

# LEVERAGING SUPPLY MANAGEMENT IN OUR GLOBAL ECONOMY



## 6TH ANNUAL BLACK EXECUTIVE SUPPLY MANAGEMENT SUMMIT

sponsored by ISM and Howard University

**March 25-27,  
2009**

Doubletree Hotel  
at the Entrance  
to Universal Orlando  
Orlando, FL

Renowned speakers  
— Microsoft, NBC  
Universal, Tyco  
International, UPS  
and more!

Valuable networking  
opportunities

Fuel the pipeline to  
support minority  
participation

Give your organization  
a competitive edge

*Building on our momentum from last year's program, join us for the*

# **6th Annual Black Executive Supply Management Summit (BESMS)**

**March 25-27, 2009**

**Sponsored by ISM and Howard University**

**Be the Best** — Learn from thought-leaders and change agents within your field and in leading-edge organizations.

**Expect the Best** — Hear best practices and transform them into business as usual.

**Supply the Best** — Effectively support internal and external stakeholders.

**Motivate the Best** — Be a mentor, a leader and a gifted supervisor.

**Share the Best** — Be known as the go-to person inside and outside your organization.

*This is a unique opportunity to connect with other executives and discover tried and true secrets to success.*

## **WHO SHOULD ATTEND**

This program is presented for executives and managers in supply, with a special track for students enrolled in supply management degree programs. If you have a passion for supply management and value diversity and innovation, this is the program for you to learn, share, mentor and build your network.

We encourage participation as a potential mentor or protégé. Proceeds from the program are used for a scholarship fund to send students to the ISM 94th Annual International Supply Management Conference and Educational Exhibit, May 3-6, 2009 in Charlotte, North Carolina.

In principle and in practice, ISM values and seeks a diverse membership, volunteer leadership and staff. There are no barriers to full participation in the Institute on the basis of ethnic background, gender, creed, age, sexual orientation, national origin or disability.

**Wednesday, March 25, 2009**

**7:00 am – 4:00 pm**

**Registration/Breakfast on Your Own**

**8:00 – 8:30 am**

**Welcome Address**

**8:30 – 10:15 am**

**AA General Session**

**Economic Perspectives**

**Panelists:**

**Anthony S. Nieves, C.P.M, A.P.P., CFPM, Chair of the ISM Non-Manufacturing Business Survey Committee; and Senior Vice President — Supply Management, Hilton Hotels Corporation**

**Stephen Leach, Managing Director & Economist, Citigroup**

Hear the latest information from economic experts who share global forecasts with strategies to apply to your own organization's supply chain.

**10:30 – 11:45 am**

**AB General Session**

**Student Case Competition (1 of 2)**

Future leaders in supply management bring new ideas to the table. The first set of two student teams presents their case work as they compete for scholarships. Case studies relate to the Summit's theme of "Leveraging Supply Management in Our Global Economy."

**11:45 am – 1:00 pm**

**Box Lunch/Networking**

**1:00 – 2:15 pm**

**AC General Session**

**Economic Impacts — A Microeconomic Perspective**

**Burt Jordan**

Executive Director, Global Powertrain Purchasing,  
Ford Motor Company

What are leading supply executives doing to offset harsh economic conditions? Learn the strategies that are helping Ford endure the volatility and still be positioned for future opportunities.

**2:30 – 3:45 pm**

**AD General Session**

**Student Case Competition (2 of 2)**

**3:45 – 5:00 pm**

**AE General Session**

**What You Should Be Doing to Get to the Next Level**

**Bernard C. Wright, C.P.M.**

Senior Director, Strategic Sourcing, Strategic  
Business Operations, Novo Nordisk Inc.

Take control of your career. Eliminate the barriers that may be holding you back from becoming a director or vice president. Maximize your networking skills to nurture relationships. Find out how to be the next chief procurement officer in your organization.

**5:30 – 8:00 pm**

**Dinner**

Executives and Managers dine at The Grape

Students dine at the Doubletree Hotel's Carnivale restaurant

**Thursday, March 26, 2009**

**7:00 am – 1:00 pm**

**Registration**

**7:30 – 8:30 am**

**Networking Breakfast**

**8:30 – 9:45 am**

**BA General Session**

**Sustaining Business Operations During Economic Adversity**

**Fritz Valsaint**

Supplier Diversity Coordinator, UPS

Explore strategies that can make a difference in sustaining your organization through the difficult business climate. Discuss the risk involved in areas such as supplier diversity and sustainability initiatives. Can they be continued in the current economy? Could these initiatives actually help the organization thrive during times of hardship?

**10:15 – 11:30 am**

**BB General Session**

**Global Transformations Impacting Business**

**Brigadier General Nick Halley**

U.S. Army, Retired, Author, *Leadership Under Fire!*

Supply executives need to stay abreast of worldwide issues to effectively evaluate a market and its suppliers. Major shifts have occurred throughout the globe that impact the marketplace: domestic and international political changes, demographic changes and birth rates. Hear how these shifts affect your supply chain.

**11:30 am – 1:30 pm**

**BC General Session  
Lunch & Keynote Speaker**

**Seeing the Future of Supply  
Management in our Global Economy**

**Joseph L. Cavinato, Ph.D**

Director, The A.T. Kearney Center for Strategic Leadership (CSSL) at ISM and ISM Professor of Supply Chain Management at the Thunderbird School of Global Management

Identify the megatrends that are shaping the future of supply management: how it supports the business to compete and perform. Learn to apply effective supply management strategies to take advantage of any opportunities that may arise.

**1:30 – 3:00 pm**

**BD Concurrent Executive and Managers  
Session**

**The Paradox of Entitlement: How  
Intergenerational Tensions Prevent  
Conversations That Matter**

**Dr. Helen Eckmann**

University of San Diego Supply Chain Management  
Adjunct Professor, James L. Consulting

**Clarissa L. Davis-Lindsey, J.D.**

Business Analyst II/IP Escrow Manager & Supplier  
Diversity Manager, Teradata Operations, Inc.

For the first time in history, four different generations work side-by-side in the American workforce. Nearly 8,000 people turn 60 every day, leaving many companies with a graying workforce. As companies begin to fill positions of retiring workers, the successor is unlikely to look or think like the current employee. The modern workforce has more ethnic and gender diversity, technological savvy, and a more informal style than its predecessors. Perceptions of entitlement — whether real or projected — within the generations become a barrier to communication, preventing conversations that matter. Explore the prevailing biases harbored by different generations and get useful tips that reach across generational, cultural and gender divides. Learn to open the lines of communication and build strong succession plans.

**1:30 – 3:00 pm**

**BF Concurrent Student Session**

**Your Future in Supply Management**

**Joseph L. Cavinato, Ph.D**

Director, The A.T. Kearney Center for Strategic Leadership (CSSL) at ISM and ISM Professor of Supply Chain Management at the Thunderbird School of Global Management

Your future is bright in supply management. It is one of the few professions that spans across all industries. Discuss supply management career trends and the important skill sets that you need to develop for a successful career.

**3:15 – 4:45 pm**

**BG General Session  
Executive Perspectives**

**Daphne Harvey, C.P.M.**

Vice President, Sourcing, NBC Universal

**Alma McClain-Williams, MBA, C.P.M.**

Group Manager, Microsoft

Supply executives share challenges and successes they've encountered throughout their careers. Discover the valuable skills they used to succeed, their most influential career experiences and supply management challenges that shaped their careers. These speakers will inspire you with their unique stories of success.

**6:00 pm – 7:00 pm**

**Reception**

Executives, Managers and Students.

Announcement of the winners of the student case competition.

Friday, March 27, 2009

**7:00 – 8:30 am**

**CA Networking Breakfast/Discussion Activity**

**ISM Board of Directors Discussion: Supply Management Trends**

**Members of the ISM Board of Directors**

Discuss supply management ideas, challenges and trends with your colleagues and members of the ISM Board of Directors.

**8:30 – 9:45 am**

**CB General Session**

**Incorporating Sustainable Energy Practices**

**Ezzy Sadrerafi, CEM, CBEP**

Global Director – Energy & Plant Services, Tyco International

Are you working toward making your organization more environmentally friendly with sustainability initiatives? Gain insights from Tyco's successes and challenges.

**10:00 – 11:15 am**

**CC General Session**

**What Was Said ... What Was Heard?**

**Facilitated by: Craig Cuffie**

Vice President of Supply Chain Operations, Intuit

Don't miss this interactive discussion on how economics impacts supply management. Talk through strategies and learn how your peers are leveraging their supply chain for success.

**11:15 – 11:30 am**

**Program Summary & Closing Remarks**

**Hotel Information** — All sessions are at the Doubletree Hotel at the Entrance to Universal Orlando located at 5780 Major Blvd., Orlando, FL 32819.

**Phone:** 407/351-1000

**Web site:** [www.doubletreeorlando.com](http://www.doubletreeorlando.com)

The ISM room rate is \$149 plus tax per night. When making your reservations, please use the group code **BES**. The ISM rate is offered until March 9, 2009. Rooms sell out quickly, so please be sure to reserve your room early.

**Group Activities** — Are you interested in either of the following voluntary, non-ISM sponsored activities on Friday afternoon after the Summit? E-mail [kspencer@ism.ws](mailto:kspencer@ism.ws) if you are interested. If there is enough response, the details, including fees, will be sent to you as soon as they become available.

**US** – Friday afternoon outing at Universal Studios

**GL** – Friday afternoon golf outing

**ISM Guarantee** — Satisfaction with all programs is guaranteed. If you are not satisfied with this program, we will refund your registration fee. (All ISM Cancellation and Refund Policy guidelines must be followed.)

**Program Discounts** — Register by March 9, 2009 and take \$100 off the regular program registration fee. (Before March 9, 2009, **\$695 ISM members**/\$895 nonmembers)

## Schedule at a Glance

### Wednesday, March 25, 2009

<b>7:00 am – 4:00 pm</b>	Registration	
<b>8:00 – 8:30 am</b>	Welcome Address	
<b>8:30 – 10:15 am</b>	AA General Session	Economic Perspectives
<b>10:30 – 11:45 am</b>	AB General Session	Student Case Competition (1 of 2)
<b>11:45 am – 1:00 pm</b>	Box Lunch/Networking	
<b>1:00 – 2:15 pm</b>	AC General Session	Economic Impacts — A Microeconomic Perspective
<b>2:30 – 3:45 pm</b>	AD General Session	Student Case Competition (2 of 2)
<b>3:45 – 5:00 pm</b>	AE General Session	What You Should Be Doing to Get to the Next Level
<b>5:30 – 8:00 pm</b>	Dinner	Executives and Managers dine at The Grape; Students dine at the Doubletree Hotel's Carnivale restaurant

### Thursday, March 26, 2009

<b>7:00 am – 1:00 pm</b>	Registration	
<b>7:30 – 8:30 am</b>	Networking Breakfast	
<b>8:30 – 9:45 am</b>	BA General Session	Sustaining Business Operations During Economic Adversity
<b>10:15 – 11:30 am</b>	BB General Session	Global Transformations Impacting Business
<b>11:30 am – 1:30 pm</b>	BC General Session Lunch & Keynote Speaker	Seeing the Future of Supply Management in our Global Economy
<b>1:30 – 3:00 pm</b>	BD Concurrent <b>Executive and Manager</b> Session	The Paradox of Entitlement: How Intergenerational Tensions Prevent Conversations That Matter
<b>1:30 – 3:00 pm</b>	BF Concurrent <b>Student</b> Session	Your Future in Supply Management
<b>3:15 – 4:45 pm</b>	BG General Session	Executive Perspectives
<b>6:00 – 7:00 pm</b>	Reception	Executives, Managers and Students . Student case competition winners announced.

### Friday, March 27, 2009

<b>7:00 – 8:30 am</b>	CA Discussion Activity/ Networking Breakfast	ISM Board of Directors Discussion: Supply Management Trends
<b>8:30 – 9:45 am</b>	CB General Session	Incorporating Sustainable Energy Practices
<b>10:00 – 11:15 am</b>	CC General Session	What Was Said ... What Was Heard?
<b>11:15 – 11:30 am</b>	Program Summary Closing Remarks	

Register by March 9, 2009 and take \$100 off the regular program registration fee.  
(Before March 9, 2009, **\$695 ISM members**/\$895 nonmembers)

# 2009 Black Executive Supply Management Summit Registration

## Program Name

Black Executive Supply Management Summit (BESMS)  
March 25-27, 2009  
Doubletree Hotel at the Entrance to Universal Orlando  
Orlando, FL

## Registration

**\$795\* USD ISM Members**  
\$995 Nonmembers  
\$250 Students



*Register before March 9, 2009 and receive \$100 off the regular registration fee.  
(Before March 9, 2009, \$695 ISM members/\$895 nonmembers)*

## Four Easy Ways to Register

**Internet** | Register online at [www.ism.ws](http://www.ism.ws). Select Education — Seminars, Conferences.

**Fax** | Transmit completed form with credit card information to 480/752-2299.

**Mail** | Complete the form below and mail with check or credit card information to:  
ISM BESMS, P.O. Box 22160, Tempe, AZ 85285-2160, USA.

**Phone** | Call ISM Customer Service at 800/888-6276 or 480/752-6276, option 8.

ISM Member  Nonmember ISM ID # (if known) \_\_\_\_\_

I will be attending the  Executive sessions  Manager sessions  Student sessions (Please select one)

Dr.  Mr.  Mrs.  Ms.  Miss

Preferred Name (for Badge) \_\_\_\_\_

First Name/Given Name \_\_\_\_\_ MI \_\_\_\_\_

Last Name/Surname/Family Name \_\_\_\_\_

Title \_\_\_\_\_ Organization Name \_\_\_\_\_

**Mailing Address:**  HOME  BUSINESS

\_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP Code/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

E-Mail Address \_\_\_\_\_

( \_\_\_\_\_ ) \_\_\_\_\_ ( \_\_\_\_\_ ) \_\_\_\_\_

Daytime Phone Number\*\*

Fax Number\*\*

\*\*For phone numbers outside the U.S. or Canada, please include your country and city codes.

For networking, please give a short description of your company (25 characters or less):

\_\_\_\_\_

**Method of Payment:** (U.S. Funds Only)

Personal Check  Organization check is enclosed for \$ \_\_\_\_\_ Organization Name \_\_\_\_\_

Credit/Procurement Card Charge  VISA  MasterCard  American Express  Diners Club

Charge Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Amount to Be Charged \$ \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Please check here if you require special services or if you have special dietary needs.

\_\_\_\_\_

Please check here if you do not wish to share contact information with other attendees or sponsors.

### Will You Be Attending:

- WL** — Wednesday lunch  
 **WD** — Wednesday evening dinner  
 **TD** — Thursday evening dinner

**Voluntary Activities:** Are you interested in either of the following voluntary, non-ISM sponsored activities on Friday afternoon after the Summit? Details, including fees will be sent to you as soon as they become available.

- US** — Friday afternoon outing at Universal Studios  
 **GL** — Friday afternoon golf outing  
 **Guest Package** — For your convenience, a package is available for your guest for a fee of \$99 (USD). This package includes the dinner on both Wednesday and Thursday evenings only. Conference sessions are not included.

Guest Name \_\_\_\_\_

\_\_\_\_\_

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### PROGRAM SPONSORS

#### Gold

## CORNING

**CORNING** is the world leader in specialty glass and ceramics. Drawing on more than 150 years of materials science and process engineering knowledge, Corning creates and makes keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications and life sciences. Our products include glass substrates for LCD televisions, computer monitors and laptops; ceramic substrates and filters for mobile emission control systems; optical fiber, cable, hardware & equipment for telecommunications networks; optical biosensors for drug discovery; and other advanced optics and specialty glass solutions for a number of industries including semiconductor, aerospace, defense, astronomy and metrology.



**HILTON HOTELS CORPORATION** is the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 74 countries and territories, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel brands including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton® and The Waldorf Astoria Collection™..

The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable**®. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. For more information about the company, please visit [www.hiltonfamily.com](http://www.hiltonfamily.com).



At **IBM**, we strive to lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics.

We translate these advanced technologies into value for our customers through our professional solutions and services businesses worldwide. To learn more visit [ibm.com](http://ibm.com).

#### Silver



Innovation is nothing new at **INTUIT**. It's been our heartbeat for nearly a quarter century. As the world evolves, so do we. Yet we remain driven by our passion for inventing solutions to solve important problems, perfecting those solutions and delighting our customers. We started small in 1983 with Quicken personal finance software, simplifying a common household dilemma: balancing the family checkbook. We are recognized as America's most-admired software company and one of the country's best places to work. You'll find more information about us at [www.intuit.com](http://www.intuit.com).

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### PROGRAM SPONSORS

#### Silver

#### MeadWestvaco

**MEADWESTVACO** is a global packaging company that delivers high-value packaging solutions and products to the world's most recognized companies in the food and beverage, media and entertainment, personal care, home and garden, cosmetic and healthcare industries. The company also has market-leading positions in its Consumer & Office Products, Specialty Chemicals and Specialty Papers businesses. MeadWestvaco, with operations in more than 29 countries, has been selected for the Dow Jones Sustainability Indexes, and manages all of its forestlands in accordance with internationally recognized forest certification standards.



**PFIZER INC**, founded in 1849, is dedicated to better health and greater access to healthcare for people and their valued animals. Our purpose is helping people live longer, healthier, happier lives. Our route to that purpose is through discovering and developing breakthrough medicines; providing information on prevention, wellness, and treatment; consistent high-quality manufacturing of medicines, consumer products; and global leadership in corporate responsibility. Every day we help 38 million patients, employ more than 100,000 colleagues, utilize the skills of more than 12,000 medical researchers, and work in partnership with governments, individuals, and other payers for healthcare to treat and prevent illnesses—adding both years to life, and life to years.



**TYCO** – Tyco International is a diversified, global company that provides vital products and services to customers in more than 60 countries. Tyco is a leading provider of security products and services, fire protection and detection products and services, valves and controls, and other industrial products. Tyco had 2008 revenues of more than \$20 billion and 110,000 employees worldwide. More information on Tyco can be found at <http://www.tyco.com/>.



**UPS** is the world's largest package delivery company and a global leader in supply chain services, offering an extensive range of options for synchronizing the movement of goods, information and funds. Headquartered in Atlanta, GA, UPS serves more than 200 countries and territories worldwide and operates the largest franchise shipping chain, The UPS Store™.

Since its founding in 1923, **THE WALT DISNEY COMPANY** and its affiliated companies have remained faithful to their commitment to produce unparalleled entertainment experiences based on the rich legacy of quality creative content and exceptional storytelling. The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products.

#### Associate



**THE GRAPE WINE BAR & BISTRO** provides customers with a non-intimidating and pleasurable atmosphere in which to enjoy over 100 global wines and small-plate gourmet foods reasonably priced to compliment those wines. Aaron Dent and Pat Wildenburg own and operate franchise locations in Atlanta, Charlotte, Las Vegas and Orlando on behalf of a small group of investors including R&B entertainer Usher. At The Grape "Your Taste Is All That Counts".