2014 Supply Chain Management Director’s Conference

Success Through Collaboration: Elevating the SCM Discipline and Supporting its Global Growth

Wednesday, February 12th

04:45 PM  Shuttle departs from Mission Bay Hilton to USD campus
05:00 – 07:00 PM  Welcome reception (Garden of the Sea on campus)
07:15 PM  Shuttle departs from USD campus to Mission Bay Hilton

Thursday, February 13th

07:15 AM  Shuttle departs from Mission Bay Hilton to USD campus
07:30 – 08:30 AM  Breakfast and Registration (Kroc School of Peace and Justice)
08:30 – 08:45 AM  Welcome and Agenda
  • Lauren Lukens, Director, MS SCM, School of Business Administration, University of San Diego
  • Joel Sutherland, Managing Director, SCM Institute, School of Business Administration, University of San Diego
  • Dr Shawn Alborz, Director, MS SCM, Naveen Jindal School of Management, UT Dallas

08:45 – 09:15 AM  Opening Remarks
   Dr Dave Pyke, Dean, University of San Diego

09:15 – 10:00 AM  Opening Keynote Presentation – Logistics & SCM in Military and Beyond
   Mark Heinrich, Rear Admiral, US Navy (Retired), Managing Director, Alvarez and Marsal, LLC

Connecting with Naval Logisticians in a time of harsh budgets, dynamic demand signals, and fast changing environments isn’t as difficult as it sounds. Just think big, start small, and then scale up – fast! Admiral Heinrich will talk about current and future requirements for training & education. He’ll also discuss strategy, culture, and current challenges in an environment that demands faster cycle times, reduced cost and increased accuracy. Admiral Heinrich will also share the logistical challenges related to the U.S. withdrawal from Afghanistan.

10:00 – 10:20 AM  Networking Break
**Jim Smith**, Northrop Grumman (Moderator)

There is a symbiotic relationship between industry and academia. Industry requires talent that possesses the skills to meet their strategic needs and they expect academia to provide talent aligned with those needs.

In this session, you will learn how several universities work with their industry partners to define and provide these needs. Each university will provide an overview of their program followed by a panel discussion focused on understanding how these relationships were developed and how each university works with their industry partners to meet each other’s needs. There will be special focus on graduate-level programs where industry sees value in senior talent development.

Panelists:
- **Dr John Hanson**, University of San Diego  
- **Dr Sanjay Ahire**, University of South Carolina  
- **Dr Chad Autry**, University of Tennessee  
- **Dr Doug Lambert**, Ohio State University

11:30 – 12:15 PM  **The Talent Supply Chain: An “Inventory” Dilemma**  
**Dr Brian Gibson**, Auburn University

As SCM takes on greater strategic importance, organizations are realizing that their talent “safety stock” is limited. With this in mind, CSCMP commissioned an in-depth study of supply chain talent development. Dr. Gibson will discuss the key study results and address the role of universities in supporting the SCM talent acquisition, development and advancement requirements of industry.

12:15 – 01:15 PM  **Lunch**

01:15 – 02:30 PM  **Panel 2: How Associations are Working with Academia to Grow the Supply Chain Profession**  
**Dr Laura Meade**, Texas Christian University (Moderator)

Professional associations and universities both promote the education of the supply chain professional through degree programs and academic or professional certifications. Defining the intention of and content within these varying programs is critical to understanding better ways to collaborate. Are universities and professional associations competing for the same audience, or instead, can we cross-promote and combine our efforts to improve our visibility and outreach efforts? What are the benefits and challenges of collaboration between these two entities and how can we maximize the impact we have on our students and members?

Panelists:
- **Rick Blasgen**, President & Chief Executive Officer, CSCMP  
- **Thomas Derry**, Chief Executive Officer, ISM  
- **Abe Eshkenazi**, Chief Executive Officer, APICS
02:30 – 03:15 PM  Making NAFTA Local: Binational Supply Chains in the Cali-Baja Region  
**Kenn Morris**, Founder and President of Cross Border Business

In this session you will learn some of the COMPARATIVE ADVANTAGES that Cali-Baja provides for companies desiring to near-shore or re-shore their supply chain operations. The Cali-Baja region is a globally unique bi-national location that encompasses the entire California - Baja, Mexico border region that includes San Diego County, Imperial County and Baja California in Mexico. Cali-Baja provides access to the lucrative California and North American markets, is strategically located to access global markets in the Pacific Rim and is a gateway to the emerging Latin American markets. Cali-Baja has a sophisticated manufacturing base. With an extensive higher education system and a large labor pool, Cali-Baja provides a competitively-priced workforce, a steady supply of engineers and established medical device, automotive, aerospace, commercial electronics and logistics clusters.

03:15 – 03:35 PM  Networking Break

03:35 – 04:50 PM  Panel 3: Marketing Best Practices for Undergraduate and Graduate Programs  
**Dr Dale Rogers**, Rutgers University

Panelists:
- **Dr Terry Esper**, University of Arkansas
- **Dr Donna Davis**, University of South Florida
- **Dr Teresa McCarthy Byrne**, Bryant University
- **Eric Williams**, Howard University

04:50 – 05:00 PM  Wrap Up

05:15 PM  Shuttle departs from USD campus to Old Town San Diego
05:45 PM  Networking Reception; Tour of Historic Cosmopolitan Hotel; Dinner and Drinks
08:00 PM  Shuttle departs from Old Town San Diego back to the Mission Bay Hilton

**Friday, February 14th**

08:00 – 08:30 AM  Breakfast
08:30 – 08:45 AM  Welcome Back
08:45 – 09:45 AM  **Gartner Research: Ranking the Top University Supply Chain Programs**  
**Dana Stiffler**, Managing VP, Gartner Supply Chain

Hear from Dana Stiffler, Managing Vice President, Gartner Supply Chain, about the results of Garner Ranking surveys for both undergraduate and graduate SCM programs. What were the key elements to the study and what are the trends Gartner is seeing within supply chain management academia?

09:45 – 10:00 AM  Networking Break
10:00 – 11:15 AM  Panel 4: How Academia Can Work with Industry to Produce Research They Can Apply
   Joel Sutherland, University of San Diego (Moderator)

Supply chain management is essentially an applied science - and industry is increasingly demanding research that they can comprehend, recognize its value to their organizations, and apply in meaningful ways.

This session will cover the relationship between academia and industry addressing the need to engage in and produce relevant research that can be understood and applied. Hear from industry leaders what their needs are and how academia is responding to those needs.

Panelists:
- Dr Terry Pohlen, University of North Texas
- Dr Chwen Sheu, Kansas State University
- Tim Fischer, Senior VP Supply Chain, Bumble Bee Foods
- Keith Holliday, Director, Supply Chain & Logistics, Sonoco Products Company

11:15 – 11:45 AM  Wrap Up and Conference Evaluation
11:45 AM  Adjourn
LOGISTICS & SUPPLY CHAIN MANAGEMENT IN THE MILITARY AND BEYOND –

THE BIG PICTURE

Mark F Heinrich
Rear Admiral, Supply Corps, US Navy (Retired)
Managing Director
Alvarez and Marsal holdings, LLC

February 13th, 2014
WE ARE A GLOBAL FORCE...

- Who is Mark Heinrich
- The Navy Today
- The Naval Supply Systems Command
- The Navy Supply Corps
- Logistics Challenges
- Talent Requirements
- Questions for Consideration
- Discussion
WHO IS MARK HEINRICH?

46th Chief of Supply Corps & [former] Commander of Naval Supply Systems Command

- La Jolla High School – 1975
- United States Naval Academy (BS) – 1979
- University of Kansas (MS, MBA) – 1989
- **SIX tours of duty in San Diego**
  - Three ships (USS KINKAID, USS GRIDLEY, & USS CONSTELLATION)
  - Three staffs (AIRFOR, SURFOR, & NAVSUP Global Logistics Support)
- Eight years as a Flag Officer
- **Retired** on 30 November, **Joined** Alvarez and Marsal Holdings, LLC on December 1st.

- A Lifelong Swimmer
- **Who Believes in**
  - Leadership
  - Education
  - Communications
  - The power of Alignment
- With 20 moves in my 34.5 year Navy career

A career that highlights the [continued] importance of San Diego
**THE NAVY TODAY**

**Active Duty:** 323,051
- Officers: 53,529
- Enlisted: 265,075
- Midshipmen: 4,447

**Ready Reserve:** 109,099 [As of Dec 2013]
- Selected Reserves: 61,432
- Individual Ready Reserve: 47,667

**Reserves currently mobilized:** 3,917 [As of 24 Jan 2014]

**Navy Department Civilian Employees:** 201,000

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**Ships and Submarines**

**Deployable Battle Force Ships:** 283
- Ships Deployed: 85 (30%)
- Ships Underway for Local Ops / Training (USFF / 3rd Fleet): 44 (15%)

**Ships Underway**

- **Aircraft Carriers:**
  - USS Carl Vinson (CVN 70) - Pacific
  - USS Harry S. Truman (CVN 75) - 5th Fleet

- **Amphibious Assault Ships:**
  - USS Boxer (LHD 4) - 5th Fleet
  - USS Makin Island (LHD 8) - Pacific

**Aircraft (operational):** 3700+

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**NAVSUP...Optimizes the Naval Support Network to meet the Operational Readiness and Quality-of-Life Requirements of our Maritime Forces**
NAVSUP is a Lean, Fleet-Focused Organization with Global Reach
NAVSUP’s Supply Chain Experts

- Manages Surface, Submarine, Aviation, Nuclear Platforms Repair Parts, Components and Assemblies
- Determines Inventory Investment and Stock Positioning Decisions
- Provides Life Cycle Logistics Support for DON and Allied Nations through Foreign Military Sales
- Manages Total Ownership Cost Portfolio Reduction Solutions
- Creates, Executes Performance Based Logistics (PBL) Contracts

Drives Industry’s Best for the Fleet’s Benefit
NAVSUP’s Face to the Fleet

Products & Services

- Ammunition Supply Chain Management
- Contracting
- Fuel Services
- Global Logistics Support
- Global Logistics Planning and Coordination
- Hazardous Material Management
- Household Goods
- Integrated Logistics Support
- Material Management
- Postal
- Transportation and Distribution
- Warehousing

The Tip of the Logistics Spear
NAVSUP BUSINESS SYSTEMS CENTER (NAVSUP BSC)

NAVSUP’s Finance & Logistics Systems Integrator

- Develops, Maintains, Rationalizes, Optimizes and Integrates Business Systems
- Sustains Navy ERP
- Provides Data Management, Business Intelligence, Enterprise Architecture and Information Assurance Solutions

Navy’s Premier Information Technology Provider
NEXCOM’s 14,000 People Run a $3 Billion Global Retail, Services and Lodging Business

- **Navy Exchange**
  - $2.7B Sales
  - 93 Store Complexes
  - 11 Countries
  - 24 States

- **Ships Store**
  - $72M Sales
  - $10M to MWR
  - 158 Navy Ships

- **Navy Lodge**
  - $67M Revenue
  - 40 Lodges
  - $35M Savings (DOD & Sailors)

- **Personal Telecom**
  - Internet, Cellular Phone Cards
  - Afloat Phones: 178 Ships

- **Uniforms**
  - $147M Sales
  - 24/7 Call Center
  - Web Store

- **NCTRF**
  - Uniform R&D Facility
  - Uniform Testing & Certification

*Delivers Quality-of-Life to Our Sailors & Families*
THE NAVY SUPPLY CORPS

Connected, global, highly educated, diverse officers aboard:

Every Operational Platform
Surface – Aviation – Sub – EXPED – SPECWAR – GSA

Every SYSCOM and DLA
NAVSEA – NAVAIR – NAVSUP – SPAWAR – SSP – DLA

Every COCOM

Logistics Professionals leading:

Contracting
Supply Chain Mgmt
Financial Mgmt
LOG Planning
Fuel & Energy
LOG IT

War Fighting First – Operate Forward – Be Ready
Supply Corps is the second most operational community

- 47% of SC JO billets operational…equivalent to URL
- 1 of every 3 billets are operational
- Every ENS → 36 month operational assignment

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**Warfighters First: SC on 239 ships and in every Expeditionary/Naval Special Warfare Unit**
WE RECEIVE “ON-THE-JOB TRAINING” IN LEADERSHIP

What Eisenhower Taught Me About Decision-Making

By ADAM BRYANT
Published: May 28, 2013

This interview with J.W. Marriott Jr., known as Bill, executive chairman and former C.E.O. of Marriott International, was conducted and condensed by Adam Bryant.

Q. Do you remember the first time you were somebody’s boss?

A. I guess it was in the Navy. I was in the Navy Supply Corps on an aircraft carrier. I eventually took over the officers’ mess. I had worked in my dad’s restaurant when I was in college, and I had all the recipe cards sent to me because I didn’t like the food they were serving on board.

I went to these Navy stewards and said, “I want you guys to follow the recipes.” And they looked at me, they didn’t say much, and they didn’t follow the recipes. I came back a few weeks later and said, “You’ve got to start following these recipes.” And they didn’t follow the recipes. They were all World War II veterans, they’d been everywhere and they had learned not to pay attention to all these green, young ensigns.

In later years, I realized I’d failed to get them on the team. I had walked in and said: “Here, do it. I’m an officer. Salute and do it.” They ignored me and didn’t do it, and we still had lousy food when I left the ship. I realized that I should have sat down with them and said, “What do you think we can do to improve the food?”
THE SUPPLY CORPS’ AND NAVSUP’S CULTURE ARE ALIGNED

Warfighting First, Operate Forward, Be Ready

Maximizing Taxpayers’ Dollars & Creating Value

Capitalizing on Educated, Experienced Workforce; Backed by Engaged Leadership

Leveraging ERP as the Strategic Platform to Support All Weapon Systems

Exploiting the Power of Actionable Data

Using Continuous Process Improvement

Fostering Inclusiveness & Stewardship

Delivering Auditability & Financial Transparency

In Step with SECNAV & CNO Strategic Guidance
NAVSUP’s Culture – World Class Organizations Can Pass Audits

World Class Companies Pass Financial Audits

Unity of Effort

Agility

Strategic Communications

Culture of Judiciousness

Culture Embraces Change

Data Driven Decision Making

Aligned Organization

NAVSUP Leads DON in Audit Readiness
EDUCATION REMAINS CRITICAL FOR THE CORPS

- Karlie Blake – Olmsted Scholar
- Heightened criterion for CIVINS Selection (Top 30 MBA and KU)
- Training With Industry (TWI) SC most selective board
- Shift NR selection to post Op tour with intern board
- LOG IT internships
- Contract intern payback tours
- LDO on-ramp → PG opportunity
- Executive Training Program

Nearly 100 Percent Supply Corps CAPT and CDR have a Masters or Higher
We are Aligned with the CNO’s Sailing Directions & Tenets: Warfighting First, Operate Forward, and Be Ready!

Focus on Cost-Wise Readiness in Harsh Budget Environment

Value as Navy’s Business Managers
CAN YOU SEE THE LOGISTICAL CHALLENGE?

The Kabul Bird Market
CHALLENGE: RETROGRADING THE FORCE FROM AFGHANISTAN

- over 70 bases closed
- 12,000 pieces of Rolling Stock redeployed or retrograded
- 100,000 Twenty Foot Equivalents Units (TEUs) of materiel redeployed or retrograded

- 40,000 containers removed from theater
- $260M materiel transferred
- 23,000 contractors reduced (~$3B) / 2,000 pieces of contractor Rolling Stock / 10,000 contractor TEUs of materiel descoped
FLY… TRUCK… OR SCRAP?
Five Main Elements of Supply Chain Integrated in Release 1.1
WHAT MADE OUR ERP SYSTEM SUCCESSFUL

- Demonstrating Senior Level Commitment
- Establishing Well-defined Transition Plans
- Assigning Local Ownership of Training
- Establishing Centralized War Rooms
- Conducting Training Close to ‘Go Live’
- Understanding and Preparing Data
- Must be U.S. citizen
- Open to men and women
- Minimum of Bachelor of Science/Arts degree with 2.5 GPA
- Degrees in business or Science, Technology, Engineering and Mathematics (STEM) concentrations are preferred, but not required
- Minimum Officer Aptitude Rating of 35
- Must be commissioned by age 29 but can be waived up to age 31 for those who possess

Contracting officers need math, technical & analytical skills
QUESTIONS FOR CONSIDERATION

We’re not auditors, but we need to understand Audit procedures

Everyone isn’t an ‘IT’ expert, but everyone needs to embrace and master our SAP ERP system... and also the concept of SaaS

How important is Lean Six Sigma to improving BOTH our processes and our culture?
Discussion
The Talent Supply Chain

An Inventory Dilemma

Brian Gibson, PhD
Wilson Family Professor
Auburn University
As SCM takes on greater strategic importance, organizations are realizing that their talent “safety stock” is limited. With this in mind, CSCMP commissioned an in-depth study of supply chain talent development. Dr. Gibson will discuss the key study results and address the role of universities in supporting the SCM talent acquisition, development and advancement requirements of industry.
Research Team

• Brian Gibson
  Auburn University

• Sean Goffnett
  Central Michigan University

• Zac Williams
  Central Michigan University

• Bob Cook
  Central Michigan University
"We must attract good people, develop them, and give them a great career path. If we keep them on the team, they will become our future supply chain leaders."

Major issue

Growing demand
+ Changing skill sets
+ Low bench strength
+ Retirement activity
= Talent Shortage
Study Methodology

- Content Analysis
  - Current Literature
  - Company Websites
- Expert Interviews
  - SCM Executives
  - HR Professionals
  - Recruiters
- National Surveys

Our research team leveraged over 500 sources of information over the course of the CSCMP study.
Talent Acquisition – What Works?

USE OF METHOD

- University Referrals
- Internships & Co-ops
- Executive Recruiters
- University Career Fairs
- Employee Referrals
- Network w/ Partners
- Social Media Websites
- Association Websites
- SCM Career Websites
- General Career Fairs
- Industry Events
- Staffing Firms
- Newspaper Advertisements
- General Website
- Company Website

Recruiting Methods Legend: Personal vs. Public Posting
Talent Acquisition – University Options

- Promote industry-university alliances
- Develop your “product” via internships
- Streamline on-campus recruiting processes
- Establish dedicated talent team

“We are being much more intentional and proactive about talent management – who do we have, what do we need, and how do we tackle future requirements? Five years ago we would just fill projects as they came up with available bodies.”

Human Resources Manager, Logistics Services Provider
## Most Effective SCM Training Methods

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<tr>
<th>Manufacturers</th>
<th>Retail/Wholesale</th>
<th>3PL/Transport</th>
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<tr>
<td>Cross-functional training</td>
<td>On the job training</td>
<td>On the job training</td>
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<tr>
<td>On the job training</td>
<td>Professional organization certification</td>
<td>Mentoring programs</td>
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<tr>
<td>Job rotation program</td>
<td>Professional organization training courses</td>
<td>Job rotation program</td>
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</table>
Talent Development – University Options

- Develop relevant development resources
- Adopt a formal mentoring/coaching program
- Invest in high potential SCM talent
- Create individual development plans

“Take time to understand what people want to do and together identify the gaps that they need to close. Then, help them get the right experiences and training to close the gaps. There’s a huge correlation between this process and retention.”

Director – U.S. Logistics, Consumer Products Manufacturer
66% of the survey participants either offer no SCM career paths or expect the individual to manage his/her own career path.
• Inform students about SCM career paths

• Pursue research in SCM talent retention and succession planning

“A lot of companies need to get on the bandwagon and start investing in their ‘talent supply chain’ if they want to remain competitive in the future.”

SCM Executive Recruiter
How can we best support the talent management processes of our industry partners?

Acquisition

Development

Advancement
Audience Input

• Questions
• Feedback
• For more information

brian.gibson@auburn.edu
Supply Chain Management Talent Development

Supply chain management (SCM) is a discipline in the midst of a high profile transition. C-level executives increasingly recognize the value of strong, integrated SCM capabilities for propelling their businesses to greater levels of success. These executives have elevated supply chain leaders to strategic roles and are investing in SCM capabilities to create competitive advantage. The heightened status creates the need for a stronger, more capable SCM team.

Recognizing the current and future need of organizations to enhance their SCM human capital, the Council of Supply Chain Management Professionals commissioned a talent development research study. This study, conducted by SCM researchers at Auburn University and Central Michigan University, investigates the SCM talent requirements of organizations and how they cultivate future leaders.

The key findings are presented in a series of three publications that will help you build and retain a high caliber team of SCM professionals:

- **The Acquire Process** - access the preview with table of contents and executive summary.
- **The Develop Process** - access the preview with table of contents and executive summary.
- **The Advance Process** - coming winter 2013/2014
Panel 1: Industry Relationships

Jim Smith
Director, Global Supply Chain Operations
BA CSULB Economics 1981
MS USD Supply Chain Management 2007

Moderator – Representing Industry
Northrop Grumman Aerospace Systems (MGAS)
Jd.smith@ngc.com
3rd Annual SCM Directors’ Conference

February 12-14, 2014
John D. Hanson
Associate Professor of Supply Chain Management
Supply Chain Management Institute
University of San Diego
hansonj@sandiego.edu

## Current Profile

<table>
<thead>
<tr>
<th>Program</th>
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<th>Year Started</th>
<th>Fall 2013 Enrollment</th>
<th>Online Degree (Y/N)</th>
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<th>Focus Area</th>
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<td>SCM Center</td>
<td>Y</td>
<td>1999</td>
<td>• Traditionally focused on procurement</td>
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<td>N</td>
<td>1999</td>
<td>• *</td>
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<tr>
<td>Industry Advisory Board</td>
<td>Y</td>
<td>1995</td>
<td>• Support for MS program</td>
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Alignment Initiatives

✓ Career Fair
  - Supply Chain related students/jobs only
  - On-site interviewing, students + faculty (references)

✓ MS Program Review
  - Survey-based:
    - Alumni
    - Advisory Board
    - Industry mailing list
    - Faculty

✓ Semi-Annual Forums
  - Wide range of attendees, guest speakers

✓ Industry Networking
  - Chapter events: ISM, APICS, SCC, CSCMP
  - Case study competitions
3rd Annual SCM Directors’ Conference

February 12-14, 2014
Panel 1: Industry Relationships
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<td>589</td>
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<td>1990s</td>
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<td>~60</td>
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<td>SCM Center</td>
<td>Y</td>
<td>1992</td>
<td>• Teaching, research, and outreach toward (first logistical and then) supply chain research, career development, and degree program confluence</td>
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<td>Certificate Program</td>
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<td>1995</td>
<td>• Supply chain foundations; supply chain strategy; lean SCM; supply chain financial principles; Vested Outsourcing; supply chain relationships; strategic supply management; logistics principles and strategies</td>
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<td>Industry Advisory Board</td>
<td>Y</td>
<td>1992 (MGR)</td>
<td>• UT Supply Chain Forum (now 54 company members representing 9% of US GDP)</td>
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<td>2012 (EXEC)</td>
<td>• UT Global Supply Chain Institute (Senior Executives from 45 SC Forum Companies)</td>
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UT’s Supply Chain Management Program

Award Winning SC Faculty
55 college-wide faculty (22 dept.) engaged in cross-disciplinary SCM research
15 PhD students

Cutting Edge Research
General Academic Research (300+ articles since 2000)
Contract and Directed Research
USAF and External Grants

Students
585+ Logistics Undergrads
60+ MBA’s with SCM focus
16 Doctoral Students

Industry Forums
Supply Chain, Shopper Marketing, Demand Planning

Global Partners

Industry Partnerships
Forum Partnerships (50+ Companies)
Research Projects
Audits
Faculty Contacts → Course/Consulting Projects

Center for Executive Education

Executive MBAs: Generalist, Global Supply Chain, Air force, Physician, Professional
Non-degree Programs in SCM including certifications, Lean/Theory of Constraints/Operational Excellence, Performance Based Logistics, Vested Outsourcing
The Forums Keep Growing
50+ Firms Ranging from $400MM - $80B
✓ Game-Changing Trends in Supply Chain sponsored by Terra Technology & E&Y
✓ Bending the Chain sponsored by IBM; available this February
✓ Sponsorship available for EPIC: The Challenges of Managing a Global Supply Chain due out 2014
Center For Executive Education

Upcoming/recent courses
✓ Global Supply Chain Foundations – Feb. 10-12
✓ Demand Management in the Supply Chain – Feb. 12-14
✓ Global Supply Chain Executive Development–March 9-14

✓ Go to the Global Supply Chain Institute website to view a full menu of programs at www.gsci.utk.edu
3rd Annual
SCM Directors’ Conference

February 12-14, 2014
Industry Relationships:
Producing Talent Aligned to Industry Needs
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<td>1950s</td>
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<td>1950s</td>
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</thead>
<tbody>
<tr>
<td>SCM Center</td>
<td>Yes</td>
<td>1992</td>
<td>• Conduct research that addresses business problems</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Take the knowledge gained from the research to the classroom.</td>
</tr>
<tr>
<td>Certificate Program</td>
<td></td>
<td></td>
<td>• Dean has one as do the various Fisher Centers.</td>
</tr>
<tr>
<td>Industry Advisory Board</td>
<td>Yes</td>
<td>ongoing</td>
<td></td>
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</table>
The mission of the Forum is to provide the opportunity for leading practitioners and academics to pursue the critical issues related to achieving excellence in Supply Chain Management.

The Forum supports research focused on real world applications, the sharing of information across industries, and makes research available through publications and seminars.

**Summary of Accomplishments**

- 36 Articles (first 3 SCM articles are among the most cited articles in SCM)
- 2 Books (one in its fourth edition)
- 5 Ph.D. Dissertations
- Executive Development Seminars in North and South America, Europe, Australasia and China
- SCM Book used for Undergraduate, M.B.A. and Ph.D. courses at Fisher and at more than 40 universities in the USA and overseas
Questions?
How Associations are Working with Academia to Grow the Supply Chain Profession
“To lead the Supply Chain profession by connecting, developing, and educating the world’s Logistics and Supply Chain Management Professionals throughout their careers”
History: Constantly Evolving

1963  Established as the National Council of Physical Distribution Management

1985  Council of Logistics Management

2004  Council of Supply Chain Management Professionals
CSCMP – What We Deliver

EDUCATION
CAREER RESOURCES
CONNECTIONS
NETWORKING
RESEARCH
Connecting with Educators

- CSCMP engages with educators in a variety of ways:
  - Board of Directors participation
  - Several Committees
  - Student and Young Professionals engagement
  - European Research Seminar
  - Ad Hoc events
Connecting with Educators

- Research Strategies Committee
  - Research Projects and Surveys
  - *Journal of Business Logistics* (JBL)
- Global Perspectives
- Explores
- Annual *State of Logistics* Report
- Hot Topics
- Supply Chain Heartbeat
Connecting..with Educators

- Education Strategies Committee
  - Annual Educators’ Conference
  - Donald J. Bowersox Doctoral Symposium
  - Academic/Practitioner “Working Together” Research Track held during the Annual Global Conference
- Academic Cases (used in class), cases are provided to educators with teaching notes
Connecting..with Educators

• Education Committee continued
  • Co-sponsored Executive Education programs are marketed to the CSCMP database and listed on web site.
  • Free online university listing of supply chain and logistics programs on CSCMP web site
  • Student Connections
Connecting..with Educators

- Certification committee
  - Academics along with practitioners created the SCPro certification program.
  - Academics remain as primary members to support development and rollout of the program.
Connecting...with Educators

- Program committee
  - Helps design Conference Tracks and Sessions
    - Annual Global Conference
    - Annual India Conference
    - Annual European Research Seminar/Conference
  - Other regional events (Singapore this past January)
  - Helps provide Roundtable speakers
Connecting..with Educators

• Many programs and products developed by our educator members are utilized by practitioners.
  • SCPro Certification: Can enhance a current degree or provide overview of SC if someone does not have a degree.
  • Research: Cases studies and various research projects are created for practitioners (i.e., Hot topics, Supply Chain Heartbeat)
  • On Site Education
Connecting..with Educators Awards

- Distinguished Service Award
- Doctoral Dissertation Award
- Supply Chain Innovation Award
- Emerging Leader Award
- Bernard J. La Londe Best Paper Award
  - From JBL submissions
- E. Grosvenor Plowman Award
  - From Educators Conference
The Connection benefits both

- Educators connect CSCMP to students
- CSCMP connects educators to practitioners to help research and students
- Connect to Roundtables (Chapters)
- Educators provide insight on cutting edge theories and practices in supply chain
CSCMP’s Evolving Role

• Goal
  ✓ To be the source of connections, development and education that enables CSCMP members to continue being the leading practitioners and authorities in the fields of logistics and supply chain management.
  ✓ Supply Chain Concierge Service
Thank you!

Rick Blasgen
CSCMP.ORG
+1 630.645.3458
rblasgen@cscmp.org
American Society of Transportation and Logistics

ASTL Certification Programs

Certified in Transportation and Logistics

CTL    Senior Level

Professional Designation in Logistics and Supply Chain Management

PLS    Mid Level

Global Logistics Associate

GLA    Entry Level
Global Logistics Associate - GLA

- The GLA certification program focuses on general knowledge of transportation/logistics and associated functions necessary for the delivery of goods. Obtaining the GLA requires successful completion of the online “Tucker” tutorial and a comprehensive exam.

- The GLA program may be taken as a self-study course, in-house training, or at an ASTL endorsed concurrent program. The GLA is also offered in high schools and community colleges.
The PLS designation is designed for new professionals seeking an understanding of key strategies for improving customer service and increasing efficiency of their logistics and supply chain operations.

The PLS may be taken as a self study, earned through an approved academic program, or as a pre-approved course through a university continuing education program.
ASTL began the CTL Certification Program in 1948.

The exam modules are consistently revised by the ASTL Board of Examiners comprised of university professors.

The CTL may be obtained through self study, online through the University of Wisconsin-Superior, at the University of North Florida Division of Continuing Education Cohort, or from an Approved Academic University Program.
Approved CTL Approved Academic Programs

Coursework in the following schools meets the requirement for CTL Professional Certification. These institutions are approved by the ASTL Board of Examiners as CTL Waiver Schools for students graduating with a Bachelor’s, Master’s, or Doctorate degree in an industry related field.

- Air Force Institute of Technology
- Arkansas State University
- Auburn University
- Bellevue University
- California State University/ San Bernardino
- East Carolina University
- Embry Riddle Aeronautical/MS LSCM
- Georgia Southern University
- Indiana University
- Iowa State University
- Maine Maritime Academy
- Michigan State University
- N. C. A&T State University
- Pennsylvania State University
- Syracuse University
- The Ohio State University
- University of Arkansas
- University of British Columbia
- University of Denver
- University of Houston
- University of Maryland/College Park
- University of North Florida
- University of North Texas
- University of Rhode Island
- University of Southern Mississippi/MS LLT
- University of Texas/ Dallas MS SCM
- University of Tennessee/Knoxville
- University of Wisconsin/Superior
- U. S. Merchant Marine Academy
Marketing Best Practices for Undergraduate and Graduate Programs
# Current Profile

<table>
<thead>
<tr>
<th>Program</th>
<th>Y/N</th>
<th>Year Started</th>
<th>Fall 2013 Enrollment</th>
<th>Online Degree (Y/N)</th>
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<td>Y</td>
<td>1972</td>
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<td>Approx. 1990</td>
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<th>Area</th>
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<th>Year Started</th>
<th>Focus Area</th>
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<tbody>
<tr>
<td>SCM Center</td>
<td>Y</td>
<td>1996</td>
<td>• Retail SCM, SC Innovation, Retail-Vendor Collaboration, Diversity in SCM, Ground Transportation</td>
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<tr>
<td>Industry Advisory Board</td>
<td>Y</td>
<td>1996</td>
<td>• Retail/CPG Firms, Transportation Firms</td>
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</table>
Additional Information

- RFID Center/Center for Retail SCM Innovation
- Center for Retailing Excellence
- Women in Logistics
- Executives-in-Residence
3rd Annual
SCM Directors’ Conference

February 12-14, 2014
Your University Name goes here

Donna Davis
Co-Director, Center for Supply Chain Management & Sustainability
Marketing Department
University of South Florida
donnadavis@usf.edu

Marketing Best Practices for Undergraduate and Graduate Programs
## Current Profile

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<tr>
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<th>Online Degree (Y/N)</th>
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<td>2014</td>
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<td>2014</td>
<td>N/A</td>
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<table>
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<th>Focus Area</th>
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</thead>
<tbody>
<tr>
<td>SCM Center</td>
<td>Y</td>
<td>2013</td>
<td>• Reverse Logistics &amp; Sustainability; Latin America &amp; Caribbean Basin</td>
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<tr>
<td>Certificate Program</td>
<td>N</td>
<td></td>
<td>• x</td>
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<tr>
<td>Industry Advisory Board</td>
<td>N</td>
<td></td>
<td>• x</td>
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</table>
✓ Texas Tech University (2003-2013)
  - Undergraduate Global Supply Chain Management concentration
  - Funded by Business & International Education grant in 2009
  - 2 faculty; 120 students

✓ University of South Florida
  - New Center for Supply Chain Management & Sustainability
  - Co-Director with Jim Stock
  - Undergraduate and graduate SCM concentrations
3rd Annual SCM Directors’ Conference

February 12-14, 2014
How Academia Can Work with Industry to Produce Research They Can Apply
## Current Profile

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<tr>
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<th>Year Started</th>
<th>Fall 2013 Enrollment</th>
<th>Online Degree (Y/N)</th>
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<tbody>
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<td>BS/BA degree in SCM (two BS undergraduate)</td>
<td>Y</td>
<td>1997</td>
<td>709</td>
<td>Portions on-line</td>
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<td>Unknown</td>
<td>400</td>
<td>Portions on-line</td>
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<td>Y</td>
<td>2001</td>
<td>43</td>
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<tr>
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<th>Focus Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM Center</td>
<td>Y</td>
<td>2000</td>
<td>• Logistics, Transportation, Complex Supply Chain Systems—focus on seeking federal and state funded grants</td>
</tr>
<tr>
<td>Certificate Program</td>
<td>Y</td>
<td>2005</td>
<td>• Executive education programs support AST&amp;L professional certification in transportation and logistics (CTL)</td>
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<tr>
<td>Industry Advisory Board</td>
<td>Y</td>
<td>1997</td>
<td>• Supply Chain Management, Logistics, Transportation, Third Party Logistics, and Supply Chain Information Systems</td>
</tr>
</tbody>
</table>
Additional Information

✓ Three undergraduate degrees: BS, logistics and supply chain management; and BS, aviation logistics—operations and supply chain management is part of BBA degree

✓ Eight faculty in logistics and supply chain; 4 in operations management; 4 in decision sciences; 16 within the Complex Logistics Systems Cluster

✓ Spring 2014 undergraduate enrollment over 840 (up almost 20% from Fall

✓ Advisory group includes: Pepsico, Lockheed Martin, JC Penney, Pier 1, Flowserve, SAP, Crane WW Logistics, BNSF, Verizon, CGI, PGL, NT Logistics, Trinity Industries, Williamson-Dickie, Alon, Southwest Airlines, Mohr Partners, FQL Logistics, Fujitsu, Hillwood, Sanmina SCI, Sysco, Transplace, Mohr Partners, Alvarez & Marsal, Frost Bank, and Fujitsu
3rd Annual
SCM Directors’ Conference

February 12-14, 2014
How Academia can Work with Industry to Produce Research they can Apply
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</thead>
<tbody>
<tr>
<td>BS/BA degree in SCM</td>
<td>N</td>
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<td>N (2015?)</td>
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<tr>
<td>BS/BA degree with Concentration in SCM/OM</td>
<td>Y</td>
<td>2001</td>
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<td>Masters degree in SCM</td>
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<td>MS/MBA with Concentration in SCM/OM</td>
<td>Y</td>
<td>2001</td>
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<tr>
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<th>Focus Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM Center</td>
<td>Y</td>
<td>2015?</td>
<td>• Corp Responsibility (CR)</td>
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<tr>
<td>Certificate Program</td>
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<tr>
<td>Industry Advisory Board</td>
<td>Y</td>
<td>2009</td>
<td>• International SC, Triple Bottom Line</td>
</tr>
</tbody>
</table>
Additional Information

✔ Relevant Professional Background

- Consulting & Executive Education
  - Boeing, Western Resources, Johnson & Johnson, China Mobile, Acer, etc.

- Industry-University Research Partnership
  - Projects: ERP, SCM, Global logistics, Sustainability, etc.
3rd Annual SCM Directors’ Conference

February 12-14, 2014
How Academia Can Work With Industry To Produce Research They Can Apply
✓ Based in San Diego, California, U.S.A.
✓ Founded in 1927
✓ More than 14,810 Gas Turbines Operating in over 100 Countries
✓ World’s Largest Manufacturer of Industrial Gas Turbines (1 to 22 MW Range)
✓ Subsidiary of Caterpillar Inc. since 1981
✓ Global Workforce - 7,800 Employees Worldwide
SOLAR GAS TURBINE FAMILIES

**Centaur 40 & 50**
1590 hp/1210 kWE
(Over 5000 Units)

**Saturn 20**
1590 hp/1210 kWE
(Over 5000 Units)

**Mercury 50**
4600 kWe
(Over 80 Units)

**Taurus 60**
7700 hp/5670 kWe
(Over 1840 Units)

**Taurus 65**
6300 kWe
(Over 25 Units)

**Taurus 70**
10,915 hp / 7965 kWe
(Over 700 Units)

**Mars 90 & 100**
13,220 – 15,900 hp
9450 – 11,350 kWe
(Over 1200 Units)

**Titan 130**
20,500 hp / 15,000 kWe
(Over 690 Units)

**Titan 250**
30,000 hp / 21,745 kWe
(20 Units and Growing)
WORLDWIDE MARKETS

- Oil & Gas Industry
- Industrial Power Generation