Deree & Company. Under his direction, Deree became known for implementing world-class supply management processes and best practices. In 2001, those efforts were recognized when Purchasing Magazine awarded Deree the Midal of Professional Excellence, the purchasing industry’s highest award. His supply management career, spanning over 40 years, also includes key leadership positions with ITW and Honda of America Manufacturing. As keynote speaker for this year’s program, Nelson will explore how purchasing and supply management can enhance value and create a competitive advantage in a modern industrial enterprise.

Nelson is former president of the Institute for Supply Management and co-author of two books. He is also recognized when Purchasing Magazine awarded Deere Management at Deere & Company. R. David Nelson is Vice President of Global Purchasing, Delphi Corporation.

### Daily Schedule

The daily schedule is structured to facilitate networking and includes:
- **Breakfast** at 7:00 a.m.
- **Lunch** at 12:00 noon.
- **Reception and Dinner** at 6:00 p.m.
- **30-minute networking breaks** in morning and afternoon.

### Hotel Accommodations

- **Confirmation** will be sent upon receipt of registration.
- **Hotel fee** (Candlewood Suites): $87/night (Hotel reservations will be made by MSU based on supply management experiences at Honda of America Manufacturing, Inc. and The Purchasing Machine: How The Top Ten Companies Use Best Practices to Manage Their Supply Chains).

### Seminar Agenda

- **Registration**
  - Katherine M. Stopa and Administrative Team
- **Welcome and Orientation**
  - Dr. David J. Frayer.
- **Procurement and Supply Chain Strategy Foundations**
  - Dr. David J. Frayer.
- **Supply Management Strategy for Competitive Advantage**
  - R. David Nelson, Vice President of Global Purchasing, Delphi Corporation.
- **Procurement Strategy at ExxonMobil**
  - Andy Wescott, Deputy Manager, Procurement, ExxonMobil.
- **Strategic Change Leadership**
  - Dr. Robert B. Duncan.
- **Global Sourcing Strategy**
  - Dr. Robert B. Duncan.
- **Integrated Supply Chain Strategy**
  - Dr. Emer L. Nichols, Jr., Associate Professor of Management, University of Memphis.
- **Effective Practice Workshop**
  - Participant Teams

**Sunday - June 6, 2004**

**Registration**
- Katherine M. Stopa and Administrative Team
**Welcome and Orientation**
- Dr. David J. Frayer.
**Procurement and Supply Chain Strategy Foundations**
- Dr. David J. Frayer.
**Supply Management Strategy for Competitive Advantage**
- R. David Nelson, Vice President of Global Purchasing, Delphi Corporation.
**Procurement Strategy at ExxonMobil**
- Andy Wescott, Deputy Manager, Procurement, ExxonMobil.
**Strategic Change Leadership**
- Dr. Robert B. Duncan.
**Global Sourcing Strategy**
- Dr. Robert B. Duncan.
**Integrated Supply Chain Strategy**
- Dr. Emer L. Nichols, Jr., Associate Professor of Management, University of Memphis.

**Monday - June 7, 2004**

**Procurement and Supply Chain Strategy Foundations**
- Dr. David J. Frayer.
**Supply Management Strategy for Competitive Advantage**
- R. David Nelson, Vice President of Global Purchasing, Delphi Corporation.
**Procurement Strategy at ExxonMobil**
- Andy Wescott, Deputy Manager, Procurement, ExxonMobil.
**Strategic Change Leadership**
- Dr. Robert B. Duncan.
**Global Sourcing Strategy**
- Dr. Robert B. Duncan.
**Integrated Supply Chain Strategy**
- Dr. Emer L. Nichols, Jr., Associate Professor of Management, University of Memphis.

**Tuesday - June 8, 2004**

**Strategic Change Leadership**
- Dr. Robert B. Duncan.
**Global Sourcing Strategy**
- Dr. Robert J. Trent, Associate Professor of Management, Lehigh University.
**MSU globalEDGE™**
- Dr. G. Thomas Hull, Director, International Business Center (MSU-CIBER), Michigan State University.
**Integrated Supply Chain Strategy**
- Dr. Emer L. Nichols, Jr., Associate Professor of Management, University of Memphis.
**Effective Practice Workshop**
- Participant Teams

### Seminar Agenda

- **Sunday - June 6, 2004**
  - Registration
  - Welcome and Orientation
  - Procurement and Supply Chain Strategy Foundations
  - Supply Management Strategy for Competitive Advantage
  - Procurement Strategy at ExxonMobil
  - Strategic Change Leadership
  - Global Sourcing Strategy
  - Integrated Supply Chain Strategy

### Registration

- **Name:**
- **Company Address:**
- **Telephone:**
- **Facsimile:**
- **E-mail Address:**

### Questions?

- Please return form by fax or mail to:
- **Executive Development Programs**
  - Michigan State University
  - 3535 Forest Road
  - Lansing, MI 48910-3831
  - Telephone: (517) 353-8711
  - Facsimile: (517) 353-0796
  - E-mail: pur-sem@bus.msu.edu

The 2004 seminar fee will be $3,995.00. Hotel accommodations are payable separately at an approximate rate of $87.00 per night.