

SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN LOGISTICS MANAGEMENT

53rd ANNUAL EXECUTIVE SEMINAR



MAY 5-10, 2019



**JAMES B. HENRY CENTER FOR
EXECUTIVE DEVELOPMENT**



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY



Council of Supply Chain
Management Professionals



SEMINAR OVERVIEW:

For over 50 years, Michigan State University's Supply Chain Logistics Management Executive Seminar has been the world's premier supply chain logistics executive education experience.

The seminar combines academic frameworks and real-world examples, including discussion and review of best practice trends. The seminar faculty consists of academic and industry speakers that

are thought-leaders in supply chain logistics management. The program is designed for experienced executives whose firms are driving integrated logistics within the context of an overall supply chain strategy.

We hope your organization joins us this year to further develop your supply chain logistics management executive talent.

SEMINAR OBJECTIVES:

- To understand how logistics and integrated supply chain can contribute to firm competitiveness.
- To discuss how logistics and supply chain capabilities can be synthesized and leveraged to achieve superior supply chain and logistics performance.
- To assist managers transitioning from managing specific functional areas, such as transportation and warehousing, toward the challenge of logistics planning and operational integration.
- To identify and understand the logistics and supply chain challenges and trade-offs associated with global operations.
- To share and discuss industry best practices in a collaborative learning environment designed to bring value to every organization.

The seminar uses a combination of presentations, small-group workshops and discussion sessions to promote interaction among participants and industry/academic speakers. The entire seminar, from morning breakfast through evening hospitality, is designed to maximize networking and the exchange of ideas.

WHO SHOULD ATTEND:

This seminar is designed for executives and senior managers in customer service, transportation, warehousing, logistics, planning and supply chain who are interested in learning strategies, concepts and techniques necessary to contribute more fully to competitive performance at their firms. The seminar provides insight into the design and execution of global supply chains, which can contribute to identification/implementation of new value-added initiatives.

CRITICAL/EMERGING ISSUES WORKSHOP

One of the unique features of this seminar is the critical/emerging issues workshop, which facilitates discussion between participants concerning their most significant supply chain challenges and how to potentially address them. This provides tangible, relevant actions for potential implementation following the seminar.

MSU LOGA SIMULATION

Throughout the week participants are involved in MSU LOGA, a computer-based interactive simulation that replicates a supply chain process, including network design, procurement, manufacturing and logistics. In addition to providing integrated planning and administrative experience, LOGA provides continuity across classroom sessions by introducing the excitement of interfirm competition.

PERSONAL ACTION PLAN

Each participant will be encouraged to complete a personal action plan. This document is designed to highlight key learnings and facilitate implementation of specific actions following conclusion of the seminar. This plan enhances the action-orientation of this seminar, which is one of the reasons that many companies send representatives every year.

SEMINAR TIMING

The seminar begins on Sunday, May 5, 2019. The program will commence at 6:00 p.m. with a reception and dinner at the James B. Henry Center for Executive Development, followed by an orientation session. Classes begin each day at 8:00 a.m. Evening sessions are scheduled on Monday and Tuesday. The graduation banquet is Thursday evening. The seminar concludes at 12:00 noon on Friday, May 10, 2019, followed by an optional lunch.

The following faculty members from Michigan State University will lead sessions during this seminar.

SEMINAR DIRECTOR:

Dr. David J. Closs

The John H. McConnell
Chaired Professor
of Business Administration

SEMINAR FACULTY:

Dr. Yemisi Bolumole

Associate Professor of
Supply Chain Management

Dr. Jennifer Dunn

Faculty Member, Management

Dr. David J. Frayer

Assistant Dean,
Executive Development
& Professional Programs

Dr. Stanley Griffis

Associate Seminar Director
The John H. McConnell Professor
of Business Administration

Dr. Jason Miller

Assistant Professor of Logistics

Dr. Sriram Narayanan

Kessler Family Endowed
Faculty Fellowship in
Supply Chain Management

Dr. Cheri Speier-Pero

Ernst & Young Professor of
Accounting and Information Systems,
Interim Chairperson,
Supply Chain Management

Dr. Judith M. Whipple

Associate Seminar Director
Professor of Logistics

SEMINAR PROGRAM:

The content of the seminar is designed to approximate a graduate-level supply chain logistics management course. The four major instructional units are:

Unit One

Dimensioning the Supply Chain Opportunity

- Supply Chain Management & Customer Value
- Integrated Logistics
- Strategic Manufacturing
- Synchronized Procurement
- Industry Presentation

Unit Two

Managing the Logistics Process

- Inventory Management
- Supply Chain Analytics
- Warehouse Management
- Transportation
- Industry Presentation

Unit Three

Integration, Planning & Measurement

- Supply & Demand Integration
- Network Integration
- Supply Chain Resilience
- Cost Concepts for Logistics Applications
- Strategic & Financial Frameworks

Unit Four

Leading in a Dynamic Environment

- Developing and Maintaining Supply Chain Relationships
- Global Compliance and Supply Chain Challenges
- Negotiation
- Industry Presentation
- Supply Chains of the Future

***For more information, go to:
execed.broad.msu.edu***

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 is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

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.



PRICE & REGISTRATION:

Only advance registrations are accepted for this program. The 2019 seminar fee will be \$4,995.* This fee includes all meeting materials and meals, beginning with the welcome reception and dinner on Sunday and continuing through lunch on Friday.

Lodging is not included as part of the seminar fee. The nightly hotel rate at the Candlewood Suites is approximately \$98/night. Hotel reservations will be made by MSU.

Cancellation Policy. Cancellation within 15 days of the seminar start will be limited to emergency situations and may result in a cancellation fee (\$500). Participant substitutions are welcome at any time prior to the start of the seminar. If a registered participant does not attend the seminar and does not notify us in advance, they will be charged the full seminar fee.

To register for this seminar or if you have questions, please contact Tricia Walters (or register online):

email: walterst@broad.msu.edu

telephone: (517) 353-5665

online: <https://execed.broad.msu.edu>

**Please call or email about our discounts for members of the Council of Supply Chain Management Professionals and repeat clients.*



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Akebono Brake	General Motors	Procter & Gamble
Altria Compounds	Goodyear Tire & Rubber	Raytheon
Asahi Kasei Plastics	Hershey	Rockline Industries
Avon Products	IBM	Schlumberger
Becton Dickinson	Johnson & Johnson	Shell International
Boeing Company	Kellogg	SpartanNash
BP	Kimberly-Clark	Steelcase
Bristol-Myers Squibb	Kohler Company	Tenneco
Cisco Systems	Kraft	Texas Instruments
ConAgra	Lucite International	True Value
DAVIDsTEA	Madeiramadeira	Twinings North America
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DHL Supply Chain	Nabisco Foods	US Army TACOM
DowDuPont	Ore-Ida Foods	VF Corporation
Emerald Performance Materials	Otsuka Pharmaceutical	Whirlpool
Fiat Chrysler Automobiles	Owens-Corning	Wolverine World Wide
GE Healthcare	Pepsi-Cola	Xerox
	Petrobras	Yankee Candle

COMMENTS FROM 2018 SEMINAR PARTICIPANTS:

“Overall great program and valuable experience.”

“The program provided excellent interaction and collaboration.”

“The program content was very good.”

“Great program! Great faculty!”
